

# Broadview Heights Business Spotlight:

## Sher Smiles Orthodontics & Periodontics



Sher Smiles just celebrated its one year anniversary in Broadview Heights and is looking forward to deepening its roots in the Broadview Heights community. In August 2017, doctors Michael & Deena Sher bought the prior Broadview Orthodontics practice located in Broadview Village and since then have been working hard to put their fun and friendly personalities into the space, staff, and business model to provide the best care to their patients! While Dr. Deena Sher was out on recent maternity leave (she gave birth to a daughter on July 11, 2018) we chatted with Dr. Michael Sher to learn more about Sher Smiles and how they are sharing their love of all things dental with Broadview Heights.



*Periodontist Dr. Deena Sher and Orthodontist Dr. Michael Sher*

**Q:** Tell us a little about yourself!

**A:** I'm Dr. Michael Sher and I am so excited to be here in Broadview Heights. I'm originally from the East coast, born and raised in New Jersey. My father is a dentist who owns his own practice and my mother manages his front office. I grew up in the office and around the business and knew I wanted to be a dentist. I attended the University of Pennsylvania for dental school, but more importantly, it's where I met my wife, Deena! During our education, we both felt we would be able to better serve our patients by advancing our training into different aspects of dental health.

We were both fortunate to have specialty training in fields that we love, I as an orthodontist and Deena as a periodontist. We moved to Detroit, Michigan for our specialty training and began our family there.

**Q:** Sher Smiles turned one this week – congrats! What led you to start a business in Broadview Heights and what has the past year been like?

**A:** Thanks! This past year has flown by! After going to school in Michigan, I really did not want to leave the Midwest – people here are so friendly! My wife and I were living in Michigan, but my sister-in-

law was living in Cleveland. The practice of Broadview Orthodontics was up for sale and it was a no brainer for us to decide to move here and begin our business together, Sher Smiles. We love it here in this community and I can't believe how friendly our patients have been since day one!

**Q: Tell us a little bit about Sher Smiles.**

**A:** Sher Smiles offers specialty care in the fields of both Orthodontic and Periodontics needs for patients of all ages. Myself and my wife, Dr. Deena Sher, decided this practice would be the perfect marriage (pun intended!) of both of our specialties.

We built Sher Smiles on the foundation of giving back to the community, and providing exceptional care to our patients. We are constantly working on creating an environment that will lower the barriers for our patients to achieve the healthy, beautiful smile they deserve. Unparalleled communication with our patients is a central pillar of our practice.

**Q: How do modern Orthodontic practices work?**

**A:** You are either visiting us because you were referred here by your Dentists for specialty care or because you are curious about what we offer. There are 3 overarching groups of patients that we treat with orthodontics.



*Dr. Sher treats a patient at Sher Smiles*

For our youngest clients, our official recommendation for an orthodontic examination is at the age of 7. You don't need to wait for the dentist to tell you to see the Orthodontist – stay ahead of the curve! We are here to educate our customers about how to prevent issues with their mouths from the beginning, and we enjoy that process. For these patients, who still have baby teeth in their mouth, my philosophy is to try to limit treatment because I know that it is likely they will need braces when all of their adult teeth have developed, and nobody wants braces twice! Our treatment at this age is primarily utilizing growth appliances that work to help the adult teeth come in at the appropriate time and place. We try to keep it easy, fun, and get them set up with good oral hygiene habits.

Then there are adolescents who have all of their adult teeth but are still growing. For them, we are evaluating the eruption of their teeth in relationship to the growth of their jaws. We evaluate for appropriate appliances that can modify the growth of the jaws, as well as eruption of the teeth. Back in the day, head gears were a common appliance used. Nowadays, technology has advanced and we use smaller, internal appliances to assist in that regard.

Third, we have adults who have stopped growing but who still desire to make changes in their dental profile and improve their bite and smile. Smile analysis in adults also focuses heavily on the health of the gum tissue and bite.



*Traditional 3 part braces*

For all groups, treatment is similar but different. At the teenager stage we are using either braces or Invisalign aligners to put their teeth where they need to be and if there is a big discrepancy on where things need to be we will also use growth appliances. For adults we also use braces or Invisalign aligners. It is a great benefit to have my wife working in this office too, as a periodontist. When we have adult patients with any bone or gum loss, we are able to harness her expertise as a periodontist to address and correct those issues to avoid further permanent damage. We easily work together to create a healthier smile in patients

who can benefit from our joint treatment options. Our orthodontic exams are complementary and we like to make them fun for our younger patients! The purpose of the exam is to introduce our practice and provide enough information to my patients so that they can make an informed decision and decide what is best for themselves and their family.

