

*An asterisk denotes the top vote-getter in each category.

Endodontists

Edward H. Carlson

6755 E. Superstition Springs Blvd., Ste. 101, Mesa, 480-807-8022, superendo.com

Joseph S. Dovgan

10585 N. Tatum Blvd., Ste. D-132, Paradise Valley, 480-483-9001, endodovgan.com

Steven L. Frost

1056 S. Val Vista Drive, Ste. 3, Mesa, 480-396-6100, redmtendo.com

*Bradley H. Gettleman

18555 N. 79th Ave., Ste. D-104, Glendale, 623-939-3313

John W. Gillan

2220 W. Southern Ave., Ste. 102, Mesa, 480-834-7100

Michael C. Grabow

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James Doyle Hamberlin

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Laurence D. Johns

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Robert S. Kane

1646 N. Litchfield Road, Ste. 260, Goodyear, 623-535-7899

Mark A. Kerr

1355 S. Higley Road, Ste. 116, Gilbert, 480-545-4120, kerrendo.com

William B. Leibow

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Robert Stephen Roda

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General Dentists

Larry G. Allen

3231 S. Country Club Way, Ste. 109, Tempe, 480-831-6333

Roger A. Briggs

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Michael D. Dachs

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Paul D. Douglas

10630 N. Scottsdale Road, Scottsdale, 480-948-3680, pauldouglasdds.com

Rodney W. Gore

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Mark S. Hamblin

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*Eric J. Harris

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Joseph L. Harris

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Manisha R. Javia

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Mark C. Peck

34597 N. 60th St., Ste. 101, Scottsdale, 480-488-4852, dentalstudio101.com

Steve P. Purtell

6945 E. Sahuarro Drive, Ste. B-2, Scottsdale, 480-443-3339

Dr. Ann Hammi Blue

Specialty: Periodontics

Education: Dentistry school, University of California Los Angeles, 1996; Periodontics, Baylor College of Dentistry, 1999

Years practicing: Eight

Hometown: El Cajon, California

Have you wanted to go into dentistry your whole life?

"I decided in college. I don't even like the dentist, if that tells you anything. I still dread going to the dentist the way most people do. I just had really bad experiences as a child, and I still get apprehensive. I first thought of going into dentistry when I had orthodontics done."

What makes a good periodontist?

"Probably to me, someone that's very caring, that's very patient, because most of our patients are very apprehensive, so you have to have that patience and take the time. Most periodontists are technically really good, but it's very important to develop a comprehensive treatment plan and something that's long-term for the patient."

How do you make patients feel calm?

"One of the things is we always do a full consultation, and we spend a lot of time getting to know our patients, from on the phone with the receptionist to their first visit. The first visit is usually about an hour and a half.

"We know a lot about our patients: their children, their grandchildren, their vacations. You'd be surprised what our office knows about our patients. We recognize anniversaries (and) stuff like that. We try to do everything to make the patients just as comfortable as we can so they like us. We want them to like us, because then they will trust us. I don't know if they think of us as friends, but they at least think of us in a friendly way."

Before coming to Arizona, you taught students in the periodontics program at Baylor University. How has that affected your work in private practice?

"It allows you to be able to teach and explain procedures. It's much easier explaining what we're doing to patients and why. That's why the initial exam is such a long process, because the whole office is explaining what we're doing.... We talk a lot with the patients. We listen to what they say, and we try to develop a treatment plan that meets their needs as well as takes care of the problem."

When did you find out the tooth fairy wasn't real?

"Probably age 7 or 8. (Until then), the tooth fairy was still coming and delivering money, not a whole lot of money... usually about 10 cents. Some of our kids now get five or 10 dollars."

Describe your office.

"We like to have a fun time, because we all enjoy what we do. We come to work excited to see each other, and we enjoy what we do, and I think that's conveyed to the patient. There's a lot of laughter in our office. My staff is incredible. I want that to stand out, because it's an honor to be in *Top Dentists*, but it's an office achievement, not an individual achievement."

— Interviewed by James Kindle



Clark L. Jones

4025 W. Bell Road, Ste. 5,
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Suliman Albert Kassisieh

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Scottsdale, 480-948-4010,
drseussortho.com

Brian W. Mason

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Richard S. Chaet

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kidstoothdr.com

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***Steven G. Reitan**

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480-991-0090, azperio.com

Dr. Reed Day

Specialty: Oral/Maxillofacial surgery,
orthognathic surgery

Education: Harvard Dental School, 1985;
Harvard Medical School, 1987

Years practicing in Phoenix: 18

Hometown: Bellevue, Washington

How did you first become interested in this field?

“I had braces as a teenager, and that experience was such a positive one for me personally that I always thought if I can provide that same wonderful feeling for someone else, it’ll be worthwhile pursuing that type of work as a lifelong career.”

