

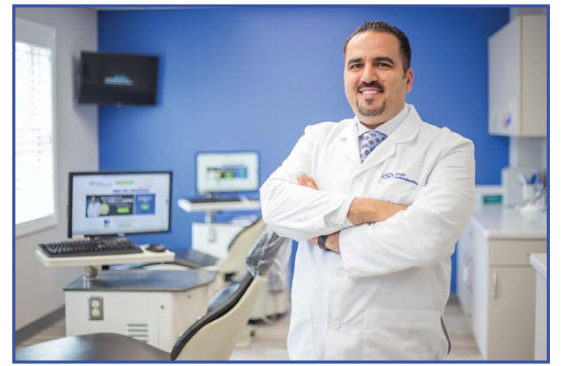
**Business Profile**

**Simply Orthodontics**

by Erica Brown

Dr. Sam Alkhoury specializes in orthodontics and recently opened a Simply Orthodontics office in Hopkinton at 77 W Main Street. He has four other offices in Worcester, Webster, Holliston and Milford. The new Hopkinton office is impeccable and equipped with the latest technology available for patients.

"I lived in Hopkinton for two years, made great friends and fell in love with the community," said Alkhoury on why he decided to expand his growing business to Hopkinton. Alkhoury was born and raised in Damascus, Syria where he went to orthodontics school. He came to the United States in 1997, and completed his immigration process before graduating with degrees from Boston University and NYU. He was an associate orthodontist at a practice in New Hampshire before opening his first two practices in Holliston and Worcester.



Dr. Sam Alkhoury



3D x-ray

"Many of my patients were traveling to the Holliston and Milford locations," said Alkhoury. "The purpose of this office is to better serve the community." The doctor works one day in each office and associate doctors Amanda McManus and Gayatri Horowitz also split their time working around patients' schedules.

**The Simply Orthodontics Difference**

Alkhoury attributes the success of his growing business to individualized customer service. Growing demand for non-extraction in orthodontics led Alkhoury to invest in his clients with the DAMON System which he feels is the best way to go for braces. Traditional orthodontics requires the removal of healthy teeth and/or the use of palatal expanders to make space. Alkhoury feels this is a shortcut to remedy orthodontic issues and prefers to spend the extra time and investment with the DAMON System to treat patients individually to achieve best results.

"With this new technology, almost 90 percent of cases don't require having teeth pulled. It may take a little longer and cost me more time and effort, but I think it is worth it and it doesn't cost patients any more than traditional orthodontics,"

said Alkhoury. "It's more work for good orthodontics and less money for me and my partners, but I feel good about myself and my commitment to my patients."

Alkhoury also incorporated a 3D imaging system in the office that has led to astonishing discoveries for many patients – including his own daughter. "I do an airway analysis on patients," said Alkhoury. "Teeth can move back after traditional braces when airway issues are not addressed first." His own daughter suffered from snoring at a young age. After having her tonsils and adenoids removed, Alkhoury still noticed the problem and determined braces were needed to expand her jaw. "She finally stopped snoring," said Alkhoury who is known to his patients and associates as "Dr. House," from the popular television series. "I like to solve problems and the 3D machine allows me to be a better doctor," said Alkhoury who does not charge patients for their 3D scan. "We'll even make you a copy of the images on a CD so you can take them anywhere you need."



Airway analysis

In addition to new orthodontic methods, Alkhoury also carries Invisalign® for adult patients and Acceledent to speed up orthodontic treatment. The office is committed to orthodontic care, particularly for children. Alkhoury encourages everyone to contact the office on the second floor of 77 W Main Street if they have more questions or to stop in for a tour. You can also visit simplyortho.com or call at 508.429.7800 for more information or to schedule an appointment.

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**"Pippin" opens November 17**



Among the players in "Pippin" at Hopkinton High School are (left to right) Julia Lotvin, Dan Potopov, Brittany Forsmo, Galen Graham, John Thornton, Lucy Medeiros and Matt Fliegau.

The Hopkinton High School drama troupe will present the beloved Broadway musical, "Pippin" November 17 - 20. Pippin is a Tony Award-winning musical with music and lyrics by Stephen Schwartz and a book by Roger O. Hirson. Bob Fosse, who directed the original Broadway production, also contributed to the libretto. The musical tells the story of Pippin, a young prince and the son of King Charlemagne, on his search for meaning and significance. Its many memorable songs include "No Time at All," "Magic to Do," "Corner of the Sky," and "Morning Glow."

Performances are Thursday, November 17 at 4 p.m.; Friday and Saturday, November 18 and 19, at 7 p.m. and Sunday, November 20 at 3 p.m. Tickets are \$10 for general admission and \$8 for students and seniors, and are on sale at the Hopkinton High School main office or at the door. All performances take place in the

auditorium at Hopkinton High School, 90 Hayden Rowe Street.

**Police** (continued from page 21)

8:33 p.m. A CVS employee on Main Street reported an individual came to the store asking him to cash a money order that appeared fake. When the manager would not cash it, the male party started yelling and caused a scene and eventually left. Officer Matthew Santoro responded and took a report.

**November 3**

7:42 a.m. Officers Stephen Buckley and Arthur Schofield responded to a report of a motor vehicle accident on West Main Street. One operator complained of back pain but refused medical treatment. A report will follow.

9:47 a.m. An Eastview Road walk-in reported finding a used shotgun shell in her front yard. No other shells were found in the area.

11:52 a.m. A Teresa Road walk-in reported her mailbox was vandalized overnight and wanted the incident logged.

9:12 p.m. The Southborough Police Department has an ATM card that was left in an ATM machine and belongs to a Baldwin Lane resident. Officer Brian Sanchioni contacted the Hopkinton resident and passed along the information.

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