**Q: What are the differences in braces versus Invisalign and how do you know which is right for each client?**

**A:** Braces have 3 parts to them: the little brackets that sit on teeth, the flexible wires that fit into them and rubber bands that keep the wire and brace connected. The wires we start with are light and skinny, but they have a shape and memory to them. If you twist them they will go right back to where they were. As the wires move back to their original state they bring the teeth with them. As the patient progresses, we work our way into heavier wires that offer more support for closing spaces or repositioning teeth.

Invisalign aligners work in a similar way. They are a very exciting part of a modern orthodontic practice. Aligner treatment uses a series of trays that the teeth are molded into. Each tray is programmed to move the teeth slowly over time. Besides for being more esthetic, Invisalign aligners



*Invisalign 2 part braces*

are also more hygienic than braces and can work just as well than traditional braces.—In some cases, they even work faster and more predictably! For anyone seeking orthodontic treatment, the option of using Invisalign aligners should be part of the conversation.

**Q: Is there a price difference between the two options?**

**A:** Part of our mission at Sher Smiles is to be a force for good in our community. We recognize the importance of a healthy smile and know that the most important way to give back is to lower the barrier

to care and make treatment as accessible as possible. We are proud to accept most dental insurance plans and be an in-network provider with many of the major insurance carriers in the area. We also offer many different financing options for treatment and feel confident that we can make treatment affordable for most monthly budgets.

We appreciate the extra effort it takes to undergo orthodontic treatment as an adult. In the spirit of making treatment accessible, we are proud to offer our adult patients aligner treatment at the same investment as braces!



*Sher Smile's office Team, L to R: Dr. Michael Sher, DMD MS; Laura Rowley, New Patient Coordinator; Allissa Roselli, Lead Clinical Technician; Jean Jezior, Patient Service Coordinator*

**Q: Can you tell me a little bit about Periodontics?**

**A:** Sure! Periodontists look at the health of the gum tissue and bone that support the teeth and anchor them in the mouth. Care might be needed to correct recession around a tooth, periodontal disease (loss of bone), or if teeth are missing and a dental implant is needed. Often times Periodontists work with the fine gum tissue to perform very detailed procedures.

Patients are usually referred to us because of issues with gum disease or a need for dental implants. The periodontist has the health of the gum tissue in mind. Teeth are anchored into the jaw bones by the supporting bone and soft tissue. Gingivitis occurs when the tissue itself gets puffy and inflamed. Periodontal disease occurs when the inflammation leads to breakdown of the bone and support of the tooth over time if you lose enough bone, your tooth can loosen, leading to eventual tooth loss. Nowadays we're living longer, healthier lives, and you have to think about how to protect your teeth to last your lifetime.

When my wife and I see patients together, we perform at our best. In Orthodontics, I am looking at how to move the teeth and how to restore a bite and she is looking at the foundation of the teeth, but it's all connected. The evaluation that we both can give complement one another. And we are total dorks. This is what we sit around the dinner table and discuss because we love it. It's great when we get to work together, because we offer our patients more. We also enjoy learning from one another. And it's great for patients because the communication is there!



*Sher Smiles serves slushies year round to their patients. Here, Dr. Sher samples a St. Patrick's Day slushie.*

**Q: What can someone expect when they come to Sher Smiles?**

**A:** I want to provide individualized attention and high quality service. Some busier offices have many doctors and the personalized attention to each patient can be lost. Deena and I are both board certified in our respective specialties, so our patients can expect individualized, expert care at our office.

Having my own office has given me the opportunity to build my own team and practice philosophy. Also important, we get to do fun stuff! We always have contents running in the office and our social media page, and work hard to create a fun environment in the office and in the community.

I will always love to get the best results for my patients, and I will give my clients the best treatment possible. I truly believe that my patients deserve world class customer service. People are putting time, effort and money into what they are purchasing from us. I am looking to give back as much as possible. I want my patient families to not just be happy to come to the office, but to be raving fans as well! The highest compliment I can receive is when a patient refers a family member or friend to see me for their treatment.

We also love being good stewards in the community. Being an active presence in the community is an important part of who we are. We are so fortunate to be in such a great city and we want everyone to know it!

**Q: Final question. What is your favorite thing about Broadview Heights?**

**A:** I love the Splash Pad! It has a reputation far and wide – it's the place to be in the summer and my kids love it! I am also looking forward to the new facilities and programming at the new Rec Center.



*The Sher Smiles Team at the 2018 Broadview Heights Home Days*



**You can find Sher Smiles Orthodontics & Periodontics at Broadview Village:**



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