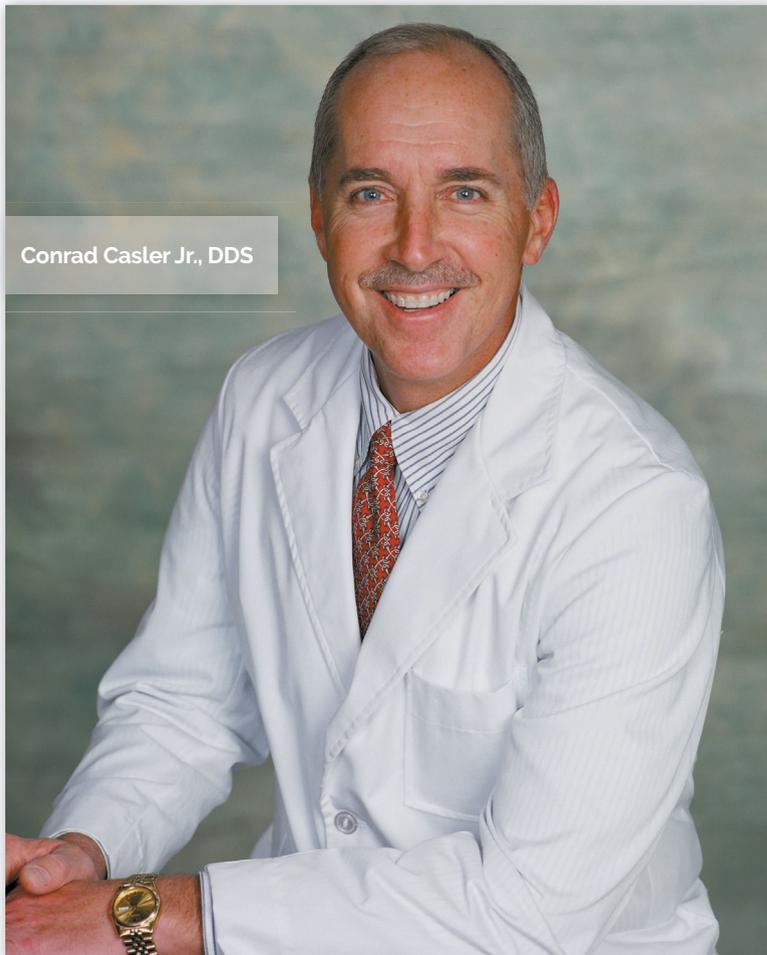


TULSA + HEALTHCARE PROFILES

Dentistry by the Golden Rule

At Casler Dental Group, every patient deserves muffins, Ferraris, and, above all, respect.



Conrad Casler Jr., DDS

When Dr. Conrad Casler Jr. was in high school, his dentist invited him to join his practice as an assistant. Dr. Casler agreed and quickly discovered his calling. "I liked interacting with so many people," he remembers. "I was drawn to the idea of making my practice what I wanted it to be. I could treat people the way I wanted to be treated—with respect."

In 1984, two years after graduating from the State University of New York at Buffalo School of Dental Medicine, Dr. Casler opened Casler Dental Group in Tulsa, Oklahoma. He's been there ever since, performing elective, mainstream, and emergency treatments to help build trusting relationships with patients. A 4.9 out of 5 Google rating confirms that Dr. Casler is successfully running his patient-driven practice. "I'm doing for patients what I'd want done for me," he says.

Trusting Words and Actions

Dr. Casler understands that dental appointments can be an anxiety-inducing experience, so he works hard to earn his patients' trust. That means explaining treatment plans in simple language. "We don't say, 'I'm doing a DO on 15.' Instead,

it's, 'We're going to place a filling that covers two surfaces of the uppermost tooth on your upper back left,'" he says.

When it comes to getting an area numb, Dr. Casler says, "I 'place my anesthetic,' or I 'give that tooth medication so it sleeps,'" he says. "My technique makes it so that 98% of people don't feel a thing." Every evening, Dr. Casler calls patients who received an injection that day to see if they have questions about their procedure. "It only takes five minutes to call everyone, but those are some of the most important minutes of my day."

Dr. Casler enjoys spoiling his patients. People who drive from afar receive a \$10 gift card to a local convenience store. "They passed a lot of dentists to get here, so let's help them with their gas," he reasons. When a longtime patient demanded a pumpkin muffin at her next appointment, Dr. Casler took note. Six months later, she was back in the office, asking for her muffin. Dr. Casler whipped out a bag with a muffin inside. She was delighted. Because Dr. Casler had provided her with her desired muffin, she asked him for a red Ferrari. The next visit, he presented her with a Matchbox version of her desired car.



Upper teeth whitened by Dr. Casler

Recently, Dr. Casler undertook an experiment for his patients' benefit. He used the KöR Whitening system, available at his office, on just his upper teeth. The contrast between the upper whitened teeth and the untreated lower teeth was incredible and helped patients visualize the treatment's effectiveness. His practice performs a fair share of cosmetic procedures, and Dr. Casler insists that all dental work should look aesthetic and natural. "I want anything we do in the mouth to be aesthetically pleasing," he says.

Knowing that cost and pain can be barriers for those seeking confidence-boosting transformations, his office offers financing and flexible treatment plans. "Personal relationships are important to me," he says. "We do whatever we can to make people happy."



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