

BUSINESS PROFILE

Quality service at core of All in the Family Dental Care

BY PAIGE TAYLOR
THE COAST STAR

Keeping with tradition and providing exceptional care have been paramount to a local dentistry business for decades.

All in the Family Dental Care, located on Route 35 in Wall Township, was established in 1933 and continues to pride itself on premier customer service, a family atmosphere, community involvement and technology ahead of the times.

Owners, operators and brothers John G. "Jack" Campi III, DMD, and Joseph G. "Joe" Campi, DMD, strive to provide exceptional care for their customers, just as it was when the business was born. Many years ago, John Campi Sr., the grandfather of Dr. Joe Campi and Dr. Jack Campi, founded the business in Asbury Park. Since then, the business has stayed — as its namesake suggests — all in the family.

"He [Dr. Campi Sr.] was responsible, among other things, for starting the dental residency program at then Fitkin Hospital — now Jersey Shore [University Medical Center] — and he was also the president of the Monmouth and Ocean County Dental Society," Dr. Jack Campi said. "Then my uncle [Thomas Campi] came in 1969 and they built this building and moved here in 1972, so it's been here ever since."

The business was owned by Dr. Jack Campi and his uncle until he retired around 10 years ago. Since its inception in Asbury Park, the business has seen considerable growth.

"It started out in a little three-operator practice in the medical arts building in Asbury Park," Dr. Jack Campi said.



RYAN MAYER THE COAST STAR

Brothers, owners and operators of All in the Family Dental Care, John G. Campi III, DMD, [left] and Joe G. Campi, DMD, strive for excellence in customer service at their family-owned and operated company based in Wall Township that was founded over 80 years ago.

Dr. Joe Campi said although the business has grown, its core values remain the same as they were in the very beginning.

"It's very important to us to have that feeling for our patients that we are a small practice and that it's my brother and I treating our patients, and we're proud of that," he said. "It feels like a family here, and that's what we try to maintain."

Dr. Jack Campi echoed the sentiment, adding that the family feel is part of the business' overall mission.

MAKING A DENTIST TRIP AN ENJOYABLE EXPERIENCE

The mission of All in the Family Dental Care is to "provide excellence in dentistry with the highest level of service in an enjoyable environment for our patients, staff and doctors."

"We try to have a success-

ful and growing practice that treats entire families at a high level of excellence and we try to maintain that — it's part of our mission," Dr. Jack Campi said.

The brothers agreed that the staff, many of whom have been with the business for a number of years, are a contributing factor to the business' success.

"A big part of the customer service is a properly trained and very competent staff," Dr. Jack Campi said.

Dr. Joe Campi agreed and said, "They're a big strength of ours."

As far as excellence and quality care are concerned, the business stretches beyond an average visit to the dentist. Upon visiting All in the Family Dental Care, patrons can receive a paraffin wax treatment for their hands and even a blanket, if desired.

"You want it to feel like a boutique, like a salon," Dr. Jack Campi said, adding that there are also flat-screen televisions in each room. "It's very patient-centered."

He said stability is a major part of the business and, perhaps, a vital source of its success.

"People have been coming here forever," he said. "In order to have that patient come to your practice for over 80 years, you must have done something right, and they must feel good about how they've been treated."

"We recognize the importance of a relationship — it's a doctor-to-person relationship, but it's also a person-to-person relationship," he added.

Dr. Joe Campi said being thorough, comprehensive and informative also pro-

vides patients with a level of comfort.

LEADERS IN TECHNOLOGY

While customer satisfaction is a key differentiator of the business, ahead-of-the-curve technology is, as well, according to Dr. Jack Campi.

"It has always been cutting-edge," he said of the business' technology, adding that his grandfather was among the first dentists in Monmouth County to have a "high-speed hand piece," and that his uncle was the first one in the county to have a laser.

"Since then we've had five different wavelengths of laser in this office," he said. "We were among the first to have digital radiography and we were the first to have a same-day RD4 machine, which enables us to do [permanent] crowns in a day at a level that's even superior to having it done in a laboratory."

Dr. Jack Campi also said the quality of work only increases with technology, and it is "a consistent must."

Both dentists provide an array of services for family dentistry, children's dentistry and cosmetic dentistry, including dental implants, laser dentistry, Invisalign clear braces, porcelain veneers, teeth whitening, tooth-colored fillings, dental bridges, dental crowns, gum disease treatment, root canal therapy, same-day crowns [E4D] and more.

GIVING BACK

All in the Family Dental Care has provided dentistry to the Monmouth and Ocean County communities for over 80 years, offering state-of-the-art family dentistry and cosmetic dentistry to patients from Wall Township, Manasquan,

Brick, Neptune, Point Pleasant Beach, Spring Lake, Brielle, Sea Girt and Howell.

Supporting the communities in which they live and work is something the dentists and their family have always valued, along with health, safety and education.

Dr. Jack Campi said the business aims to work with other area businesses to raise funds for Little League — both brothers coach local teams. They are also involved with the Wall football program. Dr. Jack Campi said the business has donated money to help the football program purchase helmets and educated the players on concussion-related safety.

"We've also made it a policy to do custom-made mouth guards for the kids at cost," he said.

Dr. Joe Campi said each year, the brothers also teach at schools during February as part of Dental Health Month.

This month, in honor of Oral Cancer Awareness Month, All in the Family Dental Care is striving to create awareness of oral cancer by offering \$25 oral cancer screenings.

A portion of the proceeds are donated to Mary's Place by the Sea for each appointment scheduled. Mary's Place, located in Ocean Grove, offers women with cancer a peaceful, relaxed atmosphere where they can heal.

All in the Family Dental Care is located at 2041 Route 35, Wall Township. More information, including patient testimonials, can be found at www.campidental.com. To schedule an appointment, call 732-449-2228.