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Smiles With Style



AT **WAYNE DENTAL ASSOCIATES** IN BRYN MAWR, DRs. WILLIAM CLEVELAND AND NARI KIM PROVIDE GENERAL AND COSMETIC DENTISTRY OF THE HIGHEST CALIBER IN AN ENVIRONMENT OF WARMTH AND COMFORT.

BY **BILL DONAHUE** PHOTO BY **JODY ROBINSON**

WILLIAM A. CLEVELAND, D.M.D., TAKES IMMENSE PRIDE in the patient experience provided by his Bryn Mawr-based practice, **Wayne Dental Associates**, which has been a fixture on the Main Line for more than 50 years.

Wayne Dental Associates provides general and cosmetic dentistry for patients of all ages, with high-quality care delivered in an environment of safety, comfort, and convenience. In addition to preventative dental care, the practice specializes in a long list of dental services, such as implant restorations, smile makeovers, and treatments for periodontal disease, among others.

“I’m doing dentistry because I still love it,” says Dr. Cleveland, who founded the practice in 1970. “Every day I get to help people and educate them about better oral health, and I get to know them and their families on a personal level. It’s very rewarding in that regard.”

Dr. Cleveland felt drawn toward a career in medicine, which should come as no surprise considering his parents’ respective vocations—ophthalmology for his father, nursing for his mother. He traces his interest in dentistry to a childhood experience in which he received expert care following a serious dental injury sustained while playing hockey.

“I always enjoyed working with my hands,” he says. “I liked dentistry from my very first day of dental school at the University of Pennsylvania. I wound up staying on as a clinical instructor [at the University of Pennsylvania] for eight years, and it put me on

the path toward what has been a very long and enjoyable career.”

While Wayne Dental Associates has prioritized seamless patient care, the adoption of cutting-edge technology has further enhanced the patient experience. Dr. Cleveland cites two key examples that have revolutionized treatment planning: cone beam computed tomography, or CBCT, which offers invaluable feedback that informs a dentist’s understanding of the patient’s anatomy; and digital scanners to replace traditional impressions for greater precision and patient comfort.

The commitment to better serving patients extends to fellow dentist Nari Kim, D.M.D., a skilled and seasoned clinician who has been practicing in the Philadelphia area for more than 15 years. Originally from South Korea, Dr. Kim immigrated to the United States at the age of 21 to pursue her education. She majored in engineering, but felt drawn toward health care—dentistry in particular. She went on to earn her D.M.D. degree from Temple University’s Kornberg School of Dental Medicine.

“Dr. Kim has been a wonderful addition to the practice,” Dr. Cleveland adds. “She brings a unique way of looking at things, and patients seem to genuinely like her. We get along famously, both socially and in the office, and we have a comfort level with one another you don’t often find.”

Dr. Kim likes to practice what she refers to as “relationship-based dentistry.” She is proficient in many of the same general and cosmetic dental procedures as Dr. Cleveland, as well as Invisalign, and has a particular

interest in treating children and teenagers.

“Our patients are not in and out of our office in 30 minutes,” she says. “We are here to provide patients with better oral health and healthier smiles, and also to improve how they feel about themselves. When we finish with their crown or some other [cosmetic] treatment, they say they smile more than ever before and it has changed their life.”

While Dr. Cleveland and Kim are deeply committed to their patients, they also carve out quality time for their own families and interests. Dr. Cleveland, a father of three adult daughters, plays competitive tennis at least twice per week and enjoys sailing every summer weekend off the coast of the Jersey Shore. Dr. Kim adores her two young children, and she is especially involved in supporting their sports teams and other extracurricular activities.

The two clinicians man the Bryn Mawr office on different days, with Dr. Cleveland taking Mondays and Wednesdays, and Dr. Kim taking Tuesdays and Thursdays. Regardless of when patients visit the office or which clinician they see, they can be assured that the practice will go above and beyond to make them feel welcome, relaxed, and well cared for, from beginning to end.

“We’ve always prioritized spending a lot of time with each patient,” Dr. Cleveland says. “My goal with this practice is to make sure we are serving the community, providing high-quality dentistry with a smile, and giving each patient the best possible experience every time they walk through the door.” ■

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