

suburban life



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A culture of teamwork, caring, and innovation has made Doc Bresler's Cavity Busters a premier provider of pediatric dentistry for 40 years and counting.



A WINNING TEAM

BY BILL DONAHUE
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The story of Doc Bresler's Cavity Busters began 40 years ago, when a man with a big heart and a clear vision was determined to provide the best possible dental care for children and adolescents in a safe, warm, colorful, and fun-filled environment.

Doc Bresler's Cavity Busters has come a long way since David A. Bresler, D.D.S.—the original “Doc Bresler”—opened his first office in Roxborough, in 1982. In the years that followed, he shaped the practice into one of the region's foremost providers of pediatric dentistry, with multiple locations and various modes of delivering exceptional care to a broad range of patients.

When Doc Bresler passed away in 2015, his three dentist children—Joshua A. Bresler, D.M.D., Jason M. Bresler, D.M.D., and Rachel L. Bresler, D.M.D.—took the practice forward. The Bresler siblings have continued to expand the practice on the building blocks put in place by their father, including lessons about patient care, practice management, and employee satisfaction, among others.

“Our dad wanted this practice to be a place where kids of every background and socioeconomic status, as well as patients with various conditions and complex medical histories, would receive the best dentistry care,” says Dr. Rachel. “He also wanted to create a practice where smart, talented, and caring people wanted to come to work. Those standards were important to our dad when he first started, and he passed those essential principles on to us.”

Today, Doc Bresler's Cavity Busters comprises eight locations, a surgical center dedicated to dentistry, a “dental home” for adults with special needs, and a community-outreach department that provides a free early-childhood oral health education program to schools, camps, and community events. All three of the Bresler siblings are quick to point out that they have not done it alone; rather, they believe most of the credit belongs to their team of approximately 250 employees.

“When our father opened this practice 40 years ago, he did it with the hopes that one of his children would follow in his footsteps and join him as a partner,” says Dr. Josh. “With his shared passion and mentorship, it was no surprise that all three of us did exactly that. We're a team with a true ‘work family,’ with the belief that our

employees don't work *for* us but *with* us. They're the reason we've been so successful.”

The Breslers have taken their father's formula for running a successful practice and strengthened it by surrounding themselves with skilled leaders whose specialized expertise has helped take the practice to the next level. Specifically, they cite their executive board: COO Sherry Bresler, CFO Gary Master, Executive Director Fred Lipson, HR Director Maryann Javie, and Tracey Bresler, D.M.D., a board-certified pediatric dentist.

“Our executive board has helped to elevate our entire practice,” adds Dr. Jason. “They help to make all of the important decisions to ensure that we're delivering patient satisfaction. They also make sure we're delivering employee satisfaction, which is vital because we rely more heavily on our team than ever before. Every person on the team plays an important role.”

The Breslers recently hosted a company-wide celebration to honor their employees and thank them for their efforts in building on Doc Bresler's Cavity Busters' reputation as a premier pediatric dentistry practice. Looking forward, Dr. Rachel says every member of the team will play a role in facilitating any future growth.

“We have discussed the possibility of adding another specialty to our repertoire,” she adds. “We brought on orthodontics through Brace Busters, and it might not be long before we add another ‘Busters’ to the team, focusing on another aspect of dentistry as a way to better serve our patients. We don't yet know what the next 40 years will look like for this practice, but we do know it will take a team effort to lead us there.” ■

➔ **Doc Bresler's Cavity Busters** has office locations in Doylestown, Dresher, Jenkintown, Newtown Square, Northeast Philadelphia and Lower Northeast Philadelphia, Roxborough, and South Philadelphia, as well as four Brace Busters locations, and Red Lion Surgicenter and Special Touch Dentistry, both in Philadelphia. For more information, visit CavityBusters.com or call (215) 543-5555.