

Under one roof

Southwest Dental Group patterns family practice after how families practice

A busy mom needs to have a tooth filled. Her son needs his braces adjusted, and her husband needs a root canal. For some families, just fitting these appointments into their schedules would be a challenge. Southwest Dental Group (SWDG) has developed a system to alleviate those, and other concerns.

In its effort to make dental care available and affordable to as many families as possible, the general and multi-specialty practice, which opened its doors in 1973, has expanded to neighborhoods Valley wide. Now, in addition to its original Tempe locations, Southwest Dental Group has offices in Mesa, Chandler, Scottsdale and Peoria, with plans to continue expanding. Hours are set to accommodate early morning, evening and Saturday appointments.

"With 60 professionals, from general dentists to specialists and hygienists, we are prepared to handle all age groups with whatever dental services they need," explains SWDG's District Manager, Rima Urban-Tarango. "We had to think outside the norm in order to accomplish our goal to provide the most advanced dentistry techniques to the broadest patient base possible," adds Urban-Tarango. "We've worked hard, and what we now have is a very sophisticated way to offer full-service dentistry."

A one-stop-shop

Each SWDG location is structured just like the families it serves, with every professional playing a specific role. Each office provides general dentistry, hygiene and specialties such as, orthodontics, endodontics, periodontics, oral surgery, cosmetic dentistry and more. "It's a one-stop-shop," says Urban-Tarango. "Instead of driving

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across town to various specialists, patients just walk down the hall." Communication among professionals is therefore simplified.

Furthering convenience, Southwest Dental offers its own discount dental plan. "It's another way we keep our practice efficient," adds Urban-Tarango.



JOHN HARRIS/THE ARIZONA REPUBLIC

Rima Urban-Tarango, District Manager

The tender touch

Though Southwest Dental runs like a well-oiled machine, staff members are trained to be sensitive to patients' needs, from time constraints to fears and pre-conceived notions. "We constantly evaluate how we can better serve patients," says Urban-Tarango. "Our top priority is to make them feel well taken care of."

One way to ensure that patients are welcomed into pleasant surroundings by smiling employees is to blend challenges with growth opportunities. Now a 15-year employee, Urban-Tarango has risen through the ranks from patient service representative to her current role as district manager. "Southwest Dental Group has a mindset of growth, not just of the company, but its people, too."

SWDG prides itself on its long-term relationships with patients and employees. "It's not just about the first visit or first job with us," says Urban-Tarango. "It's about the lifelong relationships we build." ■

For More Information

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