

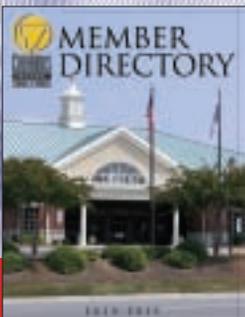
Cabarrus

BUSINESS



THE BUSINESS OF **BUYING LOCALLY**

*What Goes Around,
Comes Around | A Local
Presence | Meet Dr.
Bryan Persinger | CVB:
Tourism 101 | Unplugged:
The Pause That Refreshes*



INSIDE! The 2010-'11 Cabarrus Regional Chamber Member Directory

Dr. Bryan Persinger

Smile makeovers are an enjoyable part of his practice, especially the patient's first reaction to their new smile.

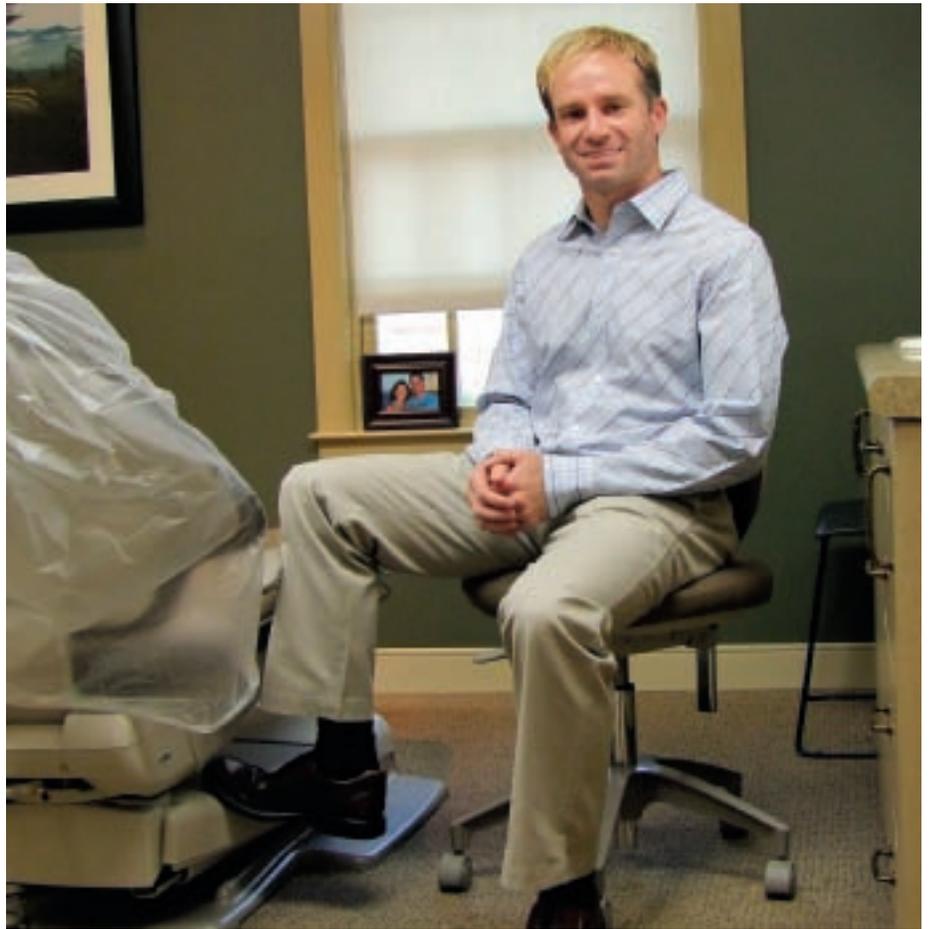
BY KIM CASSELL

Originally from Hartville, Ohio, Dr. Bryan Persinger, DDS, earned a degree in mechanical engineering from Kettering University in 1994. He then steered toward dentistry and graduated from the Ohio State University School of Dentistry in 1998.

Like so many other Northerners looking for better weather and opportunity, Persinger found himself literally steering toward the Piedmont of North Carolina with his wife, Tracie. After working in a group dental practice in Charlotte, he was drawn to private practice. But where?

"Concord stood out to me as I looked all over the Charlotte area. The area was growing rapidly and had a need for an additional dentist," said Persinger.

Persinger hasn't left that concept of mechanical engineering behind. He enjoys working on "projects," and dentistry affords him the satisfaction of completion. "In dental school, I decided to practice general dentistry to have exposure to a variety of procedures. As I became proficient, I found I enjoyed the artistry of creating and shaping smiles. I started taking additional training in aesthetic dentistry and gained a lot of confidence in my eye and hand skills," he added.



Over the last 10 years, Persinger has definitely seen an increase in the number of patients wanting to enhance their smile – from simple bleach strips to minor re-shaping or more extensive improvements. He's also seen huge changes in the field of general dentistry.

"When you look back 30 or 40 years, pain was a normal part of a dental visit. The pendulum has swung so far the other way that today's patient expects to feel no pain. I am practicing more 'Minimally Invasive Dentistry' (MID). It is now possible to detect and repair very small spots of decay because of the latest state-of-the-art materials and procedures," observed Persinger.

Persinger sees his cosmetic touch crossing over to his general dentistry. "After I started doing smile makeovers

with porcelain veneers and crowns, I began to see fillings, dentures, etc. with a much more aesthetic eye. The appearance of all my work stepped up several notches," he said.

Persinger has embraced the community, and volunteers each year with 'Give Kids a Smile,' a program that provides free dentistry to kids in need. He also participates in 'Donated Dental Services' (DDS), which offers dental services to people who don't have regular access to care.

"The community has supported me from the beginning. Seventy-five percent of my new patients are referred by existing patients. I enjoy the relationships I have with my patients and that makes it easy for me to care for them. ■