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# Kerry E. Robson, DDS, FAGD

## Quality Dentistry In A Relaxing Setting

### Spring/Summer 2015 Newsletter

3820 Tampa Road  
SW Corner of Tampa Rd  
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RobsonDentistry.com



## The Robson Dentistry Difference

Have you noticed new dental clinics popping up in our area? While they may appear to offer the same services, these corporate

clinics are usually part of a large franchise chain and do not provide the same level of individualized service that a practice such as ours does. So, we want to share with you the many differences between our practice and a national chain clinic.

Dr. Robson treats "ONLY ONE PATIENT AT A TIME." Big dental clinics have dentists that bounce between multiple patients. This means more waiting time and less personal attention.

We give 1-hour routine hygiene appointments – Clinics are often only ½ hour. With us it's not a numbers game. We spend time giving you the proper dental care you deserve.

We file insurance on your behalf. Many dental clinics charge you first and then force you to wait for reimbursement from your insurance company. Rather than charging you all up front, we file for reimbursement with your insurance company so you do not have the full out-of-pocket cost.

Dr. Robson is always on call for an emergency. What would you do if you lost a crown on the weekend? At common dental clinics, there is often no one available after hours, so you are forced to visit an emergency clinic that you are unfamiliar with.

Dr. Robson gives personalized service. The main objective of a chain clinic is to treat as many patients as possible, so they offer more of a cookie cutter approach to dentistry. Dr. Robson prides himself on giving patients personalized, caring service. In fact, when recommending a treatment he often says to a patient, "If you were my mom, this is what I'd recommend."



We have state-of-the-art equipment. We take pride in the investment we have made in our equipment and office setting. We use the most advanced dental technology and strive to make you feel relaxed. For many patients, our beautiful 1200 gallon lobby salt water aquarium sets the tone for tranquility.

We have a family-oriented environment. Dr. Robson and his wife Lori have run this practice in Palm Harbor since 1985. They believe in treating patients and staff like family. Most team members have been with Dr. Robson more than 10 years and some for almost 20!

We build relationships with patients. We get to know you, your preferences and your desires. We are not a "get them in & out" revolving door practice with our patients or our staff. We treat you efficiently, but we will never rush you. Proof of this can be seen by reading our many wonderful patient reviews on the front page of our website!

## NEW PATIENT SPECIAL

# New Patients Receive \$100 Toward Any Dental Service

This offer is good for any service for first time patients only.  
Come see the difference that our Care, Comfort & Convenience can make.  
Call us today to schedule your first appointment!



We're ready to handle all your dental needs. From general dentistry to implant restorations, periodontics and cosmetic dental treatments, we provide affordable, quality services for every member of the family. Plus, we offer Interest Free Financing. State-of-the-art technology and a commitment to staying on the leading edge of dental care techniques enable us to offer a wide range of services, including: Whitening, Digital X-rays, Dental Implant Restoration, Porcelain Veneers, Lumineers, Clear Correct, Invisalign and much more. We offer numerous options to maximize your comfort – like headphones with soothing music and TV's in the operatory ceilings, playing your favorite movies. And of course, a blanket & pillow to enjoy them with.



## Check Out Our Reviews!

We are so proud of the many wonderful reviews we get from our patients. Here's one we recently received. "Great Dentist and staff! Thank you Dr. Robson and everyone with the practice for always making my experience enjoyable and for taking great care of my dental needs! I am happy to confidently refer them to everyone!" Go to our website to read more reviews.

## Meet Sue Gray

Meet one of our wonderful Registered Dental Hygienists - Sue Gray. Sue has worked with Dr. Robson since 1995! During those many years of service, she has dedicated herself to quality care and patient comfort.



Sue earned her Dental Hygiene Degree from the Eastman School of Dental Hygiene and her Degree in Education from University of Rochester, New York.

She has three married children and eight grandchildren. Outside of work, Sue is a travel agent and enjoys boating, reading, cruises, swimming, arts and music. On top of all that, Sue has knitted numerous baby blankets for our patients who are becoming new parents. These heart-felt patient gifts are just an example of the kind and loving person that Sue is.

## An Interview with Dr. Robson

### Tell us about your childhood.

I was born & raised in Canada and have one brother. My dad was an Air Force pilot and my mom was a homemaker.

### How long have you been here?

I moved to Miami for my residency in 1983 and fell in love with Florida. I relocated to Palm Harbor in 1985, opened my first office and have been here ever since.

### What do you like to do for fun?

I love hockey, golf and playing the drums.

### So, you are a hockey player?

I've been a hockey player all my life and am a big Lightning fan. Lori & I used to root for them unless they played Toronto, but now we are Lightning fans all the way!

### How did you start playing drums?

I started playing the drums when my daughter was in high school. We took lessons together and still enjoy playing together when she's home. We like to play all kinds of music, but my favorite is doo-wop.

### What about your passion for tropical fish?

I've always had a salt water aquarium in my practice. I think it's my science background that draws me to them. It's a very scientific hobby that combines chemistry, biology and physiology. The end of every day I sit and study our tank in the lobby. It relaxes me.

### How did you meet Lori?

Lori and I met playing on the same softball team. Walking home after a game one day, she looked over and saw her favorite car - a TR6 - and said, "I'm going to marry the man who drives this car." The car was mine and it's been love ever since.

### What do you love most about being a dentist?

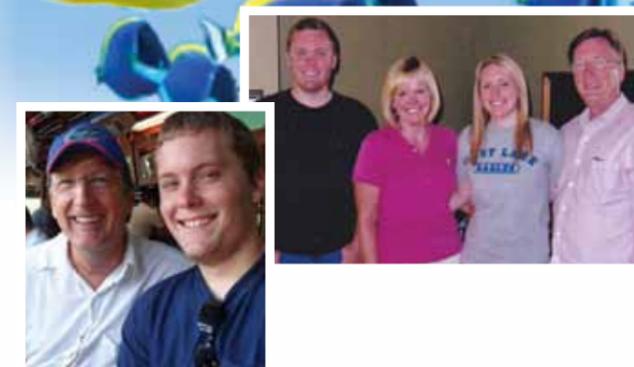
I love getting to know my patients. I've been seeing many of them for over 25 years. That's very special. I also love the science of dentistry. Learning new techniques and using new technology is so exciting.

### How is your practice different from the rest?

I only see one patient at a time and give them my undivided attention. Many dentists go back and forth between patients. But I don't believe in that. I enjoy building a rapport and giving a patient the time they deserve.

### Your family life?

I've been married to Lori since 1985. We have two children; daughter Kristi works for the Tampa Bay Bucs and son Brent is a recent graduate of UF pursuing his passion for politics in Washington DC. And we also have two cats; Mo & Marley. Ask Lori how they got their names!



## Does Your Smile Need a Make-Over?



A beautiful smile can make you not only look good, but feel good too. It's an expression of who you are. So, it's important that your smile is healthy and makes you feel proud. If it's not, then maybe you should consider talking to Dr. Robson. We offer many cosmetic procedures that can help transform your smile into one that makes you feel great. Here are a few to consider:

- **Invisalign** - These clear plastic aligners are a virtually invisible way to straighten your teeth. They are highly effective and removable for easy cleaning.
- **Lumineers Porcelain Veneers** - This ultra-thin (about as thin as a contact lens), custom-made veneer is placed seamlessly over your teeth to deliver a natural looking smile.
- **Teeth Whitening** - A safe, fast and effective way to brighten your smile. We have both take-home and in-office treatments available.