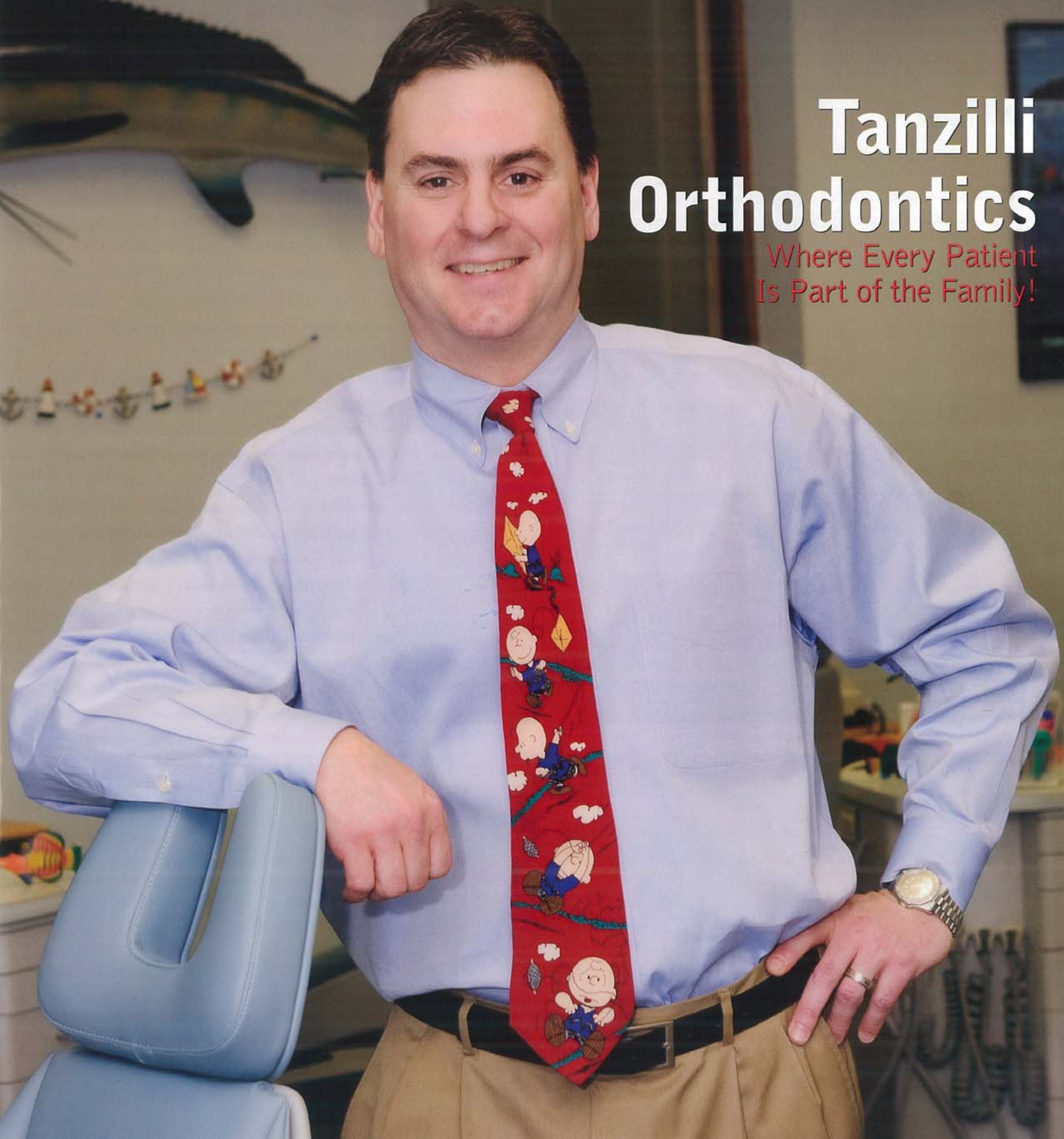


DOCTOR *of* DENTISTRY

A BUSINESS AND LIFESTYLE MAGAZINE FOR DENTISTS

Tanzilli Orthodontics

Where Every Patient
Is Part of the Family!



