



# Where History Meets Technology

It was an offer he couldn't refuse. Imagine being given the opportunity to start over. Taking all of your knowledge and years of experience and combining them to build a new work space. Incorporating all those things that would make your job run smoother, your working atmosphere nicer and ultimately making you more productive. Dr. Benjamin S. Fiss was given such an opportunity.

In 2001, the historic Palmolive building, longtime home of many of the city's most prestigious offices and companies, was bought and slated for a dramatic and extensive rehabilitation. The majority of the building from the fifth to the thirty-seventh floor was to be converted from office space to private luxury residences. As Dr. Fiss' office was on the sixth floor, a move was inevitable. Should he just move now, find a different location and start to make the transition and inform patients immediately? What about staying and just moving a few floors down? Would it be worth it to live through what was destined to be a long, noisy and unavoidably disruptive building construction? After carefully weighing all of the pros and cons, Dr. Fiss decided to stay and move his office to the third floor. He saw it as an incredible opportunity, an

opportunity to tweak, improve and update. "The decision just felt right. The Palmolive building embodies so many of the same characteristics that my practice was built on...strength, history, a solid foundation and beautiful architecture. It's an incredible place to work. The location

same time helping others in the field to which I have dedicated my life. It was a perfect win/win situation."

The similarities between his office renovation and that of the entire Palmolive Building reconstruction were not lost on him. "They were taking a beautiful, historic landmark building and keeping the structure, foundation, and history and creating luxurious residences where no detail was overlooked. I was keeping the history and foundation of my practice and updating the infrastructure to a state-of-the-art facility. It was exciting to be part of it, especially when choosing finishes and giving attention



to even the smallest detail." Each well thought out element works together to help reduce anxiety, patient comfort always being top priority. Patients say it feels more like someone's home than a dental office. Natural light is an added benefit. Each of the operatories has a huge window facing the fabulous Drake hotel. The waiting room feels more like a living room. The colors, lighting and textures were chosen to create a warm, comfortable, inviting space. There are large, soft couches and a soothing waterfall. A plasma screen television softly plays dental education videos providing

is terrific, I love Chicago and being part of its history." First, he made arrangements to donate all of the equipment in his office and start from scratch. A community in far southern Illinois that had no dental care facility was the beneficiary of Dr. Fiss' unbelievable generosity. Everything from dental chairs to telephone system, computers to x-ray equipment was used, setting up a fully operational clinic and providing dental care to an entire community using Dr. Fiss' "old" office. "It was a wonderful opportunity to take my practice to the next level while at the





patients with information on the latest developments in dentistry as well as reviewing procedures and materials. The before and after photos are incredible! Better than reading magazines any day!

One of the most visible improvements in the redesign of Dr. Fiss' office was to change from standard x-rays to all digital radiography, thereby decreasing radiation exposure by at least 50%. Behind the scenes things were also refined. All the water within the operatories for patient rinsing, as well as for dental procedures, is chemically treated distilled water supplied to the unit in separate bottles. This helps prevent contamination and maintains clean dental unit water lines free from bacterial biofilm. The florescent bulbs throughout the office are now full spectrum daylight corrected bulbs, enhancing the ability to match shade during cosmetic procedures.

Many patients find the noises associated with going to the dentist to be one of the most unpleasant parts of dental care. Dr. Fiss alleviates this problem by providing wireless headphones and an extensive music library within his computer system. Each operatory is equipped with a flat screen TV, so when you are not view-

whole "spa dentistry" fad. I think it's a gimmick. My focus is on your teeth and creating a healthy, beautiful smile. If you'd like to get your nails done before or after your appointment, Elizabeth Arden is on the fourth floor!"

The atmosphere in the office is dynamic and fast-paced, yet controlled. His practice has evolved into one of the most respected and acclaimed in the country. With an active patient base numbering well over 5000, Dr. Fiss has patients traveling from all over the United States as well as from many different countries to have "Dr. Fiss do their teeth" He's that good.

Dr. Fiss and his staff regularly attend courses and seminars to further their knowledge and keep current with all the latest advances. "I am a firm believer in rigorous continuing education. Since I graduated from Dental School (Northwestern University 1978) there have been so many breakthroughs in the field of dentistry." Implants, for example, are now considered tooth replacement therapy and where in the 80's we

ing intra-oral pictures of your mouth or seeing your current x-rays, you can view 80 channels of direct TV, or during longer procedures you may choose to watch a DVD. Dr. Fiss states that patient comfort is paramount, however,

would do one maybe every six months, now they are commonplace and we do them every single day." Dr. Fiss goes on to say that materials and techniques are constantly improving, and being at the forefront of all of the latest advances benefits both him and his patients. "Durability and longevity with regards to materials help to make treatment successful. I want my work to last and for it to feel natural and comfortable. I want my patients to not just be happy with my work, I want them to be thrilled!" He also regularly networks with a team of the best specialists and works with them to provide the best possible care. His services range from early detection of gum disease and bad breath to ZOOM

"I want my work to last and for it to feel natural and comfortable. I want my patients to not just be happy with my work, I want them to be thrilled!"



bleaching, tooth colored fillings, veneers and implants. Dr. Fiss feels that he is an integral part of his patients overall health. He states "Oral health is so important to ones total physical and emotional well being." His motto is, "Changing lives...one smile at a time."

"I have a passion for what I do.



