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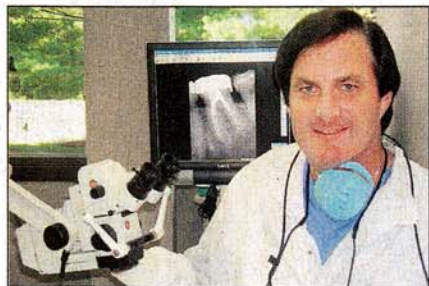
Endodontist: Don't be frightened; I can help

He specializes in root canals in Bloomfield Hills

By ALEX P. KELLOGG
FREE PRESS STAFF WRITER

Gerald Dietz Jr. is tired of being thought of as a pain in the mouth. The 48-year-old endodontist and his peers aren't the cause of your pain, he says, they're the solution.

Dietz says few people know what endodontists do, though some might think "endodontist ... pain ... root canal ... please ... no!"



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A member of the Michigan Association of Endodontists, Dietz works and lives in Bloomfield Hills with his wife and three children. His practice was founded by his father in 1963.

He hopes to have his profession recognized for curing pain rather than causing it.

QUESTION: Anything sexy about being an endodontist?

Gerald Dietz Jr., a Bloomfield Hills endodontist, hopes to have his profession recognized for curing pain rather than causing it.

ANSWER: We just do root canals and root canal surgery ... we don't do bleaching or some of the more popular procedures that are done by dentists.

Q: Is 'Hey, I'm an endodontist' a good pickup line at a bar?

A: No, I don't think that most people on the street know what an endodontist is.

Q: Is there a look you get when you tell people you're an endodontist?

A: They go, 'What is that?' So many times, when I say endodontist, I follow it up with

root-canal specialist.

Q: What are some signs you might need a root canal?

A: Teeth that are cold-sensitive or heat-sensitive ... most any tooth pain.

Q: What kind of reaction do you get when people come into your office?

A: Some people are terrified. Some people are easygoing ... our goal is to change their perception.