

The Art of Dentistry



Dr. Robin Rutherford offers relaxed dental care By Laurie L. Dove

Robin Rutherford, D.D.S., knows many of his first-time patients would rather do almost anything than visit the dentist. However, when these wary patients — many of whom have delayed much-needed care — experience Dr. Rutherford's pain-free approach, a whole new world of possibilities emerges. Soon, these once-reluctant patients have healthy, beautiful teeth worth smiling about.

"Often, at the end of a new patient appointment, they'll say, 'Everyone here is so nice, I've never had such a thorough exam, with such modern equipment, in any place I've been.' We work hard to make sure that everyone a patient meets throughout his or her appointment offers exceptional

care. We strive for an unbroken chain of the best of everything — from professional staff and equipment to financing and scheduling," says Dr. Rutherford.

This dedication to providing patients with the most comfortable experience possible has earned Dr. Rutherford's practice a standout reputation in a crowded field of professionals. In recent years, the practice has secured a spot in the top one-half of 1 percent of general dentistry practices in the nation.

SEDATION MEANS RELAXATION

For more than 25 years, Dr. Rutherford has been providing cosmetic, restorative and general dentistry to patients throughout the region, including many who travel from neighboring states. With expertise in dental procedures ranging from implants and cosmetic procedures to orthodontics and oral surgery, Dr. Rutherford and his highly trained staff reach out to patients — even those who've previously been told they're "bad patients" — by offering oral sedation dentistry.

This method of conscious oral sedation allows patients to use oral medications before their dental procedures. For example, a patient may take an oral sedative the night before an appointment, followed by another sedative one hour before arrival at the appointment (driven by a friend or family member, of course). Although patients remain awake, most

remember very little about their appointments. The benefits, says Dr. Rutherford, are many. Not only can patients receive dental care without experiencing emotional distress, but they are able to have more procedures completed during a single appointment. This saves time and prevents the hassle of scheduling a series of appointments.

"Conscious sedation has made a tremendous difference in the practice," says Dr. Rutherford. "The idea is for the patient to be sedated, but conscious and very relaxed. At the end of the day, most people don't remember their appointment very well — they simply recall the good feelings they have about their appointment. We're able to truthfully tell them, 'You did really well.' I think that makes a difference, and it's one of the many reasons our patients are so loyal."

CREATING BEAUTIFUL SMILES

In addition to offering a more comfortable brand of general dentistry, Dr. Rutherford practices cosmetic dentistry. In fact, the number of patients receiving smile-



Robin Rutherford, D.D.S.



An Educated Expert

Dr. Rutherford's ability to offer such a broad range of dental care — and such satisfactory results for patients — is the result of his dedication to continuing education. Although Texas law only requires a dentist to annually complete 12 hours of continuing education to remain licensed, Dr. Rutherford voluntarily holds himself to a higher standard.

In the last three years alone, he has taken more than 400 hours of continuing education courses and often travels extensively to learn from the best teachers. He's also a "Fellow" of the Dental Organization for Conscious Sedation, a distinction achieved by fewer than 2 percent of member dentists. And, as a member of the American Dental Implant Association, he's reached the ADIA's "Mastership Level," reserved for the top 1 or 2 percent of its members. In addition, Dr. Rutherford is a member of the American Dental Association, Texas Dental Association, American Academy of Cosmetic Dentistry and American Orthodontic Society.

"I have a drive to be the very best I can be," says Dr. Rutherford. "I feel like if I'm a better dentist, we can do better dentistry for you. We definitely stay on the leading edge."

The result is a thriving practice that helps patients put their best smile forward.



QUICK STATS

Name of Business

Robin Rutherford, D.D.S. –
"The Art of Dentistry"

Type of Business

General, cosmetic, sedation and implant dentistry; oral surgery and orthodontics

Years in Business

27

Number of Employees

12

Keys to Success

Offering a wide range of dental care with a focus on patient comfort through oral sedation. The practice is ranked in the top 1 percent of dental practices nationwide, thanks to Dr. Rutherford's commitment to leading edge technology, patient care and continuing education.

What Lies Ahead

Steady growth and a continued dedication to patient comfort

Contact Info

4712 E. University
Odessa, TX 79762
432-367-0202
800-55-GENTLE



www.GentleDentalDoc.com



Left to Right: Angela Bennett, Claudia Bustos, Anais Tarin, Samantha Lewis, Tracie O'Steen, Dr. Rutherford, Miyuki Korner, Dana Troglin, Nicki Hardcastle, Cindy Wilkinson and Veronica Carrasco

enhancing cosmetic procedures has nearly doubled since 2006, says Dr. Rutherford.

The growth is due, in part, to a process Dr. Rutherford has dubbed "smile vision." During a patient's evaluation, a photograph is taken. Then, Dr. Rutherford indicates the precise changes that can be made to the patient's smile, from teeth whitening to crowns or veneers. The photograph is altered to reflect Dr. Rutherford's changes and returned to the practice for the patient's viewing — often in less than an hour.

"Cosmetic imaging is very realistic and offers a view of their future smile," he says. "Whether a patient's teeth are worn, chipped, broken or decayed, it's possible to "restore that smile to the way it used to look when that person was younger, or better than it ever was," says Dr. Rutherford.

Dr. Rutherford also can use a quick and convenient laser treatment to adjust a patient's

gum line if it is uneven or low. "It makes a huge difference in how a person's smile looks overall," he said. "If you have a "gummy smile," you may have pretty teeth, but the top part is covered by gum tissue. By raising the gum line, we can reveal a beautiful smile."

One of the most popular cosmetic procedures at Dr. Rutherford's practice involves dental implants that look, feel and work like natural teeth. In just a few appointments, patients can receive a perfect smile — and a lifetime of confidence — thanks to this long-term way to permanently replace upper or lower teeth. One of the most important benefits, however, is the ability to regain full dental function.

"While nearly every dentist advertises cosmetic dentistry, I believe we do something different than other dentists. Almost any procedure needed can be done right here — we rarely need to refer a patient to a specialist — and at a very high skill level."