

# FAMILY INSPIRATION

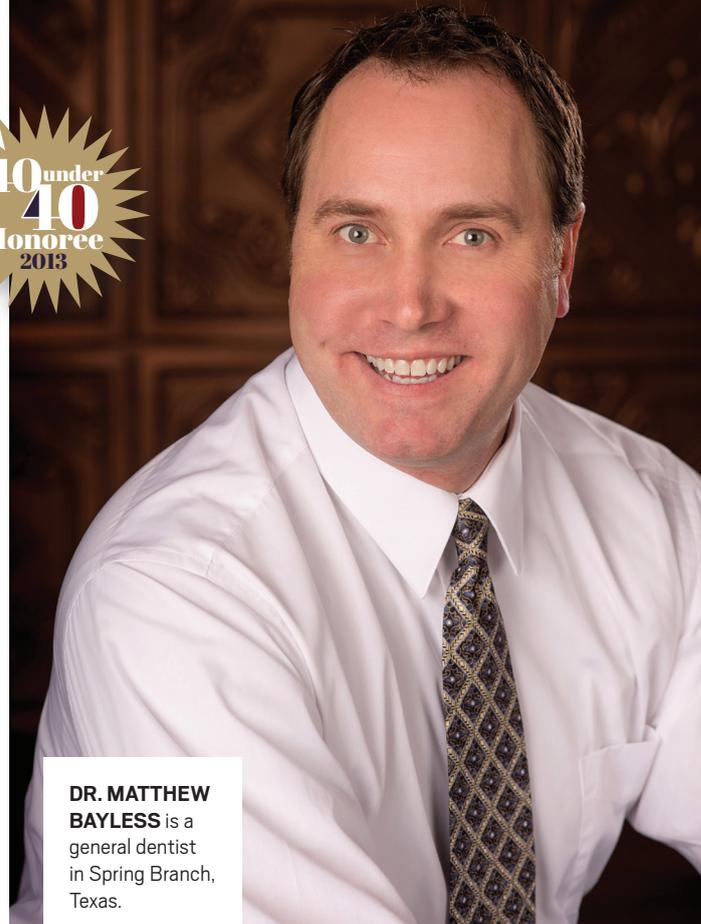
My parents and grandfather helped me develop three core tenets of a practice that puts patients first. **BY DR. MATTHEW BAYLESS**

**MY GRANDFATHER WAS** a dentist who inspired my interest in the profession, but it was my father and mother — a CPA and a realtor, respectively — who instilled in me the business sense and work ethic that I now bring to my dental office.

My path was a little circuitous: I got my bachelor's degree in business administration, and my first job was as a sales rep for a *Fortune* 500 company. I spent a year there, and it became very apparent that selling was not what I was put on earth to do. So I took a leap of faith — and as I made my way through pre-dental courses, my affinity for the sciences, helping my fellow man and working with my hands became evident to me.

I graduated from Baylor College of Dentistry in 2005 (the same school from which my grandfather had graduated 54 years before) and moved to the beautiful Texas Hill Country. I had grown up in the Dallas suburbs, and I wanted a more down-to-earth environment than Big D could provide. The quality of life here is tremendous, both for my eight staff members and my young family — wife Kristi and kids Gavin, Emery and Layton.

My practice, Summer Hill Dental, is situated in Spring Branch, a fast-growing suburb of San Antonio. I'm 30 minutes from the Alamo and



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45 minutes from Austin, smack in the middle of one of the fastest-growing areas of the country. We average 30 to 40 new patients a month. Here are the guidelines I follow to keep them all happy. ■

## Dr. Matthew Bayless follows three rules that give his practice an edge:

**1 BE A ONE-STOP SHOP.** Patients prefer not to be referred to a specialist, so I try to keep procedures in-house. I'm a continuing-ed junkie, which gives me additional confidence in my skills, and I don't espouse the all-too-common "I don't like doing X" attitude. Don't enjoy root canals, dentures or extractions? Maybe dentistry isn't right for you.

Keep building your capabilities. As a new dentist, I didn't place implants; now I'm a Fellow with the International Congress of Oral Implantologists. I do mini-implant stabilization for my denture patients, and I'm trained in Dental Sleep Medicine — I'll often make two types of mandibular advancement devices to enable a patient to sleep without a CPAP ma-

chine. I also do molar root canals, extractions, ClearCorrect/Invisalign and many other things I've picked up along the way — and my diverse skill set is a boost to my bottom line.

**2 EMBRACE TECHNOLOGY.** I use the latest dental tech to benefit not just my patients, but me as well. Wired digital X-rays enable me to make clinical decisions more quickly, educate my patients and do a lot of same-day procedures.

Technology likewise helps with communication. My staff and I use an intra-office instant-message system, which cuts down on wait times and lets treatment begin quickly, as the plan is sequenced and ready in our software

even before I leave the operatory. We're a well-oiled machine, and patients can see it.

**3 WORK IN TANDEM WITH PATIENTS.** My grandfather made everyone feel special — another way in which I try to emulate him. All patients come to me with their own circumstances, problems and fears. I try to address their concerns before I leave the room. Has the patient had a bad dental experience in the past? Let's get it out there and discuss it.

I don't like to sell. So I don't. Instead, my patients and I work together. My patients can tell I'm passionate about what I do, and this gives them confidence that the options I'm laying out are legitimate and necessary.