

CORNERSTONE DENTISTRY

Setting the standard in comprehensive dentistry and exceptional customer service, one patient at a time.

BY JOANNA BERESFORD

Dr. Allen Nazeri likes to say that a smile is the light in the window of the soul, and he's made it his mission to fill the Coachella Valley with the light of many smiles.

"Our primary focus is our patients," Dr. Nazeri explains. "Our practice is not about the quantity of patients seen on any given day, but rather the quality, individual care, and attention to detail given to each and every patient every day.

Cornerstone dentistry is committed to providing you with the smile of a lifetime."

Dr. Nazeri considers dentistry both an art and a science, especially as new technologies and procedures develop.

"We're providing more patients with full-mouth reconstruction and rehabilitation," says Dr. Nazeri. "This process treats the entire mouth as a whole and, generally speaking, it's performed for a combination of cosmetic and functional reasons."

Jerry Senescu presents a classic example of a Cornerstone patient who couldn't be more delighted with the care and service he received. For Senescu, finding a dentist whom he could trust was a quest. He interviewed at least 10 dentists between Moreno Valley and La Quinta, paying exorbitant fees for X-rays and consultations, before he discovered Dr. Nazeri.

"He was a gentleman," says Senescu, describing their initial consultation. "He was the only doctor, of all those I met, who really explained my current situation. He said we both knew I needed a lot of work, there were a variety of treatments available, and he didn't want to waste my time... he was very honest. He really focuses on making your mouth look beautiful while at the same time respecting other issues, like your health and your budget."

The Cornerstone difference is apparent the moment you step through the doors. The reception area looks more like a private, luxurious living room than the standard, sterile doctor's office. Massively comfortable, overstuffed chairs and sofas; bookshelves and candles; artwork and collectibles; a crystal chandelier — it's a rich and magical space that immediately makes visitors feel welcome.

The Cornerstone staff is friendly, competent, and patient. Most importantly, they truly take a personal interest in their

patients. They know their patients by name, they know their stories, their needs; and they treat them with great, ongoing concern.

"Everyone here is so pleasant," says Violet Dobbins, who has also undergone a full-mouth reconstruction with implants. "I went to six different dentists before I came to Dr. Nazeri, and I've been so happy with my experience here."

Service extends to a complimentary meal delivery on the day of major procedures and a personal phone call from the doctor to ensure the comfort and well-being of his patients.

"Sandy, Dr. Nazeri's director of patient services at Cornerstone Dentistry, handed me a menu and said, 'Pick a meal for you and your wife. The day you have your surgery we're going to buy you dinner,'" recalls Senescu. "And sure enough when we came home that night, there was a knock on the door, and there stood a young man delivering

our dinner. And then about 7:30, Dr. Nazeri called, just to check up on me and see how I was doing."

Dr. Nazeri sounds like a friendly, small-town doctor faithfully making his rounds, but he's also a world-class dentist who has trained at some of the most prestigious dental and medical schools in the nation. Dr. Nazeri has held annual faculty appointments at both UCLA and USC schools of dentistry. Dr. Nazeri has also been chief executive officer of Nulook Dental Imaging, a consulting organization, and chief executive officer of the Northwest Institute of Cosmetic Dentistry.

Throughout nearly 20 years of private practice, Dr. Nazeri has also volunteered his services in Third World countries, including service with the Red Cross in Turkey following the earthquake of 1999.

Dr. Nazeri is among the few dentists in the United States who has worked and trained with renowned cosmetic dentist Dr. Bill Dickerson, who is founder and CEO of the elite Las Vegas Institute, and Dr. Nazeri is among the few dentists worldwide who routinely performs clinical procedures using a dental microscope — greatly enhancing the outcome of procedures.

Cornerstone Dentistry provides a full range of services, including drill-less laser dentistry, periodontal care,



Dr. Allen Yekta Nazeri, D.D.S.



restorative care, endodontic care, oral surgery, cosmetic services, full-mouth rehabilitation, and prosthodontics, as well as sports dentistry and emergency care. Care and procedures are decided upon between the doctor and patient after an initial consultation that can last from one to three hours.

Gordon Kelly raves about his experience at Cornerstone Dentistry, which included full-mouth restoration and upper and lower crowns.

“What amazed me was that Dr. Nazeri did it all in two visits. Any other dentist would have been at least 15 visits, and that would be a nightmare,” says Kelly. “And the teeth I have now are identical to the originals. He replicated them so perfectly that nothing looks phony. They look natural, but whiter and with no decay.”

It's not just about the teeth, of course. Kelly, like all of Dr. Nazeri's patients, was thrilled with the immaculate, attractive setting and the sincere concern and efficiency of the staff.

“Anyone who has a need for cosmetic dentistry, or any kind of dentistry,” says Kelly “should go to Cornerstone. This is not a commercial I'm running here. I'm just so delighted with the work and the people that I would recommend them to anyone.” ■

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74000 Country Club Drive, Suite E3
Palm Desert, CA 92260
(760) 674-0303