



7th Annual – 32 Most Influential People in Dentistry
Elizabeth Dilts, McKenzie Kupchik, and Jerilyn Forsythe | July 2023

The 7th Annual

32

Most Influential People in Dentistry

- Innovator
- Influencer
- Establishment
- Administrator

FOR SEVEN YEARS, Incisal Edge has, in this annual feature, attempted to quantify that most vaporous concept: influence. What is it? Who wields it most successfully? And is there any way to truly measure it?

Those questions, to us, are all part of the fun of the exercise. There's the kind of influence you can build via social media. There's the amount of money or market share you control. There's influence in being a thought leader, an educator, a lobbyist, a government official.

The pages ahead are, as the saying goes, a snapshot of a moving river. The 32 entries on this list (one for each adult tooth, of course) are, we feel, industry leaders for one reason or another as of the summer of 2023. There are plenty who have made the list more than once, as well as some key newcomers whose contributions bear watching in the 12 months ahead.

Difficult choices were inevitable. Whom did we leave off, to your chagrin or irritation? You can influence us by getting in touch and letting us know your thoughts. For now, open wide and get started—an entire universe of dental industry influence awaits.



Bill Dorfman

Influencer, Television Personality
Los Angeles, California
Last year: 5

IT WOULD BE FAIR to call Dr. Bill Dorfman the quintessential Los Angeles cosmetic dentist given that he's been making a name for himself since before the advent of the internet.

His first splash came as a recurring guest on daytime television—Oprah, The Doctors, The View, even Extreme Makeover—and as the author of two New York Times bestsellers, *The Smile Guide* (1990) and *Billion-Dollar Smile* (2006). “The thing that moved

the needle the most for me was hiring a great publicist,” Dr. Dorfman says. “They will get you exposure. That was 40 years ago, and it made me way more successful than I would have been on my own.”

These days, he's probably best known for his social media presence—and his six-pack abs, which appear on his timeline as often as a set of newly minted pearly whites. With 122,500 TikTok followers and 1.6 million on Instagram, the doctor offers a mélange of his business and nonprofit work, speaking appearances, cosmetic dentistry makeovers and, of course, shirtless pictures. “I typically work about 20 hours a week as a dentist, about four to five hours a week doing stuff for LEAP [a UCLA student skills program] and an hour a day at the gym. As far as TV, I make time for it.”

In late 2022, Dr. Dorfman was given a lifetime achievement award at Britain's annual Dental Industry Awards—the first American dentist so honored. “They enumerated what an influence my presence on [television] had on the cosmetic dentistry industry for the whole world. It was really touching,” he says. “I wasn't the creator of Extreme Makeover; I was just the conduit for sharing how cosmetic dentistry would change people's lives.”

Next up? “I will be 65 this year, and I want to be the oldest guy to ever be on the cover of Men's Health,” he says. Those abs just might help make it happen.

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