

## Business Person Profile

**Alan R. Grodin D.D.S.**



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What was your first job?

**I was a grocery bagger at the old Great Scott supermarket in Southfield when I was a teenager. I kept putting the eggs and bread at the bottom of the bags, which may have led to the demise of the company...**

What inspired you to choose your career?

**I guess I always knew I'd be in some field in medicine because I was always into the sciences. When I was growing up, I had the greatest dentist, and knowing him inspired me to head in that direction. I honestly feel that I was born to do this.**

What is your favorite aspect of your career?

**I'm constantly amazed at the results of the smile makeovers that we do in my office. Although I do many cases, and I expect every case to turn out perfectly, I still get chills when I see each beautiful smile and the positive effect it's had on my patient.**

What is your greatest challenge?

**Since not every dentist will take on certain smile makeover cases (because of the degree of difficulty, or possibly because they lack the experience), I find that I have the opportunity to help people who have been turned away by other dentists. For instance, I see many women clients who are beautiful to begin with and have "nice" smiles, yet they've always longed for a "gorgeous" smile. It's a challenge to**

**improve upon something that is already above average at the start, and I believe I've never failed in accomplishing our goals.**

What are you most proud of?

**I'm very proud that my practice was featured in a national dental magazine as one of the outstanding practices in the nation several years ago. I'm also proud that I now lecture to dentists from around the world with respect to my smile makeover techniques. But the thing that I'm most proud of is my two gorgeous daughters. Being divorced, I was always worried that my kids would possibly have problems in school, etc. I was wrong. My oldest is in her second year at a major law school out east and the younger one is a star student and athlete in high school. It's a great feeling!**

Describe your management style...

**After 25 years in the same practice and location, I've learned a lot about working with people in the dental field. Although I have a very personal approach to my practice (I'm very involved in almost every aspect), I believe in surrounding myself with free-thinkers who go the extra mile for the practice. Anyone who has been to my practice will tell you about the great staff that I have brought together to be my team. In fact, two of the women who are there have been with me for all 25 years. My patients love the sense of continuity they feel. It all comes down to respect, and we all respect each other like family.**

When not working, I am ....

**Golfing, working out, hanging with my daughters, traveling.**

I Splurge on...

**My cars (I've always had nice sports cars, and I currently have my favorite one!)**

I Scrimp on...

**Not much**

Coke or Pepsi?

**Now, you wouldn't catch a dentist drinking soda, would you..?**