

## BUSINESS PROFILE

# Small luxuries ensure everyone leaves Hinsdale dental office with a smile

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STAFF WRITER

Everyone who visits Michael Morgan's Hinsdale dental office leaves with a smile, even if they have to carry it home in their pocket.

Morgan, who has been in practice at 7 N. Grant St. for one year, does everything he can to make his guests happy and comfortable, and that includes sending each of them home with a smile cookie, made specially for Morgan's practice.

"We look at things differently here," said Morgan, who brings more than 20 years of experience to Smiles by Morgan. After several years of leading a large Michigan Avenue practice, the La Grange native decided to bring things back home. His new practice is small, and he likes it that way.

"I want to build a relationship with each person," Morgan said.

People seeking treatment are regarded as guests, not patients. As they arrive they're greeted by Concierge Cathy Clark and invited to settle in at a waiting area that looks more like a friend's living room than a dental office. Because Morgan usually sees just one patient at a time, the wait is typically short, but Clark is there to make it as pleasant as possible, with warm blankets, cozy booties or a cool drink.

"They're simple little comforts," said Morgan, who also has made his home in Hinsdale.

A graduate of University of Illinois School of Dentistry, Morgan is happy to perform an exam or fill a cavity, but much of his time is spent doing what he loves most — creating beautiful smiles.

"I like the artistic part of dentistry," he said.

He uses the very latest techniques, including porcelain veneers, implants and whitening treatments to restore and repair his clients' teeth.

"We can give them back the teeth they had when they were 20 years old,"

Morgan said.

His job is about more than making people look good.

"They gain self confidence and self esteem. We see people literally blossom. They feel better about themselves," he added.

A healthy smile also can mean a healthier body.

"We don't want to lose site that overall health should really be the goal for each guest," Morgan said, noting that people with healthy teeth enjoy a lower risk of heart disease and diabetes, and healthier pregnancies.

Morgan said he does all he can to make the process of getting that healthy smile as pleasant as having it. During treatment guests can relax with a personal C.D. player, scented candles or a warm massage pad. Requests for light sedation are granted, along with a complimentary ride home.

"We want this to be their best dental care experience — ever," Morgan said.

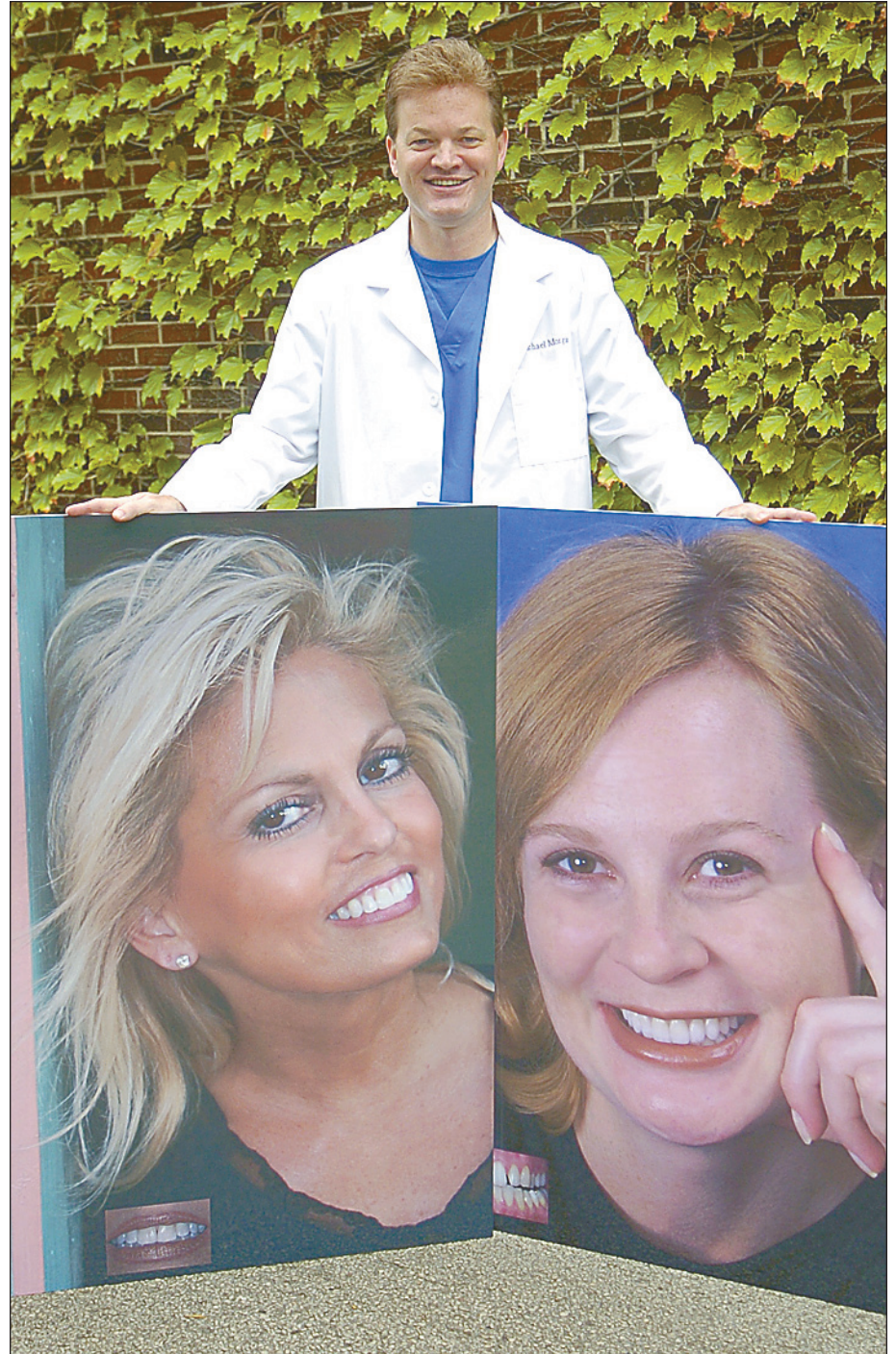
Long appointments might require a break for lunch, which Morgan will have delivered to the guest's specifications.

After receiving his doctor's degree in 1985, Morgan continued his dental education with a post-graduate work in aesthetic dentistry. His studies took him all over the country and to Switzerland, where Morgan said some of the world's most innovative dental procedures and materials are created.

Morgan also has shared his expertise as an instructor at the Las Vegas Institute for Advanced Dental Studies and as co-director of the Advanced Posterior Esthetics Program at the Pacific Aesthetics Continuum in California.

Morgan said his role as evaluator of new composite materials for several dental manufacturers ensures he always has the latest materials.

Appointments are available from 10 a.m. to 7 p.m. Mondays and from 8 a.m. to 5 p.m. Tuesdays through Thursdays.



Dr. Michael Morgan uses his photography skills to capture the beauty of his other artistic endeavor, restorative dentistry. (Doings photo by Scott Hardesty)

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