

Cornerstone Dentistry

A Personalized Approach to the Perfect Smile

By Joyce Sunila



Dr. Nazeri's boutique practice ensures that every patient receives the time and attention they need. Doug Borisch pictured above.

At Cornerstone Dentistry on the corner of Portola and Country Club Drive, Dr. Allen Yekta Nazeri and his team provide “extreme smile makeovers.” They turn snaggle-toothed grins into supermodel smiles, in just a few short visits.

But that isn't all. They also offer a full range of dental services from root canals to bone grafts and implants — just like you'd find at the best dental clinics — with an expertise they'll match against any other dental practitioner's here in the valley or elsewhere.

Oh, and a footnote: when people finish up their appointments, they feel like they've just spent a day at the Ritz-Carlton spa.

How is this possible?

“I call it concierge health care,” says Dr. Nazeri. “This is the trend in the health field now. The emphasis is on providing an experience that makes the patient want to come back.”

To do this, Dr. Nazeri first committed himself to running a boutique operation. He sees only 1,000 patients, one third the number of most dental practices. “The quality of work is affected when volume is too high,” he says.

Seeing only five or six patients a day, he gives them his total attention when they are there. “I spend a lot of time with my patients so they feel like they've really been attended to. It's a way of going back to the good old days — the family doctor who knows who you are. That's part of the experience.”



Cornerstone's staff trains dentistry professionals nationwide on advances in cosmetic practices and procedures. Back row from left to right: Mercedes Castro, Dr. Allen Nazeri, Clarissa Estrada. Front row left to right: Shannon Collins, June Pariano.

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It's also sound dentistry. “The standard has been raised so high by porcelain veneers and other advances in cosmetic dentistry,” he reasons, “that a responsible dentist really should be working more slowly and carefully now. Whatever service you are providing, you need to keep an eye for the cosmetic procedure that will come at the end. You can't do that when you are rushing from patient to patient.”

Next he studied five-star hotels to find out how to design his office. “We copied the music, the smells, the lighting — our goal was to do what professionals do when they pamper their guests.” The result is a luxurious ambiance that makes the old-fashioned fear of visiting the dentist a thing of the past.

Dr. Nazeri is a graduate of Creighton University Dental School in Omaha, Nebraska. For the past 15 years, Dr. Nazeri has attended more than 1,000 hours of advanced postgraduate training in the different areas of dentistry. He is among a few dentist worldwide who has undergone intensive training in the

field of cosmetic dentistry both at the prestigious Las Vegas Institute as well as UCSF School of Dentistry.

He and his entire staff travel to Florida once a month to train other dentists in cosmetic dentistry practices.

Dr. Nazeri admits he charges more than most dentists, but he feels the results he offers justify the expense. “People say that having a nice set of teeth and a beautiful smile makes them feel younger. It gives them a confident feeling, like driving a Mercedes. Not all of my patients are wealthy. They are ordinary working people who like giving themselves the best.” The point isn't the price, it's the excellence. “I would rather apologize for the price than for the quality of my work.”

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74-000 Country Club Drive, Suite E3
Palm Desert, CA 92260
(760) 674-0303
www.cornerstonedentistry.com