Did anyone help influence your decision?

“My orthodontist saw my interest in dentistry and surgery, and he actually took me to a couple of seminars that were given at the University of Washington. I thought, ‘Gosh, what a great career. I can help people and lead people along who are interested in something similar to what I am in and be kind of a mentor,’ and he was kind of a mentor for me.”

What are your proudest moments as a maxillofacial surgeon?

“There was a 16-year-old young lady who basically didn’t properly develop her lower jaw, so she had tremendous difficulty in everyday breathing, and, on top of that, she was a wonderful singer. I replaced both of her jaw joints and then moved her whole upper and lower jaw and chin forward. Not only was the facial transformation on her incredible, but so was the functional improvement in her ability to chew and simply to breathe, and her singing actually improved.

“My other proudest moment was in 1999 when I repaired (former Phoenix Coyotes center) Jeremy Roenick’s fractured jaw, and got him back on the ice playing with the Coyotes 10 days after. I was able to place two titanium plates across his fractures, and therefore he did not need his jaws wired together at all. Apparently it was the fastest, at that point in time, that anyone had been back from a broken jaw.”

By reshaping patients’ faces, there seems to be a lot of art accompanying the science of maxillofacial surgery. How do those go together?

“On the artistic side, I actually used to love to sculpt when I was younger. And then on the scientific side, I use all of the most technological and computerized diagnostic imaging, where I can move the bones of the face around on this particular computer program. I’m able to actually do the surgery on the computer, so that when I go to the operating room, I know exactly how much and where to move the bones of the face.”

How often do you perform complex maxillofacial surgeries versus simpler oral surgeries?

“In terms of my percentage, I probably spend 50 percent of my time doing temporomandibular joint and orthognathic surgery, and then 50 percent of my time is doing basic oral surgery, like implants and wisdom teeth. But the 50 percent (on TMJ and orthognathic) is enough, because they are intensive enough procedures where I need a break every now and then to do the more easy stuff. Wisdom teeth are 15 minutes for me, piece of cake.”

— Interviewed by James Kindle

Top Dentists

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Ralph Forrest Wilson
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Prosthodontists

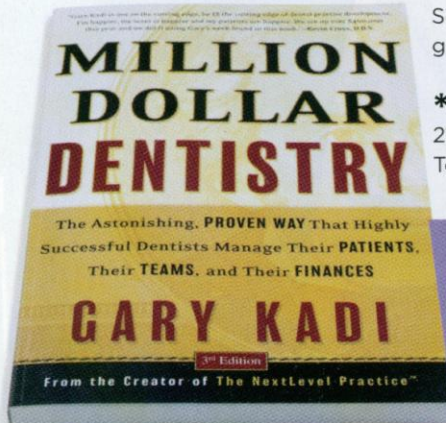
Marvin H. Fitzgerald
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If the thought of visiting the dentist still sends a chill down your incisors, Gary Kadi of Carefree has a surprising message for you: Dentists are more scared of you than you are of them.

"The dentist is afraid to tell the patient what they need and why they need it because they don't want to be a messenger of bad news, and also they don't want to be disliked," Kadi says.

Kadi - the CEO of Scottsdale-based dental consulting company NextLevel Practice and the author of the book *Million Dollar Dentistry* (\$24.95, nextlevelpractice.com) - has worked with more than 400 dental practices to improve customer service. He says patients barely look at clinical expertise when they determine how good a dentist's office is. Ninety percent of their opinion is based on how they were treated.

"Dentists don't need more clinical help," he says. "They really need help in that 90 percent... the interaction of their team members and the interaction of their patients."

Kadi advises dentists to listen to patients' needs and cater to them individually.

"A dentist is a dentist is a dentist. It's become basically commoditized," he says. "You can customize the approach to each patient, which allows each patient to feel great."

— James Kindler

WHO DECIDES WHO'S A TOP DENTIST?

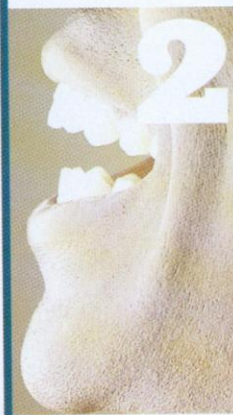
For more information on local dentists, contact the Arizona Board of Dental Examiners at 602-242-1492.

Frequently asked questions about how the physicians are selected.



Who picks the dentists?

The dentists are selected through a peer-review survey. The theory is that medical professionals are best qualified to judge medical professionals. To select the dentists, *PHOENIX* magazine randomly surveys 1,500 Valley dentists. The surveys ask the dentists to nominate those dentists who, in their judgment, are the best in their field and related fields.



