

DOCTOR of DENTISTRY

A BUSINESS AND LIFESTYLE MAGAZINE FOR DENTISTS

Dr. Theodore Siegel

towards the welfare and upliftment

THE ART OF LEADING
CHICAGO

"America's Top Dentist"
Theodore M. Siegel, D.D.S.
Orthodontics & Cosmetic Dentistry

Consumers' Research Council of America

Theodore M. Siegel D.D.S.

America's Top Dentists

The criteria used in the evaluation include education and continuing education, number of years practicing in the dental profession, local, national and international affiliations and professional dental associations.

GUIDE TO AMERICA'S
TOP DENTISTS



TOP DENTISTS

- All About Your Smile
- Preventive Care
- Dental Implants

theodore siegel

Dr. Theodore Siegel

Changing Lives With a Smile

Dr. Theodore Siegel

Changing Lives With a Smile

By Donna Weinstock and J.D. Gershbein

Dr. Theodore M. Siegel knows about smiles. He understands what cosmetic dentistry can do for a person's confidence and self-esteem. The moment you walk into his aptly named dental practice, Big Smile Dental, you know that the experience will live up to its name. From the larger-than-life smile on the front of the building to the warm, friendly smile of Dr. Siegel, you are aware that this is a dental practice that delivers on its promise.

He has been creating stunning smiles and transforming the lives of people for over 25 years. By combining dental technology with skilled artistry, he has become a renowned cosmetic dentist. It is no secret why so many people come from all over the world to see Dr. Siegel to get the smile that they have always

dreamed of. The first obvious observation when you meet the doctor is that there is a real passion that radiates from him and that he absolutely loves to practice dentistry. "Imagine being able to take your passion and turn it into a profession that helps people look and feel better about themselves," stated Dr. Siegel. "I feel truly fortunate to be able to make such an impact on people's lives by giving them more confidence simply by improving their appearance."

When patient Ken Burnett walked into Big Smile Dental, he said, "I want to be a before-and-after on your website." He had been to several dentists prior to Dr. Siegel's office. After seeing the Big Smile Dental website, Burnett knew that he had found the right dentist. "It feels great to be able to smile again. He

Surrounding Dr. Siegel (from left): lead assistant Edibeth Torres, Assistant Office Manager Aida Acevedo, receptionist Pam Bernal, hygiene coordinator Ivelyse Vega, dental assistant and new-patient coordinator Giovana Santillan, hygienist Jennifer Bishop, front desk attendant Dalia Salgado and Office Manager Laura Villalobos



Bridges, Crowns, Implants, Periodontal Surgery, Composite Restorations, Flipper

"Ken had extensive dental treatment in the past, but was still unable to chew and digest food properly and he was unhappy with his smile," said Dr. Siegel. "The first thing I did was stabilize his bite — give the back teeth a place where Ken could chew food and rest his jaw muscles comfortably. Some of his back teeth were broken down so badly that in order to place crowns properly, periodontal surgery was

necessary. I tried to adjust the old flipper [a partial denture that can be removed from his mouth] he was currently using, but with his bite now established, a new flipper was in order. (The flipper was necessary to replace the missing teeth until I was able to restore his implants.) Ken wanted a whiter and more youthful smile. Three crowns and three implant crowns were made several shades lighter than his original

teeth. I then cemented them all into place at the same time in the front of his mouth. Ken was finally able to get rid of the removable flipper." "Dr. Siegel saved me," Ken said.



saved me," confessed Burnett, who was amazed by the quality of care that he received. "He is the consummate professional. He explained everything so clearly and in such an assuring manner. The work exceeded my expectations. Regular dental maintenance, including simple flossing, which had been a horrible problem for me, is now a breeze. I can enjoy foods today that I haven't been able to eat for 20 years." He truly believes that the cosmetic dentistry he received made him look and feel better about himself. Burnett added, "He is what a dentist should be. He is incredibly detail oriented, very reassuring and kept me well informed every step of the way."

The term "makeover dentistry" seems appropriate as teeth, smiles, faces and personalities are altered and improved. A beautiful smile is one of the first things that people notice when meeting and greeting others. Dr. Siegel is passionate about improving the smiles of others, as the results can be dramatic.

"I love my veneers! Dr. Siegel gave me the smile of my dreams," exclaimed patient Sue Pinea. "I was self-conscious about the way I smiled. I also knew that my mouth was going to be a challenge. I had some heredity issues, but he did a magnificent job, not just on me, but also on my daughters. I am so thankful for the work Dr. Siegel did on

us. Every time I look at my daughters with their new beautiful smiles, I am thankful that he was able to make such a great impact in their lives. He gave them confidence. It is obvious he loves his work. Dr. Siegel and his staff made sure that everything went smoothly." What a wonderful feeling to know that you are helping others feel better about themselves.

