



BEST DENTIST **Jeff A. Powell, D.D.S. >>**

Powell provides unique approach to family dental care

Jeff A. Powell, D.D.S., knows lots of ways to make people smile. The Sherwood-based dentist, whose practice marks its 24th year in business in 2022, has the latest in dental technology and techniques at his disposal to help patients maintain healthy teeth.

But his quirky and engaging personality also brings out the smiles in his all-ages clientele.

All these qualities have led Powell to be named Best Dentist in the Arkansas Democrat-Gazette's 2022 Best of the Best readers' poll.

"I really love what I do. I take my dentistry very seriously, but I do not take myself very seriously," he said. "I am a die-hard Star Wars nerd, and on Thursdays, my whole team wears Star Wars shirts to work. I also have what's called a hyperspace room next to my waiting room that is filled with Star Wars stuff. The kids love to go in and play, and the adults love to go in and take pictures. That's kind of what sets me apart."

Powell said putting his personality on display, along with his expertise, isn't just fun for the clients; it fulfills an important purpose when it comes to catering to people with a fear of visiting the dentist.

"I don't want people to only remember me for the shot they got or the filling they got or the crown they got," he said. "I want them to have an overall good experience when they're here. I feel like the patients get to know me and get to know the hygienists. When they see our family pictures on the wall and they see who we are, we're more than just a sterile beige room with a dental chair in it."

Another thing that drives Powell is community involvement. For more than 20 years, he's been a member of the Sherwood Rotary Club, where he's a past president and board member. He also enjoys outreach in local schools, talking about the value of good dental-care habits to about 2,000 student a year.

"I lead a Healthy Smiles Project every February, which is Dental Health Month," he said. "I go to 10 or 15 local elementary schools and talk about teeth and taking care of your teeth."

"Two of my assistants go with me, one dressed up as a giant tooth, Marty Molar, and one as a tube of toothpaste, Tabitha Toothpaste. We tend to make a pretty big impression when we walk into a school, and I have a great time doing it."



SUBMITTED PHOTO

Jeff A. Powell, D.D.S., shown here with his staff, strives to not only provide his patients with the best up-to-date dental care, but allow them to get to know him and the hygienists and "to have an overall good experience when they're here."