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Where Every Patient Is Part of the Family!

By Glori Gayster

WELCOME TO THE FAMILY

“When you are here, you are like family,” Dr. Richard Tanzilli, II states proudly.

At Tanzilli Orthodontics, that’s not a cliché; it’s the feeling you get when walking through the door. It is at the core of the office philosophy.

At his West Chester, PA, office, patients are greeted by a warm, friendly staff who takes pride in knowing everyone by name. Dr. Tanzilli holds staff personality in the highest regard and finds it almost as important as one’s technical skill. As a result, he has formed a cohesive team with one single goal: ensuring every patient receives the highest-quality care and individualized attention.

“From the moment we opened our doors and the first patient received treatment to today, the vision has remained the same,” pronounces Dr. Tanzilli. “We would forego the tendency to become a high-volume practice and instead build a reputation on quality care and personal attention. As we’ve grown, this fundamental mission has remained a part of each and every day.”

In an era of busy schedules and limited time, Tanzilli Orthodontics is strongly committed to on-time appointments. The office has a specially designed patient check-in computer system to ensure patients reach the clinical treatment area within five minutes of arrival. Yet, despite running a tight ship in which one is in and out in a timely manner, individualized attention is never lost.

“I can tell you that we are true fans of Dr. Tanzilli and, as importantly, of his entire staff,” states Janie Wermuth. “When our

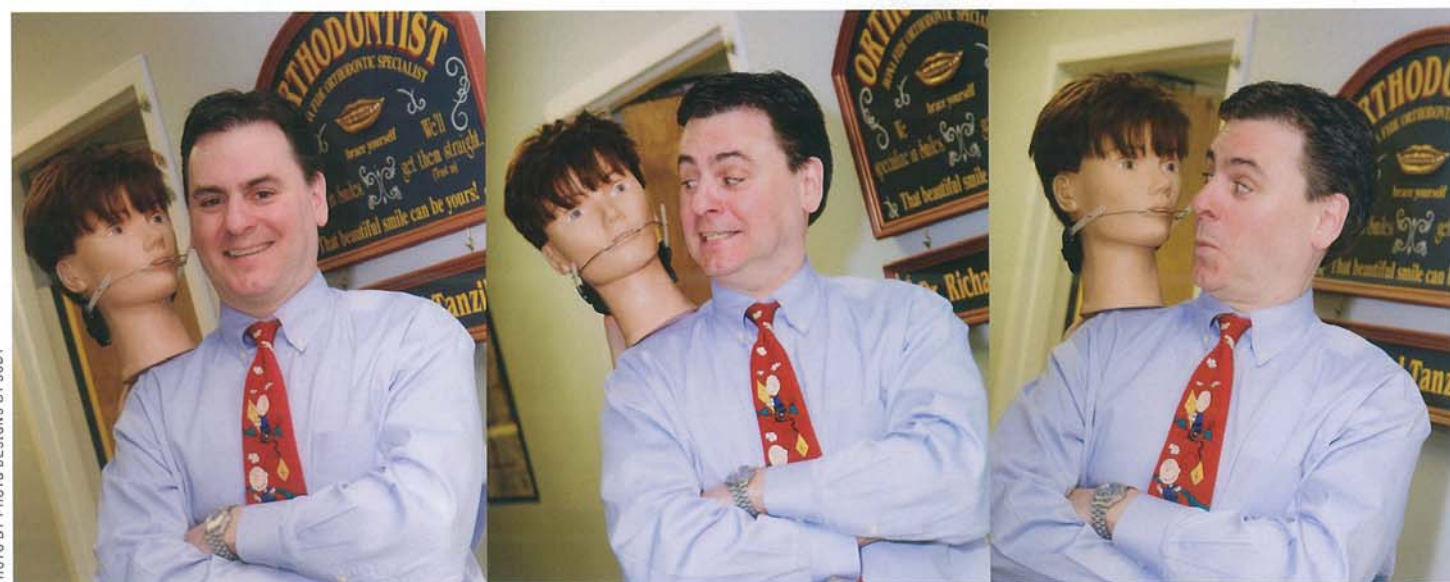
eldest daughter was in her first stage of braces, I still remember Dr. Tanzilli calling us at home, well past the dinner hour, to see how she was feeling and making sure that everything was all right. Can you imagine? And, if the kindness and care of the practice isn’t enough, you should see both of our daughters’ beautiful teeth. A home run in every direction.”

