

Home > News & Events > Office of the Month > November 2005

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## November 2005 Office of the Month

Rich Masek, DDS San Diego, CA



Welcome to Dr. Rich Masek's office in San Diego, California. Dr. Masek is a highly skilled clinician who practices CEREC, Cosmetic and Restorative Dentistry. Dr. Masek graduated from the University Of Southern California Dental School in 1976. He maintains a beautifully appointed fee-for-service office in San Diego.

Dr. Masek decided to purchase CEREC when he was looking for a durable alternative to resin in the late 1980's. He came across CEREC and purchased it in 1990. It renewed his passion for dentistry, and completely transformed his practice. Dr. Masek has risen to the top of his profession as a true pioneer with his in depth understanding of the CEREC Method. Armed with CEREC technology and cosmetic skills, Dr. Masek dedicated his practice to providing patients with high-quality restorations that are both esthetically pleasing and functional, in single visit appointments.

CEREC has affected every area of Dr. Masek's practice. Patients concerned with esthetics and health issues receive beautiful, tooth-colored porcelain restorations. And patients are ecstatic to receive treatment in one visit, not having to worry about the potentially precarious temporaries. Patients aren't the only ones happy to eliminate temporaries. The hygiene staff was happy to see improved periodontal conditions in patients who no longer need irritating temporaries. Dental assistants enjoy their expanded role in the practice, significantly contributing to patients' care by using CEREC. And finally, lab savings allowed Dr. Masek to invest in the practice, staff, and future.

With the extra income CEREC created, Dr. Masek has been able to acquire other advanced technologies to elevate his practice of dentistry. In addition to CEREC he uses digital x-rays, an intra-oral camera, dental loops, lasers, a microscope, and diagnodent. These technologies help provide the superior standard of care that patients have come to expect from Dr. Masek.



In addition to caring for his patients and running a large CEREC training center, Dr. Masek is also an accredited member of the American Academy of Cosmetic Dentistry. In 2004, Dr. Masek was the first dentist to be given awards for CEREC dentistry from the prestigious AACD. He repeated that in April of 2005 when he was presented with 5 Smile Gallery awards for aesthetic restorations he created with CEREC. Dr. Masek also serves as the Vice President of the International Society of Computerized Dentistry and was previously President of the Academy of Computerized Dentistry of North America. He maintains memberships in several other prestigious dental organizations as well.

Dr. Masek would not be able to run his large practice and training center without the help of his staff. Debbie is the Office Manager of the Dental Expressions team and is well versed in dentistry. Stacy is the Appointment/Treatment Coordinator. She is the friendly voice that greets you when you call. Kristen and Ria assist Dr. Masek with patient care; they are both Registered Dental Assistants (RDA) who are very experienced with CEREC. Laura and Stacey, the Registered Dental Hygienists round out the Dental Expressions team. Dentistry By Design is Dr. Masek's continuing education facility. Lyndsey is the Course Administrator bringing with her 33 years experience in the dental field. Tiffany assists Lyndsey and is responsible for the training facility product line.



The staff and patients both enjoy the relaxing atmosphere at the office. All the treatment rooms are equipped with video glasses, headphones, a VCR and a DVD player for patient comfort and entertainment. And the reception room is stocked with refreshments, fresh coffee and fresh baked bread daily. These amenities are just a small part of what Dr. Masek and his staff strives to provide for their patients, the best possible care in a comfortable environment.

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[http://www.cereconline.com/atr\\_dental/ecomaXL/index.php?site=CEREC\\_November\\_2005\\_Office\\_of\\_the\\_Month](http://www.cereconline.com/atr_dental/ecomaXL/index.php?site=CEREC_November_2005_Office_of_the_Month)