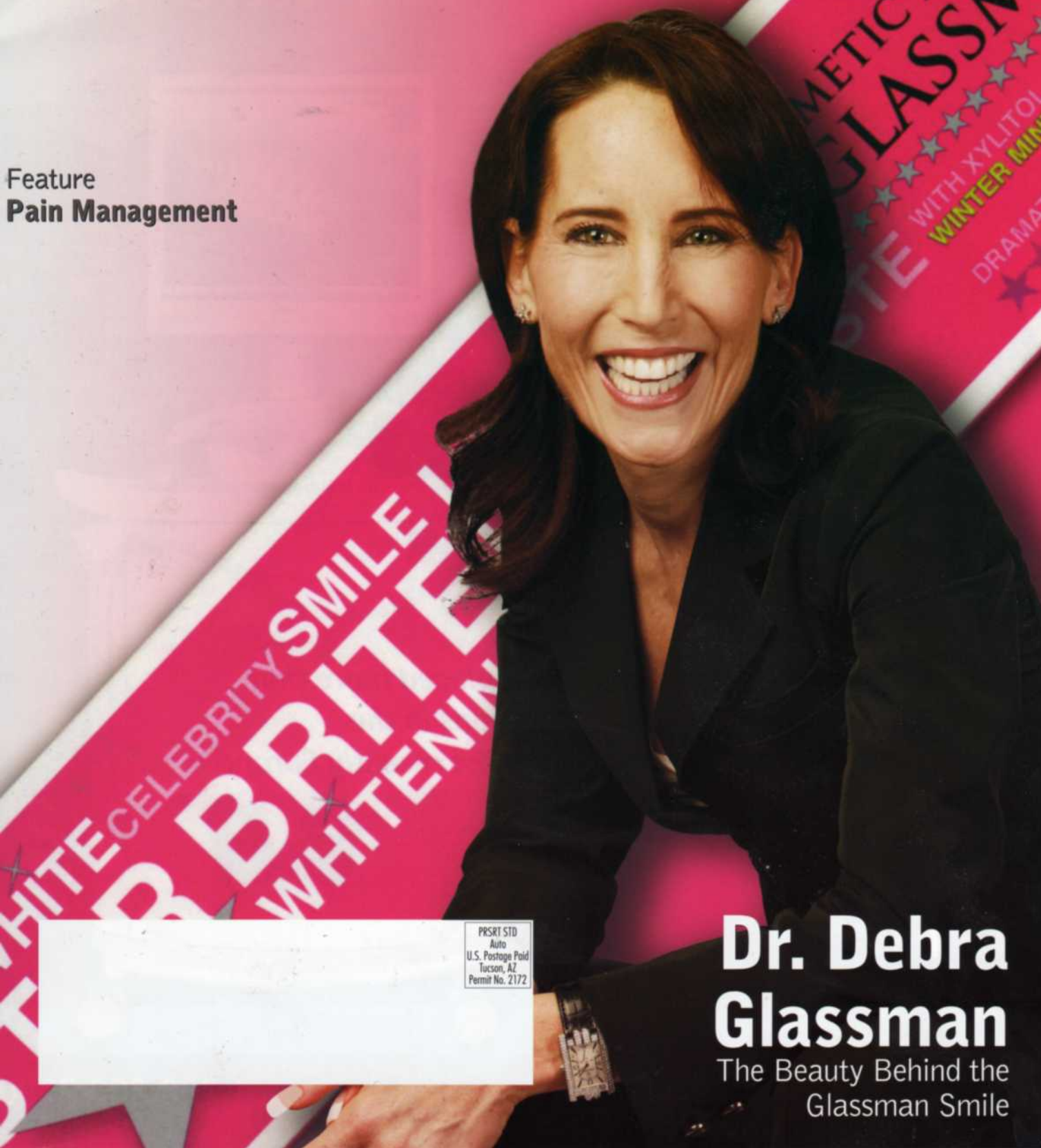


DOCTOR *of* DENTISTRY

A BUSINESS AND LIFESTYLE MAGAZINE FOR DENTISTS

Feature
Pain Management



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Dr. Debra Glassman

The Beauty Behind the
Glassman Smile

contents

VOL. 3, NO. 6

4 COVER STORY

DR. DEBRA GLASSMAN

The long-awaited sequel to the Glassman Dental Care story has arrived. Don't miss it.

14 FEATURE

PAIN MANAGEMENT

Some of the new approaches and agents that will make dental pain management easier and more effective

DEPARTMENTS

2 from the publisher

3 finance

11 dental case studies

17 tax-savvy tips

18 news

19 current topics



ON THE COVER
Dr. Debra Glassman



Dr. Debra Glassman

The Beauty Behind the Glassman Smile

By Mark Ellis

This time last year we featured Dr. Steven Glassman as our cover story. As promised, we will devote this cover story to his wife, Dr. Debra Glassman. To some this might seem like a lot of ink to allocate to a single practice. Before interviewing the Glassmans, I might have been inclined to agree, but over the next few pages it will become very evident why Dr. Debra Glassman is cover story material ... and more.

