

incidentals

Winter 2011 Volume 2.1

Latest Addition For Your Comfort

By: Lynsey Stapleton

It's Winter time again and in our office with the cold comes the warm. By the warm I mean hot fresh brewed coffee and hot water for a sampling of teas for before and after your appointment, warm paraffin hand wax to relax you, and warm blankets, towels, and wraps to keep your warm during your visit with us. These are items that you as patients have become accustomed to here.

We went one step further this year and have added the service of music. We're really excited about it and hope it will make your visits with us more comfortable. Now when you are here you can listen to anything, and I mean anything, that you would like using our new Ipod Touch and Pandora Internet Radio. Whether it's something soothing to calm your nerves or something loud to drown out the noise of the instruments, we'll help you find it. If you'd like to bring your headphones feel free, but we will supply you with a pair if you need them.

A Publication from the office of James Reznich, DDS

Additions to the Practice

By: Lynsey Stapleton & Valerie Everts

In addition to the changes that we have made to services, there have been a couple changes to the staff. You may or may not know April. She has been in the past the voice that you hear on your voice mail or answering machine reminding you of your appointment with us. You may have also bumped into her once when you were at our office. April has been with us for a little over a year now, sitting behind me in her dark corner, part time. In the last month April has been made full time and rather than just assisting me, she's assisting everyone. We have let her leave her corner! You might not hear her voice reminding you of your next appointment as often, but you'll be see more of her pretty face.

Also we'd like to introduce Valerie Everts to you. She has taken over as our hygienist here. In her own words, here is Val:

I am Valerie Everts and the newest addition to Dr. Reznich's practice. I feel very honored and privileged to have been chosen to join this exceptional dental team. I was raised in a large and close knit family with 8 brothers and sisters and have lived in Michigan all my life. I attended high school in the small town of Clare, Michigan. When I graduated, dental hygiene was my career choice, however, I met my husband Paul and my life path took a different turn. My husband and his father owned Everts Jewelers in Mt. Peasant, MI and I chose to work together with them in the management of their business. In 1996, we purchased Martinek's Jewelers and moved to Traverse City. We immediately fell in love with Traverse City and 2 years later began adding to our family. I have been blessed with 2 sons, Alex and Jake who are 12 and 10 years old, who keep life very busy and exciting! Later I decided I wanted a career of my own that challenged me and fulfilled my need to give back. I graduated Suma Cum Laude from Ferris State University at top of my class! I truly love my profession and am dedicated to providing expert care. I look forward to meeting you and contributing to your overall health and well-being.



Taking it to the waves or The Tooth Truth Ads

By: James Reznich

'Hey! I just heard my dentist on the radio!' Yes it's true. I've written and recorded a series of 14 one minute radio ads to date and the ideas keep coming. The purpose is twofold. First of course is to help get my kids through college by helping patients who like what we offer find us, and secondly is to help listeners make good choices regarding their dental health instead of accepting the industry's "status quo".

We do practice dentistry quite differently than most offices by design. A few examples would be taking the time to focus on prevention, individualizing cleaning and X-ray intervals, and making sure you have a chance to consider all your treatment options prior to being asked to decide on treatment. Beyond that, because of my commitment to continuing education, we offer comprehensive services. I also maintain a network of specialists for referral when that is in your best interest.

Regardless of the ads intent, they are just an adjunct to our preferred means of finding new patients, and that is by the recommendation and referral from you. The highest compliment is the trust in us you give by inviting your friends and family to our practice. Thank you in advance.

I'll be expanding the idea behind each ad here in Incidentals in the issues to come. If you have comments or questions, please feel free to ask. You know I'm kinda chatty. -James

News Flash: Dentist Learns to Brush Teeth

By: James Reznich

I had the strangest experience a few weeks ago. I was attending a course with a dental coaching group and one of the dentists was demonstrating how he performed a new patient exam. A young woman dentist was the patient and I was his assistant. He stained her teeth for plaque (I was thinking yeah, this will be useful) and there was a bunch of it, mainly between the teeth and along the gum line.

He proceeded to demonstrate how to remove it with a tooth brush and floss (nothing fancy) and I had an 'Oh My God!' experience. I wasn't brushing my teeth properly! That's where the 'stop brushing your teeth' radio ad came from. The ad continues: instead, start brushing your gums along the teeth. Think about it. To really clean your teeth, pay attention to where you are placing the bristles. You want to feel that toothbrush along the gum line, top and bottom, front and back, inside and out scrubbing in small, gentle circles. (The intent of a gentle circular motion along the gums is to work the bristles into and onto the gums between the teeth. You can feel them there when you're brushing effectively.) It's kind of like doing the dishes. Your mouth will never be fully clean and healthy unless you remove all of the crusty stuff. So as of today quit brushing your teeth. Take the time to relearn how to effectively keep your mouth clean. The focus in my practice is helping regain a healthy mouth. I'm doctor Reznich and that's the truth.

We've been sharing this experience with many patients over the following weeks, and are finding that it is making a BIG difference in patient's health. We'd be happy to stain plaque for you too, and coach you the improving your health. Just think of all the future dentistry you won't have to do!

