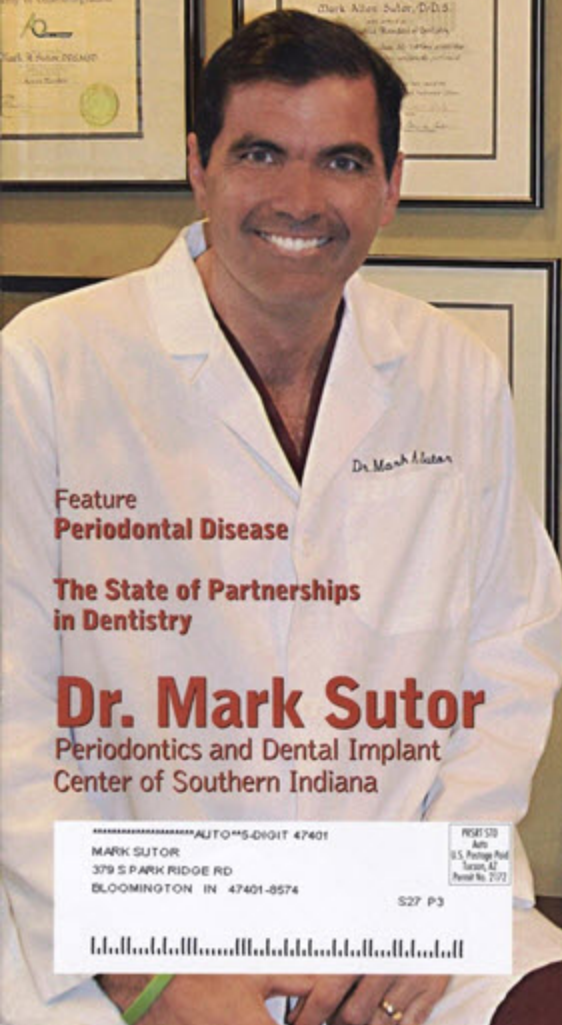


# DOCTOR of DENTISTRY

A BUSINESS AND LIFESTYLE MAGAZINE FOR DENTISTS



Feature  
**Periodontal Disease**

**The State of Partnerships  
in Dentistry**

## Dr. Mark Sutor

Periodontics and Dental Implant  
Center of Southern Indiana

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# Dr. Mark Sutor

## Periodontics and Dental Implant Center of Southern Indiana

By Theresa Whitfield

Walk into Periodontics and Dental Implant Center of Southern Indiana and you'll quickly discover that this isn't an ordinary dental specialist's office. The ambiance is cozy, comforting and inviting. It feels more like walking into a friend's home than into a dental facility. There is no mistaking the technological advancements of this practice with the latest in CT scans, digital radiology, laser treatment equipment and the flat-screen TVs on the ceiling. But if there is one thing Dr. Mark Sutor wants to make sure his patients know is that technology will never trump relationships.

There is little doubt about the value placed on technology for Dr. Sutor, who has been in practice since 1991. But he

has worked diligently over the years to establish a reputation of caring, timeliness and education for his patients as well as his referring dentists, with whom he prefers to work cooperatively, not competitively.

The ingredients that make up this high-volume practice began with a dentistry degree at Baylor College in Dallas, TX. He then received his master's in periodontics from the University of Kentucky in Lexington, KY. His residency included general practice work at the Veterans Administration hospital, also in Kentucky.

While his formal education may have concluded some time ago, Dr. Sutor is passionate about continuing education for

