



Comfort Dental Family News

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Our Motto:

"Comfort Dental Care" is our philosophy. With us you aren't just another number. That's because we don't just treat teeth and gums, we treat people."



What has changed:

* There has been one new addition to the Comfort Dental family. Sarah Weinstroer is our new hygiene assistant.

* New patients are very welcome in our office. To show how much we appreciate referrals, we want to reward our patients by crediting their account \$25 when referrals are made. It's our little way of saying "thanks".

* Our front desk receptionist and recall specialist Natalie Foster has been accepted to the nursing program at UMKC and will continue to be a part of our staff. We wish her great luck in her academic endeavors.

* Ashley Bookout, one of our hygiene assistants, has been accepted to hygiene school at Missouri Southern State University in Joplin, Missouri. Unfortunately she will be leaving us in August. We wish her all the best, but her positive personality and sense of humor will be missed.

* Now when you come in to get a professional dental cleaning done, you will receive toothpaste along with your toothbrush and floss.

Here at Comfort Dental Care we have been very busy making the dental experience a better one for you and your family. There have been many changes in our office since the last newsletter and we apologize for the *slight* delay, but hopefully you can continue to stay informed through our newsletter. Again, if you have any feedback or even future story ideas please feel free to e-mail us at newsletter@comfortdental.net.

Patient Education on the Rise

Along with providing quality dental care for our patients, it has become our goal to make sure that our patients are knowledgeable when it comes to dental matters. With the Caesy education system, we are giving you the opportunity to learn more about different dental procedures and how to maintain overall dental health. This system works in two ways. It all starts in the waiting room. Time waiting will no longer be wasted as you are now given the option of watching Smile Television from our newly installed flat screen television. Smile Television shows numerous educational presentations with subtitles ranging from pediatrics to crowns that add to a patient's dental know how.

However, if there is something specific that you wish to learn, this can be achieved as you are comfortably sitting in the dental chair. While before we would have only been able to give a verbal explanation of any dental procedure, the Caesy system takes it

one step further by providing a narrated visual presentation of many dental procedures. This way it is easy to understand your dental health and the options that are out there in order to achieve that flawless, healthy smile you have always dreamed of.

This system works wonders for children as their fear of dentistry is replaced by laughter when they watch a live monkey instruct them on how to properly maintain oral hygiene onscreen. Establishing a good relationship with the dentist at a young age results in positive dental encounters as adults.

We plan to utilize this system to the fullest as we plan to eventually provide printouts as well as a CD for you so the learning process can continue even after your appointment. With your willingness to learn and our eagerness to teach you, before long we can achieve our goal of having well informed patients.

The Out of Network Outcome

If you are insured under any of the PPO programs of Cigna, Humana, United Concordia or United Healthcare, then you may want to pay specific attention to this article. Comfort Dental Care will no longer be participating in the PPO program with these insurance companies. It is important to understand that this does not mean that we are not accepting your insurance company. We will still be able to see your family and file all claims. This change merely means that we are an out of network office that may result in slightly higher out of pocket expenses for you, the patient. There should still be no additional fee for the patient regarding usual cleaning and check up appointments. If any additional treatment is needed then we will be happy to contact your insurance company for an estimate.

While we regret any inconvenience to our patients, it has become necessary to make this difficult business decision. This is a direct result from the unusually low fees these PPOs allow us for payment of services. Insurance companies are in business to make money where patients and providers too often become the victims of their greed. By switching over to an out of network office, we are keeping the insurance companies in line so that we can carry on in our tradition of providing you quality dental care.

We appreciate your patronage and sincerely hope you will continue your dental care with us. Our office works diligently to achieve a stable dental program for your family. As a result, barring any unforeseen circumstances, by continuing your regular dental check ups we should be able to continue our usual excellent care.

Did you know?

*Soft drink companies pay school districts large royalties in exchange for the right to market their product exclusively in schools, which in turn boosts pop sales among kids.

*Americans drank more than 53 gallons of soft drinks per person in 2000. This amount surpassed all other beverages. One in every four beverages consumed today is a soft drink, which means other, more nutritious beverages are being displaced from the diet.

*Today, one fifth of all 1- to 2-year-old children drink soda pop.

*A bottle of pop in the 1950s was 6.5 ounces. Today a 12-ounce can is standard and a 20-ounce bottle is common. Larger container sizes mean more calories, more sugar and more acid in a single serving.

Stop the Pop

From the time soft drinks were introduced, soda pop has evolved from the occasional treat among Americans, to a daily habit especially among young children and adults. Its increasing popularity has many dentists worried because of the high levels of refined sugar and phosphoric or citric acid found in these beverages that are the leading causes of tooth decay.

Tooth decay is a serious dental problem that starts when sugar joins with bacteria in your mouth to form acid. This acid, along with the additional acid from soft drinks, attacks the teeth. These ongoing attacks weaken tooth enamel. When tooth enamel is damaged, cavities begin.

In order to reduce the process of tooth decay you must drink soft drinks in moderation if you are unable to give them up completely. When drinking soda, don't sip on it for extended periods of time since this exposes your teeth to prolonged sugar and acid attacks. Make sure to use a straw when you drink in order to keep the sugar away from your teeth. Then after drinking, rinse your mouth out with water to dilute the sugar and acid. Try to replace water instead of pop because in the long run, your teeth won't be the only ones thanking you. This is because in addition to cavities, heavy pop consumption has been linked to diabetes, obesity, kidney stones, heart disease and osteoporosis.