

THE PROGRESSIVE DENTIST®

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Frank R.
DePaola

DDS, FAGD

The Practice At Maxwell Place
Hoboken, NJ

**Dental Workplace
Culture Assessment**

BY TONYA LANTHIER, RDH

TA-DAH!

BY JUDY KAY MAUSOLF

**Should Specialists Market
With Social Media?**

BY RITA ZAMORA, BDS WITH DRS. BARNES & NGOH

Artist & Architect at Heart

Dr. Frank DePaola exhibits a special talent for creating beautiful smiles that enhance and often improve his patients' overall health. While aesthetics and function are a passion for him, developing ongoing trust and confidence is his top priority.



FRANK R. DEPAOLA DDS





Dr. DePaola is a graduate of NYU College of Dentistry and completed a General Practice Residency through Mt. Sinai Hospital. He came to Hoboken as an associate in an area practice immediately following the completion of his dental education. He then opened his own private office in March of 2000. In 2010, Dr. Frank opened his stunning new facility called The Practice at Maxwell Place.

Dr. Frank is fascinated by and has extensive experience in the treatment of sleep apnea and has completed a rigorous curriculum at the prestigious Las Vegas Institute where he also received training in cosmetic and neuromuscular dentistry, smile design and TMJ treatment.

Professional Affiliations

Dr. DePaola is an active member of the following professional organizations:

- American Academy of Cosmetic Dentistry (AACD)
- American Dental Association (ADA)
- American Academy of Facial Esthetics (AAFE)
- American Academy of Cosmetic Orthodontics (AACO)
- Fellow of the Academy of General Dentistry (AGD)
- American Academy of Dental Sleep Medicine (AADSM)
- International Association of Comprehensive Aesthetics (IACA)
- International College of Cranio-Mandibular Orthopedics (ICCMO)
- A Commitment to Continuing Education

Dr. Frank is committed to the pursuit of excellence and has obtained advanced training and certification in a number of areas. For instance, the AGD Fellowship Award is the result of his completion of over 500 hours of continuing dental education, and passing a comprehensive examination. As many of you are aware, only 11% of all dentists have achieved this prestigious award. His ongoing dental education at LVI will also ultimately culminate in the achievement of his LVIM mastership.



The view of the skyline in the distance is striking; and so fitting a backdrop for Dr. Frank DePaola's beautiful practice in Hoboken, NJ. Long before he saw dentistry in his future, he knew that he was an artist and an architect at heart. "I've always known that I wanted to use my artistic talent in a way that would provide something lasting and valuable for others. As a dentist, I have opportunities to do that almost every day."

Upon arrival at The Practice at Maxwell Place, you're drawn into the high tech, ultra modern feel of the office, and instantly take note that this is no traditional dental practice. The décor, blended with the latest technology and attention to detail, coupled with the welcoming disposition of this fabulous team inspire confidence that these dentists are among the best at what they do. Dr. Frank, along with his three associates are committed to three things: providing the best possible dental care for their patients, improving their overall health in the process, and using every interaction to inform and educate.

Practices like Dr. Frank's are doing wonders to change the way patients think about dentists. You may recall that not all that many years ago dentists were rated among the most trusted healthcare professionals. Sadly, news travels fast today, and it

seems that there's always a story in the mainstream media about dentists committing Medicaid fraud, charging for treatment not provided or otherwise, "working the system". We know that these instances are exceptions and not the rule, but the media does love controversy. The unfortunate result, however, is that patients are often left wondering if the prescribed treatment is indeed necessary, or just a way for the dentist to make a buck.

"Dentistry isn't cheap and good dentistry comes at a cost. We take all the time necessary and use multiple methods to show the patients what we recommend and why it is in their best interest.", says Dr. DePaola. "Many patients struggle with the understanding that although they need or want a certain level of care, dental insurance simply doesn't compensate ideally. Having a fee for service practice is never an easy endeavor. It can be frustrating... for all of us. Our patients, just as in most other areas can be attached to their insurance. It's important that there's a perceived and understood value for the prescribed dental treatment before many are willing to make it a priority. We never proceed with treatment until there is an established trust and confidence. Our patients know that we won't cut corners and we'll do the right thing for them."



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With three associate dentists, one general and two pediatric specialists, their shared goal is to educate patients from an early age on the importance of good oral health. Yes, they’re invested heavily in technology, and not just because it adds the “cool factor”. From digital impressions, to 3D scanners, and perio lasers, the patients understand how technology enhances their results and improves comfort during a procedure.

We asked Dr. DePaola what sets his practice apart from many others who also incorporate similar technologies and offer many of the same services they provide. “We go the extra mile for our patients. As an example, for our perio patients, laser therapy is routine part of our normal therapy. We use the technology available to us, and in many instances we don’t charge for it. As a result, our patients are healthier and see that they are our top priority. No, we don’t accept their insurances, but we do work hard to help them understand what their insurance will pay for and what they won’t. We give them everything they need to submit their own claims so that any insurance reimbursement goes directly to the patient. That way, there’s no question what was billed and when or how much we were reimbursed.”

“I am also a firm believer in maintaining good relationships with specialists,” he says. For example, Dr. DePaola works

with a master ceramist to deliver the best possible aesthetic restorations. The cost can be extreme in some cases, but there’s a level of confidence in knowing that they’ve given every patient their best.

He also refers every root canal and every implant to an oral surgeon that he likes and trusts. This may be counter-intuitive to someone who is well trained and perfectly capable of doing many of these procedures himself. “It’s not about production,” says Dr. Frank. “Because of my close relationships with area specialists, and the fact that I refer all of my cases to them, I provide more crowns and do more restorations than I would if I kept all of this in house.” This is a perfect example of their consistent internal marketing. “My team knows that we do what’s in the best interest of each patient, every time. As a result, they share that message confidently and have the satisfaction of knowing that they are part of an incredible team.”

While two of his associates oversee the pediatric patients in the practice, Dr. Frank has some other distinct areas of focus in addition to aesthetic restorations. We have a lot of new patients in the practice, and for many, they’ve never had an initial exam like the one they receive with us. Each patient is evaluated for perio, but in gathering a health history, we’re also evaluating for things like TMJ and sleep apnea. It’s amazing how many patients suffer from symptoms of one or the other, and aren’t





"I couldn't have even begun to accomplish any of this without the love and support of my wife, Kati. She's amazing!" Kati and Frank with their children Violet, Cosette and Frankie Rocco.

even aware of it. It's exceptionally rewarding when they begin to understand the correlation between what's going on in their mouth and the rest of their body. Through my extensive neuromuscular, TMJ and sleep apnea training, I've found a reliable way to help patients treat conditions that manifest themselves as dental problems, but involve much more.

As evidenced by his membership and active participation in many highly regarded continuing and advanced education organizations, Dr. DePaola is committed to excellence. This is

absolutely the key to their success. "Being the best you can be depends on never becoming complacent. We have to push ourselves to learn more, do more and be better every day. It's a challenge but a satisfying way to end each day."

When asked what his goals are for the year ahead, his response was simple. "I simply want more of the same. We're in a great place and are growing steadily. I just want to keep doing what we're doing and building solid relationships with our patients so they'll keep coming back and referring others."



Dr. DePaola is a longtime client of Judy Kay Mausolf and Practice Solutions, Inc. He credits her with helping him establish and foster a "Ta-Dah!" attitude.