

DOCTOR of DENTISTRY

A BUSINESS AND LIFESTYLE MAGAZINE FOR DENTISTS



Dr. Randy Todd
Collaborating Online with Skype

Feature
2008 New Car Preview

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**Dr. Steven
Glassman**

Perfecting the Art Behind
the Glassman Smile

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NOVEMBER/DECEMBER 2007

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Dr. Steven and Debra Glassman



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Dr. Steven Glassman

Perfecting the Art Behind the Glassman Smile

By Mark Ellis

If there were ever a dental award for the most successful smiles on television, stage and screen, it might go to Drs. Steven and Debra Glassman of Glassman Dental Care. With Tony, Emmy and Oscar winners wearing their smiles, few would argue that Glassman Dental Care is one of the most successful and highly respected dental practices in New York City. What is the secret behind this success? Well, the plan was to interview both doctors and feature them in this cover story. After interviewing just Dr. Steven Glassman alone, it was clear that their career stories could not be contained in a seven-page editorial feature. To remedy this, Dr. Steve Glassman will be the focus of this story and Dr. Debra Glassman will be featured in a future issue next year.

EARLY BEGINNINGS

It was very interesting to learn why Dr. Glassman made dentistry his career path. "Dentists in the community, I think they were role models for me," comments Dr. Glassman. He confessed that as a youth he was impressed by the success, lifestyle and respect that many dentists in his community had achieved. "There is always the joke, 'You couldn't get into medical school so you became a dentist,' but for me I had no interest in medicine. I liked the type of practice and lifestyle that dentists had."

Not many dentists can say that they knew early on which dental specialty they would choose as a career path. On the other hand, restorative cosmetic dentistry was the clear choice for Dr. Glassman. "In dental school, I always liked the restorative cosmetic end of it. It was always interesting to me. If anything, maybe I would have gone into orthodontics," Dr. Glassman said.

A TOUGH ROAD

During his dental school training, Dr. Glassman met his now wife of 23 years, Dr. Debra Glassman. Reflecting on the struggles they experienced early in their careers, Dr. Glassman said, "It was a difficult balancing act. We had our first son before she graduated dental school. She took the dental boards when she was eight months pregnant! When we look back on all this we



laugh and say, 'How in the hell did we make it through this?'" He later added, "In the beginning, to build a practice and have no real stay-at-home mom was very stressful. We simply had to figure things out as we went along."

LEARNING THE BUSINESS

One of the biggest challenges for a newly licensed dentist is starting a practice. Unfortunately, many dentists are ill prepared when it comes to managing a business since the focus in dental school is clinical training. "Courses like management and the business side were laughed on by the faculty," says Dr. Glassman. "Looking back now I don't think dentists still realize how important it is to learn the business side as well. If they really don't know how to run their businesses, well, they can't be profitable. If they are not profitable they can't give the best care to their patients, they can't invest in the best technology, they can't hire the best staff to treat their patients and they can't take continuing education courses because your learning

