From treating Hollywood celebrities to Royalty in the Gulf

By Dental Tribune MEA/CAPP

Dubai, UAE: Known for treating the likes of Donald Trump, Lea Michele, Uma Thurman and Matt Dillon to name a few, Dr. Michael Apa has now opened his private clinic in Dubai. After spending 6 years as a visiting doctor in the MEA region treating royal families, the Apa Aesthetic Dental & Cosmetic Centre in Jumeirah is already running at full capacity.

Dental Tribune MEA: Dr. Apa, we appreciate the opportunity for this interview. You have been quite active in the Middle East prior to the opening of your new Clinic – Apa Aesthetic Dental & Cosmetic Centre this year in Dubai. Could you elaborate on your experience in the region and the ideas behind starting the clinic in Jumeirah?

Dr. Michael Apa: I have been coming for over 6 years now with a growing demand from patients wanting to be seen. It was the next logical step to open something of my own. Although being a visiting doctor had its simplicities, there is nothing quite like managing your brand with your own clinic. From choosing the staff, doctors, clinic feel and how it is run, it is really the only way.

What separates the Apa Aesthetic Dental & Cosmetic Centre from the hundreds of clinics in Dubai?

Well, that is tough to answer. We have spent a lot of time with design of the clinic, understanding what the patient truly needs, trying to eliminate the feel of “dentistry.” We did the obvious things like create a flow that offers both privacy and a VIP operatory upstairs away from the rest. We put music throughout to drown out the sound of dentistry and create atmosphere but we also put apple TV in every operatory so the patient can listen or watch whatever they would like.

Technically, we have great staff, trained by me and my New York office to give a similar experience in how we handle the patient and dentists who are all dual trained in prosthetics and surgery from New York University. We have the X-Factor of our exclusive in-house lab run by Oral Design Master Ceramist Jason Kim and we have every new piece of digital equipment to help keep us competitive. What separates us? That’s something that our patients will have to tell you.

What treatments does the clinic specialize in treating celebrities across the world?

An International Brand

Dr. Michael Apa has built a brand of himself in the United States of America and is now doing the same in the Middle East. First stepping foot in 2008, Dr. Michael Apa had no idea what was to follow of his journey to the Middle East. With the fast spread of information, he soon found himself treating the Gulf’s most influential individuals including the Royal Family. By recognizing a gap in the patient care in Dubai, the first stages of the treatment plan were digital. Setting up pre-screening appointments where patients entered the existing office in Dubai, have their records taken and scheduling virtual appointments with Dr. Michael in New York City. After the details were finalized, Dr. Apa would make his way to Dubai for the treatment.

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About Dr. Michael Apa

Dr. Michael Apa is an assistant Clinical Professor at the Aesthetic Department in the New York University College of Dentistry and Senior Clinical Director Aesthetic Advantage Continuing Education Program in New York, Palm Beach and London. Dr. Apa lectures nationally (USA) and internationally and is a member of the American Academy of Cosmetic Dentistry, American Dental Association, Academy of General Dentistry and has received the 2007 AADC Cosmetic Dentistry Award for outstanding performance in the first five years of practice. His excellence service to VIPs and Royalty have been rewarded by the award of the American Academy of Hospitality Services Five-Star Diamond Award. Dr. Michael Apa is the owner of Rosenthal-Apa Group in New York City and private owner of the Apa Aesthetic Dental & Cosmetic Centre in Dubai, UAE,

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We are a full service clinic with an accent on aesthetic dentistry. We do hygiene, porcelain fillings, crowns, veneers, implant surgery, grafting, you name it.

With such a busy schedule, how do you stay up to date in the field of dentistry? Are there any courses, conferences and programs which you follow in the region or are they mostly back in the USA?

Fortunately I am also on the lecture circuit, which puts me in at least 10 major conferences a year with top speakers from all over the world. Not only will I watch their lectures, but would be able to collaborate as well as to what everyone is doing. The region has seen you lecture at various events such as the Current Concepts in American Dentistry NYU and the Dental Facial Cosmetic Int'l Conference. What are some of the hot topic concepts which you speak about during your lectures?

I typically speak about facially generated treatment planning and multi-disciplinary aesthetic treatment.

How do you rate the level of dentistry in the Middle East? Do you see areas which need major improvement?

It is unfair for me to say one way or the other because I haven’t seen enough of it to make an opinion, but in today’s world of online education, I see no reason why it should be any different than any other place. The Middle East has every opportunity to be great just like the rest of the world. In fact, I personally have given many lectures in the Middle East over the years.

Dr. Michael Apa, thank you for your time and we Dental Tribune MEA wishes you all the best with your practice in Dubai.

Facial Aesthetic Design (FAD)

Dr. Apa has created the concept of Facial Aesthetic Design (FAD) – a minimally invasive method that is constantly being evolved and taught to other professional dentists across the world. The 465 square metered Apa Aesthetic Dental & Cosmetic Centre in Dubai is one of the first aesthetic dentistry practices featuring a state-of-the-art lab on-site.