



Moneris  <sup>®/MD</sup> +

  
Venice Dental



## Venice Dental

Dr. Boris Dvorkin

- Venice Dental, located in Vaughan, Ontario, was founded in 2014 by Dr. Boris Dvorkin
- Boris and his team are passionate about providing comprehensive, quality oral health care to their community, offering family and general dentistry services
- The office is currently using the ICT250 terminal as their preferred payment solution

### Venice Dental

#### Line of business:

- Service (Family dental care)

#### Website:

- <https://venicedental.ca/>

#### Products used:

- ICT250 terminal

“

**We really trust Moneris. They're always there for us when we need them, and they make it easy for us to run our office smoothly, so we can focus on providing our patients with the best dental care possible.**

”

—Dr. Boris Dvorkin,  
founder of Venice Dental



# Background

Dr. Boris Dvorkin always knew that he wanted to work in the medical field. Just like his grandmother who was a medical doctor, and his uncle who became a pediatrician, he was determined to pursue a career in a similar line of work.

Boris was born in the former Soviet Union (specifically, in Ukraine) and later immigrated to Germany where he attended high school. He moved to Canada with his family in 1999, completing his undergraduate degree. At this point, Boris knew he wanted to pursue a career in dentistry, citing that on top of his growing interest in the field, he wanted to be in an environment where he could work with his hands and collaborate with others. "I love working with people and getting to know them. I don't think I would be able to have a job sitting down the whole day in front of a computer. It's not for me," he said.

Boris later moved to the United States to study at Nova Southeastern University College of Dental Medicine in Florida and completed a one-year residency at the University of Florida. While in the US, Boris met his wife and the two decided to return to Canada where he would work as an associate dentist, before opening his very own dental office in 2014.



# Purpose

“

**I love working with people, and a majority of our patients are great. They're really there for us, they show their support by continuing to come back, and leaving Google reviews that they're happy with their experience. It makes me really proud as a business owner**

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—Dr. Boris Dvorkin, founder of Venice Dental

When Boris first opened Venice Dental, he wanted his business to stand out. “We ended up becoming a boutique dental practice, but not by choice. It was due to the circumstances because everything was just so competitive when we started out.” For Boris and his team, operating as a boutique dental practice means getting to work closely with their patients – which is one of his favourite parts of the job. They work with each individual to build custom plans that will help them achieve their oral health goals, while prioritizing their comfortability and budget.

"I think the main reason why our patients consistently come back is because we really spent time with them. When our patients walk through the door, we know them by name. We know what's going on in their lives, and we'd often take the time to chit chat about life, before jumping into the appointment," Boris said.

It's important to Boris that they explain everything to their patients, understanding their needs and answer any questions they may have. "We're not very pushy. We don't force treatment plans on our patients. Simply put, if someone wants something done, then we'll do it. Otherwise, if someone doesn't want to move forward with a suggested treatment plan, say for financial reasons, then we don't."



