

Practice Spotlight- July 2010

The Northeast Pennsylvania Business Journal recently recognized Dr. Joyce A. Perih, D.D.S., M.S., a uniquely compassionate orthodontist in Scranton, Pa., as one of the Top 25 Women in Business. Dr. Perih strives to educate her patients by thoroughly explaining their diagnosis and treatment options, thus building a successful practice and making it fun for her patients along the way...



The Northeast Pennsylvania Business Journal recently recognized Dr. Joyce A. Perih, D.D.S, M.S., a uniquely compassionate orthodontist in Scranton, PA, as one of the Top 25 Women in Business. Dr. Perih strives to educate her patients by thoroughly explaining their diagnosis and treatment options, thus building a successful practice and making it fun for her patients along the way. Not only is she currently a practicing orthodontist, but Dr. Perih also serves as an adjunct assistant professor of Graduate Orthodontics at the University of Pennsylvania School of Dental Medicine and serves craniofacial and cleft palate patients from Children's Hospital of Philadelphia. Working with some of the most renowned plastic surgeons in the world, Dr. Perih is energized by these key relationships. Dr. Perih also hosts numerous pre-dental and medical administration interns from area colleges and universities in her downtown office.

Dr. Perih originally wanted to be a great family dentist. She remembered from her own experience as a dental patient wanting to know what the dentist was actually doing in her mouth and why. This motivated her to explain things to her patients so they would feel confident and trusting of the procedures they were undergoing.

"I have always been very interested in each patient as their own unique person with individual factors that influence their unique orthodontic problems and potential solutions," explained Dr. Perih. "My main objective is for my patients to leave my office feeling confident, well treated and with a great looking smile that has the potential to last a lifetime."

With five private operatories in her office, Dr. Perih currently serves approximately 600 patients. She is able to be with her patients one-on-one at each visit to discuss their treatment, progress and personal interests. Dr. Perih recently acquired a KODAK 9000C 3D Panoramic and Cephalometric System to use in her practice, which she says has re-energized and changed her practice completely.

"The KODAK 9000C 3D System provides me with detailed images and anatomical views that offer advanced diagnostic results," she said. "The system also offers improved

communication from one practitioner to another, making it easy for me to communicate with a doctor down the block or miles away. Sending scans, X-rays, photos, and treatment plans to another dentist or specialist for review and discussion takes only minutes.”

Dr. Joyce A. Perih Orthodontics provides patients with an informational and interactive Website that teaches patients about orthodontics, Braces, and offers fun games and activities, like Brace Painter that allows patients to experiment with what color braces they want before going to their next appointment.

Dr. Perih’s practice also offers fun incentives and programs for its patients. The practice developed the Ortho dollar incentive program to encourage patients to care for their appliances without constant reminders from the orthodontic team or their parents. This program rewards patients for such things as exhibiting good oral hygiene, elastic wear, night appliance cooperation or any other positive behavior toward treatment.

Every year, Dr. Perih’s practice also uses ORTHOTRAC Practice Management Software to generate lists of patients ages 17-19 who should be nearing high school graduation. The office then sends out a flier requesting that these patients submit one of their senior pictures to show off their smiles, post around the office and be entered in a drawing for one boy and one girl graduate to win a free, in-office bleaching session or \$200 towards books for college. In the last year two years, Dr. Perih has had five graduating patients receive the senior superlative for “Best Smile!”

About Dr. Joyce A. Perih, D.D.S., M.S.

An honors graduate with a B.S. in Biology from the University of Scranton, Dr. Perih is a native of Scranton. She earned her doctorate in Dental Surgery and her M.S. degree in Oral Biology from Case Western Reserve University School of Dentistry. She received a graduate certificate in orthodontics from the University of Pennsylvania.

Dr. Perih has operated a private practice since 1985. After teaching on the faculty at Case Western Reserve University, Dr. Perih served as Clinical Director for the department of Orthodontics at the University of Pennsylvania. She currently holds a faculty position there as Assistant Clinical Professor. The recipient of a number of academic awards and research grants, Dr. Perih has authored original papers and abstracts for publication. She is a member of the American Dental Association, American Association of Orthodontics and the Pennsylvania Dental Association.

Dr. Perih is married to Dr. James Stefanelli and has four children, Michael, Michelle, Julia and Peter. With the loss of their young daughter Simone from a heart tumor, Dr. Perih and her husband have a large endowment fund with the Make-A-Wish Foundation. She is also involved with local civic activities and sponsors patient involvement in the arts, as well as cultural and sports activities.
