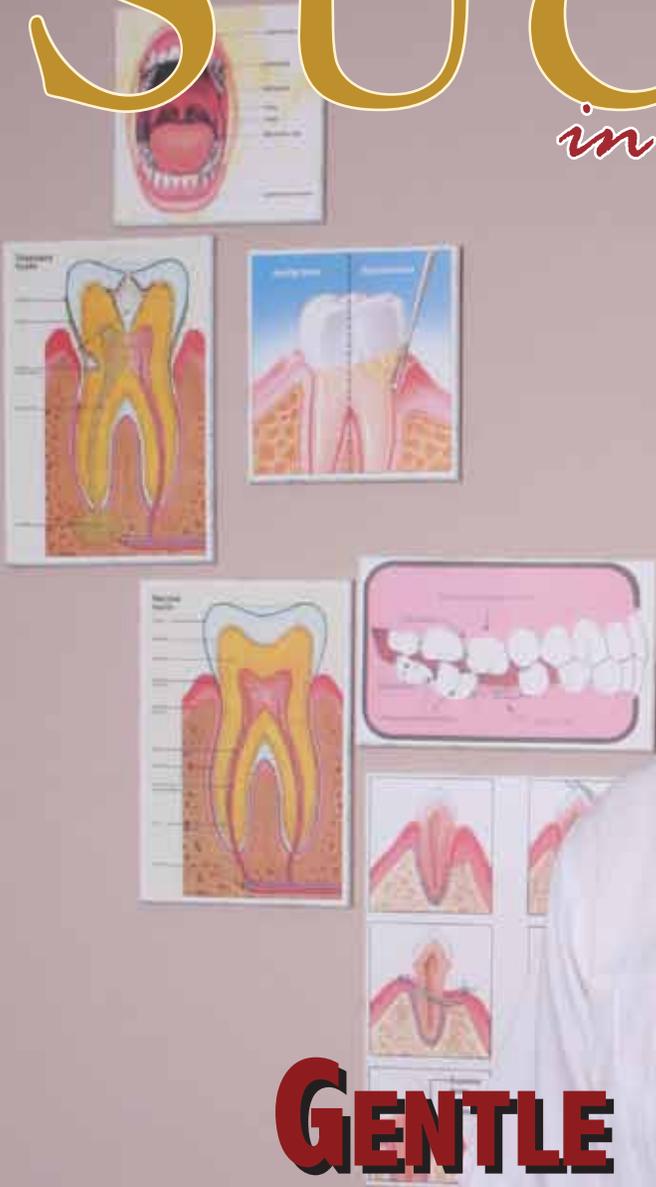


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**GENTLE  
AND CARING  
DENTISTRY  
SERVICES**



# GENTLE AND CARING DENTISTRY SERVICES

By Heather Navarra, *The Write Type*



Family dentistry that is built on deeply caring about each patient, and providing services with a gentle touch, is what the Britannia Dental Office is all about. From as young as three years old to those in their upper eighties, patients receive exceptional dental care that utilizes an evidence-based approach to treatment, with all materials and techniques fully supported by research and scientific proof. “If a treatment is not proven scientifically to be valid, I will wait to see more research before I implement it,” says Dr. Shihlin Shieh, manager/owner, who regularly keeps abreast of research from universities located both within Canada and internationally.

With 20 years in practice, Dr. Shieh has been providing family dentistry services at his Mississauga location for more than 11 years. He has experienced unprecedented success by building a caring relationship with each and every one of his patients. “Our approach is very much customer oriented,” says Dr. Shieh. “Everything we do is based on trust, and trust is paramount. If patients have a question, we develop a rapport to ensure they are not afraid to raise it, knowing we will help resolve it with them.”

It’s clear that Dr. Shieh’s efforts are effective because over 80 percent

of business now comes from repeat and referred clients, representing a significant accomplishment. “It’s a warm compliment, showing that patients like my approach and our team members and that they trust us and what we offer them, as well as valuing how we make them feel,” says Dr. Shieh. Indeed, clients show their respect through referrals to friends and family members.

Complementing Dr. Shieh’s caring approach is his high level of skill. At least once or twice each month, he attends training and workshops to stay informed regarding the latest innovations and techniques from around the world.

As he increases his knowledge, he is able to provide continually improving services to clients. In fact, patients who come to him with dental problems are consistently happy with the results Dr. Shieh achieves. He is able to assist with a wide variety of dental services, including implants, cosmetic dentistry and removal of wisdom teeth, as a result of additional training he has taken. “We are continually taking education to improve ourselves so we can serve the public better,” says Dr. Shieh.

