Northern Shores Elevating the Dental Experience

By Jon Becker
Hearst Community Spotlight

Northern Shores Dental Group, an Interlochen-based practice led by owner Dr. Trevor Kay, has been putting smiles on patients' faces at unprecedented rates since opening in April of 2021.

Overcoming the challenges of launching a business during the peak of the pandemic, the dental practice, with its patient-centric approach and talented team of highly accomplished professionals, has been recognized as one of the fastest growing practices–not only statewide but in the country.

Serving patients of all ages, ranging from one-year-olds to those in their 90s and beyond, Northern Shores Dental has the distinct advantage of being able to offer some of the latest and greatest technologies the dentistry industry has to offer.

"This allows us to provide patients with more comfortable experiences and more precise outcomes," says Dr. Kay.

Yet, as Dr. Kay explains, technical proficiency, while important, is only a piece of the Northern Shores success story. Its explosive growth is a testament to Dr. Kay and his team's commitment to remaining true to their ideals. They are willing to operate differently and independently in a time of sweeping changes in the dental industry. If it's in the best interest of the patients, rest assured that Northern Shores will sink its teeth into finding a way to make it happen.

"Dentistry is going through a period of consolidation to create large group practices," Kay notes. "Each year one in three offices are purchased and then become corporate owned. This is profit-driven healthcare. Profit and people's health run counter to each other. Our office remains 100% private-owned with the focus remaining on patient care and not profit."

A hot topic in Traverse City, Kay says, is the fact that many dental offices began rejecting insurance about a year ago. That's not the case at Northern Shores.

"What we offer is a huge benefit to the community," he says. "When we accept insurance, patients and small families are receiving the highest quality of dental care at a fair price. We see a lot of retired teachers and medical community patients. We feel like people are getting a great quality of care."

Recognizing that many people have had bad experiences at a dentist's office, Northern Shores goes to great lengths to create a comfortable and trusting doctor-patient relationship. For instance, they recently renovated their office to create a bright and clean modern atmosphere that helps put patients' minds at ease as soon they walk through the door.

"We approach all of our patients with the assumption they likely have had a bad experience with a dentist as a child or more recently as an adult," Kay says. "Many people come to us with anxiety. There are things we do to alleviate this, like slowing down and explaining things well, making procedures as painless as possible."

The advanced procedures Northern Shores specializes in include prosthodontics, advanced reconstruction, cosmetic dental procedures and veneers. At age 34, Dr. Kay has already successfully completed more advanced education courses than many dentists do over the course of an entire career. He has established himself as a leading local expert on cosmetics, Temporomandibular Joint (TMJ) disease, and implant-related prosthetics.

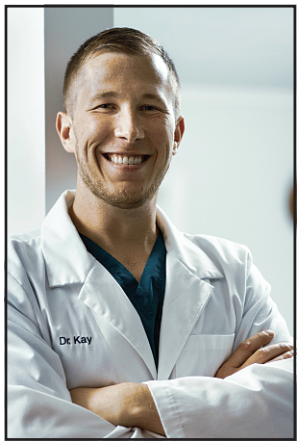
The father of 3, including a newborn, is not content to rest on his laurels. He now has his sights set on becoming the youngest Pankey Scholar Dentist in the world. It's an exclusive club, numbering fewer than 100 members.

"Our entire team works very hard to perfect the patient experience," Kay says. "We want people to leave with a renewed trust in the dentist. Our reviews, testimonials, and results speak volumes about our mission to elevate dentistry from a fear-inducing experience into one that fosters comfort and lasting relationships."

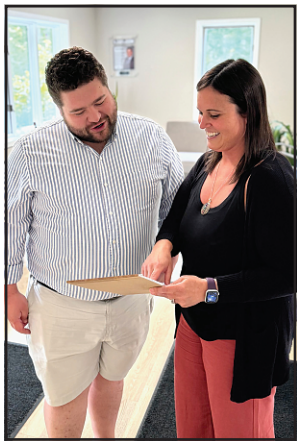
Dr. Kay grew up in Metro Detroit and after graduating from the University of Detroit Mercy School of Dentistry could have opened a practice anywhere. He chose Interlochen.

"Rural areas are typically underserved," Kay says. " There are not a ton of practices west and south of Traverse City. There are more people than providers and several local dentists were retiring, exacerbating the largely underserved region. It was a smart move to setup here because of local demographics."

Two other notable dentists, Dr. Danielle Noble, and Dr. Nicholas Ostrander, bring their own special blend of skills and pedigree to the office. Noble finished No. 1 in her 2017 University of Michigan dental class and is a shining example of how females are increasingly making their marks in a historically-dominated male profession.







Dr. Trevor Kay, owner of Northern Shores Dental Group in Interlochen, leads a talented team of professionals that are setting a high standard for local dental care. Kay opened the practice in April of 2021 and has guided it to becoming one of the fastest growing dental offices in the country with its unique blend of innovation, care, skill and community involvement.

"Finishing number one in her dental class at U of M is truly remarkable because this dental school is widely considered the best in the nation, and finishing number one in any dental school is truly an unbelievable accomplishment," Kay says.

Dr. Ostrander is, like Dr. Kay, a Detroit Mercy graduate, but he took a nontraditional path to becoming a dentist. Before entering dental school, he obtained an engineering degree from Michigan State University. Following graduation, he worked downstate with General Motors Corp. for a few years, where he developed a patent. Now firmly established as a dentist at the tender age of 29, "he provides surgical procedures related to dental implants that nobody else in the office provides," Kay says. "He is adept at using some of the most cutting-edge techniques and materials."

There is also a sense of community that permeates Northern Shores Dental Group. Patient Appreciation Days highlighted by Dr. Kay's willingness to provide some $50,000 worth of charitable dental services to those in need in the local community demonstrates their philanthropic generosity.

Northern Shores is the preferred dentist for its neighbor, the world-renowned Interlochen Center for the Arts for which it has provided pro bono care to many of its students over the years.

"We give to many local organizations, such as the Interlochen Library, Lions Club, Interlochen Chamber of Commerce, among others," Kay says. "We try to help where we can to give back to the community that has been so good to us."

It's a challenge to take on new patients, but true to form, "we continue scheduling new patients each month in an effort to serve as many people as we can," he says. "We deliver a true fee-for service VIP quality of care at preferred insurance rates."

This approach translates to patients receiving the highest value possible for their dental care.

Northern Shores Dental Group: Taking a big bite out of dental woes one patient at a time.

Northern Shores Dental Group
northernshoresdental.com