Dr. Tanzilli adds, “I also make it a point to remember even the smallest details about my patients. How did one do at cheerleading try-outs or on that tough history exam? Did another make the football team or get the new job for which they interviewed? How are the guitar lessons going? When a patient sits in my chair, it is all about them and I want them to know it.”

“Dr. Tanzilli has been our family orthodontist for five years and I know my children are getting the very best orthodontic care,” shares Liz Amicone. “He genuinely cares for his patients and has a great deal of integrity, which is very important in today’s world. His staff is warm, friendly and caring, and the office is bright and cheerful. My kids love him. He and his staff always make them feel at ease.”

When it comes to patient care and treatment, Dr. Tanzilli is involved every step of the way. Although his clinical staff is highly trained, he does not delegate the most important procedures.

“It took years of schooling and experience to grasp all the bio-mechanic principles involved in placing braces and bending wires,” states Dr. Tanzilli. “The diagnosis, treatment plan and physical placement of the appliances are critical elements for a successful outcome. I am the only one to do those procedures.”



Dr. Tanzilli takes great pride in having the same staff for many years. “I have been an employee at Tanzilli Orthodontics for seven years,” states Margaret D’Anjolell, senior clinical assistant. “We always want to make our patients feel comfortable and confident during their treatment. It is a pleasure coming to work because of the nurturing environment that Dr. Tanzilli and his staff provide to one another and each patient.”

PLANNING THE TREATMENT

Orthodontics is often a practice based on referrals. Many patients walk through the door based upon word of mouth between parents and friends. Others may be referred by their general dentist or dental specialist.

About 70% of the patients are between 7 and 14 years of age and the remaining 30% are adults. Tanzilli Orthodontics utilizes state-of-the-art digital imaging, consisting of digital X-rays, photographs and special software to analyze the orthodontic information gathered. Once this information is processed, Dr. Tanzilli formulates a comprehensive treatment plan, which he then presents to the patient, their parents and the family’s general dentist.

“When a new patient is referred by their general dentist, I recognize that I am only one member of the treatment team,” Dr. Tanzilli says. “The general dentist is the quarterback who selects those specialists that will best suit the patient’s needs. As part of this team, I ensure that the lines of communication are always open, dental hygiene is maintained on a regular basis and the orthodontic treatment is appropriately incorporated into the general dentist’s overall plan.”

“Dr. Tanzilli has received the lion’s share of my orthodontic referrals for close to 10 years. Parents of patients have, without exception, consistently spoken highly of him. I have referred my own family to him and that is the highest compliment one doctor can give to another,” Dr. John Sorge proudly states. “His combination of professionalism, knowledge, availability, kindness and success is rarely found in today’s world.”

BECOMING AN ORTHODONTIST

Dr. Tanzilli was 16 years old when he got braces, which is rather



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old by most orthodontic standards. But, this two-year journey altered his life forever.

“I was a freshman at Villanova and still wearing braces,” Dr. Tanzilli admits shyly. “One would see this as a negative — braces and college. Yet, I was at an age when one begins thinking about a career and it actually turned out to be a life-changing experience.

