

# suburban life

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From its fierce independence to its embrace of innovative technology, **Kaminsky-Wolf Dental Associates** strives to make dental care more personal, seamless, and rewarding for every patient.

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# Exceeding Expectations



FROM ITS FIERCE INDEPENDENCE TO ITS EMBRACE OF INNOVATIVE TECHNOLOGY, **KAMINSKY-WOLF DENTAL ASSOCIATES** STRIVES TO MAKE DENTAL CARE MORE PERSONAL, SEAMLESS, AND REWARDING FOR EVERY PATIENT.

**L**AST YEAR'S DOWNFALL OF CROZER HEALTH RAISED SERIOUS QUESTIONS ABOUT PRIVATE-EQUITY FIRMS WITH STAKES IN HEALTHCARE INSTITUTIONS. WHILE PRIVATE-EQUITY OWNERSHIP OF A HOSPITAL OR HEALTHCARE PRACTICE HAS THE POTENTIAL TO BE BENEFICIAL WHEN THE GOAL IS TO REINVEST IN A FACILITY AND BETTER SERVE PATIENTS, RANDE KAMINSKY, D.M.D., BELIEVES SUCH AN ARRANGEMENT IS THE EXCEPTION RATHER THAN THE RULE.

"You're seeing it in veterinary practices and medical practices, even law firms, where private equity comes in to make these changes, all of which are geared toward profit alone," says Dr. Kaminsky, founder of Kaminsky-Wolf Dental Associates in Philadelphia. "Based on my experience, and what I've heard from people who have gone through it, the changes these companies make are never done to improve life for the consumer."

Given the substantial liquidity and growth capital an owner can receive by selling to private equity, Dr. Kaminsky understands the temptation. Yet he and his partner, Lauren Wolf, D.M.D., are not willing to trade their independence or their commitment to high-quality patient care for a financial windfall.

"I can't tell you how many new patients we get from offices that have gone this route, where the patient can't see the same doctor twice," he says. "We're getting a tremendous amount of referrals because of these practices, because people just aren't satisfied with the care they're getting elsewhere."

"We have the same doctors and the same staff year after year, and we recommend treatment that is strictly beneficial and needed by our patients," he continues. "I feel like we've done a pretty good job with what we've built here. Working with great associates like Dr. Wolf and my staff here, providing the kind of care we think people deserve, you can't put a dollar sign on that."

Proudly and fiercely independent, Kaminsky-Wolf Dental Associates has been serving the dental needs of Philadelphia-area families for nearly four decades. The team provides state-of-the-art general and cosmetic dentistry with genuine compassion. Drs. Kaminsky and Wolf, as well as their specialist colleagues—periodontist Rebekkah Gerson, D.M.D., and endodontist Richard Titlebaum, D.M.D.—view every patient interaction as an opportunity to build trust and deepen the connection.

"The first thing people do when they come to see us is start telling us about their teeth," says Dr. Kaminsky. "But we stop them and say, 'Tell me about you; we'll get to the teeth in a bit.' We want to know them as a whole, not just what we can do in their mouth to make money."

That sincere desire to connect with each patient, one human being to another, may help explain why many patients who leave the practice because their insurance has changed ultimately find a way to return, according to Dr. Wolf.

"Our patients know we take their concerns very seriously, and that's why they come to see us," she says. "They see the value they got here and didn't appreciate how little they would get elsewhere. A patient said to me today, 'I know you guys are a business, but you never treat me like that.' The quality of care we provide is a big reason why we treat a lot of full families and entire groups within companies."

That commitment to patients extends beyond routine appointments.

"We had a patient who walked in earlier today, and although we didn't really have time on the schedule, we made sure to see him," she continues. "We saw him and made sure to calm him. All our patients have to do is say, 'I need you,' and we'll take care of it."

Compassion has become a practice trademark, as has the ability to evolve. The practice's adoption of advanced technology—3D digital scanning, same-day crowns, and laser-assisted procedures—has helped make treatment more seamless and efficient. The recent introduction of artificial intelligence has added another dimension to the practice's approach to care, with the doctors carefully balancing innovation with the personal attention their patients value.

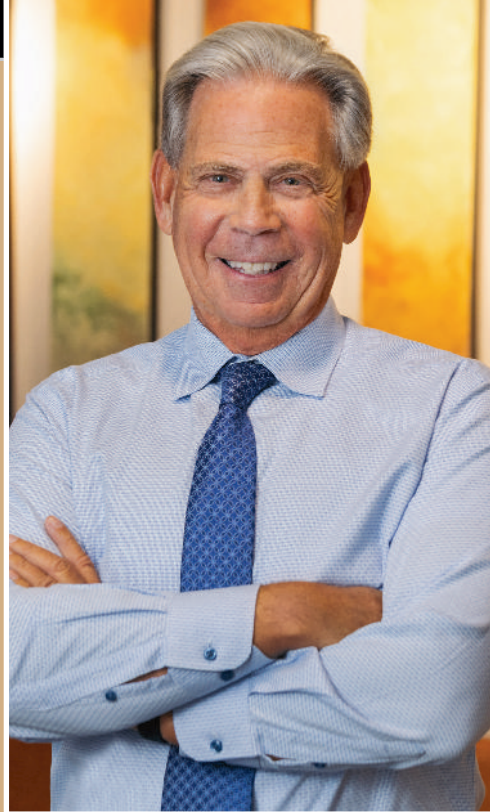
"AI covers a lot of ground, but we've never lost sight of the personal touch," Dr. Kaminsky says. "We still have the same person answering the phone, the same people walking you from the reception area to the dental chair. All of the AI we have still requires human input; we're not delegating decisions to a robot or any type of technology. We only use AI for things that we know will help the patient, and even then Dr. Wolf and I and the other doctors control how and where it is used."

For example, AI-enhanced radiographic techniques can "pick up things that we never in the past could have diagnosed," he adds. The technology has also improved digital scanning, enhanced the fabrication of crowns, and provided patients with reliable previews of the anticipated results of their treatment plans before they even take a seat in the chair.

In short, the technology has helped streamline the practice's digital workflow while giving patients a clearer view of their care. As Dr. Wolf puts it, patients can "see what we're doing while we're doing it, in real time."

While the practice will continue to evolve, the doctors pledge that some things will always remain the same: its independence and its commitment to its patients.

"Dr. Wolf and I are both from the area—I'm from Philadelphia, and she's from Villanova—our families are from here, and our roots are here," he says. "We're not going anywhere. We spend more time with each other and our staff than we do with our spouses, so we want to make sure this is our home away from home. And we want our patients to feel the same way, that when they come here, we're going to treat them like they're part of our family." ■



DR. RANDE KAMINSKY



DR. LAUREN WOLF

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