

DR. MURRAY KNEBEL, DDS, BSC

SIERRA CENTRE

Dr. Murray Knebel, founder of Sierra Centre for Dental Wellness in Calgary, loves his job. With a firm belief that medical practitioners should work together, Dr. Murray, as most of his patients call him, has amassed a team that is knowledgeable, innovative, and focused on the genuine care of each patient. Instead of having to rely on an external referral process, his patients are able to simply walk down the hall to see a dentist who will focus on their specific needs.

"I don't believe we can be the best at everything," says Dr. Murray who encourages his team to focus on procedures that they enjoy the most. With this model, each Dentist is able to excel in their specific area of the practice. "Every day I get to do the procedures that I love and am best at. I am so fortunate to wake up every morning and know I'm right where I want to be."

Dr Murray has been serving the community for 28 years, and Sierra Dental Clinic is one of the most trusted dental centres in Calgary, with patients from around the world. Perhaps this is because the Sierra team spends an enormous amount of time learning about their patients while co-creating effective treatment plans customized to each individual need. "We help guests reach the highest level of health they aspire to."

Coming from an impoverished background, Dr Murray fervently believes in giving back to his community. Whether providing scholarships for high school students or organizing fundraisers, Dr. Murray models his life on the pursuit of creating joy for himself and all who he comes in contact with. "It's all about making a difference and helping people feel better about themselves," he says.

Funny, energetic, and exuding a sense of warmth, Dr Murray transcends the role of a dentist to that of a human being. He listens to his patients (he prefers the term "guests"), helping them to determine their goals rather than, "simply telling them what is wrong." Indeed, he and his team often work with medical doctors, homeopaths, chiropractors, and naturopaths to focus on their patients' foundations for both physical and emotional wellness.

Whether it is the six-year-old patient who actually wants to have her birthday party at Sierra Centre, or grateful patients sending heartfelt letters of thanks, Dr. Murray's clients are more than satisfied — they become part of his extended family.

Sierra's dentists are on call 363 days a year, and the clinic is open from early morning to late at night. "If you are part of our family, then you are looked after," Dr. Murray promises.

Sierra Dental is a practice where you'll get an experience rather than a service. No wonder it has to field birthday requests.



"IF YOU ARE PART OF OUR FAMILY, THEN YOU ARE LOOKED AFTER."