“I had a really bad smile. My front teeth stuck out so much they would enter a room five minutes before me,” he says with a laugh. “But within a couple of years, the architecture of my mouth changed dramatically. It was amazing to me and such a positive experience.” It was at this pivotal moment when Dr. Tanzilli decided he wanted to perform this kind of magic on others.

With the majority of patients being children, Dr. Tanzilli strives to guide them through the treatment and be a positive influence in what can be someone’s most formative years.

"I basically coach them through it," he says, describing his chairside manner. "Coach Tanzilli" knows how important it is to boost self-esteem. "I show my patients what a great job they're doing. I get the original photos and illustrate how far they and their teeth have come.

"I can buffer the teasing kids may encounter at school by giving them something to be proud of — 'braces are beautiful!' This recognition can really help those kids who may look a little different because of the braces," Dr. Tanzilli adds.

But if the "software" of orthodontics is about self-esteem, then the "hardware" is about metallic tooth ornaments — the kind that used to be as obvious as the chrome on a '50s car. Decades of technology have produced kinder products. Space-age titanium alloy wires now supplement the older stainless steel. Braces have become much smaller and have many new built-in features that make treatment quicker and more efficient.

There is even lightheartedness about braces. Kids can get elastic ligatures, which are used to tighten the braces, in any number of colors.

"This makes braces cool," Dr. Tanzilli explains. "Patients can pick favorite team colors or around Halloween choose orange and black."

For adults, there are more discreet options, including clear braces that are very difficult to detect. Also, there is Invisalign, a series of clear aligners that gradually straighten one's teeth.

"Invisalign has come a long way over the years. I can get great results with properly selected cases. It's like contact lenses for your teeth," jokes Dr. Tanzilli.

ABOUT RICHARD A. TANZILLI, II, D.M.D.

Dr. Tanzilli received his B.S. from Villanova University and earned his D.M.D. at Temple University School of Dentistry. He continued his education with a general practice residency at the University of Maryland Hospital and completed his orthodontic residency at the Eastman Dental Center, University of Rochester, NY.

Dr. Tanzilli is a board-certified Diplomate of the American Board of Orthodontists and is on staff at Chester County Hospital. He is an active member of the American Association of Orthodontists, American Dental Association and Pennsylvania Dental Association. He has published two scientific research articles, one focused on pediatric dentistry and the other highlighting TMJ disorders.

For multiple years, Dr. Tanzilli has been recognized as one of the area's top orthodontists by his dental peers in *Main Line Today* magazine and received the International College of Dentists award for outstanding achievement while at Temple University. He is a regular volunteer at the Community Volunteers in Medicine of West Chester, providing orthodontic treatment for underprivileged children.



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At the age of 8, Dr. Tanzilli began studying classical guitar — a musical passion which has remained a big part of his life. Through the years, his fascination has evolved beyond classical into jazz and pop styles while his talents have broadened to include vocals. Dr. Tanzilli enjoys writing original compositions as well as performing covers. Dr. Tanzilli can be found performing at venues on the Main Line with The BLT Band or in his jazz quartet. One day, he dreams of selling his original music in the commercial songwriting marketplace.

Dr. Tanzilli currently resides in Glen Mills, PA, with his wife, Therese, a fourth grade teacher, and their two children. Outside of work and his passion for music, he likes spending time with his family and friends. He is an avid fan of Villanova basketball and enjoys various outdoor sports, including biking, hiking, running and skiing.

Dr. Tanzilli adds, "I am often asked what motivates me. What makes me want to help others and give back to the community. Well, it all comes down to the 'Starfish Story' and the difference you can make by helping just one person. To paraphrase: A man observes a boy tossing stranded starfish from the beach back into the ocean. He comments that with miles of beach and thousands of starfish lying stranded and dying the boy could not make a difference. The boy picks up one more starfish and throws it back to the ocean and says, 'It sure made a difference to that one!' How true." ■

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