

incidentals

A Publication from the office of James Reznich, DDS

Fall 2009 Volume 1.1

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- Start treatment immediately and pay over time with low minimum monthly payments
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- Apply online at CareCredit.com or call 231-947-3530

Greetings and welcome to the premiere issue of 'Incidentals', the quarterly newsletter from the practice of James Reznich, DDS-PC. My hope is to provide information to help you stay healthy or obtain a healthy mouth, keep you abreast of advances in dentistry, answer frequently asked questions, and to keep you up to date on the happenings both in our office and lives. Sounds like fun already!

I'd like to start by sharing some of our practice vision and mission. I've thought deeply over my 23 years of practice [OK, in the last week I've heard remarks about my reading glasses, middle age, and the AARP, so now's a good time to have your fun] about the questions of why, what, and how our practice is here in the first place. Our practice philosophy and mission statement goes into detail; I'll distill the document to its principles (if anyone is interested in the complete document, it is available by request):

Our Purpose: to enhance our patient's health and wellbeing.

Our Vision: first in service to others to develop healthy relationships with the whole person, dentistry, and us, and to help them achieve their goals. Also in pursuit of art through creating timeless beauty, and technical excellence.

Our Mission: We devote our professional lives to serving our patients fostering dental health through communication, education, innovation, technology, and trust. Our practice is based on the principles of honesty, fairness, and integrity. We apply these to the following values in the following ways. . .

- By doing our best
- Providing information and options
- By having positive, great staff members
- By providing a unique mix of service and people
- Being committed to professional development
- By increasing our capacity to serve
- And to advocate for patients free of our financial concerns.

I truly appreciate you choosing me and my staff to serve your dental health needs, and remember we are happy to accept your referrals of friends and family.



The Staff (left to right) Audrey Kalis, Lynsey Stapleton, Dr. James Reznich & Colleen Levack



Lynsey Stapleton...the new girl

Who is the New Girl & Where is Julie?

By: Lynsey Stapleton

What was your name again? Where is Julie? Is everything okay with Doctor and Julie? These and then some are questions that I have fielded since my arrival on July 7th. Even today 4 months later I am hearing these. I feel like I've been here a bit, but if you stop to think about it I won't see all of you until I've been here for probably a year. So in an effort to calm your fears and get my name out there I thought that it would be appropriate for me to introduce myself in our inaugural newsletter to our patients.

Hi, my name is Lynsey Stapleton. Stapleton you say? I've heard that name before. Chances are you most likely have. My sister-in-law's name dawns many of your and your neighbors lawns as the real estate market is a boom. My in-law's names have graced many of your doorways. I have only been a Stapleton for a short while though so that's definitely not who I am. Originally from a small town named Sturgis, in southern Michigan, Traverse City is not my first home. After graduating in 1998 from Sturgis High School I was off to Michigan State University. I graduated in 2002 with a Bachelors degree in Supply Chain Management (a program ranked 2nd in the nation) and off I went with my world class education in hand. In 2004 I started calling Traverse City home. I worked for Britten Banners for a little over 5 years in Inventory and Purchasing. I met my husband there and we got married last August. Since July I have called Dr. Reznich's practice home. I will be running the front office and in charge of Marketing and Sales. When I'm not here I enjoy being active, remodeling our home, and spending time with friends and family. I look forward to getting to know each and every one of you in the coming months. I not only appreciate this opportunity I am very excited about the future here. I can be reached via phone or e-mail at lynsey@jamesreznichdds.com.

Julie has returned to Munson Hospital to work in their medical safety department. She is very excited about the new job. For the record, she and doctor are wonderful, although he misses her around the office.

Thank you for your questions and concerns. I hope this clears some of them up.

Keeping the Bugs Down!

By: Colleen Levack

We recently purchased a new UltraClave Steam Sterilizer, the Midmark M11. It has more than twice the capacity of our previous sterilizer and can sterilize all of our instruments, hand pieces and some plastics in a steam chamber of 270 ° F.

This UltraClave insures sterilized instruments for each and every patient. All hand pieces and instruments that can be heated up to these extreme temperatures will be steam sterilized.

This is something we have always done, but this new machine allows us to do it faster because of the difference in size in comparison to our previous sterilizer the Statm.

The instruments that we use that cannot be steam sterilized are cold sterilized in a 3.4% gluteraldehyde solution. These instruments, mainly plastic are submersed for 10 house in the solution, removed, rinsed and then dried.

Each room is always thoroughly disinfected with a surface disinfectant called Birex SE (a germicidal detergent). This disinfectant is allowed to remain on the surface areas for the operatory for 10 minutes after each patient is seen. Then each operatory is dried and prepared for the next patient.