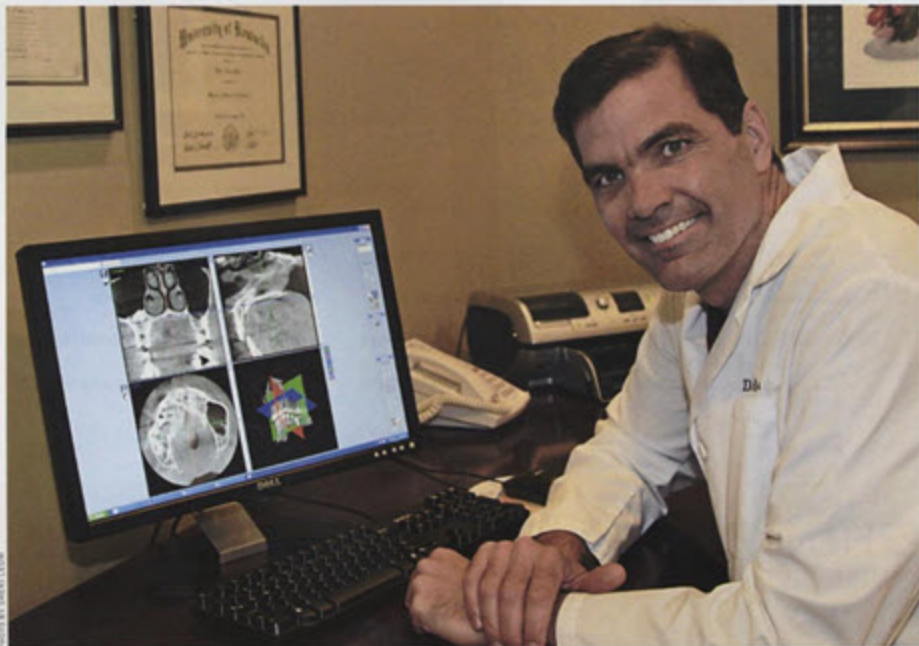


PHOTO BY EMERIL LEWIS



The comfortable waiting room of Periodontics and Dental Implant Center of Southern Indiana

PHOTO BY SHERI LYON

himself, his staff, his patients and referring dentists.

"We try to provide people with a lot of information and keep them up to date on the latest research and technology," said Dr. Sutor. "If someone calls with a question and we don't know the answer, we'll find it."

Dr. Sutor works diligently to make education part of the community at large as well as for his referring dentists. To accomplish this, he established the Public Dental Implant Symposium and the Hoosiers for Dental Excellence.

The symposium is an hour-long, free seminar for the public to learn about implant dentistry.

"Some people already know about implants and come because they want to learn more," he noted. "Others don't know anything at all so they come to glean whatever infor-

mation they can to make an informed decision of whether or not it's right for them or their family member."

Dr. Sutor says many patients feel comfortable with this approach to dentistry, as many people readily admit they haven't been to the dentist in years and are often quite uncomfortable broaching the subject. To address those fears and concerns, he often has previous patients give mini-presentations about their experiences and successful treatment.

"People want to hear it from the patient's perspective," Dr. Sutor said. "They can learn what they need to learn in a nonthreatening way."

Dentists and specialists also continue their learning process through the Hoosiers for Dental Excellence program, started by Dr. Sutor 10 years ago. The club, which was the

first in Indiana, is affiliated with the national organization, The Seattle Study Club, which currently boasts over 200 clubs nationwide. Dr. Sutor says the group gathers generalists and specialists in a forum-type setting to discuss patient issues, conditions, care and technology. Dr. Sutor says these forums are advantageous because of the informal learning environment and the ability to gain knowledge from peers in similar as well as different specialties.

"Patients want to know that day by day you're educating yourself," said Dr. Sutor.

He believes the Hoosiers for Dental Excellence program is just one more way he can do just that. While education is important for business growth and better patient care, Dr. Sutor also sees that if the patient isn't ready for treatment, all the education in the world won't make a difference.

"That's why we try to treat patients when they are ready," he said.

