

# It's Personal

BY SUZANNA PALMER



Dr. Kincer with his patients.  
PHOTO BY JENNIFER HARRIS.

Back when Dallas Highway was just a two-lane road, before The Avenue came with its glittering stores and West Cobb became a destination, a young orthodontist and his wife hung the shingle on their new office. Their goal was as uncluttered as their surroundings: Be authentically warm and offer the best care possible, and patients will come. This simple Field-of-Dreams vision struck a chord with the community, and now – three decades later – Kincer Orthodontics remains one of the most trusted practices in the area.

A lot has changed with founder Dr. William Russell Kincer since the practice's inception. Dr. Kincer and his wife, Susan, have raised their three children (the youngest is in twelfth grade at Brookwood Christian School), and they've had the privilege of watching patients grow up and – in several rewarding cases – bring back their own children for care. Technology has advanced as well, and Dr. Kincer has remained a forerunner of the latest advancements, transforming orthodontia into a high-tech field.

But then, there is also a lot that hasn't changed. Namely: Dr. Kincer still sees each patient himself. This is a big differentiator in a field that has become dominated by a bigger-is-better numbers game. Dr. Kincer dismisses that notion, saying, "We have never worried about playing the numbers game, squeezing in patients who are seen primarily by assistants. I'm the one whom each patient still sees."

The upsides of this refreshing take are that he's the proud recipient of many doodles and drawings from his thankful young patients, and he's pretty much become a Minecraft aficionado. "We set out from the start to offer a very personalized, one-on-one practice," he says. "A lot has changed around us since we first opened our doors, but that commitment never will."

## HOW YOUNG IS TOO YOUNG?

*The American Association of Orthodontists recommends that children have a check-up no later than age 7. "In the not-too-distant past, people didn't think they needed to come to the orthodontist until all their permanent teeth were erupted, but we now know we can avoid so many issues if we see a patient before the teenage years," says Dr. Kincer.*

*Delayed care can result in a higher incidence of tooth extraction, a permanently "off" bite, an increased number of cavities, and – the killer – longer (i.e. more costly) treatments. Added bonus: A beautiful smile can bolster self-image during those pesky pre-teen years. That was the insight given by Ann Boss, a dental hygienist and mom of Lexi, one of Dr. Kincer's patients. Lexi was 12 when she had braces put on by Dr. Kincer, and when they came off two years later, "her self confidence just blossomed," says Ann. "She began smiling so much more."*

*Initial consultations are complimentary. "When young patients come in for their initial visit, we are often able to say they're fine for now, but to check back in a year," says Dr. Kincer. "It's always better to go ahead and come in, just to make sure."*

SOURCE | Kincer Orthodontics.  
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