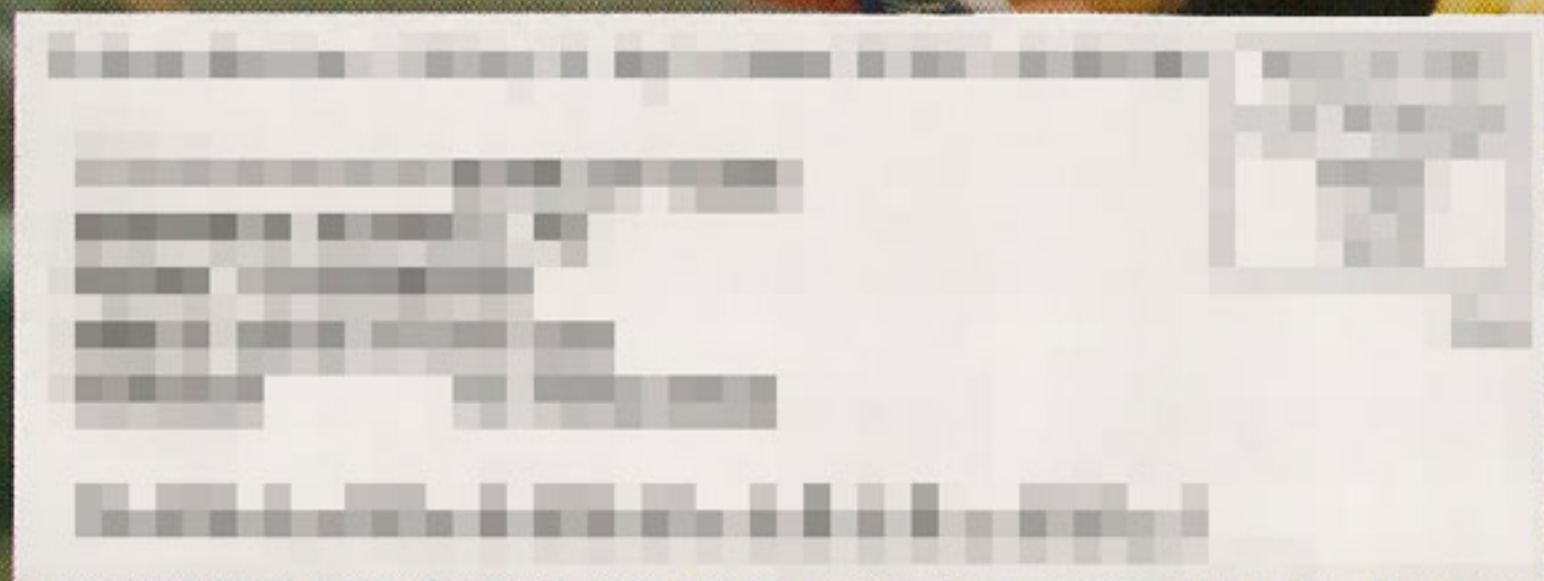


# THE PERMIAN BASIN PULSE

THE PERMIAN BASIN'S BUSINESS JOURNAL

## Pain-Free Smiles

Dr. Robin Rutherford has redefined the art of dentistry



# SOMETHING TO SMILE ABOUT

## Dr. Rutherford gives pain-free smiles and inspiring business advice

BY KIRSTEN AMLEY ORR

Could a sparkling smile hold the key to your business success? Robin Rutherford, D.D.S., thinks so. But he's not talking just about brushing and flossing (although that's a good place to start). Instead, this owner of a thriving practice is himself a case study for busy salespeople, executives and business owners working to stand out in a crowded competitive landscape. Through 25 years in dentistry, he's learned to craft both winning smiles and a winning strategy for growth by determining what steps to take to rise above the competition and by consistently executing those steps.

"All dentists start off at basically the same level," Dr. Rutherford explains. "When we graduate from dental school, we all have an education and a diploma, but then some begin to set themselves apart and excel. The important thing to do is examine what they do in order to

excel; what makes them different. Those principles will apply to any profession and any business." Indeed, identifying and following those principles has helped Dr. Rutherford grow his own practice to the top one-half of 1 percent of general dentistry practices in the nation — and, he believes, these principles can help anyone who desires to do well in any field.

