



When it comes to first impressions, it is often a person's smile that counts the most. Dr. Joseph Karam and his staff at Karam Orthodontics are determined to make sure that everyone who comes to one of their four offices for care walks out with a million-dollar smile. In this month's Small Business Spotlight, we meet Dr. Karam and discover just how his business provides the highest-quality care to residents of our region and beyond.

What specialized services does your office provide?

Karam Orthodontics provides orthodontic and dentofacial orthopedic care, including multidisciplinary orthodontic treatment of children, teens and adults, as well as caring for patients with craniofacial anomalies. We are a leading provider of cutting-edge advances in clear orthodontic aligner technology from Invisalign, Sure Smile, and Clarity Aligners.

Why is it important to consult with an orthodontist for specialized dental needs?

Orthodontic treatment is considered part of a patient's comprehensive dental care for healthy teeth that last a lifetime. An orthodontist is a dental specialist; upon graduation from dental school with a doctorate, the orthodontist attends a two- to three-year residency in an accredited orthodontic program. The orthodontist will master the complexities of bone growth in the face and jaw, working closely with oral surgeons and other specialists, becoming an expert in the intricacies of healthy alignment of teeth and bite for long-lasting dental function as well as beautiful smiles.

What are some common misconceptions about orthodontic care?

Too often we hear parents delaying an

orthodontic visit, believing they should wait until a child's baby teeth fall out or that their child won't need braces until high school. The American Association of Orthodontists recommends that the initial orthodontic evaluation occur at the first sign of orthodontic problems or no later than age seven. Seeing an orthodontist at this early age ensures an optimal time period to begin treatment. An early evaluation simply provides the opportunity for the greatest clinical outcomes and the least amount of time and expense.

How does your business seek to give back to the local community?

I truly believe that Karam Orthodontics thrives because of our community, and I see our practice as a vital partner to the development and improvement of our area. We build a community right here in our office. If a member of our office supports an organization, like the Juvenile Diabetes Research Foundation or Dress for Success, or if a patient's family asks our office to join them in the fight against cancer with an organization, we rally as a team to raise money and show our support.

How has your business grown since it started?

I have been incredibly fortunate and inspired to witness the rapid growth and success of what started as a small hometown office in Scranton. My wife and I began and ran the entire operation, while expecting our first child. Now, we have multiple offices serving the region (and multiple children) and look forward to future continued growth in the area.

How has the Chamber helped your business?

Early in my career, the Chamber recognized my business with a SAGE Award for Best Practices in Customer Service. This

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recognition provided reinforcement and encouragement that we followed the right path with our practice. The Chamber also provides opportunities for networking and marketing, lobbies for strong business relationships and development, and provides a hub of information and resources. We enjoy collaborating with the Chamber to support local small businesses, to improve our community, and to promote Scranton as a wonderful place to live and work.

Get in the Spotlight!

Every month, The Greater Scranton Chamber of Commerce features a member small business in the Small Business Spotlight. Don't miss your chance to be seen! Visit scrantonchamber.com to apply for membership or to fill out a Small Business Spotlight application today!