

DENTAL WELLNESS* NEWSLETTER

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I can not believe that it is going on two years since I committed to publishing a newsletter. I have discovered it to be a great learning experience as well as a tool, as its content can be used at any time for a client or potential client. The feedback continues to be very positive, which reinforces my belief in the importance of education.

Dr. McBride

Defining One's Purpose

I believe that we are all here for a purpose. And what a joy it is to be able to express our purpose through our chosen line of work. Since we are all individuals, our purposes may vary considerably. For many it is difficult to realize their purpose within their chosen line of work. They may have selected it for the wrong reason, such as pure financial gain, or perhaps to please someone else. Many go along for quite some time before they discover that what they are doing is not nourishing to them, and then change course in mid-stream by going into a completely different line of work. I know of a dentist who was far from retirement who is now happy driving a taxi on a far-away tropical island. Defining one's purpose can be elusive, and many times it takes great introspection along with life experience.

I went into dentistry because I enjoy helping people and have always been good at doing things requiring manual dexterity. Dental school taught me how to develop my diagnostic and dexterity skills, but these are only few of the skills one needs to have a successful "Health Centered" dental practice. I have always felt that the most important thing I can do for my patients besides providing fine dental restorations, is to teach them how to improve their oral and general health. As time passed by, I discovered that successful learning experiences are a crucial element in a person's dental and overall health, more and more realizing the differences in peoples' teeth, mouths, mindsets – and their desire to learn. It's truly been a "character-building" experience for me. Dentists typically are not the greatest of teachers, since we are selected for dental school based

primarily on our manual dexterity and analytical skills, not on our ability to interact with people. We are taught to diagnose dental problems and to basically "fix teeth." We are expected to perform procedures on clients who sit passively in dental chairs, not involve them in learning, which is an interactive process. Consequently, most dental offices you see today are designed mainly for "doing" or "fixing" rather than for "teaching" and "learning." Dental insurance companies support this mode by providing few or no benefits for learning and prevention.

I have made a concerted effort, over time, to gear my practice towards offering learning experiences for my clients that can empower them to take a large portion of their dental health into their own hands. As happy as I am to have chosen dentistry, I must say that the most difficulty I have had in realizing my purpose within it has been in myself learning to become an effective teacher, and I continually work on developing this important aspect of my "Health Centered" dental practice.

Continually defining and evolving my purpose has paid off, as it becomes more and more evident that those with whom I've developed good relationships that allow for effective teaching, have healthier mouths than those whose attitudes have disallowed the interest required to learn.

I have placed my full Purpose Statement on my website, www.rpmdentistry.com. Also, this newsletter and all past issues can be downloaded from it in PDF format.

ORAL HEALTH PRODUCTS

The oral health care needs of many of our clients require individualized regimens and products based on information derived from their health history, coupled with our microscopic and gum measuring scrutiny. Some of these products are difficult to find, and others can only be dispensed by a dentist. As a convenience, we offer these products through our Oral Health Products com-

pany, developed as an entity to be in conformance with State law. Many people want to purchase large amounts of the products, which can deplete our inventory quickly, so we have placed limits on some items. We will, however, order the Arm and Hammer baking soda tooth powder by the case, if pre-paid and picked up immediately so that we don't have to store it.

* Wellness denotes health, and true health is based upon sound relationships bounded by mutual trust and respect between practitioner, staff and patient. It is an attitude that involves learning and development of common goals for prevention and treatment.

Fall 04

Volume 1 Issue 6

Quarterly Quote

"When Your Purpose Becomes Defined, Your Work Becomes a Recreational Activity."

Robert P. McBride

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GOT

Bad breath (a.k.a. oral malodor/fetor oris/halitosis) is a very common but insidious human predicament, in that it is rarely experienced by the offender. Since it is so personal, the one having it may never get a clue from those affected by it.

Studies indicate that this condition arises directly from either exhaled digestive gases, various conditions within the mouth, or a combination of both. Dental plaque bacteria that reside between the teeth and gums, tongue, and cheeks can absorb certain foods that have a high content of volatile sulfur compounds (VSC's). This alone can be offensive, especially the morning after a meal high in VSC's. Aside from the foods that have a high content of VSC's, the plaque by itself that causes gum disease (periodontal disease or pyorrhea), is definitely the most common cause of bad breath. Add to this, high VSC foods such as garlic, etc., and you have a walking halitosis factory - an offender usually not "in the know."

A dental marketing tool that has recently come into vogue is the "Breath Center." Breath Centers today are marketed as entry points into some dental practices for persons who suspect that they may have a breath problem. The "Center" is usually managed by a dental hygienist or assistant. They may use devices such as a Halometer, which measures certain offending elements such as VSC's,

taken from a breath sample. The hygienist will assess the state of their gum health, perhaps with the Halometer to legitimize the problem. It is usually found that the person has unhealthy gums, and teeth cleanings and home care instructions are given. This is borne out by American Dental Association statistics that indicate that 85 - 90 percent of all adults will have some form of gum disease during their lifetime.

Our Dental Wellness Center has been a breath center for over 25 years. Dr. McBride's study of oral microbiology led to the use of phase microscopes. In our office, the source of the problem is identified for each patient by assessing the types and numbers of oral bacteria residing within the dental plaque. Our hygienist has been trained in microbiology & the use of the microscope. Appropriate regimens are prescribed for each patient based upon individual microscopic and periodontal assessments. Gum infection is eliminated or controlled, healthy gums are developed with an added benefit - the person now has sweet breath, knows why and how to keep it that way.

It is well-known that bacteria enter the blood stream through "leaky gums" and are contributing factors in coronary disease, diabetes and low birth weight babies (See *Oral Health and Your Heart* and *Getting to The Heart of Dental Disease* on our website, www.rpmdentistry.com).

WHAT IS A ROOT CANAL?

Underneath your tooth's outer enamel and within the dentin (root structure) is an area of soft tissue called the pulp, which carries the tooth's nerve, veins, arteries and lymph vessels. This soft tissue is the remnant of the organ that originally formed the tooth. Root canals are very small, thin divisions that branch off from the top pulp chamber within the crown area of the tooth, down to the tip of the root. A tooth has at least one, but usually no more than four root canals. The pulp can become infected and die due to a deep cavity or root fracture that allows

bacteria to seep in. It can also die from an injury due to trauma. Pulp that is in the process of dying can manifest pain from the pressure of biting down, chewing food and temperature changes from hot or cold foods and drinks.

When a root canal (endodontic) treatment is completed, the tooth is still alive by virtue of a fibrous membrane that surrounds the root(s), similar to a sausage skin. Thereafter, the tooth will be incapable of sensing heat or cold and will usually need to be restored with a crown.

Staff News

In a Health-Centered dental practice, it is especially important to have a hygienist who looks at the uniqueness of each client and works with them in the most expedient manner for the development and maintenance of their oral health. We are excited to announce the addition of Jenean Dauray to our team! She brings with her a wealth of knowledge and experience as well as a great work ethic, and keeps getting raving reviews from our clients. Welcome Jenean!!

Please let us know what topics you would like to hear about in upcoming issues.

Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing

the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you’re finished writing your newsletter, convert it to a Web site and post it.



Caption describing picture or graphic.

“To catch the reader’s attention, place an interesting sentence or quote from the story here.”

Inside Story: Special on tooth whitening

Have you ever wondered what it would be like to have your teeth their very whitest?



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also you!

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Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or

some other graphic.



Caption story cdescribing picture or graphic.

