



Cary Goldstein, DMD:

Dr. Cary Goldstein completed his undergraduate studies at The University of Georgia in 1980, where he received his B.S. in psychology. He received his D.M.D. from the Medical College of Georgia, followed by post-graduate studies in prosthodontics at The University of Southern California School of Dentistry. Following his professional training, he returned “home” to Atlanta in 1996 and was part of a multi-disciplinary private practice with five other clinicians. Dr. Goldstein established his own practice in a new office on East Andrews Drive. He is currently a Clinical Instructor in Oral Rehabilitation at The Medical College of Georgia School of Dentistry and a past Special Lecturer in Esthetic Dentistry at Emory University.

Dr. Goldstein is the senior author of *Imaging in Esthetic Dentistry*, a textbook on the use of computerized imaging in esthetic dentistry. He lectures frequently on this subject, as well as teaches the functional and esthetic aspects of cosmetic dentistry to other dentists. His speaking invitations have taken him to Europe, Mexico, South America, and Asia as well as throughout the United States.

Dr. Goldstein is a Fellow in the prestigious American Academy of Esthetic Dentistry. This group of teachers and clinicians only accepts 100 Fellows across the globe. He is also a part of Who’s Who of Dentists. He is currently a member of the Alpha Omega Dental Fraternity, a past member of the American College of Prosthodontists, and was previously an executive board member of the Ben Massell Dental Clinic, an indigent dental clinic where he donates his services monthly.

His interests outside dentistry now center around his children, golf, and the arts. You will see his and his wife’s photography throughout the office.

Jay M. Auerbach, DMD:

Dr. Jay Auerbach received his Bachelor of Arts degree in Biology from Lehigh University. He completed his dental education at the University of Pennsylvania

School of Dental Medicine, receiving his degree as Doctor of Dental Medicine (DMD) in 1971. He attended Boston University School of Graduate Dentistry from 1971-1973, where he completed his post graduate prosthodontic residency.

Since moving to Atlanta in 1973, Dr. Auerbach has maintained an office in Buckhead for the practice of prosthetic dentistry. In addition, he was an associate professor in Emory University School of Dentistry’s post graduate Prosthetic program until its closure in 1986. He is a member in good standing of the American Dental Association, Georgia Dental Association, and the local Northern District Dental Society. He is also an active member of the Thomas P. Hinman Dental Society where he has presented clinics at a number of the Society’s annual meetings. He was also awarded Best Dentist in Buckhead in 1990 by Best of Buckhead Magazine.

In June, 2006, Dr. Auerbach moved his practice from its’ former location to the Goldstein Center.

Both he and his wife, Deborah, are dog-lovers who enjoy the theater, movies and traveling to New York to visit their son, John.

Didier Guillaume, DMD:

Didier Guillaume, D.M.D., often referred to as Dr. G. by his patients, is a true smile designer. With close to 10 years of experience in dentistry, Guillaume’s resume resonates that of a prosthodontist with 20 years of experience. Dr. Guillaume’s specialties include complex, high-end restorative, cosmetic, and implant dentistry. Guillaume received his dental degree from the University of Medicine and Dentistry of New Jersey in 1999. Shortly after, Guillaume attended the School of Biomedical Sciences for one year before attaining his certificate in Prosthodontics from the University of Medicine and Dentistry of New Jersey in 2002.

Brian Reising, DDS:

Dr. Brian Reising was born and raised in Evansville, Indiana. As an undergraduate student at Wabash College in Indiana, Dr. Reising reveled in the rigorous liberal arts curriculum that is uniquely Wabash. He focused his studies in biology and philosophy and earned his Bachelor of Arts degree in 1992 with High Honors. He then spent the subsequent four years in Dental School at Indiana University in Indianapolis where he graduated in 1996 with High Distinction. During these years of study, Dr. Reising developed an interest in the physiology of craniofacial development--in particular, the genetic foundations of the dento-facial structures. While in dental school, Dr. Reising was honored for his research in the areas of genetics and bone physiology. Dr. Reising spent the next three years in residency at The Ohio State University. There he performed research investigating the genetic basis for dental agenesis and dental patterning. Working under his mentor Dr. Andrew Lidral, their research revealed the first known genetic mutation associated with tooth agenesis and was published recently in the Journal of Dental Research. Dr. Reising successfully defended his thesis, earned his Master of Science, and earned his specialty training certification in orthodontics from Ohio State University in 1999.

Dr. Reising is an avid and competitive cyclist. He enjoys training throughout the year on the roads of Atlanta and in the mountains of north Georgia. He spends many vacations sightseeing on two wheels all over the world. In the spring and summer months, you’ll find him enjoying the competitiveness of road racing in the Georgia Cup and various other races throughout the Southeast.

While private practice will continue to be an area of primary focus for Dr. Reising, he has extended the scope of his involvement in the orthodontic patient care arena by becoming involved in the development of new orthodontic techniques, methods, and materials. He has already developed several products currently on the market, has five United States patents pending, and has even more projects in development. He has lectured throughout the United States, Europe and Mexico on his various innovations and is the founder and CEO of OrthoCure, Inc., a company formed to develop and market the products born from his latest and most significant innovation.