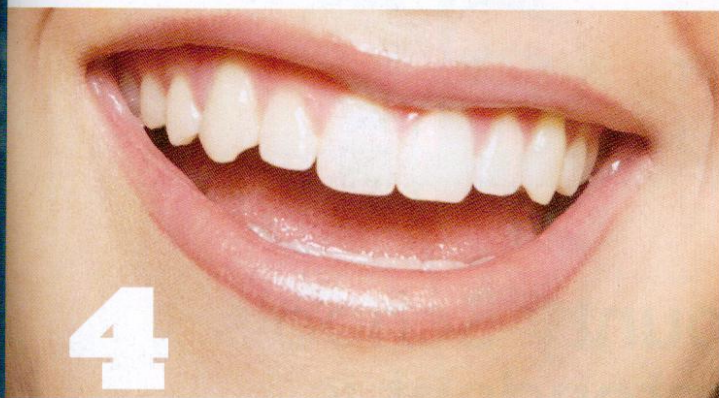
Does *PHOENIX* magazine check out all of the dentists on the list?

Yes. Once the list of *Top Dentists* is compiled, *PHOENIX* magazine's fact-checkers verify the dentists' names, addresses, phone numbers and specialties. In addition, each name is checked against the state's dental board to determine whether the dentist has been convicted of malpractice or has faced other disciplinary actions. Those who have in the past five years are removed from the list.



Why not ask patients to rate the best dentists?

Every year we get several calls asking this question, and the simple answer is that patients generally lack the medical expertise to judge a dentist's qualifications. Should we ever do a ranking based solely on bedside manner, querying patients might be an option.



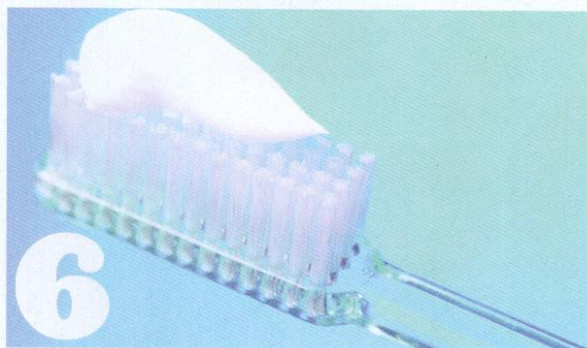
My dentist says he was left off the list because he doesn't advertise in PHOENIX magazine. Could that be true?

Absolutely not. Like any credible publication, *PHOENIX* magazine's editorial content is not dictated by who advertises. There are cases, however, when a dentist on the list also has an ad in the magazine, but that's merely coincidence. Dentists have no advance knowledge of whether they've made the list, and the *PHOENIX* magazine sales staff doesn't see the list until you see the list. Like you, they both have to wait until the magazine is published to find out who's made the list.



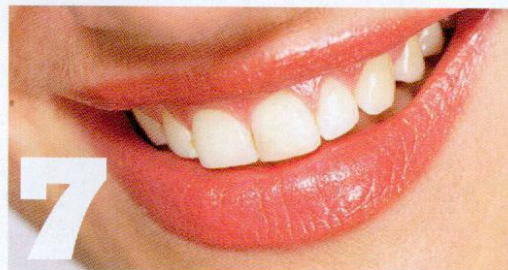
If my dentist's not on the list, does that mean he/she is not a good dentist?

No. Although peer-review is considered the most reliable methodology, it's not perfect. To be recognized by a large number of peers, it stands to reason that a dentist would have to have practiced in the Valley for several years. There are many newcomers who are undoubtedly excellent physicians, but haven't yet gained widespread recognition. In addition, there are many dentists in small practices or outlying areas who, likewise, haven't gained that widespread recognition.



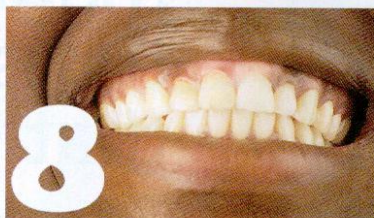
Don't the same dentists make the list every year?

Many dentists do, but there are many new dentists on the list each year, too. Because the established, well-known dentists are exactly that - established and well-known - the list might favor that kind of physician. Given the importance of choosing a dentist, however, *PHOENIX* magazine views that as a healthy bias.



My dentist was on the list last year, but isn't there this year. What does that mean?

It doesn't necessarily mean anything, and it certainly shouldn't be viewed as evidence of a drop-off in the dentist's effectiveness. Getting on the list once doesn't guarantee that a dentist will be on the list indefinitely - the selection process begins anew each year.



Each year you do short feature profiles on a handful of dentists. How do you choose which ones to profile?

Essentially, we "throw a dart at the map." Because every dentist on the list is considered among the best in the Valley, every dentist is worthy of being profiled. Needless to say, it would be impossible to profile all of them, so we randomly select three or four each year.

PM