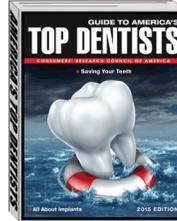


ISLAND PARADISE Dental

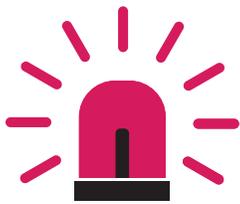


**ROBERT. J.
ABBIATI, DDS**

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Marco dentist is all smiles

By **John Osborne** Daily News Correspondent; 239-435-3435

A Marco Island dentist is cleaning up on the awards circuit at the same time he's cleaning teeth.

But that's certainly not the only job Dr. Robert Abbiati performs when it comes to polishing his clients' pearly whites.

"I offer a full dentistry service - crowns, bridges, cleanings, periodontal, implants, implant restoration, full and partial cosmetic dentures and I also see kids," said Abbiati, who last month was named an American Top Dentist by the appropriately named "Guide to America's Top Dentists."

"There's very little I can't handle."

Except, perhaps, for finding enough wall space to accommodate the slew of plaques coming his way. Unfortunate homonym aside, in 2012, Abbiati also received an Academy of General Dentistry Award, another top prize in his field that his employees and clients said was equally well deserved.

"I've been in this field for 40

years, and this is hands-down the best office I've ever worked in," said front office manager Patty Sandoval, a California native who has been with Island Paradise Dental since October.

Abbiati's clients said there's good reason for that.

"Dr. Abbiati and his assistant, Luna Johnson, who is very knowledgeable and so kind-hearted, both treat you with special gentleness and skill," said patient Pamela Shudes, who credits Abbiati with diagnosing an oral infection that could have otherwise traveled to her brain and caused serious health issues. "And Patty, with so many other special skills, is efficient, friendly and fun. Island Paradise Dental is certainly the appropriate name."

Client Suellen Keeran of Naples also lavished praise on Abbiati and his employees.

"His abilities and experience are extensive, and along with his people skills, that makes him awesome," she said. "He handpicked his entire staff and they, like him, are warm and friendly. Marco Island is very lucky to have him, and personally, I'm very proud to call Dr. Abbiati my dentist and my friend."

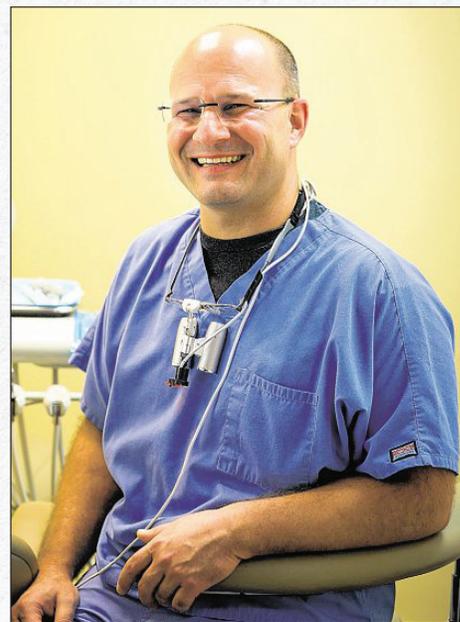
Though Abbiati's nominal office hours are 8 a.m. to 5 p.m. Monday through Friday, he said his workday usually stretches longer than that because of the same-day guarantee he offers.

"The difference with my business is that we will get you in today, regardless of how busy we are," said Abbiati, a University of Southern

California School Dentistry grad who worked as an emergency trauma dentist specializing in low-income patients in such places as the Bronx, South Central Los Angeles, Guatemala and Belize. "Even if your neighbor has a problem and I've never met them before, I will get them in. I put urgency on your dental care."

Abbiati said he also offers a professional whitening service for just \$99, a price point he chose in an effort to be the cheapest around.

"It's a 30-minute, in-office treatment under the care of a dentist that comes with six weeks of take-home product for less than what they do it for



DAVID ALBERS/STAFF (2)

point of contact with patients because I didn't want the kiosks beating us."

Abbiati said he would like to expand his services even further in the future, but first he needs to find the space.

"I'm looking to grow substantially over the next two

“ I called around to make sure I was the low-cost provider in Southwest Florida. I don't do it as a revenue generator, I do it as a courtesy and a point of contact with patients because I didn't want the kiosks beating us.”

Dr. Robert Abbiati, on his strategy for pricing professional tooth whitening at \$99

at some of those mall kiosks," he said. "I called around to make sure I was the low-cost provider in Southwest Florida. I don't do it as a revenue generator, I do it as a courtesy and a

years, with an in-house endodontist and additional hygienists, but to do that I need more square footage and it's really hard to find commercial real estate in Marco Island," he said.

Island Paradise Dental is located at 1120 N. Collier Blvd., Marco Island. For more information, call 239-642-3233 or see www.islandparadisedental.com.

