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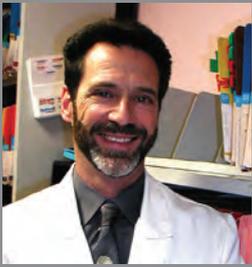
Thought Leader

Global Dentist Panel

Do you ever wonder if a dentist living at the opposite corner of the world faces similar challenges to you? How much of dental practice is determined by location and context? Apex has formed a Global Dentist Panel, with members from all over the world who will be sharing their stories over the coming months in every issue. Each entry will provide you with a 'slice of life' view of how that particular dentist makes a living. Members hail from Portugal, South Africa, New Zealand, the USA and beyond. Apex will also continue to publish updates from each member, to track their progress and chart their successes over the next 12 months.

You may have more in common than you think...





"I always loved science, but I did not think that I wanted or could have a career in medicine. I have at least six relatives that are dentists and at one point I wanted to be like my cousin Mervin Binstock, who was my childhood dentist. I believed that if I went into dentistry I would turn out like he did," says Dr Mark Silberg. Mark obtained his undergraduate degree at the University of Pittsburgh School of Dental Medicine and completed his specialty degree at the University of Pennsylvania. He now practices in the suburbs outside of Pittsburgh, Pennsylvania in a town called Robinson Township.

What is the main focus for your practice?

Mark Silberg: I am a board-certified specialist and offer surgical as well as non-surgical treatment for periodontal disease. The Silberg Center for Dental Science is a 'fee for service', board-certified specialty dental practice that limits treatment to implant dentistry, the treatment of gum disease, dental implants and the rehabilitation of advanced dental diseased conditions. I have been placing implants for over 24 years and have advanced training and skills in all facets of dental implants and bone building and use the most current technology in my practice.

The most important aspect of our practice is getting the diagnosis right and working with each patient to create a treatment plan that will serve their long-term needs.

Describe a typical day or week in your practice

Mark Silberg: I see patients four days a week; I am 'chairside' treating patients for 28 hours a week. A typical day includes examinations, consultations, surgical therapy and post-op checks. Then surgical therapy is divided between periodontal surgery, bone building and implant surgery.



What group of patients do you predominantly cater for at your practice?

Mark Silberg: A very broad range:

- Children that need periodontal work
- People that are missing one or more teeth that require implant placements and that may or may not need bone building first
- People with gum disease from 30 to 80 years of age

Has your practice been affected by the current economic downturn?

Mark Silberg: Yes. New patient referrals are down and some patients delay the work. Year to date we are off target 14%.

Have you made any recent changes or investments in your practice that has shifted the way you practice dentistry?

Mark Silberg: In the past couple of years, yes. We purchased a Piezo electric surgical handpiece, we use CT scan technology to treatment plan implant cases and use the latest biological approaches to bone augmentation. We have recently purchased and installed a cone beam CT scan machine. It is the first one in our area. This will allow us to capture CT images on site and have answers for patients much more quickly. In the past we referred patients to a scan center and had to wait for the data to be mailed to us on a CD. This is a great improvement and allows us to increase our level of service to the patients and continues to make us unique in our marketplace.

At this point in time, what do you consider to be the most important values in your practice?

Mark Silberg: Integrity, courage, responsibility, loyalty and dependability

What are your main goals for yourself as a dentist, and your practice, over the next 12 months?

Mark Silberg: Implement our new marketing for

dental implants, get our production back on target and strengthen existing relationships with our referring offices.

Vist Mark's site for more information
www.realteethforlife.com



Mark's inspiration:





Global Dentist Panel Members



Dr George McKee, Portugal

[View George's article](#)



Kenny Gallacher, New Zealand

[View Kenny's article](#)



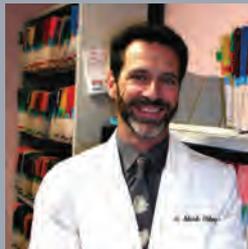
Dr Markus Firla, Germany

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Dr Angela Gilhespie, South Africa

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Dr Mark Silberg, USA



Dr Kim Chapman, USA