This dedicated practitioner advises that there are new advances in pain management. He takes the time to explain all the options, putting nervous clients at ease. “We always try to give patients control during the procedure,” says Dr. Shieh. “If something bothers them, they can raise their hand and we will stop, address their concern and modify the treatment.” Oral sedation and nitrous oxide are options available to patients. The respectful approach is surprising to clients. Often, through Dr. Shieh’s skilled use of distraction,

patients don’t even realize that a painful part of the treatment (such as a needle) is already complete. Clients are very appreciative and show it by bringing their children to Dr. Shieh, another strong testament to his capabilities.

With a father who was also a dentist,

Dr. Shieh grew up watching his father provide skilled service, developing a high degree of respect from the community and his clients. Continually impressed by the high level of appreciation his father’s clients demonstrated, it’s evident that Dr. Shieh is now following in his father’s footsteps.

Graduating in 1987 from the University of Mangalore in India, Dr. Shieh came to Canada in 1989, went through the Canadian certification exams and was licensed in 1994, and opened a new dental practice in 1996. Located at the northeast corner of Britannia Road and Grossbeak Drive, it has grown with the neighbourhood. When the office first opened, it was surrounded by farmlands

convenient location as well as occasional flyer deliveries, as well as from Ancaster, Hamilton, Georgetown and Orangeville through word of mouth.

A newsletter is mailed to all clients four times each year, providing dental news as well as lifestyle information. The practice is associated with Welcome Wagon, an agency that contacts newcomers to the neighbourhood to provide them with detailed information for area services. Welcome Wagon also provides Dr. Shieh with a list of newcomers and the office sends a letter welcoming them to the neighbourhood, offering a free tour of facilities and an opportunity to meet the staff and the dentist.



on the south side. All these years later, the office is now right in the middle of the City of Mississauga, in a high-traffic area at a main intersection. Although tucked into the corner of the plaza, a large sign identifies the dental office. The practice primarily draws clients from the neighbourhood, through its

Kind and generous, Dr. Shieh credits his team with providing a significant contribution to Britannia Dental Office’s success. “Without my team, I would be lost,” says Dr. Shieh. “They work hard and they help keep me focused. I am lucky to have such great staff members. We all get along well, and



career to the fullest extent, perhaps into specialization.”

In the world of dentistry opportunities exist for misconduct, either by over-treating patients for conditions they don't have, or through fraudulent insurance claims. Dr. Shieh is committed to upholding industry standards and is dedicated to ensuring obligations are met without compromise. His high level of integrity and professionalism also build trust

I receive a great deal of positive feedback from clients about their care. If there's a concern, we deal with it together to improve. We praise each other for a job well done.” Team members include Shawna Banh, Office Manager; Milli Pissarouk, Business Manager; Mariola Sikora, Dental Assistant; and Dental Hygienists Melanie Bianco, Petty Panagakos and Linda Eng.

Each staff member is very sensitive and adept in reading body language, a key component in identifying that there may be a concern. A change in facial expression or tensing of muscles are indicators that allow Dr. Shieh and his team an opportunity to show respect for clients. “I know some people don't like going to the dentist, but our patients seem to enjoy it more here.” Their clients' sense of wellbeing is a testament to the way staff interacts with patients, making them comfortable, listening carefully, and then acknowledging and addressing their needs. “Keep people happy and they'll keep coming back!”

Dr. Shieh's message to clients is, “If you

have a problem, we can help. If you have any concerns, please pick up the phone and give us a call.” It's this attentiveness to customer satisfaction that has been a major contributor to the success of this business. “We do everything in a timely fashion,” says Dr. Shieh. “We usually try to keep time open for emergencies so we can see people as soon as a problem arises. My cell phone number is available through the after-hours answering service. If patients need me right away, they can call, even after hours if necessary.”

Valuing the opportunity to give back to the industry, Dr. Shieh has acted as an Executive Member of the Halton-Peel Dental Association for six years, and has also been a Council member of the Ontario Dental Association for six years.

“I love my work,” says Dr. Shieh, “because it presents an opportunity to interact with people and help them. I love working with my hands. Dentistry is perfect for me. I wish I had started sooner so that I could have progressed my

and strong relationships with clients, as well as everyone he deals with, from fellow staff members to peers, suppliers, colleagues and specialists.

Goal setting provides a focus for Dr. Shieh and for the business, both financially and in increasing the number of new patients. Long-term goals include the development of new services, expanding the range of treatments offered through Britannia Dental. But the primary goal will continue to be providing gentle and caring dental services.

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*Photography by Anna Morellato*