

Hamburg dentist offers 'one-stop shopping'

By LAURIE GORDON

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HAMBURG — Dr. Ira Goldberg has spent years developing a professional general dentistry practice, as well as countless hours learning and perfecting the art of cosmetic dentistry. Now, instead of visiting an oral surgeon and then following up with a general dentist, patients seeking cosmetic dentistry can do it all in one office, without leaving Sussex County.

Goldberg can help anyone who wants lighter or straighter teeth and a brighter smile. If existing crowns are dark along the gum-line or chipped, he can fix them. And a patient wants expertly done implants, white fillings or veneers, Goldberg's an expert.

From cleanings and check-ups to anything involving cosmetic dentistry, Goldberg and Valley Dental Associates and the Tri-State Center for Implant and Cosmetic Dentistry is there for all patients.

Goldberg grew up in Fair Lawn, then went on to college at the University of Connecticut. From there, he went on to the School of Dentistry at the University of Michigan. He served his residency at Mountainside Hospital in Montclair. He is licensed in both New Jersey and New York and has studied all over the United States under some of the world's foremost dentists and implant and cosmetic experts.

Goldberg recently received two fellowship awards. One is a fellowship from the Academy of General Dentistry. To earn this prestigious award, he had to complete 500 hours of continuing education, have at least a three years membership in the academy (he has been a member for five), and pass a comprehensive written examination. Goldberg received the fellowship award in July. The award symbolizes excellence in the dental profession and a commitment to providing exceptional patient care.

Shortly thereafter, Goldberg was again honored as an associate fellow of the American Academy of Implant Dentistry in October. He is one of 376 dentists to achieve this level of certification and is one of the leading experts in implant care. To qualify for this award, he was required to complete 300 hours of post-doctoral instruction in implant dentistry and subject himself to an examination conducted by an expert panel of implant dentists, which included a written examination, a series of oral examinations and defense of



Photo by Claire Sheprow/NJH

Dr. Ira Goldberg practices general and cosmetic dentistry at Valley Dental Associates and the Tri-State Center for Implant and Cosmetic Dentistry on Route 94 in Hamburg.

three implant cases that he had completed. The exam measured Goldberg's clinical proficiency in surgical and prosthetic dental implant techniques, in-depth knowledge of dental implants and a commitment to excellence in ethics and patient welfare.

After working with other dentists, Dr. Goldberg decided to open his own practice in Hamburg when he spent time in Sussex County helping a friend build a house. "I really liked the area and when the building became available, the fit and location were perfect," he said. Goldberg moved to Vernon and opened Valley Dental Associates on Route 94 in Hamburg in 1997.

With "one stop," Goldberg can do both oral surgery and the general dentistry required after it. "I even do bone grafting if necessary."

Although he accepts many insurances, most cosmetic and implant therapy is not covered, and the costs reach well above the insurance maximums. "Excellent

financing is available, however," he said.

Goldberg made a business decision last year to incorporate. "Because I'm developing a reputation for implant and cosmetic dentistry, and patients are traveling from places as far as Pennsylvania and New York, we chose 'The Tri-State Center for Implant & Cosmetic Dentistry, PC.' We are even starting to see an influx of patients traveling up from Morris County. Isn't it nice to see a change of pace from patients traditionally traveling down to Morris? Of course, we still provide traditional family care," Goldberg said.

Goldberg continues to study implants, cosmetics and occlusion (how teeth, the jaw joints and muscles all work together harmoniously) under some of the biggest names in the world. Every year, he takes multiple hours of continuing education.

"When I became interested in implants, I quickly realized how important occlusion is to their long-term success.

See DENTIST, Back Page

Dentist

Because most people who require implants already have a compromised occlusion, I began to learn as much as possible about it," he said.

"The latest curriculum I participated in is called 'Functional Esthetics.' It is a perfect name to reflect how form follows function. This means that when you respect how the jaw joints, muscles, and teeth all work together, you can create beautiful smiles that are comfortable, and last a long time.

"What makes my practice unique with respect to implants is that patients rarely need to travel to other specialists for their care. Many general dentists restore implants, which means they will put crowns or dentures on top of implants, but the implants themselves are traditionally placed

by an oral surgeon or periodontist. Not only do I place and restore the implants myself, but I also bone graft (add bone to deficient regions), if necessary. For lack of a better term, you can call it 'one stop-shopping,'" Goldberg said.

Goldberg is located in Hamburg on Route 94, just north of the intersection of routes 23 and 94. He purchased and renovated a building in order to provide his patients with modernized dentistry in a comfortable setting. When you walk into the reception room, the décor makes you feel like you're in your living room, with a TV, a plush carpet, comfortable chairs and lots of daylight.

Goldberg has several full- and part-time employees who are as dedicated to his practice as he is and a Web site that shows some before-and-after pictures of his work.

The Web site is www.valleydentalassoc.com. The telephone number is (973) 209-6252.