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Dr. Ryan Clancy with wife Jessica

___meet. KYAP

New Facility and Business Name Represent Culmination of Lifelong Goal

Change is in the air for Dr. Ryan Clancy and his Cosmetic & Esthetic Dentistry. And unlike so many changes that other businesses have been experiencing over the past months, this one is for the better. The dental practice where he has been working for more than 15 years is changing its name and changing its location. As of October, look for Dr. Clancy and his team to be known as Divine Smiles and to be working from a much larger facility in Woburn.

The transition to what he refers to as a "dental spa" is the latest stage in a lifelong journey as a dental health provider for Dr. Clancy. "I always wanted to be a dentist," he says, and talks about how he grew up working in his father's gas station (and in fact, continued to work there through his time at Tufts Dental School.) He earned his bachelor's degree in biology from Saint Michael's College in Vermont



and later went on to spend eight years in the Army, including time in Iraq as a member of a mobile surgical dental team delivering frontline care to a wide range of patients.

"I was out there in a Humvee with portable dental equipment, providing care to American soldiers, coalition soldiers, to local Iraqi nationals. To be out in the field right there with this new methodology of forward-deployed medical care, I treated a lot



of pain and infection, often without a translator, and it was a very important experience for me."

Back home, he joined the Cosmetic & Esthetic Dentistry practice in 2004 as an associate. With the same sort of drive that served him so well during his military service, Dr. Clancy worked his way up to become



The Clancy family

a partner in 2010, and ultimately, sole owner in 2013. "I've always felt that my license really isn't a license to practice dentistry but is a license to continue to learn. I have an inherent desire to know more, not because it is required, but in order to do the best I can both for myself and for my patients."

From the beginning, family has played a large part in the journey. Dr. Clancy credits his time working on cars in his father's garage with nurturing his affinity for fixing things and for giving him a platform for solving problems.

. . .

Cosmetic & Esthetic Dentistry is now Divine Smiles! Although our name and branding have changed, our dedication to our patients and creating beautiful, healthy smiles has not. Schedule your next appointment to see how our team at Divine Smiles can transform your life.

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Divine Smiles' new office in Woburn

His mother grew up in Medford and his grandmother lived on the same street as his dentist office. He notes that the WWII Monument on Winthrop Street at the high school has three of his relatives on it. However, he speaks most highly of his wife Jessica, whom he met in college. "I was from the South Shore, she was from the North Shore, and she's been with me all the way through my career. The army deployment was hard on her, all that time I was in the desert." By modeling a good work ethic, Dr. Clancy hopes to convey to their children, who have gone through the local school system, that "you can never know enough, and you should never stop learning."

And through it all, he has also had a certain type of dental practice in mind, one in which there is a deeper connection between the patient and the health care provider. The skills and knowledge that he has gained on the path of his career—the care he provided while in the military, the large volume and high-traffic pace he experienced while working his way up from associate, the non-stop continuing education—have brought Dr. Clancy to the point where he is finally able to transition his business into what he refers to as the practice of his dreams.

"I've been building this practice for a while, creating an environment in which we see fewer patients and do more comprehensive care. We strive to provide high-end customer service, to have that time to listen and to build a relationship. The new dental spa is the culmination of this goal."

Cosmetic & Esthetic Dentistry has always been on the cutting edge of health and safety, with protocols and equipment such as full-helmet filtration for the doctors and staff, treatment areas that are more private, staff training in infection control-the sort of high standards that are not required, but that the practice has in place because it is the right thing to do. Dr. Clancy feels that it helps create a confidence on the part of the staff and the patients, and demonstrates that the office is prepared and ahead of the curve on the best and latest knowledge in the field, such as the connection between oral health and overall body health. And it is this forward-thinking attitude that has allowed them to weather the current pandemic-related environment with relatively little disruption. "One nice compliment for us is that for a lot of patients, their visit with me has been one of their first times venturing

out from their bubble, their first time getting their lives back to normal." He informs them about the COVIDcompliant protocols that are already in place in the office as a day-to-day standard practice. "We don't have a lot of negative energy. We treat quite a few high-anxiety patients and we do a really good job of making them feel at home."

The new location, under the new branding, will only serve to expand and reinforce that attention to detail and safety. "What we've been building toward is actually a good environment for the current situation. It's a larger practice; it has HVAC with HEPA filtration, new equipment, a sterilization center, and it's so much bigger than before to let us provide exceptional care."

It is not just Dr. Clancy's clients who will benefit from the upgrade, either. He anticipates the new facility will help provide for a better family-work balance for those who work there and allow the business to attract and retain exceptional staff. The space will be well suited to accommodate the training and the preparation that Dr. Clancy insists upon in order to have each patient's time there go smoothly. "I'm big on meetings and communication and it helps to provide a flawless, orchestrated workflow."

All in all, the new Divine Smiles dental spa is a physical manifestation of a business model that puts the patient at front and center, allows health care providers to build real relationships with their patients, and is an important member of the community. Dr. Ryan Clancy is rightfully proud of the testimonials he's accumulated over the years and decades, noting that, "Many patients when they decide upon a provider look for straight knowledge. Others look for compassion and someone who listens and cares. I feel as if we provide both, and I feel that is rare."



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