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FROM LEFT, JIM,
FRANK SR., AND
FRANK LAMAR

FRANK LAMAR: A LEGACY OF CARE AND INNOVATION

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The LaMar family

FRANK LAMAR: A LEGACY OF CARE AND INNOVATION

BY VIENNA MCGRAIN | PHOTOGRAPHY BY HEATHER COOK

The LaMar family name has been synonymous with dental care for decades. Frank LaMar, a second-generation dentist and prosthodontist, has dedicated his career to transforming the way patients perceive dentistry, making it more accessible and less daunting. Along with his brother, Jim, they run three practices under one roof: Elmwood Family Dental, Smile Design Cosmetic Center, and Hybridge Implants & Smile Restoration. These practices have become cornerstones, blending traditional values with cutting-edge technology. The brothers' journey into dentistry was influenced heavily

by their father, Frank LaMar Sr., who was not only a dentist but also a visionary.

“Our dad believed that implant dentistry was going to be the future,” Frank LaMar recalls. “He encouraged me and my brother to train accordingly.”

This foresight led LaMar to specialize in prosthodontics and his brother to focus on implant surgery. Their combined expertise has positioned their practice as a leader in implant dentistry, particularly with Hybridge technology, developed and patented by Frank LaMar, which has changed the way patients experience tooth replacement.



Beyond the technical aspects of dentistry, LaMar's philosophy is rooted in empathy and understanding. He recognizes that many patients harbor fears about dental visits, often stemming from negative past experiences. To help combat this, he emphasizes the importance of building rapport and trust with patients.

"We know that what we do doesn't hurt as much as people expect," he notes, as he strives to create a warm and welcoming environment where patients feel cared for and in control. "Sometimes a little humor or distraction can go a long way in easing their anxieties."

His commitment to his patients is mirrored in the family's dedication to the Brighton community. They actively participate in local events, fundraisers, and initiatives that support community health and well-being. "We employ many local residents and aim to contribute positively to the environment that has supported us for so long," he said. This commitment extends to the practice, which employs a team of dentists who share the same core

values and dedication to patient care.

The family's roots in Brighton run deep. Frank attended McQuaid Jesuit High School and married Karen, a Brighton High School graduate. They have four children, all of whom carry the legacy of community involvement and care. He believes in the importance of passing down these values to the next generation, with one of his nieces currently in dental school, poised to join the family practice.

In addition to his duties at the practice, LaMar is an assistant professor at the Eastman Dental Center's Department of Prosthodontics and is a member of the American College of Prosthodontists, the American Academy of Implant Dentistry. He also lectures nationally on the topics of implant dentistry and prosthodontics.

As the dental industry continues to evolve, LaMar remains focused on the future. "Technology is advancing rapidly, and we must adapt to stay at the forefront, while putting the needs and care of our patients first," he explains.

In a world increasingly dominated by corporate practices, the LaMar family's commitment to personalized care and community connection sets them apart. "We are proud to be a family-run practice in a family-friendly community," adds Frank. "It allows us to maintain a level of care and attention that is often lost in larger corporate settings. This dedication is not just about dental care; it's about building relationships and making a positive impact in the lives of our patients and community."

Three THINGS

- Frank LaMar bought his first house in Brighton's Twelve Corners area on Chelmsford Drive. "I was so proud of the house and the ability to walk those beautiful tree-lined streets. I loved the sense of community in the neighborhood and, to this day, enjoy hanging out with friends from those days." 
- He started his first business at age 10 where he sold plant hangers in nurseries around the city and in Brighton. "Some years later, my brother, Jim, and I started Suburban Sealers and sealed many Brighton driveways to put ourselves through dental school."
- Frank LaMar attended McQuaid Jesuit High School, two doors down from his current practice at Elmwood Dental. "The joke is that I haven't gone too far over the last 40 years. In 1983, as a senior at McQuaid, I went to the Brighton High School prom but, unfortunately, not as Karen's date. It took us 25 years to finally get together. Long story..."