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PHOTOGRAPHY BY WILL SEBERGER

Bob and Debbie Oro had it all at their dental practice in a suburb of New York City. Their days were filled treating high profile patients from models and top business executives to actors and actresses.

But something was missing. Something this husband and wife team found amongst the Santa Catalina Mountains of Oro Valley.

"We were just stressing ourselves to death," Debbie Oro says.

"It just didn't fit any longer," Bob says.

The need to move out away from the hustle of the big city became a real quality of life issue for the Oros.

So they took out the atlas and starting researching places to move to. They wanted a city where they could settle down, raise their two children and become productive members of the community, and of course, continue with their dental practice.

And so it began. A fateful trip to Tucson and a drive through the blossoming town that is Oro Valley today and they just knew they were home, Bob says.

"We saw it had our name on it, and I said, 'I'll take this as a sign,'" he says.

"We decided it was going to be a place for us. A place to put down roots and raise our family."

In 1996 the Oros made Oro Valley their home and in little more than a decade they have become staples around town.

Bob and Debbie are successful dental practitioners, owning and operating the flourishing Oro Dental Medicine, 10425 North Oracle Road, Suite 125. They also spend at least one day a week volunteering within the community.

"I feel like it saved our lives," Debbie says, about the move to Oro Valley.

Now that the Oros lives have been saved they are focusing their attention to others and spreading "first class" oral hygiene treatment to members of the greater Tucson area.

Oro Dental Medicine just celebrated its seventh anniversary at its location in Oro Valley and the future couldn't be brighter.

The Northern Pima Chamber of Commerce honored Oro Dental Medicine in April with a Pinnacle Award as the Micro Business of the Year. They have also earned the Workplace Excellence of Greater Tucson award.



"It's a nice thing that people were saying thanks to us," Bob says. "Most of our patients, they said 'We're glad you got it, you guys deserve it.'"

Receiving the "Micro Business of the Year" award was solid proof to the skeptics who told the Oros that their kind of dentistry just wouldn't work in the Old Pueblo, Bob says.

"Some people said that it's a cow town, and you can't do that kind of dentistry in Tucson," Bob says. "But we felt that Oro Valley was the best place in the world to live and that we were going to bring the highest level of oral medicine to this area."

And their hard work has paid off.

The Oros are not only husband and wife business owners, they also work next to each other on every patient that comes into Oro Dental Medicine.

"The two of us, we treat one patient at a time," Bob says.

While Bob focuses most of his attention on the overall health and well-being of a patient, Debbie is the more aesthetic and technical of the pair.

Bob jokes that Debbie has more than 28 years of before-and-after "Extreme Makeover" snapshots.

In just a five-minute consultation, Debbie can do a mock-up of a patient's new smile, fixing cracked or missing teeth to repairing the shape of your whole smile. It's all in a days work for this couple.

And what's next for this marital team?

"We look forward over the next five years to contribute even more to the community," Bob says. "The best is yet to come." 

Those interested can visit Oro Dental Medicine website at www.rodental.com or call them at (520) 297-2227.