### An Education that Never Stops

"By law, dentists in Texas must take 12 hours of continuing education a year," Dr. Rutherford says. Yet in the last three years alone, he's logged more than 400 hours, exposing himself to in-depth studies of the newest techniques and ensuring that he gains not only information about them but expertise in performing them. "I have a burning desire to learn and get better," Dr. Rutherford says. "I go to seminars to learn with the best dentists in the country,



Dr. Robin Rutherford

wherever they're located. This has taken me to Florida, Arkansas, Utah and Washington just in the past year."

That ever-growing foundation of knowledge and experience provides the momentum for his practice's ongoing growth, Dr. Rutherford believes. "If I'd ever been content to just stick with what I knew, I wouldn't have grown to where I am today," he says. As a result of his thorough and ongoing education, Dr. Rutherford is able to provide expert care in everything from orthodontics to implants, gum disease and cosmetic procedures.

"Since we have the expertise to perform procedures in all of these areas, we can provide comprehensive treatment for a patient who otherwise would have to go to perhaps several specialists," Dr. Rutherford notes. "Most people don't have time

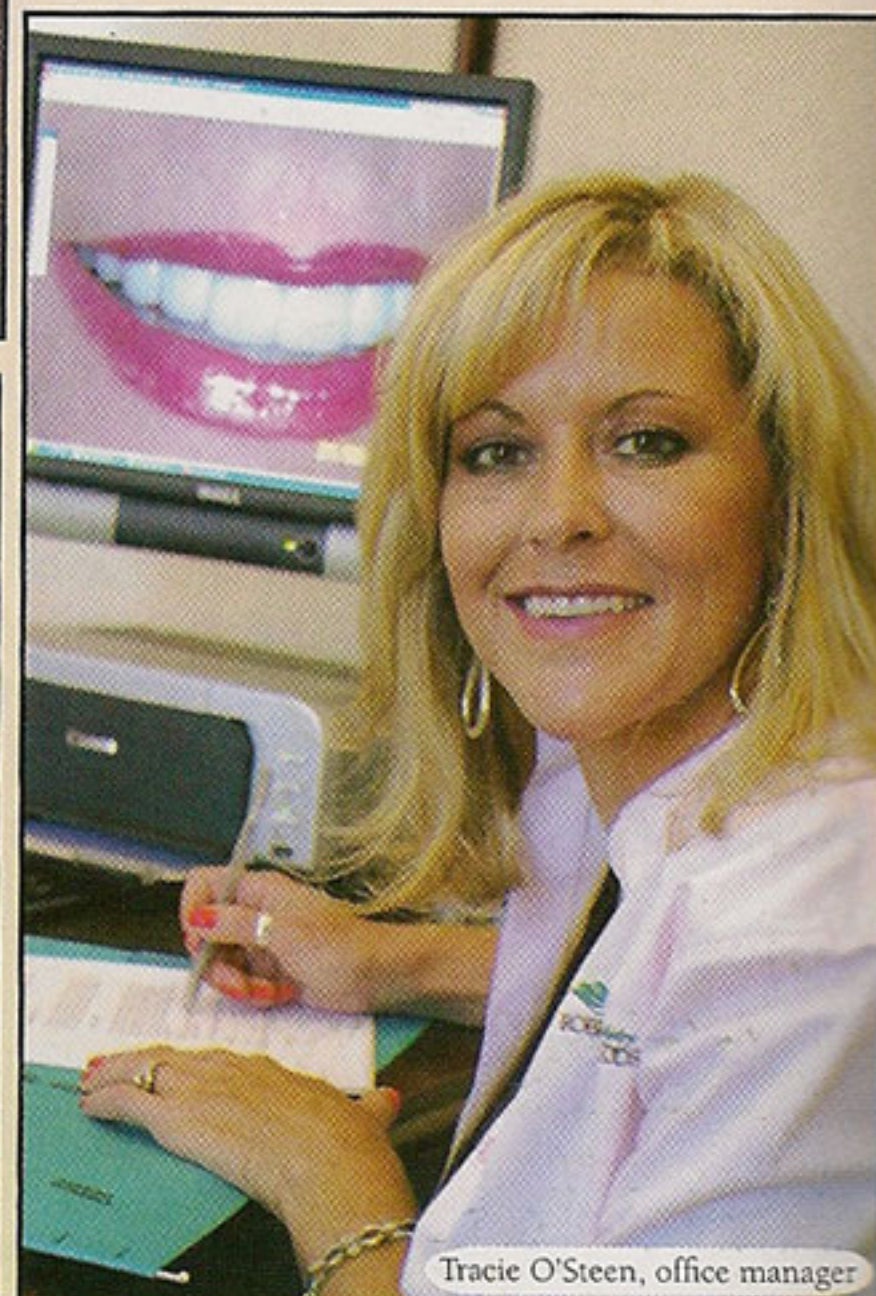


### Take a nice, relaxing trip . . . to the dentist

That's right — the days of stressful and painful dental visits are over, thanks to Dr. Rutherford's education and expertise utilizing sedation dentistry. "In the last five years, my practice has doubled because of my ability to offer sedation," Dr. Rutherford says. "It's made all the difference for many people." Best of all, sedation dentistry isn't complicated for patients.

#### Here's how it works:

1. Right before your visit, you take a small pill.
2. A friend or family member takes you to the dentist's office.
3. When you arrive for your appointment, you'll be awake, but drowsy — and relaxed.
4. During the procedure, you'll be closely monitored. You won't be unconscious, but you won't be aware of your surroundings either. Most people barely remember their dental appointment.
5. Before you know it, it's time for your ride home — and time to start enjoying the healthy smile you never thought could be yours.



Tracie O'Steen, office manager

to go to four different dental providers, so they forego dental care as a result. Here, they can come in for a consult, we'll spend the time to thoroughly evaluate them and we have the ability to diagnose and treat at a very high level. We've become an exception as a dental practice because of the wide spectrum of in-depth services we can provide."

