

communicating smiles

At the Aesthetic Dental Group of New Jersey, Dr. Harry Long calls dentistry “his side-line.” “My specialty is actually communication.” The seasoned dentist makes it a point to tune into his patients in an effort to discover what they really need.

DOCTOR OF DENTAL MEDICINE

Fairleigh Dickinson University School of Dentistry

DENTAL INTERNSHIP

Advanced Aesthetics Program at The Rosenthal Institute at New York University School of Dentistry

DENTAL RESIDENCY

Clinical Instructor at the Aesthetic Advantage Dental continuing education at New York University School of Dentistry

AFFILIATIONS

American Academy of Cosmetic Dentistry
Aesthetic Advantage-NYU
Published writer & contributor to Dental Economics Contemporary Esthetics at NJ Wisdom Journal

AREAS OF EXPERTISE

Smile Makeovers
Invisalign®
Veneers
Cosmetic Dentistry
Full Mouth Reconstruction

LOCATION

Wayne, New Jersey
973.694.5101

WEB SITE

www.drharrylong.com

Keenly aware that his patients may pass dozens of dental offices before they reach his parking lot, Dr. Long spends an inordinate amount of time on the three “Cs”—comfort, communication and convenience. He says he works hard to dispel the image of the conventional dental office. “There are probably certain images that come to mind when patients think of a dental practice, but we are prepared to challenge and far surpass our patients’ expectations. Indeed, heated massage chairs, paraffin treatments, protein shakes, cappuccino, and flat-panel TVs integrated into dental lights are examples of what Dr. Long calls “visual and tactile anesthesia” for his “guests.” His high-tech repertoire includes The Wand®—a numbing device rendering needles obsolete. In addition, he owns a CEREC® machine, which gives him the ability to deliver restorations in one sitting, rather than have patients come back for multiple office visits. “We are dedicated to providing a very soothing yet expedient office.” Dr. Long is on the faculty of the Rosenthal Institute of NYU, where he teaches techniques to graduate students. In addition to educating students about the technicalities of dentistry, Dr. Long also feels it is important to emphasize his approach to dentistry, which is an important component to any dentistry practice. “Every patient sits down with me ‘knee to knee’. Together we decide the possibilities and best course of action.” Dr. Long received the 2004 Cosmetic Practice of the Year award from the Levine Group, a leading dental consulting firm.

DR. HARRY A. LONG

ALTERNATIVE OCCUPATION Running a bike shop or being a chef **HOBBIES** Cycling
FRAMED PHOTOS ON YOUR DESK My wife, our two sons and our cat **PRO BONO WORK** I work with victims of domestic violence and restore smiles for recovering bulimics **I START EACH DAY** With a bottle of water **I’M NEVER WITHOUT** Something to read **I WOULD LOVE TO OWN** A yellow Lamborghini **ANTI-AGING ADVICE** From my cat...eat every three hours, nap often and maintain an inquisitive attitude **FAVORITE QUOTE** A smile is something you do with your heart

INSIDE INFORMATION

TRAINING, TECHNIQUE, TECHNOLOGY

According to Dr. Long, the amount of information available on the subject of aesthetic dentistry can actually encourage misconceptions and misunderstandings. With more and more dentists marketing their practices as “cosmetic” it is difficult for a layperson to know whom to trust. “The patients I talk with know what they don’t like. Their teeth may be chipped, worn, discolored or out of position. What they are not clear about are the best options available to them. **DEVELOPING THE OPTIMAL ROAD MAP** takes skilled communication backed with capability.” His advice? Consider training, technique, technology and tenured staff. “A great aesthetic provider will have **EXTENSIVE TRAINING** in cosmetic procedures and have invested and honed his technique through **CONTINUING EDUCATION** and the **LATEST TECHNOLOGY**.” He believes visiting with a prospective dentist and his staff is a key indicator of the care you will receive. “My staff has 50 years of experience between them. They are a reflection of my own standards and a source of confidence for every patient. There is no substitute for that kind of experience.”