



Thank You! Thank You! Thank You! For the **Gold!**

We owe it all to you! Yes, we won gold this year in the *Midland Daily News Reader's Choice Award* for Best Dentist. Why? . . . because you voted for us. We try very hard to help people, but without you we are nothing.

INSURANCE BENEFITS

You would not believe how many people lament to me, "I let a whole year of insurance coverage go (due to procrastination), and now it is going to cost me hundreds of dollars "out-of-pocket!" Please don't let that happen to you. If you have work to do and 2008 coverage left, call soon, as the schedule is booking up fast.



Wow – More Toys for Dr. Bri!

I recently attended a hands-on course for Temporary Anchorage Devices (mini- implants for braces). This has been the hottest topic in orthodontics within the last five years. I have spent many hours studying its benefits for my patients. Now that I know it's "tested true," I'm ready to use it. I was the first "guinea pig" having one placed in my mouth to know how it feels . . . it was a "piece of cake."

Basically in braces, for every action, there is an equal and opposite re-action. Therefore, you have teeth move that you don't want to move. This is a mini-implant that won't move, so the only teeth that move are the ones you want to.

Many orthodontists send patients to a surgeon for this procedure for \$200 to \$800 (my instructor charges \$250 each). I will be doing them at no extra charge just to have the braces do a better job faster.

Electric Toothbrushes

I still can't believe how many people don't use electric toothbrushes. Research shows the electric toothbrush removes at least two times the bacteria than a manual brush. I know in my mouth and my kids' mouths, it is "fuzzy in there" after using a hand brush and "squeaky clean" after using an electric. Please buy your brushes through us. We can save you up to 50% compared to purchasing them at major retail stores. We pay the 6% tax and we get unbelievable deals from companies and reps and pass them onto you. If you find a brush in a retail store you like, we can order it for you. Thanks!



Going Green \$\$\$\$

For years we have had people sign a form that states payment is due at the time of service. It is on our estimate sheets. We also have two signs in our office. Due to our soft hearts, the majority of our patients walk out without paying.

We end up sending hundreds of statements with a cost of \$7,000 to \$10,000 a year. What a waste. As for the cost of one statement, we could send thirty toothbrushes to Honduras or our soldiers in Iraq. For one month's worth of statements, we could sponsor three sports teams. For one year's worth of statements, I could donate fifty fillings to the less fortunate. (To note, we do \$30,000 to \$50,000 worth of dentistry for free each year.)

We still have lots of options for payment plans, all the way up to one year interest-free and even longer for braces.

BUT . . . none of our options involve sending statements and expecting it mailed back. What a plan . . . less waste and still the same options.

So, what does this mean:

- Unless a payment plan has been arranged, the estimated co-pay is due the day of service. (We accept cash, check and major credit cards.)
- If you don't pay your co-pay at the time of service, you will receive a walk-out statement and return envelope. If payment is not received within 30 days, a statement will be mailed with a \$7 billing charge assessed.

This may raise the question from patients, if, in good faith, they paid what they thought was the estimated co-pay and then find out it was different; in this case, they will not be assessed the \$7.

Sorry! Sorry! Sorry! . . . and thanks for your time!



Think Spring!



I'm sorry to break your heart...

but this will possibly be the last hard copy newsletter after 20 years. We are going to try very hard to get patients' e-mail addresses and send our newsletters electronically.

We will be obtaining patient e-mail addresses in three ways:

Asking at your visits

Or

E-mail your address to eline@drbebailey.com or go to the News Page of our website at www.drbebailey.com and click on the "link to register," which will automatically register you with your e-mail address

Or

Tear off the form (see right) and mail to our office.

We promise to keep all "spam" to the eating variety only. Also, for those who don't have e-mail, we will make sure you receive your copy.



Please add my name on your e-mail distribution list.

Name: _____

E-mail address: _____

How to Help Keep Dental Care Costs Down

1. *Prevent, Prevent, Prevent* – A sonic electric toothbrush and a Waterpik™ cost about the price of one filling.
2. *Do things when they are small.* I can't tell you how many times a \$150 filling was procrastinated (usually due to expense), and it turned into a \$1,500 root canal, core, and crown.
3. *Show Up.* In February, we had 10% of our appointments unfilled due to no-shows or late cancellations. The national average for a crown is near \$1,000 (ours is \$720-\$824). If everybody showed up, the average could be \$100 less. A 10 percent reduction of health care costs would be huge.



Out of Sight – Out of Mind

I really wish dental problems (bacterial breakdown of teeth and gums) were visible. If your finger was rotting off, you would do the recommended treatment to save it ASAP. If it needed a procedure to save the nail, you wouldn't ask to have the finger cut off. I'm not sure when the mouth got "separated" from the rest of the body, but if it was more visible, it would be better taken care of.

WELCOME BACK!



A familiar face has returned to the practice! We feel lucky to have Kathy, our former office manager, come out of "retirement" to work at the front desk. Thank you, Kathy!

Not So Extreme Smile Makeover

The Extreme Makeovers on TV are usually grinding the teeth down and replacing with straight, white porcelain. We do a lot of that where necessary, but for 20 years we have done bonding, whitening, braces, minor reshaping, and porcelain without grinding the tooth. I have no idea how many hundreds, if not thousands, of cases we have done, but please know that sometimes a little change can make a big difference.

