

# Big Smiles

Dr. Zola Makrauer is a master of comfortable dental care

By Sharon A. Shaw / Photography by Michael Sahadi

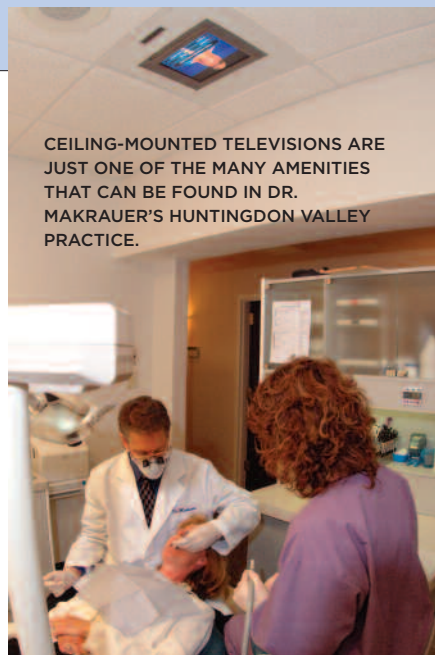
OUR MOUTHS EXPRESS OUR HAPPINESS, share our thoughts and savor our world. Good oral health is therefore important to making each of us more comfortable with how we express ourselves. Dr. Zola Makrauer, DMD, has made it his goal to ensure that the smiles of his patients convey who they truly are.

A native of Pittsburgh, Dr. Makrauer earned his DMD from Temple University School of Dental Medicine before joining the practice of Drs. Samuel Paul and Phillip Corn, two renowned experts in the field of reconstructive and restorative dentistry. The opportunity to train under such talented dentists allowed Dr. Makrauer to hone his skills and quickly develop his own reputation for restorative work. When the principals retired, Dr. Makrauer took over the practice. Today, he continues to delight in treating patients who have been coming to the practice for more than 50 years, along with their children (and even grandchildren!).



Many of Dr. Makrauer's new patients have put off care because of personal fears and financial concerns, but his practice strives to make dental care comfortable and convenient. Dr. Makrauer and his staff take the time to listen to each patient's concerns, needs and fears. Because he has chosen to keep his practice "high touch" rather than "high volume," patients receive personal, one-on-one interaction with Dr. Makrauer. Dr. Makrauer says: "Dental care—especially if it involves extensive treatment—needs careful explanation with a patient. I spend a great deal of time discussing the treatment options with my patients so there is a high degree of comfort and confidence before any work begins." Clear communication and the warm, modern office environment that Dr. Makrauer and his staff have created helps patients be at ease with the process.

The practice's dental suites feature ceiling-mounted televisions, which the patient can watch with headphones during treatment to relax. Dr. Makrauer has seen patients who have some fear and anxiety become more



comfortable with each visit.

During the first visit, a new patient first meets with Dr. Makrauer, not a hygienist.

"Many patients who may have concerns call to schedule a cleaning because they don't know what to ask for," Dr. Makrauer says. Discussing their needs gets patients involved in the process and helps Dr. Makrauer evalu-

ate their oral health and address issues they may be unaware of in order to determine further care.

He says many patients are fearful simply because they don't know what to expect. By thoroughly explaining each procedure, Dr. Makrauer prepares his patients for treatment. The care is patient driven and not limited to coverage provided. A variety of payment plans and financing options are available to help ensure that patients can get the care they deserve and can afford.

All of the practice's team members are trained in interpersonal and communication skills, as Dr. Makrauer believes that patients deserve straight answers delivered with compassion and care. He says that some patients feel guilty about admitting that they don't floss, but that he understands they may find it difficult to do or they simply forget.

"We don't reprimand patients," he says "We educate them on the benefits and techniques and offer aids that can help." After all, he reminds patients, it only takes three weeks to form a good habit.

Technology has improved the care Dr. Makrauer and his staff can offer to their general practice clients. With advanced diagnostic and maintenance options, they can address problems early before major procedures are required. In fact, Dr. Makrauer's office uses conservative, non-invasive measures whenever possible.

The Diagnodent system uses laser technology to precisely detect cavities early and accurately when they can be treated with small and conservative measures, while the Picasso laser technology can be used to treat gum disease without a scalpel. This non-surgical periodontal therapy improves a patient's comfort and healing time.

Straightening teeth has also become more comfortable thanks to the Invisalign system of removable, clear aligners.

Patients with severe tooth discoloration may have previously required veneers to correct the condition, but now Dr. Makrauer offers the KoR whitening system, the latest and highest-rated form of bleaching to provide quick, convenient and noticeable whitening.



When a patient does require veneers, bonding, crowns or implants, Dr. Makrauer's expertise in the fields of cosmetic and reconstructive dentistry ensures the highest quality care.

The office utilizes CEREC, a computerized "milling" device used to create precise crowns and onlays in just one visit. This convenient procedure means patients receive high-quality results without requiring a temporary crown and return appointments.

Not only does he keep the procedures and equipment of his practice on the cutting edge of technology—Dr. Makrauer himself is

ALTHOUGH THE PRACTICE BOASTS ADVANCED DENTAL TECHNOLOGIES, IT IS DR. MAKRAUER'S WARM CHAIR-SIDE MANNER THAT HIS PATIENTS COMMENT ON THE MOST

among the most accomplished members of the dental profession.

Through his participation in continuing education and presenting lectures to his peers, he has recently received the designation of Master from the Academy of General Dentistry, an achievement earned by less than 3 percent of dentists.

Dr. Makrauer is certainly a master at opening doors for his patients—the doors to communication, health and opportunity by providing them with the highest quality dental care. ■

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