CANTON VALLY DENTAL

Technology & Community Drive Practice's Success

Located on historic Albany Turnpike (Route 44,) Canton Valley Dental has been serving the Farmington River Valley since 1976 and has grown to become a family dental practice with Dr. Matt Keefe, son, and Dr. Theresa Keefe, sister, at the helm. Founded by Charles Keefe, DMD, Canton Valley Dental also has 2 female dentists, Dr. Janot Bente and Dr. Jo-Anne Castellone, 22 staff members and serves more than 5,000 patients.

Canton is the best town for growth in the Farmington Valley, Dr. Matt Keefe says. Authentic loyalty, caring and experienced staff, favorable rental rates and excellent location with ample parking drive that growth. As a result, revenues have increased while overhead costs have remained under control.

> "In this community, if you are fair and honest, loyalty will follow."
>
> –Dr. Matt Keefe,
> co-owner

Another factor in Canton Valley Dental's growth is technology. For example, dentists in the practice use a CEREC machine to produce crowns in-house, all while the patient waits a short time. Innovations such as this, as well as digital x-rays and intra-oral cameras, help the practice draw patients from outside the normal geographic boundaries and produce revenues that are consistently above the industry average nationwide.

One of the greatest benefits Dr. Matt Keefe sees in Canton is that "it is a real community," he says. "I see patients at all the sporting events in town and at various community events." Dr. Charles Keefe credits the community with the success of his business and for the continued success of the Wide Open golf tournament that Canton Valley Dental has hosted for more than 35 years. The tournament is sponsored to generate income for the Canton High Substance Free Graduation Party held for graduating seniors.

"We have been really able to make a difference in Canton – for our patients, our community and our staff," Dr. Matt Keefe says. "In this community, if you are fair and honest, loyalty will follow."

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