AN EARLY START

Born and bred in Brooklyn, NY, Dr. Glassman's introduction to the field of dentistry came at the tender age of 15, when she worked as a dental assistant for her family dentist. Commenting on the impression he made on her, she says, "He inspired me. I just loved the whole field. I used to run the front desk, run the whole office and assist. I just loved seeing the work he was doing and the transformations he performed on his patients even at that time, which was before whitening and veneers. It was at that time that he encouraged me to go to dental hygiene school. I discussed the matter with my parents, but I really only wanted to be a dental assistant because I was graduating early from high school and I just wanted to work. My father insisted that I go to school and so I went to New York City Technical School, which had a two-year dental hygienists program. After completing that program, I worked for two years in the city as a dental hygienist." With a solid career as a dental hygienist at age 19, an age when many are still wondering which career path to pursue, a young Dr. Glassman was now contemplating her next move in dentistry. It was at that time that she decided to go back to school and pursue an undergraduate degree at Columbia University. "During my first year at Columbia," Dr. Glassman says, "I began inquiring about the prerequisites for going to NYU Dental School. I had determined that if I was going to dental school that I would go to NYU." The reason? "It



was a big facility with a lot of students and was associated with a lot of hospitals in the area. I also felt that their curriculum was very well rounded." It certainly didn't hurt that Dr. Glassman also received encouragement from many dentists she had worked with who were also connected with the university.

It was a Friday afternoon when young Dr. Glassman visited the dean of admissions at New York University College of Dentistry regarding entrance requirements for their dental program. Recounting the experience, Dr. Glassman says, "I spoke with Dean Colburn and I told him that basically all I had known since I was 15 years old was dentistry and teeth. He told me that I was on the right track and to finish up my prerequisites, take the DATs and he would be happy to invite me if I got everything done. I finished up at Columbia, did well on all my tests and applied to NYU. I started dental school the following year."

JUGGLING MARRIAGE, MOTHERHOOD AND DENTAL SCHOOL

Though Dr. Glassman met Steven Glassman while

Basically all I have known since I was 15 years old was dentistry and teeth.

— Dr. Debra Glassman



The Glassmans' website at www.glassmandentalcare.com is rich with multimedia content and helpful information about the practice.

they attended Columbia University (he was attending Columbia's Dental School at the time), it wasn't until her second year of dental school that they got married. "I remember starting dental school and telling my mother, 'All I want is to study and do well so I can make the most out of this experience.' I was determined to focus on school and would worry about my personal life later," recalls Dr. Glassman. "Little did I know that by the time I graduated, not only would Steven and I be married, but my oldest son, Alex (now 22), would be born during my fourth year."

Commenting on the challenges of being a woman in

That high standard of care and attention to detail is why some very accomplished names in the entertainment industry trust their star-quality smiles to Dr. Glassman. Her celebrity patient portfolio reads like a who's who of TV, stage and screen.

Personal photos of the doctors and scented candles greet each patient as they walk in for treatment.





With the Zoom! whitening system, a patient can have teeth that are on average eight shades whiter in about the time it takes to have a Quarter Pounder with fries and a thick shake.

dentistry, Dr. Glassman says, "It's difficult, especially when you want to have a family and a personal life, because you're the one having the baby. Steven is great and he helped in every way that he could possibly help, but it was still a very challenging time for me."

When asked how she juggled motherhood and dental school, Dr. Glassman says, "I had Alex on January 8, 1987, the year that I graduated, but I made sure that I had all my prerequisites completed in December. If I had to take a month from school to rest, I would have completed everything that I needed to graduate." She adds how supportive her mother and Steven were during this difficult time.

PRIVATE PRACTICE

"I practiced separately from Steven for about two years," says Dr. Glassman. "He practiced on the Upper West Side and I practiced on the Upper East Side. I was very fortunate to be in practice with Dr. Davidoff, one of the early fathers of porcelain veneers, and that's where I

really learned cosmetic dentistry. He really inspired me and trusted me to treat the patients. I worked side by side with him for two years and then Steven and I decided that we had enough patients to open up our own practice, which we did here on the Upper West Side."

What were some of the thoughts that went into launching a new practice? According to Dr. Glassman, "We built a state-of-the-art facility with the best technology and the best equipment because we wanted to treat our patients the way we would want to be treated — high end, high-tech and with complete comfort."

With regard to patient care, she also adds, "I hold myself to a very high standard, so the level of care I give my patients in many cases exceeds their expectations." That high standard

My work involves changing people's lives and they, in essence, change my life because they make me feel good about what I do.

— Dr. Debra Glassman



TV and computer monitors are present in each operatory to provide for the patient's educational and entertainment needs during treatment.

of care and attention to detail is why some very accomplished names in the entertainment industry trust their star-quality smiles to Dr. Glassman. Her celebrity patient portfolio reads like a who's who of TV, stage and screen. When asked to explain the success of their practice, she says, "Steven and I both have different areas of dentistry that we like to focus on. Steven likes to do root canals, implants, full-mouth reconstructions and is a leading provider of Invisalign." She credits him with keeping the office up to date with leading technological innovations.