#### Providing Services that Change Lives

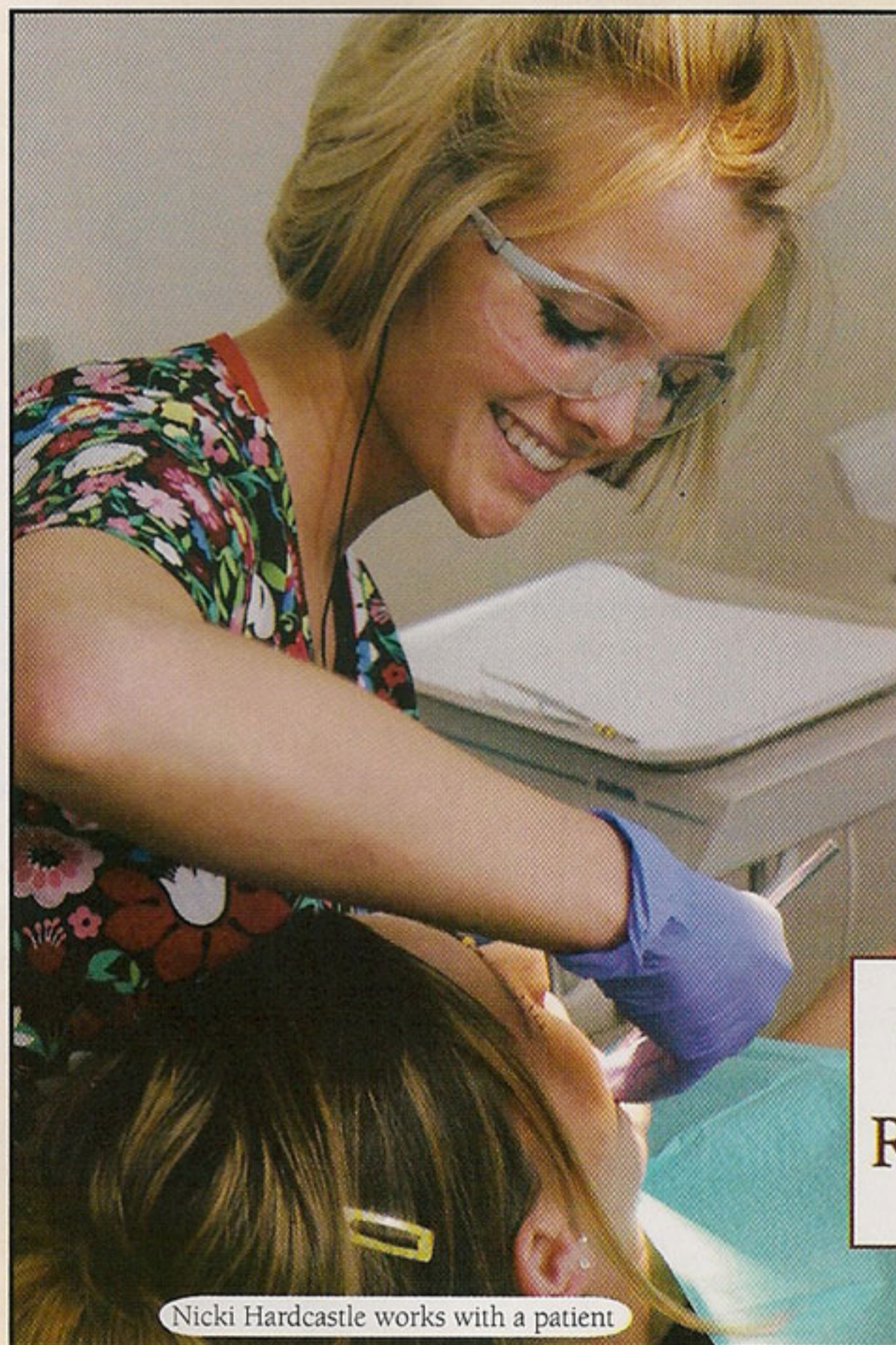
Dr. Rutherford also understands the value that his work adds to the lives of his patients, and that plays a role in the success of his practice. "It's important to believe that what I do changes lives, because it does," he says. "I don't look at cosmetic dentistry, for example, as adding something to a person's life. Instead, it's freeing someone who knows they're being held back by something they felt they had to hide. A lot of people go through life wondering if other people are looking at their teeth instead of listening to them, and when they can stop wondering about that, then they can start expressing their real personality. That's when they can start really living. When I enable someone to make that shift, I change their life. Understanding the value of what I do helps me to perform at the very highest level."

Dr. Rutherford stays current with the latest advances in cosmetic dentistry, a rapidly evolving field, and makes sure that his office maintains the newest technology. He also uses sedation dentistry, which allows even those who previously avoided dental visits to relax in the treatment chair.

"Sedation dentistry has been a great help to people who simply couldn't face going to the dentist," Dr. Rutherford says. "They wanted to benefit from some of these new procedures, but either didn't want

