



[Dr. Uppleger is reaching out to patients online and educating his community with a new website.](#) Southfield, Michigan

October 29, 2013

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) Southfield Mich. cosmetic, implant, and family dentist, Ronald L. Uppleger, Jr., DDS, of Uppleger Dental, recently built and established a new office location for his practice. Dr. Uppleger has been practicing dentistry for more than 30 years and recognized the value that several new digital technologies could bring to Southfield, Birmingham, Farmington Hills, Bloomfield, Royal Oak, Detroit and other surrounding areas in southeast Michigan.

Digital panoramic x-rays and digital intraoral cameras are two examples of modern dental technology that Dr. Uppleger is using at the new office location. Digital panoramic x-rays allow Dr. Uppleger to take a two-dimensional look at the patient's entire mouth from ear to ear and plan treatment more precisely. Digital x-rays expose patients to less radiation than traditional x-rays, and like digital intraoral cameras, can be used as a patient-education tool to show the patient exactly what the dentist sees in their mouth.

"With our new digital imaging technologies, we take a co-diagnosis approach to dentistry," Dr. Uppleger said. "When we show our patients magnified images of the trouble areas we spot in their mouths, it allows us to educate them and ensure they are absolutely comfortable with our treatment recommendations before moving forward."

The practice also recently launched a new website that it is using to educate the community on the importance of oral health. The website contains many interactive features including patient education videos and a frequently asked questions feature that helps patients make better informed decisions about their oral health. The website also utilizes extensive search engine optimization techniques to reach patients and local consumers who are searching for relevant information about [dental implants](#), the latest [laser dentistry](#) services and [denture care](#) and repair.

"We've built our practice on the notion that we are there for our patients when they need us, and we wanted our online presence to be a reflection of that as we moved forward with the new office location," Dr. Uppleger said. "Our website contains a wealth of good information about the latest in dental care, and it's open whether our physical location is open or closed."

About Ronald J. Uppleger, Jr., DDS:

Dr. Uppleger has been practicing dentistry since 1981. He studied biology at Michigan State University and was accepted early into the doctorate of dental surgery program at University of Michigan. Since then, he has completed training at prestigious dental institutes including the Pankey Institute, Kois Center, Misch International Institute and he has earned a fellowship in the International Congress of Oral Implantologists. Dr. Uppleger is a member of the American Dental Association, Michigan Dental Association, Oakland County Dental Society, Detroit District Dental Society, International Congress of Oral Implantologists, The Vedder Crown and Bridge Society, Detroit District Dental Society, Detroit Clinic Club, and the L.D. Pankey Alumni Association.

Dr. Uppleger stays current with the latest in modern dentistry and has completed more than 800 hours of postdoctoral courses in various aspects of dentistry including cosmetics, esthetic dentistry, periodontics, laser dentistry, dental implants, and more. For more information about Dr. Uppleger and Uppleger Dental, please visit the website at [upplegerdental.com](http://upplegerdental.com).