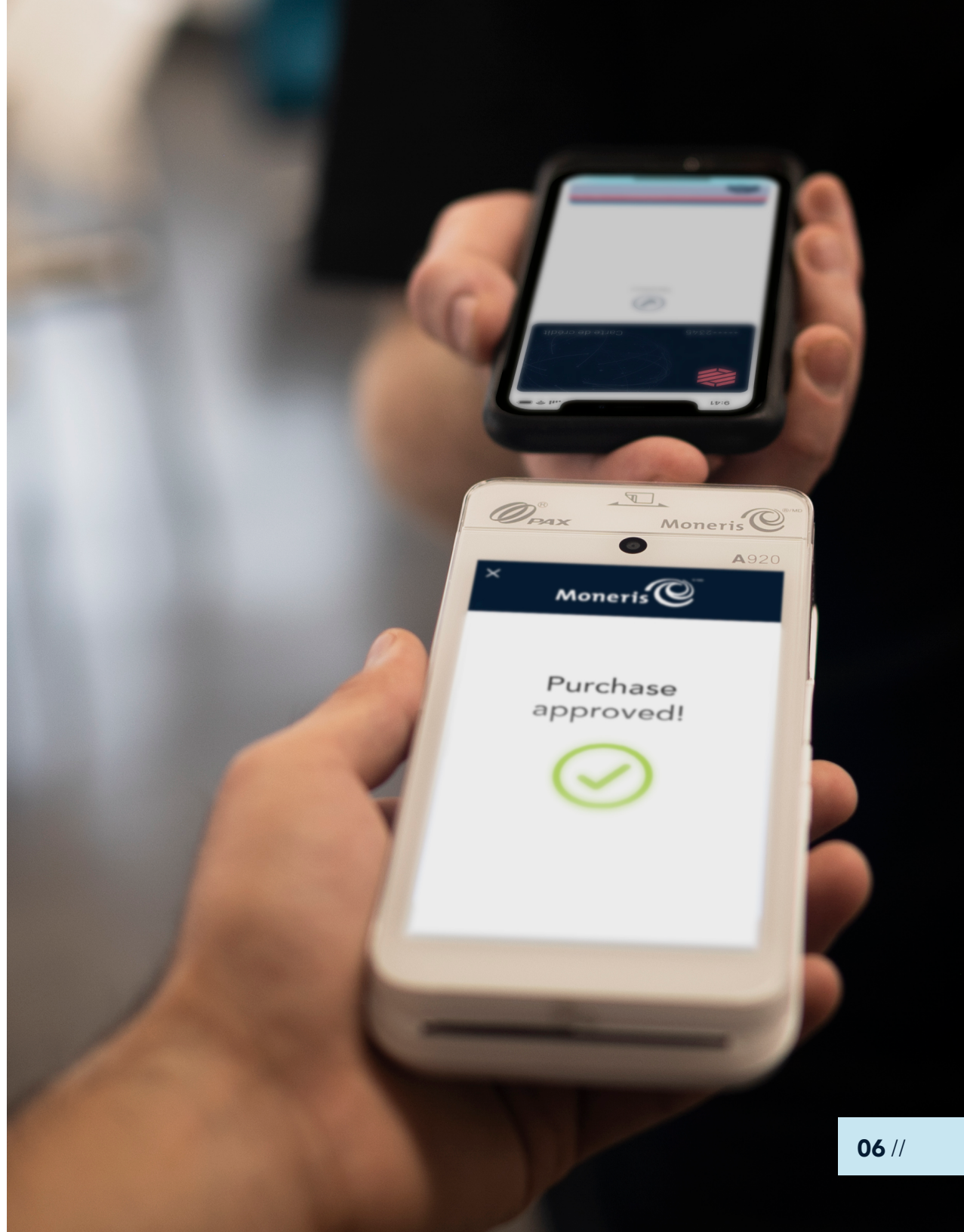


# Why Moneris?

"When I opened my dental practice, I didn't know much about different payment processors or companies at the time. So, I decided to start with Moneris and see how it went," said Boris. To this day, he's stuck by his decision. His biggest takeaway is his overall trust in the company – citing how reliable and transparent Moneris has been since he started processing with the company in 2014.

Boris recalls a few times when salespeople from a competing payment processor would come into the office, or send them offers over email, but not once did he consider switching. "We're really happy with Moneris. The customer service is great – which is something that's really important to me. I also appreciate that the funds come in right away, that the statements are easy to read, and the price is just right for our office. We've never had any issues," he said.

Boris remembers a time when he attended a dental convention a few years back. There were a variety of vendors and companies in attendance, including financial institutions and payment processors who were advertising their services and solutions. "One of these guys came up to me asking who I was processing our payments with. So, I told them I was with Moneris. And he replied with, 'You know what? Stick with them.'"





# Looking ahead

Just like many other small businesses, Boris would love to expand his dental practice and grow his clientele. But for now, he's happy with how things are going.

He's also very satisfied with the service that Moneris has provided him, and would recommend it to other businesses, especially to those in his field of work. "Even with my brother, who is also a dentist and runs his own practice in New Brunswick. He actually bought out an existing office and expanded. I remember when he bought it, in his first year he asked me what payment processing company to use. I immediately recommended he work with Moneris. He's been with Moneris since 2016 and is really happy with the service."



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