Digital X-rays

By: Colleen Lavack

Did you know we use digital x-rays in our office? By digital we mean that we skip the film and processing chemicals and a sensor captures the image and instantly displays it on our computer screen. They also use up to 80% less radiation than traditional x-rays making them safer. This process not only is safer for you, but for the environment as well because it uses no processing chemicals, paper or requires any hazardous waste disposal. The images are actually more diagnostic because we can enhance the area of concern getting a closer look at the tooth or teeth in question. The use of the computer screen makes it easier to show you the area for concern. As an office we are constantly striving to integrate technology that helps keep you healthy. Digital x-rays definitely fall into that category.

Bioesthetic Babes

By: Lynsey Stapleton & Valerie Everts

Bioesthetic Babes is a new feature that showcases what is possible in advanced restorative dentistry. Bioesthetics is advanced training (www.bioesthetics.com) that uses healthy individuals found in nature as a basis for diagnosis and restoration. This is a real life story that highlights the value behind the pretty smile of dental health. We'll share the story of a different patient each newsletter.



Valerie at the end of her Bioesthetic journey 6 years ago

Valerie is a patient that finished her Bioesthetic journey a few years ago. Below is a little background on Val as well as some history of her journey. In her own words here is Val's Story:

I'm Val; I moved to Traverse City in 1994 with my husband and fell immediately in love with the area! My husband is a 3rd generation jeweler and we own Martinek's Jewelers. I happily worked in the business with my husband for 10 years until I decided I wanted a career of my own. I went to Ferris State University and have a degree in Dental Hygiene.

I have been married 17 years and have two wonderful sons and a cat (he is a boy too, so I am a little outnumbered at home!).

My family and I like to take out our boat in the summers, play lazer tag and a lot of basketball. Both my sons are in sports all year around so we keep busy keeping up with all their activities! It is a very busy and exciting time for us

My dental journey began 11 years ago when I decided I wanted dental implants put in to replace my congenitally missing 2nd premolars. I did not want a bridge because I didn't want to have two perfectly intact, healthy teeth ground down in order to fit a bridge. Unfortunately, I had my baby molars removed and had waited too long to have anything done to fill the space left behind. Subsequently, the space was not wide enough any longer for a tooth to fit so I had to have braces. But this was O.K. because I had TMJ problems that frequently gave me headaches and some crowding on my lower teeth. So, 4 years later (with the help of Dr. Reznich, Dr. Northway, Dr. Amalfitano and Dr. Hall), a corticotomy in between, and 2 implants later, my braces came off and I had beautiful straight teeth. However, I had a huge open bite on my back molars, meaning they weren't touching at all when I bite down. My bite still was not perfect and I didn't want to put crowns on all my molars in order to build them up. Dr. Reznich used bioesthetics to build up my teeth, keeping the integrity of my natural teeth intact! Now here was the bonus...my teeth were changing in color as I became older and becoming more yellow, so with bioesthetics, my teeth were much whiter than ever before!

Now, 6 years later, I don't have headaches and my smile is still as white and beautiful as ever!

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Dental Fitness Program

By: Valerie Everts

Did you know that dental plaque?

- Causes dental diseases such as gingivitis, caries, and periodontal disease
- Is a biofilm composed of colonizing bacteria (over 350 different kinds of bacteria in everyone's mouth)
- Can contribute to coronary disease, stroke, low birth rate babies, respiratory illness, and diabetic flare ups
- Use carbohydrates in a person's diet to produce toxins, acids and enzymes that cause disease
- Should be mechanically scrapped off 2 times every 24 hours with a toothbrush and interdental aides
- Hardens into calculus (tarter) when not removed effectively and calculus is always covered by a layer of live, active bacteria

Now, knowing what plaque is and what it causes, wouldn't it be great if we could avoid all dental disease and tooth decay? People want to look and feel good and want to avoid experiences of having root canals, crowns, bridges, or fillings and guess what- we can avoid all these experiences that cause us pain and difficulties just by being dentally fit!!

Since your health is our first priority and prevention is the key to keeping you healthy, we are very excited to be implementing our Dental Fitness Program! We want to give you knowledge and understanding of how and why dental disease occurs and give you the tools to maintain OPTIMUM DENTAL HEALTH. So, at your dental fitness appointments we will be evaluating your past and present dental fitness so we can determine your potential for dental disease today. Our goal is to help you prevent or arrest dental disease in the future! We want to help you preserve those beautiful little gems we like to call "your teeth". So, get your toothbrush and floss ready and get ready to get fit!

Baby Christine Lynn

By: Lynsey Stapleton

On September 16 @ 2:20 am Audrey had a healthy baby girl. She was 6lb 10oz at birth. Christine came a little earlier than Audrey was anticipating and took a little longer to come out than she was hoping for.

The morning of the 15th I woke to a missed call from Audrey stating that she was going to the hospital. We rushed to around and got Valerie to come in to cover for her. The day went off with a hitch and the following day when Christine had arrived we were able to sneak away from the office at lunch to catch a glimpse of her.

We are all very happy for Audrey and her family. She was elated to meet her and is really enjoying motherhood. Mom and baby are doing well.

As a follow up to the last newsletter we had decided to hold a contest to see if anyone could guess what the baby's name would be. The winner was to win a Sonicare. Unfortunately no one was able to guess the name. Better luck next time.