

[Spring 2006 NYC feature—EXHALE side]

Doing Dental Differently

Two brothers confronted and overcame a mutual phobia and, in the process, changed the way their patients receive dental care

By John M. Mora

Dale Carnegie once wrote: “*Do the thing you fear to do and keep on doing it... that is the quickest and surest way ever yet discovered to conquer fear.*” For brothers Paul and Ben Ganjien, their fear at a young age was sitting in the dentist’ chair. Like so many people, they had a full-blown case of dentist phobia.

But instead of *doing the thing you fear*, as most of us do when we force ourselves to go to the dentist, they *became the thing they feared*. You see, the Ganjien brothers took the remarkable step of becoming dentists themselves.

A Dental Spa?

Dr. Ben and Paul Ganjien built their practice with a keen sense of the anxiety many feel on the way to the typical dental office. This awareness has inspired them to create a unique and relaxing atmosphere, invest in friendly technology and provide caring hospitality that all add up to a nurturing, spa-like experience.

“When we built our practice, it was—and still is—a goal to make coming to see us a completely enjoyable experience,” says Dr. Ben Ganjien, DDS. “We started out by asking ourselves: *‘If I were sitting in that chair, what would I want? What would comfort or entertain me? What kind of educational tools or technology could help me become more involved in the process?’* We focused on some of the same fears and phobias we once felt and came up with ways to help our patients overcome anxiety, become better educated and really benefit from each visit.”

The result is a practice that resembles a spa with welcoming and calming aromatherapy fragrances in the air, a soothing and pleasant décor, caring support staff and your choice of hundreds of satellite radio channels at your fingertips.

In addition, the Ganjien practice—aptly dubbed Next Generation Dental—has supporting interactive technology, such as camera probes, safer digital X-rays, and “magic mirror” technology that previews what their smile would look like after whitening. According to Dr. Ganjien, all these tools help patients be better educated and participate in the process of improving their dental health and appearance.

A Few Reasons to Smile

Next Generation Dental does traditional dentistry work, such as cleanings, bridges, crowns and fillings, but also does a significant amount of cosmetic work. These services include tooth whitening, porcelain work and braces, including new invisible bracing. This invisible brace technology, Invisalign®, has no metal wiring, is practically unnoticeable and is easily removed for eating and brushing.

Cosmetic dentistry is a growing niche in the industry, and according to Dr. Ben Ganjen, for good reason: “I use the analogy of a brand new car. When you get one, all you want to do is keep it clean and shiny. You want to keep it looking great. When people get their teeth whitened or get porcelain veneers, they tend to take greater pride in their smile, and that usually shows up in more frequent brushing and flossing.

“So it’s not just about having a great looking smile, although that’s definitely a big motivator. It’s also about good dental health.”

Next Generation Dental has two convenient NYC locations: Majestic Towers and Lincoln Towers. For more information, call 212-362-3360 or visit www.nxdental.com.