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ost kids don't like going to the dentist. But, then again, who really does? It's just that it can be especially traumatic for youngsters. This is why the Central Coast Pediatric Dental Group operates with the philosophy and mission to meet their patients' psychological as well as dental needs. They place emphasis on healthy habits and attitudes, so that maintaining proper dental hygiene is a worthwhile experience for these youngsters, from infants to teens.

Central Coast Pediatric Dental Group (CCPDG), having been in practice in Monterey County for fifty years, now has three locations to serve the area. Managing Partner, Dr. Peter Chiang, says that the CCPDG currently has a staff of 10 dentists (5 Pediatric Dentists, 3 General Dentists, and one with dual degrees – Medical Doctor and Dentist) who “rotate to all three facilities, depending on patient needs and doctor expertise.”



Dr. Chiang, who graduated from UCLA and has been a faculty member there training pediatric dentists, as well as holding an educational appointment at UCSF while serving as a continuing education lecturer for the American Society for Dental Anesthesiologists, says that “younger patients’ teeth have thinner, less dense enamel. Their diets of processed carbohydrates, drinks with higher sugar content, and many snacks create enzymes in the saliva resulting in an acidic oral environment, which brings about a ‘perfect storm’ for cavities.”

This necessitates the need for a psychological component to the CCPDG’s approach to these younger patients. “Because of a wide variety of socio-economic backgrounds in the area, kids often lack the ability or desire to cooperate in their dental hygiene regimen. Our goal is to provide the best dental care we can to all pediatric patients in our community.”

The Central Coast Pediatric Dental Group seeks to bring, in addition to state-of-the-art care of the highest quality, healthy attitudes and habits to their young patients, so that taking care of their teeth is a pleasant and sought-after experience for them.



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**PediatricDentalGroup**