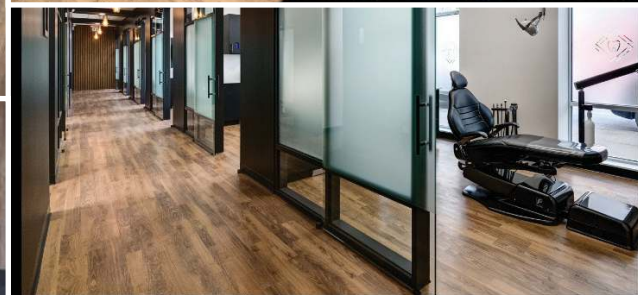


[ BUSINESS PROFILE ]



# Lincoln Dental Lounge: Providing Services with a Smile

by Matt Beardmore



**Dr. Gerard Palsis** has been interested in dentistry ever since he was a kid. His father is also a general dentist in Florida and has been practicing for 40 years.

Dr. Palsis worked as an associate dentist at downtown Chicago practice for almost 10 years before opening Lincoln Dental Lounge in April 2021 as a startup office. He and his wife, Erica, a General Counsel for a healthcare company, Cue Health, and their 4-year-old son, Lincoln, live a short walk from Lincoln Dental, a technology-driven dental office focused on general and cosmetic dentistry for the entire family.

Dr. Palsis' practice offers a wide range of

dental services including general checkups, cleanings, whitening services, veneers, crowns, fillings, Invisalign, root canals, and removable dentures and prosthetics. Lincoln Dental Lounge handles all dental issues, whether they are large or small.

Dr. Palsis and his staff also order popular dental products that their patients see on Instagram or social media – and they make a fun video or post on social media – so they can be better educated about the products patients ask about.

"Our philosophy is to offer dental services in a way that is trustworthy, familiar, comfortable, and relatable," Dr. Palsis said. "We spend a lot of time with our patients making sure they

understand any treatment recommendations we give and are usually able to show them their needs using photographs and digital scans to paint a clear picture for them. It takes time to build trust with our patients, and we feel that it is the most important aspect of our practice."

Dr. Palsis also wants members of the community to know that he and his staff truly have their best interests in mind.

"We treat every patient the way we would want to be treated," he said. "We even have had cavities and struggle with flossing sometimes too! It's ok and there is no judgment at Lincoln Dental Lounge. We are here to offer sound advice and conservative treatment."

**LINCOLN DENTAL**  
LOUNGE  
GENERAL & COSMETIC DENTISTRY

Gerard Palsis, DMD

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