

# Celebrating and Reflecting on a Decade of Dentistry Done Right.

BY: DR. SCOTT ASNIS ON AUGUST 15, 2024

I remember graduating from dental school in 1983 and starting my career at the Brooklyn VA Medical Center. Little did I know, that first year would be the springboard for countless opportunities over the next four decades. It was there that I built the confidence in my abilities that eventually led me to start my private practice. My commitment to providing high-quality dentistry was solidified, and I developed a deep appreciation for the men and women who served our country. These experiences and values have profoundly influenced the journey of Dental365.

From 1985 to 2014, I experienced great success in private practice. I assembled a core team, and together we created a unique experience that combined exceptional dentistry with concierge-level service. We set new standards and held ourselves accountable to them, ensuring patients never had to wait, pricing was always transparent, and clinical outcomes were prioritized. Then, a pivotal moment arrived.

I recognized the potential to extend our high standards and transformative care to a broader audience. We then embarked on an ambitious journey to replicate our success through a scalable platform, aiming to bring our unique value proposition to multiple locations. This platform would ensure consistent, top-tier dental care, fostering happier patients across numerous communities. In August of 2014 Dental365 was born.

The journey was not without its challenges, but we persevered, and Dental365 began to grow exponentially. By staying true to our commitment to high-quality dentistry and focusing on the best clinical outcomes, we attracted many like-minded doctors to our group.

There were many key moments and decisions that shaped our company's trajectory. During the Covid pandemic, when New York State restricted dental practices to essential procedures, we remained open, providing emergency dental care referred by the local medical and dental community.

Recognizing the value of our high-caliber specialists, we rebranded this group as Leading Edge Specialized Dentistry in 2023. It now includes Leading Edge Oral Surgery, Leading Edge Endodontics, and Leading Edge Periodontics and Dental Implants.

We've reached many memorable milestones. Expanding to seven states, serving over one million patients, and providing free dental care to over 1,000 veterans are achievements we are proud of. Seeing our name at both Yankee Stadium and Citi Field was a highlight. Our drive for innovation led to the launch of SalivaScore, an early detection and prevention screening for periodontal disease. It's been a remarkable journey, and we continue to push forward.



As we celebrate A Decade of Dentistry Done Right, I've been asked about the secret to our success. While there is no secret sauce, there are a few guiding principles that have served us well:

1. Commitment to high-quality dentistry: We always strive to deliver the best dental care possible and prioritize clinical outcomes.
2. Exceptional service: We believe in providing a concierge level of service to our patients, ensuring a positive and convenient experience.
3. Transparency: We maintain transparent pricing and clear communication with our patients, building trust and loyalty.
4. Innovation: Our drive for innovation allows us to stay at the forefront of dentistry and offer cutting-edge solutions for our patients.

I want to extend my heartfelt gratitude to our incredible team, whose dedication and hard work have been the cornerstone of our success. To our loyal patients, thank you for your unwavering trust and support, you inspire us to strive for excellence every day.