

Dental Partners of Fifth Avenue

■ **MARK J. GROSS, DDS, AND ANDREW S. KAPLAN, DMD** | DENTAL PARTNERS OF FIFTH AVENUE

AVENUE asked eminent dentists Mark Gross and Andrew Kaplan what distinguishes their Fifth Avenue practice from others in the field and what recent innovations have revolutionized their work.

HOW IS DENTAL PARTNERS OF FIFTH AVENUE UNIQUE? The complexities of a smile makeover—which may often include gum reshaping, porcelain veneers, all porcelain crowns and dental implants—requires a multidisciplinary approach. Our staff includes a periodontist experienced in implant placement and gum reshaping, a dental ceramist who is an artist as well as an expert in shaping porcelain for an optimal result and an endodontist if root canal is necessary. This coupled with each of our 30-plus years of experience makes a one-stop experience for expedient and beautiful restoration of our patients' smiles.



“It is so important for us to spend time getting to know our patients.”
—Mark J. Gross

WHAT IS YOUR PRIMARY GOAL WHEN A NEW PATIENT REQUESTS A SMILE MAKEOVER? When seeing a new patient, our primary goal is to find out what they want and then go about assembling the information to help get them there. It is so important for us to spend time getting to know our patients. A work-up might include a set of digital close-up photographs, appropriate digital X-ray imaging, molds of the teeth and carefully examining the head, neck, teeth and gum tissue. After a second meeting, we often present a mock-up of the results we hope to achieve, along with a review of each procedure we are proposing, again making sure it is in line with what the patient wants. Only then do we begin treatment.

WHAT ARE SOME OF THE MORE SIGNIFICANT INNOVATIONS IN YOUR FIELD?

The most dramatic innovation has been dental implants. They have revolutionized the way missing teeth are replaced. Teeth adjacent to a missing tooth no longer need to be prepared for a fixed bridge, and they provide a natural looking permanent alternative to removable partial and full dentures. Other significant innovations are digital X-rays that reduce radiation exposure by about 90 percent and the use of dental lasers to reshape gum tissue, which allows bloodless surgery and quicker and less painful healing. Also notable has been the technology associated with bleaching, bonding materials and porcelain veneers.

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