

Urgent Dental Care filling a treatment void

First there was urgent care for acute medical issues. Now there is urgent care for dental emergencies.

Urgent Dental Care launched in June of 2018 and, having established a firmer foothold as

a solution to pressing teeth issues, is looking at possible expansion to other markets.

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said David Torpey, a partner in the business. "We're looking to alleviate some of the stress that's on emergency rooms and urgent cares from people coming in with tooth pain and dental problems."

Dr. Thomas Sansone and a staff of dentists provide emergency care at the clinic, which operates seven days a week and can see patients, by appointment, any time between 9 a.m. and 9 p.m., Torpey said.

The preference is for people to call for an appointment, and the phone (585-729-7777) is staffed 24 hours a day, but walk-ins will be accommodated if possible.

"Typically we can get someone in within a couple hours," he said.

The appointment procedure has been especially important during the COVID-19 pandemic.

"Having a waiting room full of people was not going to work," Torpey said.

Sansone has been practicing dentistry for 25 years and operates his own practice in Greece. His family has been in dentistry since 1958.

He recognized the gap in treatment options, however, and partnered with Torpey to open the urgent care at 1740 Culver Rd. in Rochester.

"This is a collaborative win-win-win," Sansone said. "Patients appreciate someone seeing them right away. Dentists appreciate us working with them to support their patients, and the emergency rooms can focus on what they need to."

Urgent Dental Care isn't about growing a private practice, either. The concept is based on providing an immediate remedy for an issue and then having follow-up treatment completed by the patient's pri-



Photo provided

Dr. Thomas Sansone (pictured) partnered with David Torpey to create Urgent Dental Care in 2018 to treat patients with acute dental issues. The clinic is open seven days a week and sees patients by appointment from 9 a.m. to 9 p.m.

mary dentist.

"We're looking to be a collaborator; we're not in competition with them," Torpey said. "Some of the corporate firms, they might be looking to add you or your family to their business. But the independent dentists don't need to worry about competing with us. With us, we're looking to get you back to your primary dentist."

"We get you out of pain, get you diagnosed and get you back to your dentist."

Urgent Dental Care averages about 225

patients a month, with typical cases involving a chipped tooth, painful cavities and displaced crowns, Torpey said.

"We're not cosmetic dentistry, we're not looking to rebuild your implants," he said. "If you're going to a wedding and you need your teeth whitened, that's not us."

"But when tooth pain is really severe, you need treatment, and a lot of times your dentist isn't available. They're only open certain days and certain hours or

they're booked and they can't always get you in the same day. Getting you seen the same day allows you to at least know what's going on."

For now the Culver Road location is enough for the market, Torpey said. They could look to the west side if business warranted local expansion. But Buffalo is a near-future option, along with other upstate locations.

koklobzija@bridgetowermedia.com / (585) 653-4020