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GLOUCESTER COUNTY

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Smile

Making the Community

At Center Square Family Dental, Nishit Shah, DMD, reinforces the doctor-patient relationship.

by Liz Hunter

IT'S AN UNFORTUNATE fact that most people can think of a couple instances when they felt that their dentist did not really have the time for them. Sometimes after waiting past your appointment time, you go through your cleaning only to see the doctor for mere moments while he quickly surveys the landscape that is your mouth. And just like that, he's gone.

"I think we're losing the importance of relationships in dentistry today," says Nishit Shah, DMD, owner of Center Square Family Dental in Woolwich. "Our philosophy is to treat patients like important human beings and listen to their complaints, concerns or goals for their dental health. It's not just about coming in for a half-hour appointment; I want to get to know them."

Dr. Shah opened Center Square Family Dental earlier this year in April. After graduating from the University of Pennsylvania School of Dental Medicine in 2010, he served a general practice residency at St. Luke's Hospital in Bethlehem, Pa., participated in independent scientific research, and worked for such organizations as Colgate and M&M.



Dr. Shah used his experiences in these areas of dentistry to formulate a plan for his own private practice. "Some people never have any significant interaction with their dentist, usually seeing them for about five minutes," he says. "As the only dentist here, I'm spending quality time with every patient. From the feedback I'm getting, it's not something these patients have experienced before, so they really appreciate the attention."

The Swedesboro/Woolwich community was ideal for Dr. Shah, who saw the opportunity for growth in the area. "It's a great community to live in with a good school system. It's an overall great place to raise a family," he says. Judging from the re-

sponse Dr. Shah is getting, it seems like residents were ready for a quality family dentist, as well. "We have new patients coming in on a weekly basis, many of which are being referred to us by our current patients. It's been an exciting six months."

Center Square Family Dental provides a full range of dental services for toddlers up to geriatric patients, including cleaning, fillings, crowns, bridges, root canals and extractions. Cosmetic services such as teeth whitening and veneers are also offered.

Patients can also take advantage of limited orthodontic treatments like Dr. Shah's Six Month Smiles program, which uses clear braces to fix a particular problem. "This is an excellent option for adults who maybe have some severe crowding, but don't want to wear traditional braces for two years," Dr. Shah says. "In as little as six months, we can achieve drastic improvements in crowding or spacing." ClearCorrect, which is similar to Invisalign, is another option offered at Center Square Family Dental, but he stresses that only certain patients are candidates.

Technology is another important aspect at Center Square Family Dental. Dr. Shah says he likes working with the latest gadgets for his profession, not only because they make him more efficient, but because technological advances have various benefits to the patients, as well.

"The office is completely paperless," he says. "All charts are digital, making them accessible on any computer in the office. We also have all digital X-rays, which not only have 75 percent less radiation than previous methods, but also allow us to show the scans on screen and enlarge them in ways we couldn't on film."

Dr. Shah has embraced other technology that has impacted the patient experience. Vibraject is a device that eliminates the pain of an anesthesia shot by sending slight vibrations to the area of the injection. "The vibrating needle takes a patient's attention off the needle prick, which is something many people fear in a dental visit," he says. Dr. Shah also uses an ultrasonic instrument for cleanings which reduces sensitivity and discomfort. Additionally, Izolation is a suction device that keeps the



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mouth and teeth very dry, eliminating the use of a rubber dam.

As the only dentist at Center Square Family Dental, Dr. Shah is at liberty to tailor the patient experience to his expectations. "I wanted to create a dental practice where the treatment we provide is what I would want my own family to receive," he says. It begins when patients walk in to the pleasant office and are greeted by Rosemary Shean, front desk coordinator. "She has over 32 years of experience in dentistry and she knows all the ins and outs and she is really good at answering questions from patients and handling children. Patients feel comfortable as soon as they walk in."

Dr. Shah has added other touches to the experience, including playing soothing music in each operatory and whimsical butterfly and balloon designs on the lights above the exam chair, giving patients something interesting to look at. "All of these factors work together for the patient. When they aren't rushed and actually feel calm and welcomed, going to the dentist becomes something they won't avoid," he says.

"I feel it's an asset to maintain a close-knit connection with the community and to bring back the relationship between the dentist and patients." **LW**

Center Square Family Dental is located at 120 Center Square Road, Suite 205 in Woolwich. To make an appointment, call **(856) 294-6767** or visit **CenterSquareDental.com**.