"My focus is more on cosmetic dentistry, including porcelain veneers, whitening procedures and providing patient comfort with a spa experience. We really balance each other and I believe that's why our patients enjoy coming here. They know that even if one of us is out of the office, they will still be seen by a Glassman, and our hearts are in it. We don't have associates working here."

Commenting on what she feels is a key ingredient in the success of their practice, Dr. Glassman says, "Women by nature are very nurturing and caring. It is very important

to me to be there for the patient. I make it a point to always call my patients after major procedures. I am very close with patients and many times we become close friends outside of the office. I really feel that once you come here and have dentistry done, you're part of the family; it's a lifelong relationship."

PASSION DRIVEN

"I have always enjoyed working with my hands," says Dr. Glassman. "I guess I get that from my father's side of the

I make it a point to always call my patients after major procedures. I am very close with patients and many times we become close friends outside of the office. I really feel that once you come here and have dentistry done, you're part of the family; it's a lifelong relationship.

— Dr. Debra Glassman



Just one of dozens of national magazines featuring oral health care tips from Dr. Debra Glassman.

family because he was in the sign business and made neon signs, half of the signs you see in Manhattan are his. I would

Jennifer Hudson called the Glassmans to receive her Oscar-winning smile.



always be doing something with my hands, whether it was needlepoint or ceramics. That is why I really feel blessed to have a profession where I am passionate about what I do. My work involves changing people's lives. And they, in essence, change my life, too, because they make me feel good about what I do."

Citing a recent patient case as an example, she adds, "I just completed a case with veneers. When this girl first walked in here, she had her hand over her mouth and didn't want to smile because she broke her front teeth. She walked out so ecstatic and was hugging me and kissing me. Whenever she looks in the mirror and smiles, it makes me feel good to know that I was responsible for bringing this happiness back to her life."

When asked why she chose cosmetic dentistry, despite winning awards in periodontics and prosthodontics from NYU, Dr. Glassman says, "I didn't want to specialize in one field, because when you do perio, you don't really see the finished product, or when you do prostho you don't see the growth of the case, the foundation work. I prefer to do the full case and see the final results. I also



StarBrite toothpaste

like to have the lifelong relationship with the patient as well. Of course, when I have a case that's more involved and outside my area of comfort, I don't mind referring it to someone more specialized."

THE TECHNOLOGY

Dentistry, like much of the health care industry, has become very technology driven. "We pride ourselves on having a very high-tech practice," says Dr. Glassman, commenting on the important role that technology has played in building their practice. "We use everything from digital radiography to digital impressions with the Cadent iTero system. With Cadent iTero, we simply scan the patient's mouth and download the file to the lab. We don't have to be bothered with messy impression materials. This enables us to provide greater patient comfort."

When asked about any emerging technology or advances in the industry that she was looking forward to in the coming years, Dr. Glassman says, "One product that I am very excited about is a new drug from Novalar [OraVerse]. It helps speed up the return of sensation when anesthetic is used. Patients receiving an anesthetic who might have to return to work after dental treatment will now be able to experience normal sensation within minutes instead of hours. It will also help with patients we have numbed, in order to find their proper bite when checking their occlusion."

Cadent iTero completely eliminates the need and the patient discomfort associated with gloppy and messy impression materials. Within minutes, a digital 3-D impression of the patient's mouth is made and sent to the lab for processing.





Dr. Glassman and staff

STARLIGHT STARBRITE

It's hard to imagine how, with all the time constraints of operating a full-time practice, raising three children (two boys in college and a daughter in high school) and managing a household, Dr. Glassman has managed to find time to develop and market her own toothpaste brand. "I have worked with toothpaste companies that I liked over the years, but they were missing certain things I wanted," says Dr. Glassman, commenting on this most recent accomplishment. "So, about two-and-a-half years ago, I decided to come up with my own formula and developed StarBrite. The product is selling well and it really delivers results. It's very popular with celebrities, spas and hotels throughout Las Vegas. We started from the ground up with laboratory technicians, packaging and manufacturing. The whole process took about a year."

When asked if there were other new products looming in the future, she says, "We will be coming out with mouthwashes, flosses and a whitening gel. We're looking to give the public and our patients products to help them have healthy teeth and to maintain their Glassman Smile." ■

Debra Glassman, D.D.S.

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Training

Columbia University, B.A., Dental Hygiene
New York University College of Dentistry, D.D.S.

Technology

Cadent iTero — digital impressions
T-Scan III — dental occlusal analysis system
Invisalign — clear, removable orthodontic aligners
Zoom! — one-hour teeth whitening system
DELlight — erbium YAG dental laser
DIAGNOdent — laser-based caries detection system
Lighthouse PLZ — practice management software solutions

Dental Labs

da-Vinci Studios — porcelain veneers
Town & Country Dental Studios — implants