

S.F. group offers dental house calls

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San Francisco's **Blende Dental Group**, which boasts about \$4 million in annual revenue, is branching out, launching its **Bay Area House Call Dentists** business in August.

The new service is intended for dental patients with special needs who can't easily get to a dental office, including patients with physical disabilities, emotional issues or phobias (some are so afraid of dentistry they need to be sedated for any kind of procedure), said House Call Dentists' practice manager Amanda White. Most of those patients are referred by other local dentists.

Starting about two years ago, David Blende's dental practice began providing oral health services to various senior communities in San Francisco and elsewhere in the Bay Area, including centers run by companies such as AgeSong, Sunrise, Vintage, Aegis, Atria, AlmaVia, the Avenue and Rhoda Goldman Plaza, White said. He specializes in seniors with conditions such as dementia that make treatment difficult in traditional settings. House calls to those centers or to private residences now make up about 25 percent of Blende's new business, while "sleep dentistry" patients — those who need to be sedated for any procedure — account for about 40 percent of new patients.

If home-care patients need extensive treatments that can't be provided in that environment, they're referred back to Blende Dental by the House Call unit. Many patients are referred to Blende by consultants, lawyers and others with fiduciary responsibility for seniors, White said.

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