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Happy New Year!



Were your holidays happy, filled with the love and joy that only that time of year can bring? I hope so. I also hope that the new year, filled with hope and promise, is off to a

great start. Remember that we are here for you in any way we can be of service so do NOT hesitate to stop by or call.

Sincerely,

GOOD NEWS: 2009 Fees for Services are Holding Steady

Good news! In our efforts to keep your dental costs down in these difficult economic times, we have decided to continue the 2009 freeze on ALL of our fees for 2010. Some have even been lowered from last year. We want to be sure you continue to receive top value for the services you receive and that starts with not increasing our fees.

Word of Mouth

A monthly newsletter to give you the latest information about our practice.

Insurance 101

Once again, it's time for my annual information update regarding your dental insurance. It seems we are always getting questions from many of you about your insurance plans. When the economy was good, benefits were plentiful. Now that the economy has slowed down, both insurance companies and employers/unions have tightened their budgets, reducing the insurance allotments for dental care. We thought it might be helpful to point out some insurance information to clarify some of your concerns.

1. There is no "free lunch" in dental insurance. Dental insurance is not meant to be a PAY-ALL; it is only meant to assist you in the payment of your dental care. That is very different than the way medical insurance works.
2. Dental insurance carriers do NOT cover many routine dental services even though they may be necessary.
3. Many plans say you'll be covered up to a certain percentage (like

50%, 80% or even 100%). In spite of what you're told, we've found that many plans cover less than that amount. The benefit your plan pays is largely determined by how much your employer or union paid for the plan. The less they paid for the insurance, the less you'll receive. So, if you don't like your insurance coverage, let your employer know; you'd be surprised by how much influence you have.

4. It's also important to remember that insurance is a contract for payment of services you receive between you, and your insurance company, (negotiated by your employer in your behalf). Because the dentist is not a part of this contract, you, the patient, are responsible for the fees charged for the services received, no matter whether the insurance does or does not provide coverage for a given service.
5. Remember that it is important to utilize every bit of your insurance. You are paying good money from your wages to have it. Using your insurance effectively starts with at least two hygiene visits per year (or more depending on your current dental health), annual x-rays and two exams by the doctor. Because these are considered preventive procedures, insurance will cover most if not all of the cost. AND, oftentimes it will allow us to catch a problem when the costs are reasonably small. Just ask anyone who had a cavity and let it go to the point of needing a crown or root canal

instead of a filling. **The cost savings could be as much as 90%.** There is an old saying in dentistry:

“Good dentistry isn't expensive; it is the **lack** of good dentistry that is expensive.”

Please don't hesitate to ask questions about our office policies regarding your insurance. We want you to be comfortable in dealing with these matters. Know that we will do all that we can to assure you of the maximum benefits you are allowed.

A Funny Story-and It's True!

Every patient that comes to us has an interesting story to tell. Often we are fortunate to hear these great stories. The stories are even funnier or better when they have a connection to the practice of dentistry.

Recently, one of our patients, Linda, came in for her cleaning and said how much she appreciates our office. BUT, in her past, going to the dentist wasn't one of her favorite things to do. She then promptly pulled out an old yellowing newspaper clipping and handed it to me to read. I read it with astonishment and asked her if I could retell the story to you. She said yes, so here we go.

In a newspaper back east, there was a human interest column called “All Over Town”. The article, by Lou Giampetroni, was entitled “There Were No Strings Attached”. Here is the article:

“Linda Flynn's tooth is not 'in like Flynn' but out – but definitely.

Linda, 6, daughter of Mr. and Mrs. Francis T. Flynn, 9244 N. Bray Rd., has a permanent tooth beginning to grow in her lower jaw.

A baby tooth observed its own Independence Day and fell out on July 4. Because of the size of the permanent tooth making its entry, two smaller baby teeth had to be pulled.

Mrs. Flynn prepared her daughter for a trip to the dentist, telling her there would be no pain. One day, Linda went into the basement for awhile. She returned upstairs and her mother noticed she was shaken and upset. Mrs. Flynn asked why and Linda said she had taken a small sledge hammer and knocked out one of her baby teeth.

Fortunately, Linda's hammering did not damage the permanent tooth, but her mother said she won't tell Linda anything more about her teeth. She's afraid she'll try her own do-it-yourself method again."

I couldn't make that up even if I tried!



Happy Birthday to the following patients celebrating in the month of January:

Olga Babayeva	Kate Barber
Jon Barros	Heidi Benson-Rodriguez
Brett Broman	Joann Calhoun
Kate Cesal	Linda Coyle
Karen Curry	Nicole DeLuca
Darlann Erling	Sara Estervig
Betty Evans	Lois Exley
Ron Frederickson	Steve Goldberg
Olivia Grant	Ladonna Harbeck
Paula Haverstock	Frank Isom
Judy Ison	Kay Jones
Jerry Klorman	Doyce Kruse
Michelle Lerner	Brad May
Terry McDow	Pam McMillen
Doug McQueen	Ray Mitra
Cary Nahgahgwon	Bea Nacinovich

Geno Perez	Louis Perez
Toni Ramirez	Thomas Riker
April Sabo	Mariah Schultz
Linette Shenefield	Rashanna Steenhoek
Kenneth Sturdivant	Randy Troutman
Ofelia Valdez	Erika Von Haaren
Damion Wade	Quincy Wade
Gordon Wharff	Casey Weinstein

If you don't see your name, it's possible we haven't seen you in a long time. We might have to send out the tooth fairy squad for you! Seriously, **call us and schedule today!**



Welcome! On behalf of the entire staff, we would like to welcome the newest members to our extended family of patients joining us in December:

Erin Andresen	Damon Auger
Robert Goldsmith	Valerie Moser
Quinn Olsen	Blaise Salata
Kitty Stuart	



A DEA officer stops at a ranch in Texas, and talks with an old rancher. He tells the rancher, "I need to inspect your ranch for illegally grown drugs." The

rancher says, "Okay , but do not go in that field over there," as he points out the location.

The DEA officer verbally explodes saying, " Mister, I have the authority of the Federal Government with me." Reaching into his rear pants pocket, he removes his badge and proudly displays it to the rancher.

"See this badge? This badge means I am allowed to go wherever I wish.... On any land. No questions asked or answers given. Have I made myself clear? Do you understand? "

The rancher nods politely, apologizes, and goes about his chores.

A short time later, the old rancher hears loud screams and sees the DEA officer running for his life chased by the rancher's big Santa Gertrudis bull...

With every step the bull is gaining ground on the officer, and it seems likely that he'll get gored before he reaches safety. The officer is clearly terrified. The rancher throws down his tools, runs to the fence and yells at the top of his lungs....

" Your badge...Show him your BADGE!"

Until next month, yours for happy and healthy smiles, Deena, Cherie, Eric, Jennifer, Jolynn and Sonya