to come in or couldn't take the time off for multiple office visits." Sedation dentistry often solves the time problem by enabling the dentist to accomplish in one visit what previously would have taken many trips to the office. "Now people can get their mouths back into great shape with just one day off, perhaps, instead of coming in eight or 10 times over a span of weeks or months," Dr. Rutherford notes. "Their visit is also a peaceful one, so this is a great option for many people."

It's easy to see that excelling beyond others in your profession takes some extra effort, education and vision — but the benefits are worth it, Dr. Rutherford says.



Nicki Hardcastle works with a patient

"Finding a way to offer something to patients that they can't find anywhere else is extremely rewarding," he says. "I'm passionate about what we do because I know that when we do it well, we impact people in ways we can't imagine."

## QUICK STATS

#### Company Name

Robin Rutherford, D.D.S.

#### Type of Business

General, cosmetic, sedation and implant dentistry

#### Employees

13

#### Procedures

General dentistry, dental implants, periodontal care, metal-free restorations, teeth whitening, porcelain veneers (Lumineers), orthodontics, porcelain crowns, dental bonding, sedation dentistry and more

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*The Art of Dentistry*  
**ROBIN RUTHERFORD, DDS**  
COSMETIC, SEDATION & IMPLANT DENTISTRY



Left to right: Marisela Garcia, Shanta Wright, Nicki Hardcastle, Cynthia Wilkinson, Dana Sowell and Beth Smith



Left to right: Angela Bennett, Nikki Conway and Tina Nolen