Being at the forefront of dental technology and advances is exciting. I love going to work each day. Helping people, improving their lives as well as making my contribution to the field of dentistry is what has driven me for the last 28 years. I have a responsibility, an obligation to provide my patients with the highest level of care, the most up-to-date equipment, techniques and procedures possible. I want them to be relaxed when they come to my office—confident in the fact that they can expect the absolute best level of care possible. My patients trust in me is the ultimate compliment. I strive to exceed their expectations in every aspect of dentistry. Patient referrals motivate me to

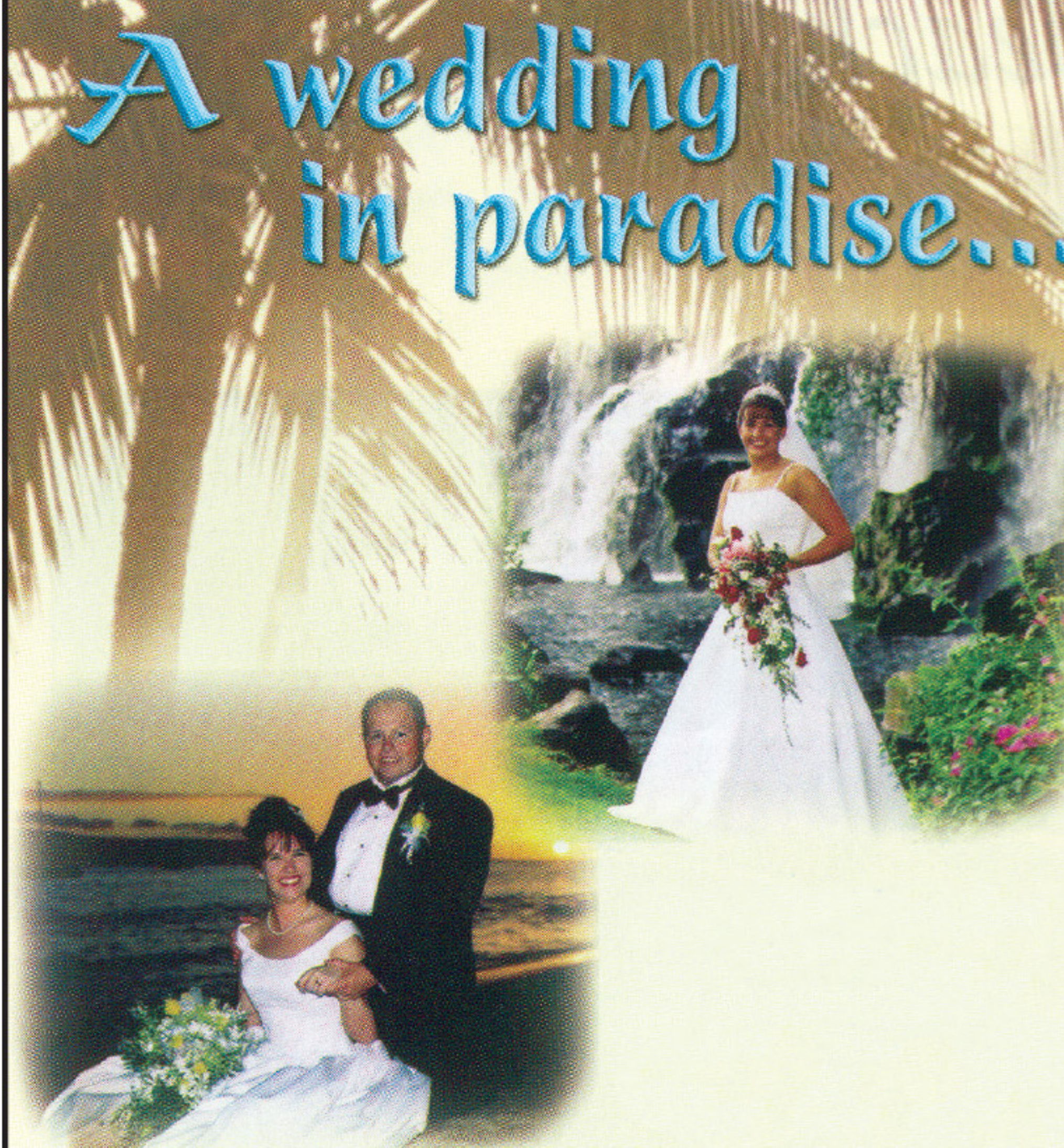
keep learning, to stay at the pinnacle of dentistry.” Dr. Fiss’ philosophy is that he wants to provide the nicest atmosphere surrounded by the best hand picked staff. He wants to educate and motivate his patients utilizing an extensive library of hundreds of before and after photos, models and videos. He is very proud of the work that he does. “Being able to share the process, showing and explaining in detail each step, helps again to attain a comfort level in that the patient knows what is involved and can see the dramatic results that can be achieved.” It is quite obvious that his practice is centered on patient education.

In building his new office Dr. Fiss said that one theme kept reoccur-

ring...history meeting technology. “I was able to take all of the good, all of the experience, the strength and foundation of my practice and mesh it with the latest technology had to offer making the new office safer, more efficient and more comfortable. Dentistry and dental offices have come so far since 1978. I was fortunate to have the opportunity to start over!”

*Dr. Benjamin S. Fiss graduated from Northwestern University Dental School and received his Illinois license in 1978. He is a member of The American Dental Society, Chicago Dental Society, American Academy of Implant Dentistry, Greater Chicago Implant Study Club and the American Academy of Cosmetic Dentistry. Dr. Fiss has been chosen as one of “America’s Top Dentists”. His office is located at 919 North Michigan Avenue in the historic Palmolive Building. He can be reached at (312) 951-5230. For more information, please visit [www.drffiss.com](http://www.drffiss.com).*

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