

There's no place like home—except for the dentist's office

by J.D. Leichtman
Staff Writer

It's a well-known fact that a dentist's office doesn't usually feel like home. One visit to JMG Dentistry, however, is enough to

dispel this notion entirely. Its interior design resembles what a dentist's office might look like if it were crossed with a cozy living room. From its pleasant appearance to its sleek, high-tech equipment and customer-first

attitude, JMG Dentistry is looking to make its mark as the Novi area's premier stop for oral care.

Dr. Justin Geller and his wife, Angel, who own and operate JMG Dentistry, held

their grand opening only six months ago.

So far, public reception has been nothing short of outstanding.

"We started out with 30 friends," says Geller, "and after six months we have about 350 patients from referrals."

By saving money and pacing their growth, JMG Dentistry has been able to put its funding into what really counts—higher quality facilities and service.

"We're a family practice with state-of-the-art equipment," says Geller. "With us starting out so small, I wanted to put my money into the higher end diagnostics in order to benefit the patient."



Dr. Justin Geller and his wife, Angel, run JMG Dentistry.

Geller knows that making the patient happy is the key to maintaining a successful practice. Since graduating from the University of Detroit-Mercy's dental program in 2000, Geller has seen all angles of the profession. For two years, he worked at a dental office in downtown Chicago that catered to the business/professional crowd. He then returned to the local area and practiced in Madison Heights for one and a half years, where the focus was a bit more family oriented.

Now that he's out on his own, Geller has been able to apply what's he's seen in his varied experiences toward building his ideal office.

To him, that begins with building a foundation of healthy teeth through comprehensive full-mouth examinations before moving on to more unique cosmetic work.

"When someone comes in with a toothache, you treat them," says Geller, "but you have to treat the whole mouth, too. We build a foundation before we jump to all the electives, which is very important. You don't want to build a house on a swamp." Geller is more than prepared

to help his patients understand what they can do to achieve better dental health. His office performs digital X-rays, which are safer, faster and easier to read than normal X-rays. Patients don't even need to get out of the chair to see them; they're shown on a flat screen monitor positioned directly above their heads. Geller can colorize, enlarge or otherwise adjust these images in order to give each person the best idea of what, if any, problems they may have.

"It's something where you don't have to be a dentist to diagnose it," says Geller.

It's also something that one doesn't have to be a dentist to enjoy. In fact, most

things about the office are quite enjoyable, from its stylish paintings to its warm, earth-toned color scheme. Even those who are normally turned off by paying a visit to the dentist might enjoy its setting.

"We're a comprehensive office; it's not where we get you in and get you out," says Geller. "We take our time with the patients, and we try to do everything to perfection."

Although JMG Dentistry may seem like a fancy, upscale practice, they are focused on serving everyone from families with children to seniors. The general idea is to build a setting that makes visiting the dentist a comfortable, stress-free experience.

As far as the future of JMG Dentistry is concerned, Geller has high hopes for the Novi area.

"We know it's going to be booming around here," he says, "so we planted the seed early and hopefully we'll be able to become the neighborhood dentist."

JMG Dentistry is located at 31202 Novi Road, on the corner of Novi and 14 Mile, in Novi. For more information or to schedule an appointment, call (248) 926-4030.

JMG Dentistry
31202 Novi Road
Novi, MI 48377

Daniel Wasson
Novi, MI 48374

Dear Dr. Geller and Staff,

I just wanted to say thank you again for the care and effort you put into my porcelain veneers. I could not have imagined being any happier then I am that I made the choice to have this procedure done. You and your staff made me feel at home through the whole process, taking the time to walk me through what each step would consist of and what to expect as the process continued. Thank you for going out of your way to accommodate my schedule. I appreciate you working both with me and my wife to make sure that we were both completely comfortable with the process and the projected outcome.

The hardest part has been learning to smile since I rarely did so in the past. I find myself smiling all the time now and actually look forward to occasions that require me to smile verses feeling self conscious and holding back. Your meticulous nature and acute attention to detail have assured me I now have a smile worth showing off.

Please feel free to share this letter with any of your patients considering a similar procedure. I would be happy to discuss the procedure you performed or the process I underwent with anyone considering a similar procedure. The only benefit that I can think of that came from my waiting so long to have this done, is finally finding the right dentist with whom I feel 100% comfortable.

I can not say enough how happy I am with my new smile.

Regards,

Dan Wasson

