



Just one day, Just one place

By Megan Sacia

When Cindy Falk walked into Dentistry of Wisconsin in Sun Prairie, she was greeted by a serene waiting room, state-of-the-art technology and a staff committed to service.

Immediately, she knew that this isn't the average dentist's office. No stark white walls, no uncomfortable waiting room chairs and no less than gentle hygienists. Here, the goal is improvement of patients' smiles, as well as their whole quality of life.

During Falk's childhood, she took a medication that caused her adult teeth to develop with a deep gray tinge. Like many of the patients at Dentistry of Wisconsin, Falk would do anything to avoid smiling and even talking. She longed for straight, pearly whites. Her

dream became a reality when she met Dr. Jim Amstadt and Dr. Tom Katz. With combined experience nearing 60 years, the pair specializes in treating patients with extraordinary and complex dental needs, those patients who haven't found a

solution to their dental problems anywhere else.

Dentistry of Wisconsin, with offices in Sun Prairie and Waupun, opened its first office in early

2001, striving to enhance each patient's life by building a meaningful relationship with them. With three dentists, Dr. Amstadt, Dr. Katz and Dr. L. Charles Schrank, Dentistry of Wisconsin offers a wide range of services and the most top-notch dental care. The practice is truly unique in its philosophy and the way it applies cutting edge technology. Services include porcelain

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veneers, advanced crown and bridge work, esthetic tooth-colored fillings, dental implants, full and partial dentures, TMJ disorders, Invisalign invisible braces, root canal therapy, cosmetic gum therapy, teeth whitening and all the latest in relaxation techniques.

But what really makes this practice stand out above the rest is how each member of Dentistry of Wisconsin's staff is committed to making patients feel valued, listened to, and befriended. The level of personalized service is unmatched. The offices are purposely small and intimate, creating an environment that nurtures the commitment to fostering dentist-patient relationships.

"We take enough time with patients to understand their needs and that's by design. If we get to know the patient really well, an irreplaceable trust and relationship will develop and it's that relationship that makes the work rewarding and fun," Dr. Katz said.

The doctors have carved out a niche with their personalized care. Far too often patients see their dentist for just a few minutes of their appointment, with barely enough time to formulate a question, let alone get an answer. But these dentists are driven by a mission of knowing the patient, their wants and needs, what will make them truly smile, inside and out, and then making that smile a reality.

"We give a lot of options without pushing. We're not here to make the hard sell because we really do care. We want to create a treatment plan that fits the patient's needs and budget because it's all about patient satisfaction. We change more than smiles, we change patients' whole feeling about themselves, their self esteem and, really, their lives," Dr. Amstadt said.

But the uniqueness doesn't stop there. Dentistry of Wisconsin is the only practice in the state that offers a One Day Makeover, a customized service that transforms patients with multiple dental problems into billboard-perfect smilers – in just one day!

Using a computerized system called CAD CAM, Dr. Amstadt and Dr. Katz

are able to fabricate custom-made porcelain crowns, veneers or onlays and implant teeth right in the facility. Patients, such as Falk, come in with crooked, stained teeth - some come in missing teeth - and leave with beautiful, functional results. There are no clumsy temporaries, no gooey impressions and certainly no multiple visits.

In the One Day Makeover suite, patients are truly pampered. Treated to a massaging chair, soothing music and TV, some patients equate the experience to a day at the spa rather than a trip to the dentist. "They treated me like a queen!" exclaimed Falk. Even those patients who can't stand to miss a day of work are contented with access to the Internet and phones, keeping them in-touch while they're out of their office.

Throughout the day, one doctor will work chairside with the patient while the other carefully crafts the porcelain restorations. Most makeovers, like Falk's, take about six hours. The dentists work as a team to ensure patients leave happy, confident and dazzling.

The experience is the epitome of convenience, customization and transformation, and for some, like Falk, "it's a dream come true." In just one day, Dentistry of Wisconsin erased a lifetime of self-consciousness, embarrassment and avoidance and made Falk's smile picture-perfect, changing her life forever.

"Many patients leave shedding tears of joy. That outpouring of emotion, that raw happiness, makes the work special and rewarding," Dr. Amstadt said.

Falk was no exception. "At the end of the day I saw for the first time what I could only dream of — the tears started to flow. Even though my upper lip was numb, I had the biggest smile in the room." The entire staff crowded into the room for the reveal, surrounding Falk with people who started the process as her dentists and assistants and finished it as her friends. Yes, Falk experienced a vast physical change, but the emotional and interpersonal gains she made in just one day are what really put the sparkle in her brand new smile.

And it's that kind of transformation, paired with unmatched convenience and patient satisfaction, that can happen in just one day, at just one place – Dentistry of Wisconsin.