

MODERN FAMILY DENTIST



Dr. Todd Higginbotham

Higginbotham Family Dental implements exceptional customer service for a new kind of family dental experience.

“One of the first things people notice is your teeth,” says Dr. Todd Higginbotham, founder of Higginbotham Family Dental (HFD). “But, for some people, visiting the dentist is intimidating.”

When he set out to open his own practice—now comprised of a fleet of offices across Tennessee, Arkansas, and Missouri—Dr. Higginbotham knew families needed an all-encompassing office with friendly, convenient service. Thus, in addition to routine dental cleanings and 3D X-rays, HFD provides services such as Invisalign®, dental implants, periodontal treatments, and more, acting as a one-stop shop for all of a patient’s needs. The offices also hold appointments past the normal workday hours and on Saturdays, and same-day appointments are standard for dental emergencies. The practice is in-network with almost all insurances and provides a discount dental plan for noninsured patients as well as payment plan options, allowing patients to begin dental treatment right away.

“Many people call their dentist with a dental emergency and can’t get in for two weeks,” says Dr. Higginbotham. “We never do that. If someone calls with an emergency, they get in that day.”

Personalized Attention

HFD weaves its patient-first philosophy into all it does, from listening intently to patients’ goals to using the latest and most comfortable technology.

“We smile through the phone,” Dr. Higginbotham says, “and when patients come to one of our offices, they’re greeted with that smiling face.” The practice forgoes impersonal sign-in sheets and, instead, encourages interactions between patients and staff, another touch that enhances the offices’ welcoming atmosphere.

The attention to detail doesn’t stop there. “We offer virtual reality goggles, pillows, and blankets to help patients relax if needed,” says

Dr. Higginbotham. With these free amenities, the practice ensures all patients feel comfortable during their appointment, positively changing perspectives on visiting the dentist and encouraging patients to make dental hygiene a priority.

Passionate Care

In HFD, Dr. Higginbotham has built a community of knowledgeable, understanding dentists, hygienists, and staff whose dedication to patients’ goals and needs makes the practice shine. Building long-term relationships with patients is a given, and changing lives is a daily occurrence. One patient spent years hiding his smile beneath a closed upper lip, leading to the lip’s learned immobility. Dr. Higginbotham worked with the patient to craft a plan to transform his smile. “In a couple of weeks, even with temporaries on, his top lip will be moving again because he wants to smile now,” Dr. Higginbotham says. But a changed life doesn’t have to be the result of extensive dental work, he notes; even the smallest procedure, like adding a crown, can be a catalyst for good.

Whether attending elementary schools to educate students and apply sealants, working with cancer patients through the practice’s nonprofit, or performing cleanings on longtime patients, Dr. Higginbotham finds satisfaction in helping others. “Being able to change someone’s life is not a part of every occupation,” he says. “It’s amazing how that can happen so quickly with a fresh smile.”



(l-r) Drs. Jessica Gursakal, Huey Phillips, John Crown, Adam Fitzhugh, Doug Thomas, Chris Marshall, Katie Bell

Higginbotham
FAMILY DENTAL.com

113 Harbor Town Square
Suite 203
Memphis, TN 38103
901-453-6081

5100 Wheelis Drive
Suite 214
Memphis, TN 38117
901-767-1610

6630 Summer Knoll Circle
Suite 103
Bartlett, TN 38134
901-377-5060

255 W. Broadway Street
West Memphis, AR 72301
870-225-2500

To see a full list of locations and doctors, visit higginbothamfamilydental.com