



Dr. Nicole Powell D.D.S.





Hometown ORTHODONTICS

BY JENNIFER WEBB

NICOLE REACHED for the door and smiled as she shook her head. It was still strange some days - seeing her name on the door of this beautiful building on Beebe Capps. "Dr. Nicole Powell D.D.S."

Hometown Orthodontics . . . she still loved the name and everything it stood for. All the experts told her to name it after herself, but "Powell Orthodontics" just didn't have the right ring to it. Besides, Hometown Orthodontics is not just about her. The real secret to their success is her team and of course, her amazing patients.

It was funny - she thought her life was falling apart when all the pieces for where she is now started falling into place. She graduated from Searcy High School in 2006 and then left for college at the University of Arkansas. At the time she thought that she'd left Searcy for good. She never intended to come back.

She always said that she wanted to become a doctor. While she was pursuing a pre-med degree, she took an opportunity to volunteer at Arkansas Children's Hospital in Little Rock. Much to her surprise, she found that she did not care for the hospital environment though she loved the kids. She was already in her junior year of college, so she started looking at career paths she could change to that would not require taking tons of new classes. She pivoted to dentistry and ultimately orthodontics.

After graduating from the University of Arkansas, she went on to dental school in Memphis, followed by residency. She had a job lined up in Nashville, TN, and everything seemed like it was going according to her plan. While she was in residency, things in her personal life went into crisis mode. Suddenly, the only place she wanted to go was back home.

She picked up the phone and called the orthodontist in Searcy, who had previously contacted her about a job at his practice. By

the end of the call, she had the promise of a new job and a plan B for her life or at least an opportunity to come home while she decided where her next move would take her.

That orthodontist and his partner owned several practices at that time, including one in Searcy and one in Little Rock. Nicole worked both places, but much to her surprise, she enjoyed working at the Searcy clinic more.

She was hesitant about returning to her hometown and working with former classmates, but she quickly realized that God's hands were in it and being home was the best thing for her personally and professionally. Relationships with patients grew quickly in Searcy. They would discover a mutual friend or the families would somehow know one another. She found herself putting down roots where she'd never planned to grow them. The girls in the office grew into not just co-workers but truly a work family.

When the original orthodontist moved, she found herself facing a big decision - should she try to buy the practice and branch out on her own? She had never seen

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herself as a business owner or boss, but she knew if she took a leap, she could take care of her work family at the office. That's how Hometown Orthodontics was born.

Their office at the time was tiny, too tiny. They were all working in very close quarters

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and it was more cramped than cozy. She started the process of purchasing some commercial property and meeting the architect to plan her dream office. The location was highly visible, right on Beebe Capps. She had never designed a building before, but she knew how she wanted it to feel, like home - sleek and modern, yet warm and welcoming.

The new office opened in 2023, and it was everything that she hoped it would be. A coffee bar, a fireplace in the waiting room, friendly staff behind desks, and a welcoming environment for current and new patients.

She sees patients of all ages, offering free consultations, flexible scheduling, and easy financing. Orthodontics is more than treatment to Dr. Nicole Powell; it is an opportunity to be involved and give back to her community. At Hometown Orthodontics they want to give you the best orthodontic experience possible, in a fun and caring environment.

Nicole and her team love watching the transformations that take place in their patients - both in their smiles and in their attitudes and personalities. She loves listening to her patients and encouraging their dreams and aspirations. It's a chance for her to support them and be a positive influence in their lives. She enjoys watching their confidence grow as their smiles transform.

Hometown Orthodontics represents a commitment to making specialized dentistry available locally, with services provided by people who also live in their hometown. Nicole's story is a chance to remind others that sometimes when you think your life is falling to pieces, the pieces are really just falling into place. ●

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Hometown

ORTHODONTICS

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