

# state of the art

One thing that Dr. Ronald Willis will tell you: In the world of cosmetic dentistry, nothing stays the same. Yesterday's breakthroughs become today's mainstream techniques. In order for dentists to give patients the optimum in care and benefit, he points out that they have to stay on top of the latest developments in dental technology.

**DOCTOR OF DENTAL MEDICINE**  
Medical University of South Carolina

**AFFILIATIONS**  
American Dental Association  
Florida Dental Association  
Northwest District Dental Association  
Las Vegas Institute for  
Advanced Dental Studies (LVI),  
Clinical Instructor

**AREAS OF EXPERTISE**  
Cosmetic Dentistry  
Implant Dentistry  
Neuromuscular Dentistry  
TMJ/TMD  
Veneers

**LOCATION**  
Tallahassee, Florida

"I love being able  
to help people.  
Our motto is  
'changing lives, one  
smile at a time.'"

—RONALD G. WILLIS, DMD

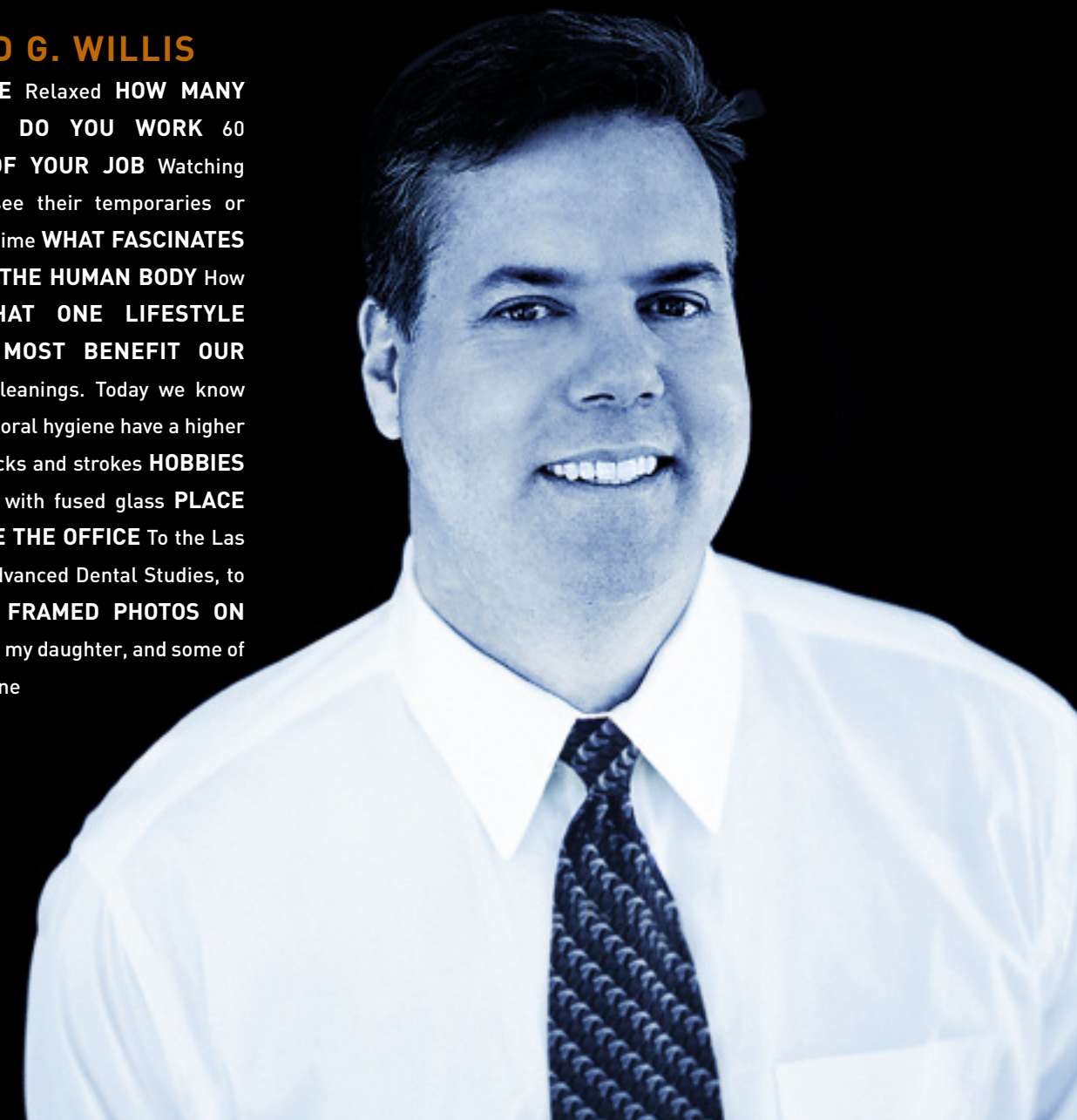
That's why Dr. Willis has brought some of the most advanced, cutting-edge technology available today to his practice. He performs diagnostics with the aid of the Myomonitor and K-7 evaluation systems, computerized tools that analyze the patient's facial symmetries and assist in smile design. "It analyzes the muscle activity in the face, and finds the most relaxed position for the bite," Dr. Willis explains. "You want to find a position where patients won't break their restorations and will feel comfortable when they bite down."