Cosmetic dentistry is always changing. Not one to rest on his laurels, Dr. Siegel knows what it takes to stay ahead of the curve and keep his artistry on a high level. There are the many hours of continuing education and long

Handcrafted Composite Veneers

"This patient was so embarrassed about her smile that she would not let me use her real name or her full face in the pictures," said Dr. Siegel. "She works with small children in the Chicago Public School System. Well, you know how innocent and honest children can be. They would ask her what was wrong with her teeth and why she doesn't fix them. My patient would hide her teeth whenever she could and when she needed to laugh, she would put her hand over her mouth. And as I've said before, pictures were out of the question. The best way to correct her problem was with braces and porcelain veneers. But time and money were a problem. She wanted to look better right away and could not afford the veneers. She compromised and allowed me to handcraft veneers made out of a composite material instead of porcelain. The procedure was painless — no shots were necessary — and everything was completed in one visit."



Veneers and Bleaching

"Nicole did not like her smile," said Dr. Siegel. "She specifically did not like the shape of her teeth (they were 'too skinny') and the spaces or gaps between them. She also wanted her teeth lighter. I had Nicole bleach her teeth until she reached the shade she wanted. I then prepared her front six teeth for veneers." "Thank you, Dr. Siegel, I'm so happy with my smile makeover that I can't stop smiling," said Nicole.



Bleaching, Periodontal Surgery, Composite Restorations, a Bridge and Crown Made With No Metal

"Claire was missing her left and right front lateral teeth," said Dr. Siegel. "The canines, or eye teeth, were where the laterals should have been. (The canines were more to the center of her mouth.) The first thing I did was bleach her teeth. I was able to lighten her teeth 12 shades. I then restored her back teeth with tooth-colored fillings. In order to restore her missing tooth on her left side, I wanted to make a bridge without metal. First, I had to remove the excess gum tissue that had filled up the space. After the healing phase, I placed a three-unit bridge (which is basically three crowns attached to each other) and a crown on her right side to make the canine look like a lateral tooth."



days on his feet in the operatory. The doctor is constantly thinking about his patients. "He works hard at his craft and goes above and beyond what the average dentist would do," explained fellow dentist Henry Lotsof, D.D.S. "He is the Tiger Woods of dentistry. He is unbelievably talented and he works hard to stay great. He thinks through every case and won't jump on a new dental technique without doing his homework. He spends the necessary time to understand his patients' wants and needs and then chooses the best option for them. He is able to envision what a patient will look like even before the dental work begins."

Dr. Siegel duly acknowledges his gift and asserts that true cosmetic dentistry involves art, science and vision. "The best cosmetic dentists are born with the artistic ability to see things from start to finish," he said. Indeed, Dr. Siegel is an agent of change, and it is amazing just how profound that change can be.

Perhaps the greatest testimonial to Dr. Siegel's uncompromising attention to detail and the sheer quality of his dentistry is offered by the dental laboratory that works hand in hand with Big Smile Dental. David Block, owner of Aesthetic Porcelain Studios in Universal City, CA, is a highly sought-after speaker and dental technician who works with the best cosmetic dentists in the world. "I consider myself an excellent judge of questionable treatment," offered Block. "When it comes to Dr. Siegel

Braces

"Well, it's easy to see that Nidia either has too many teeth or too small of a mouth," said Dr. Siegel. "Her teeth were so crooked and crowded that some teeth were pushed completely out of the arch. The only possible way to fix her teeth was with braces. Nidia needed to have her first four premolars removed before we could start. The results speak for themselves."



and his approach to patient care, there is no compromise. Every aspect of the work is consistent with the need. He is the cream of the crop.”

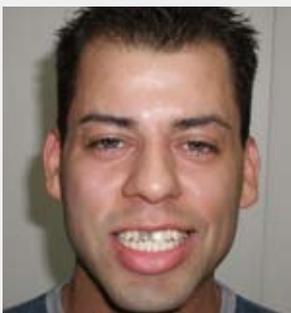
Dr. Siegel is quick to add that his office runs as efficiently as it does due to his caring and knowledgeable staff. There is a true team effort in making patients feel special from start to finish and making them feel that they are in the right place. Customer service and patient satisfaction are high priorities for everyone in the office.

The staff feels equally as strong about Dr. Siegel as he does about them. Office Manager Aida Acevedo described her boss as “a perfectionist,” but also down to earth.

Knowing what procedure to use on a patient — whether it should be braces, veneers or crowns — must be determined. “He just wants to make our patients happy,” added hygienist Jennifer Bishop. “Their best interest is always his top priority.” Rosa Villanueva, his dental assistant, stated, “He creates a very comfortable environment and makes our patients, especially the nervous ones, feel relaxed. His dedication to detail and his passion for dentistry are felt by patients when they first meet him.”

Root Canal Therapy, Composites, Bleaching and Invisalign

“When Carlo first came to me, he insisted on having veneers placed on his front teeth,” said Dr. Siegel. “But, there were two problems that had to be addressed. First, his front tooth died; that turned black and needed a root canal. Second, his teeth were angled out too far forward. In order to place veneers, I would have had to destroy his front four teeth. I started by performing root canal therapy on his front right tooth. I then bleached the inside of that tooth only. Carlo did not want to wear regular braces, so he opted for Invisalign to pull his teeth back into the proper position. With his teeth certainly much better, Carlo has decided that he no longer needs veneers. He also saved a lot of money.”



