

Claimit!



**HEALTH**

**Your  
Neighborhood  
Endodontist  
(root canal specialist)**

**Dr. Mauricio Giraldo  
Active Care Endo**

He's a husband, father;  
lives in the commu-  
nity; enjoys music; and  
was born the day after  
Christmas!

# Mauricio Giraldo DDS

DR. GIRALDO ATTENDED DENTAL SCHOOL AT THE UNIVERSITY OF PENNSYLVANIA. DURING SPECIALTY TRAINING, HE WAS HONORED WITH THE OUTSTANDING CLINICIAN AWARD IN ENDODONTICS. HIS POSTGRADUATE ACCOMPLISHMENTS INCLUDE EARNING HIS CERTIFICATE OF ENDODONTICS AND BECOMING CERTIFIED AT ONE OF THE HIGHEST RESPECTED DENTAL PROSTHODONTIC FACILITIES IN THE WORLD. HE HELD FACULTY POSITIONS AS A CLINICAL INSTRUCTOR IN THE UNIVERSITY OF PENNSYLVANIA DEPARTMENT OF ENDODONTICS AND SERVED AS PRECLINICAL CO-DIRECTOR FOR THE PROGRAM OF ADVANCED STANDING STUDENTS. HE HAS CONDUCTED INTERNATIONAL SEMINARS.

HE HAS BEEN IN PRACTICED FOR OVER 15 YEARS AND ENJOYS FOOTBALL, SOCCER & MUSIC COLLECTING.

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**Name:** Jose Mauricio Giraldo

**Born:** Dec. 26

**Status:** Married

**Alma matter:** University of Pennsylvania

**Interesting Fact:** 3 uncles & father were physicians

**Magazine subscription:** Car & Driver, Sports Illustrated, Time & music mags

**Likes:** Steve Martin, Will Farrell and Steve Perry (Journey)

**Computer Bookmarks:** Amazon, Netflix

**Favorite Value in others:** Honesty, politeness and respect for others

**Cell phone:** iPhone

**Favorite Flicks:** Casablanca, Shawshank Redemption, Mr. Holland's Opus

**Favorite Vacation:** Disney Cruises

**Favorite Meal:** Cheeseburger & fries

**Favorite Restaurant:** Carrabba's Italian Grill

**My motto:** Yesterday is the past, tomorrow is the future and today is a gift. That is why it is called the present! (Bill Keane)

**Do** you have tooth pain or know someone who does? Tell them about Dr. J. Mauricio Giraldo at Active Care Endo in Brandon. He brings clarity to the confusion of tooth pain.

His dental specialty is perhaps the most qualified to determine if you should extract a tooth or if a tooth should be saved. He makes his living by saving teeth, and in the process, saving his patients money and years of heartache. If he cannot save your tooth, then he will refer you back to your dentist or to an oral surgeon.

Do whatever you can to save your teeth. After all, you wouldn't sever an arm if it hurt, so why extract a tooth? Research shows missing teeth causes employers and others to look down on you. Your jaw most likely, in time, will begin to deteriorate and you will begin looking older as a result. These are the unfortunate side effects of extracting a tooth.

"People have this horrible perception of what root canal treatment is," says Dr. Giraldo, "and I tell them that many people wait too long and hope that it goes away or hope that the pain takes care of itself. They waste money by taking over the counter medication to find relief and hoping it goes away but it doesn't. Some spend more money going to physicians, and the medical doctor doesn't see anything and gives them antibiotics that can mask the symptoms, which can make it difficult for us to evaluate."

Such misdiagnosis even happens to general dentists. Recently, a dentist working in an office sought the advice of another dentist in the same office. The colleague looked inside the dentist's mouth, thought it was one tooth, and treated it.

That was not where the pain originated. A second tooth was treated; that was not it either. A third effort did not solve the discomfort. The pain remained.

The dentist in pain ultimately contacted Dr. Giraldo and in a one hour, was treated. Within a short time period, the dentist was also chewing on that side

**FACT**

**Extracting teeth can result in jaw bone loss over time and premature aging.**

## Gold Standard:



- Trust
- Care &
- Empathy

**"I want to provide trust and help patients understand: I am here to help you."**

— Dr. Giraldo

of the mouth — the first time in over two months she was pain FREE!

"I believe people come to me because of the quality and my expertise that I have and the comfort that I offer," he says. "They are well taken care of at our Active Care Endodontic office. I have had several general dentists come to me and their families."

Dr. Giraldo and his family lives here; he shops and dines in the area and he has practiced in the Brandon area that he has called home for over 10 years.

Dr. Giraldo has treated thousands of patients living in the Brandon-area. He empathizes with this patients. "I understand because I have had root canal treatments myself," he says. "I have gone through that so I know what to expect, and I know it can be uncomfortable. I want my patients to feel comfortable with us and see how well we treat them."

### Patients Transformed: No More Pain

"Every day, I see patients come into my office and they are not feeling well. I can tell they are off: They barely are speaking; they are not comfortable; and I can tell something is not right," he says. "After I numb them up, I see this transformation begin to take place. When they are finished with the treatment and I am talking to them, they have completely changed. It is like the person's twin is now in front of

— Continued on back

— Continued from inside

me. They are happy. To see that kind of change, which can come within one hour, is very fulfilling.”

When tooth nerve functions begin to deteriorate, there is no repairing the pulp. While the nerve is a loss, the tooth can be saved through root canal therapy.

“As soon as we identify the tooth, and treat it and anesthetized it, I saw relief on the patient’s face,” Dr. Giraldo says. “Talking to them afterwards and checking up with them the next day, receiving those positive reviews makes it all worth it.”



### **A Grandfather’s Influence**

“My great-grandfather was a dentist in South America. When I was young, my mother would talk about dentistry and how he studied in France because there was no dental universities in South America. She showed me his tools and it lit a spark in my mind on what possibly I could aspire to do,” Dr. Giraldo says.

“She would always talk of how he helped people and how people respected and thought highly of him, and he was very caring and gentle towards people. Because of that, I knew I wanted to get into medicine and/or healthcare.”

[www.ActiveCareEndo.com](http://www.ActiveCareEndo.com)

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**Active Care**  
**ENDODONTICS**

### **Home Away From Home**

“I like to have a nice, simple, clean, modern office,” Dr. Giraldo says. “I have adopted the adage that less is more. I like to keep it more of a Scandinavian looking office. It feels like we spend more time here than at home so I want to make it comfortable for everyone. When people come in, they are not seeing a cookie cutter dental practice. We receive compliments. This was designed by an architect and me. The inside was just four walls and a dirt floor when we started; and we hatched out the design and layout of the floor plan.”

