

doctor of dentistry[®]

THE BUSINESS AND PRACTICE MANAGEMENT MAGAZINE FOR DENTISTS

A woman with short dark hair, wearing a bright pink blazer over a black top and a gold necklace, stands in a dental office. She is smiling and looking towards the camera. Behind her is a large dental X-ray machine. To her right is a computer workstation on a white desk, featuring a monitor displaying dental X-rays, a keyboard, and a mouse. A potted plant is visible on the desk. The overall scene is brightly lit and professional.

Cherry Hill Dental Excellence

DEDICATED TO THE HIGHEST STANDARD OF CARE

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AT **CHERRY HILL DENTAL EXCELLENCE**, it is about more than just teeth. A dedicated dental team focuses on a whole patient approach, using the most advanced technology to ensure that patients receive the highest standard of care.

Whether a patient has limited or very complex treatment needs, our specialists have the expertise and experience to help — always keeping the patient's long-term. Cherry Hill Dental Excellence performs:

- Implant dentistry, from single units to full-mouth reconstruction

- Beautiful cosmetic dentistry and smile makeovers

- Crowns, bridges and porcelain restorations for damaged teeth

- Specialized periodontal care

- Specialized dental rehabilitation/reconstruction

- Complete general dentistry and hygiene services

- In-house lab services for dentures, such as same-day dentures and partials, as well as in-office denture repair

A Team Approach to Dental Health

Zahra Afsharzand, D.M.D., has spent her career as an active clinician, educator and researcher. She graduated from Temple University in 1992 and completed her graduate training in prosthodontics in 1994 at Temple University. She specializes in the restoration of oral function by creating prostheses and providing custom restorations. Extensive training allows her to treat complex cosmetic cases, full-mouth reconstructions, TMJ-related problems and congenital disorders. She has been a faculty member at





University of Pennsylvania School of Dental Medicine since 1994. Dr. Afsharzand is a group leader and was recently promoted to clinical associate professor. She established Cherry Hill Dental Excellence six years ago, providing general and specialty dental treatment in a unique clinical setting. She continues to maintain her teaching responsibilities at the University Of Pennsylvania School Of Dental Medicine. She is a member of American College of Prosthodontics and the American Cleft Palate–Craniofacial Association. Cherry Hill Dental Excellence offers a high level of care with focus on quality patient relationships. Dr. Afsharzand’s practice is committed to making sure every dental experience is comfortable, personalized and affordable. She is part of a trusted Cherry Hill tradition of clinical excellence, offering state-of-the-art services.

Marie Valentine Lim, D.M.D., M.S.D., brings to Cherry Hill Dental Excellence the benefit of many years of education, training and experience. She received the Doctor of Dental Medicine degree from the University of Pennsylvania and completed a rigorous graduate program in prosthodontics at the University of Washington. While continuing to treat patients in the clinic since 1993, she received faculty appointments at the University of Pennsylvania and the Nova Southeastern University, teaching and mentoring predoctoral and graduate level students on their way to becoming future dentists and specialists. She has served both as reviewer and published author in peer-reviewed journals, and conducted numerous lectures and seminars for practicing dentists and students in the United States and abroad. Dr. Lim enriches Cherry Hill Dental Excellence with her great talent for complex, cosmetic reconstructions and has made many patients happy.

Rayna Setya, D.M.D., earned her Doctor of Dental Medicine degree in 2005 from the University of Pennsylvania, where she worked closely with Dr. Afsharzand. Prior to that, she earned her Bachelor of Dental Surgery degree from India in 1993 and worked in the Postgraduate Institute of Medical Education & Research as a Research Fellow for two years. She incorporates a holistic healing approach to her pursuit of dentistry. Using her experience in hypnotherapy and guided meditation, she helps patients overcome their anxiety about visiting the dentist and seeking dental care.

Technology for Dental Excellence

Dr. Afsharzand is committed to taking the extra step, making sure that her patients get the benefits of the latest technology.

“Patient safety is a top priority for us at Cherry Hill Dental Excellence,” explains Dr. Afsharzand. “Technology needs to be used in a discerning way to make sure that each patient gets the maximum benefit out of it without being harmed. We take the concern about possible side effects from radiation serious; so I decided to invest in the latest imaging technology: the VATECH Picasso-Trio. As opposed to older X-ray units, the VATECH Picasso-Trio offers three functions in one: cone beam computed tomography [CBCT], panoramic and cephalometric imaging.”