Dry Mouth (Xerostomia)

By: Audrey Kalis

Xerostomia is a common oral concern for many patients. It is estimated that up to 10 percent of the general population experiences persistent oral dryness. Xerostomia is not a result of aging per se, and should not be dismissed as such. Salivary function in healthy, non-medicated elders does not vary significantly from younger individuals. It is believed that the increased frequency of dryness complaints with aging is a result of systemic disease and medication use, both more common in elders and both associated with xerostomia.

The most frequent cause of dry mouth complaints is the use of prescription drugs. There are hundreds of pharmaceuticals that have xerostomia as a side effect. There are many herbal preparations that may produce complaints of oral dryness, some examples are: garlic, ginkgo biloba, and St John's Wort, others which have diuretic properties, such as dandelion and stinging nettle.



plantation also may have dry mouth as a side effect.

Another major cause of xerostomia is systemic disease. There are a large number of conditions that can affect salivary gland function and lead to complaints of dryness, including diabetes, thyroid disorders, cystic fibrosis and connective tissue diseases. The most prominent of the connective tissue diseases is sjogren's syndrome, an autoimmune condition that may affect up to four million people in the United States.

There are medical therapies that result in xerostomia. Radiation and Chemotherapy of the head and neck region that includes salivary glands in the treatment fields can lead to significant and persistent dry mouth. Bone marrow trans-



How to Manage Dry Mouth

By: Audrey Kalis

Frequent sips of water will help to relieve dryness, ease swallowing, hydrate tissues and cleanse the mouth. There are many over-the-counter oral care products that come in the form of oral rinses, mouthwashes, gels, sprays, toothpastes and gums that are frequently used and may reduce discomfort and improve function transiently. Some of the brand names are Biotene and Oral Base. Many of these products that have been specifically formulated for dry mouth, do not contain alcohol, use mild flavorings, and have neutral PH, containing no sugar.

Cavities are very common in patients with severe dry mouth. It is very important not to consume acidic foods, beverages and sugar, in excess. People with xerostomia should have a supplemental fluoride, in addition to fluoride-containing toothpaste.

Patients with dry mouth have an increased risk of fungal infections. Consumption of sugar-free yogurt containing active yeast cultures may help to control oral fungal populations. If a fungal infection is present, appropriate antifungal treatments should be started through your dental office.

Although the salivary dysfunction may be irreversible, preventive measures and conservative treatments can avoid or limit tissue breakdown, infections and permanent damage to teeth. Appropriate management of symptoms and increasing saliva output may help patients feel more comfortable and improve their quality of life.

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Patient Advocacy

Relative to advocating for patients, I've noticed more patients inquiring about or seeking out specific brand name therapies. Has anyone heard of 'Lumineers'? How about 'Invisalign' orthodontics or 'Zoom' tooth whitening? From my perspective the only thing that makes these products unique is their marketing budgets.

I receive constant marketing efforts for every conceivable therapeutic. Advances in materials are truly incredible, especially in the strength of porcelain restorations, dental implant design and technique, and dental imaging. I'm asked about Lumineers, but I've never had a patient ask me about E-press, Dicor, Lava, Em-press, Authentic, Zeno, or Procera veneers or crowns, and those are just some of the choices available at our local dental laboratory. I can pick up my implant journal and purchase implants from NobelBiocare, Biocom, BioHorizons, Implant, AB Dental Devices, Implant Direct, and Straubman in the first few pages.

I think most disturbing about the ad companies business model is benchmarking sales levels in order for a dentist use the product, usually by contract. The companies also require (sell) training seminars in their product in order for the practitioner to use it. Thus a huge economic incentive is created for the dentist to offer only that product, or worse, incentive to apply a specific product where it is not effective.

Please understand, every one of these products are effective and properly applied can give great results. The point is, part of my responsibility to you is to sort through all the claims and provide therapies that give great results in my hands. Further, I feel that the best choices about treatment are made by well informed patients and it is my responsibility to provide you with enough information to make the right choice for yourself.

Thank you, look for V. 1, no. 2 in a few months.
James

Web site Update

By: Lynsey Stapleton

Many of you have been patients here for a while and probably haven't looked at our web site since the day you first called us or haven't looked at it at all.

For those of you who have looked at it recently, the site is out of date. I can honestly say that in its current state it is not a fair representation of us or the practice. So please don't hold it against us.

In an effort to change that I have been through a HTML class at NMC and will be working with a web designer to upgrade it. The current deadline is to have it ready to go by January 1st. Please check back and let us know your thoughts on it.

The web site can be viewed at www.jamesreznichdds.com. If you have any suggestions that you think we should add please pass them along to me at lynsey@jamesreznichdds.com.