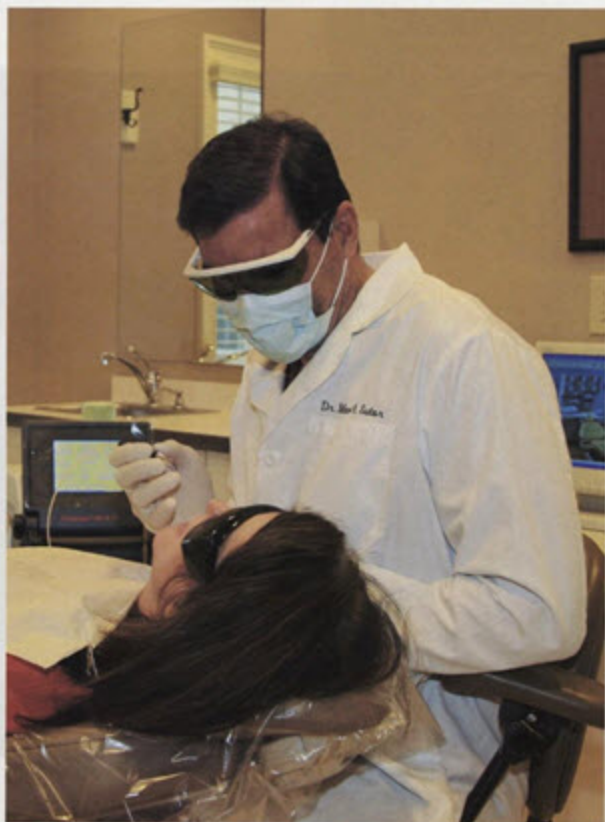
Combining technology and education, Dr. Sutor has come to recognize the value in a well-designed website. But, for him, the site has to be so much more than aesthetically appealing.

Much like his physical office, visitors to his website will find a Midwestern feel, colors that are welcoming and create a feeling of calm, as well as an array of educational details. His site includes commercials shown on local Bloomington, IN, television stations as well as interactive videos explaining periodontal disease.

Patients can conduct research about a variety of periodontal issues directly on his website, in the comfort — and safety — of their own home.

"People are already stressed out about coming here," he said. "So, we try to make it better for them through the online forms and instruction."

Patients can preregister online prior to their scheduled



Dr. Sutor makes sure his patients are comfortable and at ease.

PHOTO BY JAMES LEWIS

appointments while postoperative patients can utilize the website for instructions to follow once they have returned home after surgery or dental implant procedures. Frequently asked questions provide answers for before or after office visits. Dr. Sutor knows the Internet can be an easy alternative, but it can also be abused. He has taken every precaution to ensure his patient's information is secured through each online transaction.

Another advantage for the availability of online forms is the reduction in wait time for patients in the office. "We've established a reputation for seeing people on time," Dr. Sutor said. "Time is important to people, and I think wasting their time is a huge negative. It reflects on you poorly



PHOTO BY JACQUELYNNE

Dr. Sutor and the staff at the Periodontics and Dental Implant Center of Southern Indiana

and tells the patient you don't care about them."

Patients referred to Dr. Sutor can expect a variety of surgical and nonsurgical procedures including dental implants, periodontal surgery, gum grafting, crown lengthening, bone regeneration, ridge preservation, wisdom teeth removal, scaling and root planing, antibiotic therapy and bite adjustments.

"There is a real correlation on the part of the patient between the quality of their care and how technologically advanced their health care provider is," noted Dr. Sutor. "I think, especially in dentistry, having our CT scan, digital radiography and laser treatment capabilities tells people we really are on the cutting edge in what dentistry offers."

Dr. Sutor takes a look at that cutting-edge technology at least every nine months for his office computers and once a year for his procedural machinery. He acknowledges that it

can be an expensive endeavor to have such equipment, but he believes the benefits far outweigh the costs.

Away from the office, Mark Sutor, who lettered in football all four years he played at the Indiana University, enjoys watching his two children grow in their respective sports and spending time with his wife, Alisa. His son, a freshman at Purdue University, plays on the Boilermaker basketball team. His daughter is currently in the eighth grade and plays basketball and competes in cheerleading.

Walk into the office of Periodontics and Dental Implant Center of Southern Indiana, around the town of Bloomington or around the campus of IU, and you'll discover a general consensus: Mark Sutor is well respected throughout the community and cares about his patients and their health. This isn't your father's dental practice, nor is he your father's dentist. ■