If a patient needs an anesthetic, Dr. Willis delivers it through The Wand, a computerized injection system that releases the anesthetic at an absolutely steady rate, in most cases eliminating any discomfort. A patient can even watch the details of a procedure through a miniature digital intra-oral camera mounted on a stick; it captures an image of the inside of the mouth and sends it to a television monitor.

Nothing is intimidatingly scientific about the *feel* of the office, however. Dr. Willis and his staff go to lengths to make every patient feel comfortable and welcome. Patients sit in large dental chairs with heated blankets and look out on a lake with fountains, and they receive warm hand and face towels. The Centre Pointe staff assists to make the procedure go smoothly, which includes complimentary insurance claim workups and express checkout right in the dental chair. As Dr. Willis explains: "Our philosophy is to provide optimal care in a relaxed, non-intimidating fashion." 850-877-5151 or [newbeauty.com/willis](http://newbeauty.com/willis).

## DR. RONALD G. WILLIS

**CHAIR-SIDE STYLE** Relaxed **HOW MANY HOURS A WEEK DO YOU WORK** 60 **FAVORITE PART OF YOUR JOB** Watching people when they see their temporaries or veneers for the first time **WHAT FASCINATES YOU MOST ABOUT THE HUMAN BODY** How complex it is **WHAT ONE LIFESTYLE CHANGE COULD MOST BENEFIT OUR HEALTH** Frequent cleanings. Today we know that people with poor oral hygiene have a higher incident of heart attacks and strokes **HOBBIES** Pottery and working with fused glass **PLACE YOU GO TO ESCAPE THE OFFICE** To the Las Vegas Institute for Advanced Dental Studies, to train other dentists **FRAMED PHOTOS ON YOUR DESK** My wife, my daughter, and some of the patients we've done



### INSIDE INFORMATION

#### RAPID DENTAL RENOVATIONS

In the past, orthodontics was the only way to tackle a myriad of dental problems. If teeth were crooked, too crowded or too widely spaced, braces and retainers were the only way to go and that route was lengthy, uncomfortable, expensive, and unsightly. Dr. Willis, however, performs a great number of **INSTANT MAKEOVERS**, a way of solving a many number of problems that previously could be addressed only by an orthodontist. Using **VENEERS**, for example, he can fill in spaces or compensate for teeth that look too short or too long. "The beauty of this approach is its simplicity," he says. As "instant" implies, the changes are immediate: in as little as one office visit. "There was a time when **STRAIGHTENING TEETH IN A DAY** seemed like science fiction," he remembers. Now that dream is reality.