The Goldstein Dental Center

4320 Roswell Road
Atlanta, Georgia 30342
Phone 404.869.7711
Fax 404.869.7755
www.goldsteinonline.com
info@goldsteinonline.com

Luxury Economics

GOLDSTEIN CENTER
DR. CARY GOLDSTEIN

The Goldstein Dental Center Story

With a full schedule of patients, ***Dr. Cary Goldstein*** took some precious time to both reflect on the past and look ahead to the future. While Cary appreciates the gold-standard dental legacy of the Goldstein name in Atlanta, across the country and all over the world, he realizes the future is based on emerging business decisions and the highest dental standards that come so natural to how he practices and perfects his profession.

Right out of USC Prosthodontic Dental School, he was a visionary in his field. He set out to recreate the entire relationship with the patient by transforming the “dreaded visit” to an up-lifting and positive experience. Cary exuded and practiced the 3 Luxury Economics Core Attributes: timeliness, providing defect free product, and caring about the customer. With his wife, Jody, providing first class front office expertise and touch, Cary accomplished and exceeded his goals as a universally respected Doctor of Dentistry by his patients and his colleagues.

With name brand success behind him, Cary moved to what he considers the 2nd phase of his professional career. He vastly expanded his dental practice in office real estate and brought in dentists as associates to generate revenue. Now known as ***The Goldstein Dental Center***, his environment and capacity for patient care is 21st century dentistry. Cary has also launched the Goldstein Orthodontic Center and The Goldstein Dental Implant Center. Both opened on the web.

He transformed a high-end boutique dentistry to a growing dental enterprise that exceeded the high standards that he alone practiced. Cary agrees that increasing sales, standardizing service operating procedures and implementing systems are the critical success factors for 2nd phase success.

3S Model – Sales

Sales growth – past present and future

% of growth

- **The Goldstein Dental Center** bases its selling strategy in the education of each patient. This not only is effective in overcoming common fears of dental treatment but also offers the very latest in cosmetic and dental technologies. The patient is given a “best asset” in cultivating his confidence and smile. **The Goldstein Dental Center** achieves this with four dentists, two treatment coordinators and three hygienists for patient treatment and services.
- Dr. Goldstein has noted that of his “salesforce” the hygienists often see the patients the most and are key players in his dental sales. Through patient familiarity and trust they can best gauge what a patient’s “wants” are--not just good dental health needs. This leads to conversations about cosmetic dentistry, whitening, and orthodontic solutions. Once again, based on the knowledge and education of the patient, **The Goldstein Dental Center** finds a great way to up-sell and encourage their patients to choose optional procedures.
- The conversion rate from customer lead to Goldstein patient is still somewhat unknown. This information is crucial to the scaling success of **The Goldstein Dental Center**. This data will give Dr. Goldstein access into analysis of his office systems for greater patient conversion and retention.
- Working hand-in-hand, with the patient conversion rate is the ability to access the cost of patient acquisition. There is a real cost to each person who walks into the practice. This data is equally if not more important in the procreation of services and systems for the company’s growth and financial health. **The Goldstein Dental Center** tracks all of the referrals of those that become patients. Dr. Goldstein has created a wonderful referral program whereby patients of the center are offered a \$100 gift card in dental services for friends and family.
- **The Goldstein Dental Center** reserves a fiscally wise \$25,000 per year for advertising. Dr. Goldstein has hosted a CNN dental talk show and has utilized magazine advertising and various TV spots. The center’s website is beautiful, easy to use, and is highly rated by patients and Kudzu.com. The practice’s current marketing focus is cultivating more business and referrals and incentives using tools such as gift cards. A focus is also placed on new building signage, taking advantage of 30,000 cars per day traveling on Roswell Road.
- The number of new patients per month at **The Goldstein Dental Center** is between 34 and 40. At the previous location, the number was roughly half.

3S Model – Service

- **The Goldstein Dental Center** practices TCO, total contact ownership. This process can never be underestimated and should always be improved upon. The patient process in Dr. Goldstein’s office begins with the call for an appointment. “Get to Know You” documents are emailed to the patient prior to the appointment, thereby expediting the paperwork associated with the first time visit experience.
- The all too often avoided subject in the world of health and medicine is the cost of services--especially time rendered and finance options for those services. This is a subject that **The Goldstein Dental Center** approaches head on. It is all part of the culture of educating the patient in all aspects of dental, orthodontic, and cosmetic dentistry decisions.
- Dental practices worldwide are faced with the issues of the anxiety associated with typical dental treatment. **The Goldstein Dental Center** overcomes this with outstanding dental knowledge, treatment, and “Beverly Hills” style results. Complimentary tea, coffee, bottled water, coffee table art books and luxury magazines are found in the reception room.

3S Model – Systems

- CRM – The customer relationship management is very thorough at **The Goldstein Dental Center**. The phone system in the office has a service message educating those calling on key points of the practice. The office strives to answer all of the calls the same day, whether it is a doctor or member of the staff returning it. Calls are regularly recorded for quality of service control.
- On-call emergency service for patients is in place. **The Goldstein Dental Center** doctors rotate this duty, thereby alleviating the anxiety of a patient calling into an emergency service of unfamiliar doctors. These emergencies are handled with weekend hours so as to alleviate a patient’s pain immediately.
- All patient data is placed in computer databases. The most important of those is the information used by the treatment coordinators who strategize the best course of treatment for each patient.