

# Company keeps dental work 'friendly'

Jennifer LaRue 12 a.m. EST January 22, 2016



(Photo: Matthew Berry/Eagle-Gazette)

LANCASTER - Nearly 35 years and 25,000 patients later, Dr. Bruce Baker still enjoys "working backwards, with a mirror, upside down, in a dark, wet environment."

Dentistry, he says, enables him to blend science and art, to enhance a smile. And, he's saving lives. He and his colleagues at Friendly Dental, Drs. Robert and Jessica McDavid, note that dental caries (cavities) is the number one disease in the world.

"It's mostly preventable," Baker said. Gum disease and oral bacteria are linked to other diseases. And yet, Baker says, half of people do not have a dentist.

Friendly Dental Care has been nominated for the Lancaster-Fairfield County Chamber of Commerce's Small Business of the Year.

Following four years serving with other dentists in the United States Army, Baker opened his practice on Sixth Avenue across from Lanreco Park, and has expanded at his current Broad Street location to utilize the latest technology and accommodate a staff of 20.

Baker likes change and challenge. Baker and the McDavids embrace the efficiency and cost-effectiveness of technology in digital X-rays, with 90 percent less radiation than traditional X-rays; three-dimensional CT, cone beam scanners as used in hospitals (also used in cavity detection); soft tissue lasers to eliminate scalpels and reduce pain and infection; and NuCalm and other sedation options for patient procedures.

"Conscious sedation has become more mainstream," Robert McDavid notes. "Every day people say 'I don't like being here.'"

With sedation, all work can be completed safely in a single appointment. In addition to general dentistry, Friendly Dental offers dental implants, adult cosmetic braces and other cosmetic options, Invisalign, Six Month Smiles and Zoom Teeth Whitening.

Their participation in Sunrise Dental Solutions, a consulting group, led to an invitation to film several segments on the intra oral camera, the laser and more for "The Wellness Hour," produced in California (to view, visit [www.friendlydental.com](http://www.friendlydental.com) or YouTube). Friendly Dental also received two consecutive awards for outstanding growth from the group.

Baker and Robert McDavid were destined for medicine during their youth.

"My third grade teacher told Mother that we had a dentist in the family and in the classroom," Baker said. McDavid noticed a fear of going to the dentist among his family members and after observing many physicians, chose dentistry for the patient interaction.

McDavid appreciates his five years practicing dentistry with Baker.

"His energy and work ethic inspire me. And I'm always looking for an edge in making it better for patients."

For Baker, "It's not just fixing teeth; we're changing lives, changing the quality of life, making [patients] feel better and look better."

Read or Share this story: <http://ohne.ws/1RCENce>