Root Canal Therapy, Composite Restorations, No-Metal Crowns Periodontal Therapy

“Angelina was not happy with her smile, but she first needed a lot of work to get her mouth to a healthy state,” said Dr. Siegel. “She had badly decayed teeth, broken-down fillings, poor-fitting crowns and some periodontal issues. Good dentistry starts with a good foundation. You wouldn’t build a building on quicksand. I first had to fix the teeth that were savable and get her gums in shape. Due to the amount of money required to do the work right, Angelina had to extend her treatment over many years, which is something a lot of my patients have to do. It’s very difficult for most people to come up with that kind of money right away. Angelina and I set up a plan where we would start on the teeth that needed the most work first, saving one tooth at a time. Slowly but surely, she stayed the course and now has a beautiful, healthy smile that should last a lifetime.”



Nothing is overlooked when it comes to making Dr. Siegel’s patients feel comfortable and welcome. Massage chairs, TV/movies, headphones, music and a welcoming reception area add to the atmosphere of the practice.

Part of his philosophy is to give back to the community that has been good to him. For that reason, Dr. Siegel began a charity five years ago. Every Valentine’s Day, his charity, Dentists With Heart, offers free dental care for those in need. “Dentistry is a luxury that not everyone can afford,” stated Dr. Siegel. “I started this charity to help change the lives of those people that didn’t have enough money to take care of the things that we take for granted. But a funny thing happened along the way. It was my life that changed the most. And I feel truly blessed to be able to help others in need.” During this time, the doctor and his staff do exams, cleanings, X-rays, fillings, extractions, diagnostics and pain control. On hand are a periodontist, an oral surgeon, several hygienists and volunteers who all donate their time. Free dental days for children have also been offered to children in the area.

Although Dr. Siegel tends to downplay his acute sense of philanthropy, when it come to rendering the best possible care

for his paying patients, he is extremely vocal. Dr. Siegel unabashedly grins as he scrolls through before-and-after photos on his computer. The monitor fills with pictures of a patient who has received dental work that can only be described as miraculous. Teeth shifted. Blemishes lifted. Shapes corrected. Smiles, one after another, seamlessly rebuilt from the gums up. These things have the ability to change lives. He speaks of one patient whose treatments literally rejuvenated the musculature required for smiling that had previously been lacking. Dr. Siegel does not gloat over such heroic efforts. To him, these are not merely case studies. "Every patient has high expectations. The work must be exquisite," he offered.

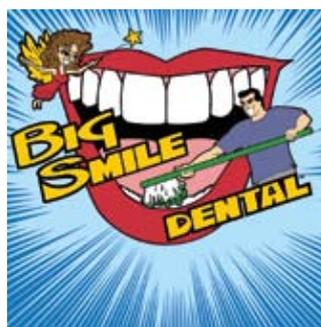
As an active member of the dental community, he is a member of the Chicago Dental Society, the Illinois State Dental Society, the American Dental Society and the Academy of Gp Orthodontics. He continues to share his expertise on cosmetic dentistry with other dentists and has been featured on television, radio and in other publications.

Big Smile Dental is considered a leader in state-of-the-art dental technology by using the latest and most progressive equipment. For example, by using digital radiography, which is both safer (90% less radiation) and faster (three seconds from mouth to the computer screen) than conventional X-rays, the patient benefits. They also use an intraoral pen-like camera for taking close-up pictures of teeth and gums. Laser cavity detection is part of a routine exam to find cavities at an early stage. Dr. Siegel is also certified in Invisalign, the remarkable new invisible orthodontic treatment.

Practicing dentistry since 1984, Dr. Siegel's noteworthy experience and extraordinary skills have decorated him with many awards and honors. As a recipient of the 2007 Heroes of Humanity award, he has been recognized for the welfare and uplifting of human values. He has been named a top cosmetic dentist by the Consumers' Research Council of America yearly since 2003. WGN Channel 9 has also named him "Chicago's Very Own." Most recently, he has been named the official dentist of the Miss Chicago Pageant starting in 2009.



His goal is simple: to help patients exude confidence that they didn't feel before by improving their smile. As Dr. Siegel suggests, it is not always just about the way a patient looks, but more importantly how they feel about themselves. If a patient is uncomfortable with their smile, they may put their hand up when speaking so as not to draw attention to their mouth. They may be embarrassed or shy about their looks and therefore rarely smile. Dr. Siegel makes patients feel good about themselves, both inside and out. In fact, that is what brings a smile to his face.



Big Smile Dental is located at 2833 North Milwaukee Avenue, Chicago, IL 60618. You can reach Dr. Siegel or his staff at (773) 772-8400. Big Smile Dental is open for appointments Monday through Saturday. Please visit the website to learn more at www.bigsimiledental.com. ■