



Colin Morton, DDS

Progressive Dentistry

Success Magazine: What does success mean to you?

Colin Morton: It means following my true passions without compromising my principles, and I measure it by the satisfaction of my patients and the respect of my colleagues.

“ Being able to restore self-confidence in someone who is embarrassed about their smile is very powerful. ”

SM: You are the fourth generation in dentistry. When did you decide that you wanted to follow in your family's footsteps?

CM: Very early on. I lived with my grandparents for a year in kindergarten when my dad was in his first year of dental school. They had their dental lab built in the basement and I helped out sweeping the counters for a quarter and playing with teeth in wax (which my grandmother said I was pretty good at setting). I did a career report in 7th grade on dentistry and cut out pictures from my dad's journals and asked him how he helped people. So from very early on, the interest was there.

SM: Where did you go to school?

CM: I started out when I was 17 at RPI in engineering like my father, but decided that it was too technical and not enough about people. I switched to SUNY Albany and received a degree in psychology which ultimately helped me with the emotional aspects of dentistry. Then I attended top ten SUNY Buffalo for dental school. I followed with a residency at St. Peter's Hospital to hone my skills before private practice. Since then, I have attended over 600 hours of continuing education, focusing on implants and cosmetics to become a progressive dentist.

SM: I see you term your dentistry as progressive, what does this mean?

CM: I coined the term with a business coach because general, cosmetic, or implant dentistry didn't adequately describe what I practice. Progressive dentistry is the proactive philosophy to strive to the highest level of care available with modern materials and techniques, in a pain and anxiety free manner to promote life long dental health and beauty.

SM: What is your goal when you go to work everyday?

CM: My goal is to use my gifts and talents to help people who can't help themselves, and to do it with genuine concern and empathy.

SM: I hear that you have an interesting collection of family dental antiques. What are some of the items that you own?

CM: My great grandfather designed and built a dental articulator in his basement. It helps dental labs make dentures and crowns. I have his framed U.S. patent and two handmade prototypes, and the finished version that he sold to labs. I also have an assortment of dental lab tools from my grandfather and a hand hammered gold denture that is over a hundred years old that I proudly display.

SM: What is the most rewarding aspect of being a dentist?

CM: The most rewarding aspect is changing my patients' lives for the better. Being able to restore self-confidence in someone who is embarrassed about their smile is very powerful. Boosting their self-esteem through the artistic side of dentistry and seeing tears of joy when they look at their new smile is very satisfying.

SM: You have a state of the art facility on a picturesque setting. How does the location contribute to the overall experience for your clients?

CM: I have a very relaxing environment to help keep the mood calm and I get many compliments on our bird sanctuary that the patients look out onto. My location is geographically easy for my patients to get to being only 1/4 mile off the Northway.

SM: What are the keys to your success?

CM: My success is due to the support of my wife and father and the team of great individuals that truly care about helping people and the reputation of the practice.

SM: Who can benefit from cosmetic dentistry?

CM: Everybody! Looking good is a constant effort, whether you are interviewing for a new job, getting married or replacing a worn out smile.

SM: From what I understand, you truly want to create a pleasant experience for your clients. What are some of the ways that you achieve this goal?

CM: Anxiety is very common in dentistry and I want my patients to know that they are in control of what happens. I do dentistry "with" them and not "to" them. Progressive dentistry is a cooperative and safe experience.

SM: What are some of the most popular procedures that you do in your office?

CM: I focus on progressive dentistry, changing old silver fillings and metal crowns to tooth colored restorations and ceramic crowns to improve the looks and longevity of my patients' teeth. Dental implants are quickly replacing bridgework as the top solution for replacing missing teeth, and teeth whitening remains popular.

SM: How has the industry changed over the years and where do you see it going in the future?

CM: It has evolved from need-based to more want-based procedures. The days of removing all your teeth for dentures are hopefully over and now we can focus on keeping teeth healthy and looking great! The future certainly involves technology like digitizing impressions, lasers, and genetically engineered tissue replacement.

SM: What is the most challenging aspect of your job?

CM: The real challenge is balancing the technical aspects with the emotional

CM: Yes, two sons ages 2 and 3. My wife, Nancy, is also a dentist who co-owns her pediatric dental practice, so the boys each have a place if they so choose. I plan on letting them follow their passions as we did, wherever that may take them. If it is dentistry then I will be proud to have a fifth generation on my side and a third generation on my wife's side. She has her own legacy as her grandfather, aunt, and uncle are in dentistry too!

SM: I see that giving back is important to you. In what ways do you give back?

CM: I have participated in The Smiles for Life Campaign that has supported Double H Hole in the Woods Camp, Juvenile Diabetes Research Foundation, National Juvenile Kidney Foundation and Albany Autism Society. In the past 7 years, my office has helped raise over \$49,000. I also support public TV by donating a smile makeover every year as a premiere item on the WMHT Great TV Auction. I am very fortunate to be able to give back, especially to children in need.

SM: What one thing would you like potential clients to know about your dental practice?

CM: I offer progressive dentistry that can be truly life changing, but the one thing I am most proud of is the quality relationships that my team and I build with our patients in order to know them as individuals and treat them like family.

SM: Describe yourself in one word.


CM: Meticulous.



aspects of dentistry. Every patient is unique with fears, past experiences, expectations and hope that they will be taken care of. I strive to make them happy on all levels.

SM: Do you have any children that may carry on the family legacy of progressive dentistry?





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At the practice of cosmetic dentist Colin Morton in Clifton Park we focus on progressive dentistry for exceptional, natural-looking results. We know that healthy, beautiful teeth can boost your confidence in social and business settings and can give you a sense of well-being.

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