

Well-Rooted Dentistry

THE ORSATTI DENTAL GROUP

[BY: MICHAEL PERRONE]

Faith, dedication and family are not usually the ingredients one needs to start a dental practice. Yet now in its 20th year of operation, The Orsatti Dental Group has found these three things key to its initial and continued success. The Orsatti Dental Group is owned and operated by Dr. Louis Orsatti and his wife Debbie Orsatti, both born and raised in the San Antonio area.

In 1987, Dr. Orsatti, a graduate of the University of Texas Health Science Center dental program, started his own practice on San Pedro Avenue. And one individual and one family at a time, the office grew to be a flourishing dental practice; the location on San Pedro eventually proved to be too small and in 2000 they built a new office, where they are presently located at 15303 Huebner Rd.

The Orsatti's have found that their family values of fairness and honesty helped them to earn and keep the trust of their patients. The first step in doing so is to often make everyone feel comfortable about being in a dentist office in the first place. "The main thing is letting our patients know that we are there for them." Speaking of his wife's position as Practice Manager, Dr. Orsatti said "While she makes everyone comfortable up front with that first impression it also has to carry to the back end and this is where I come in. You have to get all the technical expertise down along with keeping the same level of comfort."

• Many of the Orsatti Dental Group's patients have been there since the start of their practice. According to Debbie, one of the most rewarding aspects of her work is being able to watch "many families grow as they have been with us since the beginning...and watching patients leave with smiles."

The Orsatti's themselves also serve an active role in the San Antonio community. Dr. Orsatti is a regular contributor at the Christian Dental Clinic which provides dental services to those in need. As a member of the San Antonio District Dental Society as well as the Texas and American Dental Societies, Dr. Orsatti stays on top of the changes and improvements in the dental industry. The Orsatti's are also active participants in their church and seek to instill in their family

and business "good moral values" as they say their parents did for the both of them. "Our roots are deeply rooted in God and family," they both stated.

In addition to being appreciated by their strong patient base, the Orsatti Dental Group is now being recognized by others outside of San Antonio. He was recently named one of Texas' Super Dentists by *Texas Monthly* magazine, placing him among the top 5% statewide. The office was also named an Invisalign Premier provider also placing him among the top 5% nationwide of those who offer the "invisible" method to straightening teeth.



But the Orsatti's and their staff don't let such recognition go to their head and rely instead on continuously striving to "provide a family environment and high-quality dentistry."

Dr. Orsatti serves as senior dentist in the practice. His focus, in large part, is to serve as the lead in full mouth reconstruction, Invisalign and Lumineer cases. The office has several dentists available each day to focus on the general dentistry and meet the other needs of their patients. While the Orsatti's are always looking to adapt the newest services and knowledge to their

business as well as strengthen their patient base, they prefer to keep the "personal touch to dentistry" says Debbie, rather than "looking to expand to multiple offices or grow in that way."

Keeping that personal touch allows them to provide more personalized and often more effective care for each individual patient. According to the Orsatti's, at times they must do battle with insurance companies that dictate patient needs and wants rather than serving them. This is one of the stronger challenges to their patient-oriented practice.

But the Orsatti Dental Group continues to be a leader and light in the San Antonio business community. "We hope we change attitudes about dentistry; about what good dentistry is and what it is not" Debbie said. "We are proud that our patients repeatedly tell us that they actually look forward to coming to the dentist." **N**



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