CBCT is accepted as the gold standard of imaging and ensures accurate surgical planning for reliable implant placement. In the past, these high-quality images could only be taken in a hospital or radiology clinic, but now they are available for patients at Cherry Hill Dental Excellence.

Dr. Afsharzand raves, “The quality of the images is outstanding, and I love all the different options that I have to customize the settings. Compared to traditional CBCT scanners, the VATECH equipment has a greatly reduced scan time, thus considerably reducing a patient’s exposure to radiation. But I can do even more to protect my patients: I don’t have to use the CBCT scanner to obtain limited information — I have a range of options available, including 2-D images, all depending on an individual’s needs. When I do employ the CBCT scans, I’m able to localize the scan without exposing the entire head, which is particularly important for pediatric patients. I can control all of those variables, including the timing of a scan and the quality of the image produced.”

“My patients are glad that they don’t have to go somewhere else anymore to get this important diagnostic information. We can do it right here in the practice and get the results immediately. A patient may be interested in an implant, and I need to evaluate the bone quality and quantity of the replacement site. I take the scan and can let my patient know at the same visit what the options are,” says Dr. Afsharzand. “But not only implant patients appreciate this new convenience. Others may have a need for orthodontic evaluation or they need an assessment about TMJ or difficult surgical extractions. ... We have the technology available right here.

“I researched this equipment extensively, and I’m proud to be able to deliver high-caliber, low-dosage imaging to my patients. It fits our goal to help patients keep a healthy smile, while reducing the impact of radiation.”

Another valuable tool at Cherry Hill Dental Excellence is the Cadent iTero: its technology provides a way of taking digital impressions for inlays/onlays, crowns and bridges. Not only is it 100% accurate, but patients also greatly appreciate that they don’t have the unpleasant experience of impression material in their mouth. It means never having to take or retake a physical impression — it’s just a matter of seconds to retake a new digital scan if needed. The obtained scan is sent electronically to the laboratory, eliminating another possible source of error. This technology optimizes the communication between dentist and dental technician.

Multidisciplinary, Patient-Centered Care

“We strive to offer comprehensive treatment to all patients,” says Dr. Afsharzand. “We like them to know all of the available



treatment options and help them to make the best possible choice for themselves.”

Cherry Hill Dental Excellence clinicians take a holistic approach to treating patients — because dental care goes beyond the oral cavity. Dr. Afsharzand works in tandem with other prosthodontists, general dentists, periodontists and a holistic orthodontist to provide comprehensive treatment options for patients.

“We don’t just look at a patient’s teeth,” says Dr. Afsharzand. “We consider the greater issues a patient may have, whether it is underlying medical or health issues. We recognize the interconnectedness of a patient’s mouth with his or her overall health, and understand that altering one tooth may have an effect on overall health. That leaves us with a lot of responsibility.”

Dr. Setya, who practices as a general dentist at Cherry Hill Dental Excellence, helps her patients with some not-so-common methods: “I use hypnotherapy for patients who are afraid of dental treatment,” Dr. Setya notes. “This helps my patients to relax and feel comfortable while having their work done. Guided meditation and visualization are valuable tools to find and treat hidden, underlying causes for TMJ problems or tooth-related headaches or migraines. These conditions can be caused by unhealthy jaw positioning, grinding, nonfunctional swallowing or certain harmful habits. Many of my patients have been empowered by learning self awareness to help with their dental issues.”

According to Dr. Afsharzand, early diagnosis can be the key to successful treatment of conditions that may first present as dental issues, but that ultimately are systemic.

“Sleep apnea is an increasingly common problem. Seeing the clinical signs, I am able to diagnose sleep apnea and verify a restricted airway by utilizing cephalometric imaging,” explains Dr. Afsharzand. “Depending on the patency of the airway, we are able to help some patients with custom sleep appliances, such eliminating the need for a CPAP machine.”

Dr. Afsharzand summarizes, “At the heart of all we do is our commitment to excellence in patient care. We are here to do what’s right for our patients with dentistry that exceeds their expectations, along with personal, service-oriented care.”

Cherry Hill Dental Excellence is located at 31 Covered Bridge Road, Cherry Hill, NJ, 08034. For more information or to schedule a consultation, call (856) 428-2550 or visit www.cherryhilldentalexcellence.com. ■

MEET THE DENTISTS OF CHERRY HILL DENTAL EXCELLENCE



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Marie Valentine Lim, D.M.D., M.S.D.
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Rayna Setya, D.M.D.
General Dentist