

OUR Happy place!

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if YOU HAVE A BUSY DAY AHEAD OF YOU, DON'T GO TO THE LINEBERGER ORTHODONTICS WEBSITE. TRUST ME. THAT CRACKLING, FIZZING TO DO LIST? YOU'LL DROP IT LIKE IT'S HOT. YOU'LL REV UP YOUR CAR. AND YOU'LL BURN RUBBER GETTING TO THEIR NEAREST OFFICE. THAT LINEBERGER VIBE, Y'ALL. IT'S IRRESISTIBLE.

Before we try to unravel the magic, let's rewind a bit. Fresh out of college, Dr. Megan Lineberger practiced general dentistry. But looking at what her now-husband Matt, who she'd met in her first year of dental school, was studying in his orthodontic residency, she switched teams.

While Dr. Megan is from Michigan, Matt has roots in North Carolina. When the two first started dating, they visited the Lake Norman area, and she fell in love. "I am a total water person, and I love the warmer weather here, as I prefer to spend my time outside." For a stark

understanding of how *much* she appreciates our weather, do a Google Image search for the term "Michigan winter." Yikes!

Dr. Claire Fedore, Dr. Megan's colleague, is also a native of Michigan. The two share their appreciation of the natural beauty of our slice of the map. "I grew up spending winters on Michigan's Walloon Lake," Dr. Claire says, "and have always gravitated toward the water. There's something so peaceful and majestic about viewing the sun setting over the lake."

Her father a dentist, Dr. Claire was exposed to

"treat people right, and the rest will fall into place."



dentistry at an early age. In fact, it was sort of a given that she would join her father's practice after dental school. But Dr. Claire also discovered the specialty field of orthodontics and immediately knew it was the right fit for her.

But back to Dr. Megan, Dr. Claire, and Dr. Matthew because there's more happy kismet in that bit of the story. The three met when they were all studying at the University of Michigan. "I remember meeting Claire in an interview," Dr. Megan says, "and I really liked her personality. Three years later she reconnected with us in North Carolina." I mean, there's coincidence, and then there's fate. I think we can agree on which one is happening here.

Maybe that's what's at the root of Lineberger Orthodontics' magic: the practice was written in the



stars. Or maybe it's the massage chairs. The I-pads. The Starbucks coffee. The giant Jenga. Or, nope. It's the fresh-baked cookies. That's the draw.

But then again, maybe not. Maybe it's the stuff the patients can't see, hear, feel, taste, or smell. Like the fact that Dr. Megan and Dr. Matthew discussed their vision for the practice during long conversations throughout dental school. Or the mutual respect the doctors have for each other, with a flow Dr. Megan describes like this: "We all know our individual strengths and have naturally fallen into our roles." Or the fact that they operate with guiding principles that balance hard work with respect for others.

When asked what her favorite quote is, Dr. Megan offers a line she learned from her late

grandfather, who owned a family business in Flint, Michigan: "Treat people right, and the rest will fall into place." Meanwhile Dr. Claire summed up her driving force like this: "It is important to me to do everything in my power to provide the best care. That continually keeps me motivated ... to never stop learning and improving."

At Lineberger Orthodontics, these principles are not mere words. They are bona fide action. "We have the perfect platform to give back," Dr. Megan says. One way they do so is through their Stats 4 Smiles program, wherein they've teamed up with professional athletes to deliver free orthodontic care to kids and adults who could not otherwise afford treatment.

But don't let all this goodness lure you into thinking the doctors see their lives through rose-colored

lenses. The struggle, they admit, is real. Describing the challenge of starting and running a business with her husband, Dr. Megan says, "Marriage is hard enough. Raising children together, then adding the stress and pressure of a business on top of it...it's no joke!" Dr. Claire, in turn, describes the

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difficulty of moving away from her family in Michigan. "There was an expectation that I would work with my father after dental school, so moving away felt like I was letting down the individuals who are most important to me."

That's it! That's the final ingredient in the magical recipe that produces a most lovely blend of happiness, success, and gratitude. Down to the tiniest detail, these guys are fun and they spread the love. They are family. They connected from the start, and stayed together to build the dream. They're perfectionistic; they're respectful. *And they admit that it's not always easy.*

So yeah. Stay away from that website. Because if you go there, the good vibe will pull you in. If you're not careful, you'll end up like me, making a fresh To Do list: Ways to Make Teeth Crooked to Necessitate Orthodontic Care. 