

The News-Herald Business

SECTION

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SMILING BRIGHTLY

All Brite Dental offers patients comfortable care

BY LAURA HIPSHIRE

THE NEWS-HERALD

Imagine walking into a cozy, inviting office that smells like vanilla caramel cookies. The decor features calming colors such as light blue and lavender. The chairs have built-in massagers to soothe your body, and relaxing music to soothe your ears.

Though it might sound like a spa, it's in fact one of two All Brite Dental offices owned by Dr. Zia Rafiq in Woodhaven and Dearborn.

"I developed the offices with patients in mind," he said. "I wanted to satisfy all five senses."

Rafiq, affectionately known as "Dr. Z" by his patients, wanted to create an experience people would look forward to.

His wife, Dr. Ayesha Rafiq, runs the Woodhaven location, while he works at the Dearborn office. The offices opened in 2008 and 2000, respectively.

"She has her own space," Rafiq said. "Everyone practices differently, but we have the same technology in both offices. We treat everyone as if they are our own family members."

For the past two years, both dentists have been named "Top Dentists" as voted by their peers in Detroit's Hour Magazine.

Besides providing extremely comfortable surroundings, All Brite Dental also offers another draw — laser dentistry.

"We were one of the first to get a hold of this technology in the area," said Rafiq, adding that the practice does not charge patients extra for using a laser.

The state-of-the-art technology is a laser that energizes water droplets to remove and cut tooth structure and gum tissue without anesthesia, in most cases, with no pain or numbness after. All patients feel is a fine water mist.

Many procedures performed using dental lasers do not require sutures so wounds heal faster. Also, dental lasers help to minimize bleeding, bacterial infections and damage to surrounding tissue.

Rafiq's four-step teeth-cleaning process begins with the painless laser that kills bacteria between teeth and gums, followed by ultrasonic cleaning to remove tartar and plaque buildup, a traditional cleaning using hand instruments and ends with a polishing paste.

"We offer one of the most thorough cleanings on the planet," he said. "If patients are not 100 percent completely satisfied, they don't have to pay a dime."

Mike Killingbeck of Canton Township has been a patient of Rafiq's for 10 years.

"He's one of the best in the country, because he has the technical knowledge, all the up-to-date equipment and the real ability to do the job," Killingbeck said. "He's a people per-

All Brite Dental

Owner: Dr. Zia Rafiq.
Website: www.allbritesmiles.com.
Woodhaven office, run by Dr. Ayesha Rafiq.
Founded: 2008.
Address: 22150 Allen Road.
Telephone number: 1-734-675-8844.
Hours: 9 a.m. to 6 p.m. Mondays; noon to 8 p.m. Tuesdays; 8 a.m. to 5 p.m. Wednesdays; 8 a.m. to 3 p.m. Thursdays; Fridays and Saturdays by appointment.
Dearborn office, run by Dr. Zia Rafiq.
Founded: 2000.
Address: 22190 Garrison, Suite 205.
Telephone number: 1-313-562-3388.
Hours: 10 a.m. to 7 p.m. Mondays; 9 a.m. to 6 p.m. Tuesdays; 8 a.m. to 5 p.m. Wednesdays and Thursdays; Saturdays by appointment.

son. ... He's good with children.

"When it comes to pain management, I've never known anybody to do the job (with less pain) than him. Everything he has done for me over the years, I've never had a problem with, including crowns and fillings."

Rafiq said patients have told him they come to his office to relax.

"The biggest compliment I can get is, 'Doc, I love coming here,'" Rafiq said. "We don't rush you like a lot of big chain offices."

Rafiq, who is on call 24/7 in case of emergencies, calls all of his patients in the evening to make sure all is well after dental procedures are performed.

"Follow-up care is very, very important," he said.

Before opening his practices in Michigan, Rafiq was a clinical instructor at the University of Michigan's School of Dentistry. Before that, he had a dental practice in Florida for nearly three years.

"Teaching is in our blood," Rafiq said. "We are big on education."

Each year, All Brite Dental gives away a college scholarship to a graduating high school senior either from their practice or a local high school.

"We also send our hygienists to local elementary schools to instill proper oral hygiene techniques to children at a young age," Rafiq said.

Twice a year, each office draws names of two members of the "No Cavity Club," and winners receive \$50 gift certificates to Toys R Us. To qualify for the club, children younger than 13 must show up for all regularly scheduled cleanings and have no cavities.

Rafiq has seen patients from ages 2 to 101.

"We have a lot of regulars," he said. "Word of mouth is our biggest advertisement."

Rafiq once conducted an experiment in which he wore fake "bad teeth" to a



Photo by E.L. Conley

Dr. Zia Rafiq watches Amber Nogiec, a dental technician, use laser technology while treating a patient at All Brite Dental's Dearborn office.

retail perfume store and walked up to the counter.

"They wouldn't even talk to me," he said.

When he returned with his regular pearly whites, he was given attentive service.

"Teeth are one of the first things people notice about a person," Rafiq said. "Your mouth is like a machine, and you have to maintain that machine. Smiles change lives."

All Brite Dental accepts most insurance plans except for Medicaid and certain health maintenance organizations. It also offers many types of financing and payment plans.

Dr. Zia Rafiq's office is at 22190 Garrison, Suite 205, Dearborn. His telephone number is 1-313-562-3388. Dr. Ayesha Rafiq's office is at 22150 Allen Road, Woodhaven. Her phone number is 1-734-675-8844. The practices share a Web site: www.allbritesmiles.com.

BIZBUZZ what's new DOWNRIVER



Ford Motor Co. officials present President's Award and One Hundred Club honors to Crest Ford in Flat Rock. The President's Award is based on customer satisfaction scores; members of the One Hundred Club are among Ford's top 100 dealers in sales. Pictured are Brian Brewer (left), Ford zone manager; William Chope, Crest Automotive Group president; Mark Coughanour, Crest Ford general manager; Paul Alandt, Crest Automotive Group chairman; Bob Smythe, Ford regional manager; Julian Axariah, Ford, Lincoln and Mercury zone manager; and Steve Grant, Ford, Lincoln and Mercury region operations manager. Crest Ford is at 22675 Gibraltar Road. Its telephone number is 1-734-782-2400 and its Web site is crestford.dealerconnection.com.

The stock market is a roller coaster ride

Wow — are we on a roller coaster? If you've been feeling like the stock market has been much more volatile lately, guess what? You're right.

Nothing rattles investors quite like the storm after the calm. After its current bear market low in March 2009, the market began an extended upswing. Over the previous 12 months, the typical daily swing averaged just 1.4 percent.

Then came May 6 — the day when the market fell nearly 1,000 points, or 9.6 percent, before rebounding and ending the day being down "only" 3.2 percent. On May 7, the Dow swung 3.3 percent; the day after that, 4.2 percent; and since then the market has continued bounce-

FINANCIALLY SOUND



Tony LaJeunesse

ing back and forth almost like a pingpong ball. Over the previous 12 months, the typical daily swing had averaged just 1.4 percent,