



THE DAILY SMILE

Welcome to the Spring/Summer 2009 edition of **The Daily Smile**. Despite the long and icy winter, there are always warm and bright smiles waiting to greet you at Massasoit Dental Associates. The winter blues have gone and "spring cleaning" has begun. You will see new and rearranged wall art, the soothing sounds of nature, and a cheery face-lift for our operatories. And there's plenty more to come...log on to our website www.massasoitdental.com.

What's New?

Congratulations and best wishes to our dental hygienist, Jill and her husband as they welcome their first child, a baby girl, Addison.

Kudos to Stacey for visiting the Arnone School in Brockton during Children's Dental Hygiene Month. She gave a brilliant presentation on oral hygiene to Brockton's very excited seven year olds.

Our office is now accepting Aetna, Cigna and Commonwealth Care insurance plans. New patients are always welcome. Just a reminder: It is the patient's responsibility to inform the office/front desk of any changes in your dental insurance. Our front desk staff has the knowledge and ability to help you coordinate your benefits, explain your treatment plans and establish payment options.

Earth Day

In recognition of Earth Day that recently passed, it's time for some "Green Tooth Ideas".

NEVER LET THE WATER RUN!: By turning off the water when brushing your teeth, you can actually save two to three gallons of water each brushing!

DIGITAL X-RAYS! By utilizing digital x-rays in our office, this means less radiation for you and our staff and no chemicals to process the x-rays!

There are so many ways to help the planet, locally and globally. Make it Earth Day everyday!

Where are my minerals?

From tooth sensitivity to dry mouth, MI Paste covers a wide range of conditions and is now available in our office. Recaldent*, the ingredient in MI Paste is a bio-available form of calcium and phosphate which absorbs directly into the tooth structure. If you have erosion, decalcification (those awful white spots), or cavities, ask us about MI Paste. Pick your flavor and you're on your way to a stronger, brighter smile.

*allergy alert: casein based

Protect and Serve

Are your teeth wearing down due to grinding and clenching? Or are you experiencing piercing headaches? Oh yes, it's stress. It's time to relieve that stress being put on your teeth, bones and facial muscles. MDA has many options to protect your teeth and prevent your discomfort with a doctor recommended dayguard or nightguard. Call for a consult with Dr. Blatz or Dr. Black today.

Saving Lives One Mouth at a Time

In the U.S., every hour of every day, someone dies of oral cancer.

In 2008, approximately 35,000 people were diagnosed with oral cancer (aka lip, mouth, throat or tongue cancer). Each year there is about an 11% increase in the rate of occurrence. Your dental hygienist performs an oral cancer screening (also called head and neck exam) at every cleaning and check-up and denture recall appointment. It takes less than five minutes. Many patients have harmless appearing spots in their mouth. If any area seems suspicious, an OralCDX brush biopsy may be used to identify normal from abnormal cells. If the latter is found a referral to the appropriate specialist is given.

Current risk factors are smoking, HPV16, excessive alcohol consumption and trauma. Discuss any concerns you may have with your dental hygienist. At MDA every hygienist is certified to brush biopsy a suspicious lesion. This biopsy may prevent loss, pain, disfigurement or even death.

Turn that frown upside down

Today's economy is becoming a challenge for both patients and dental offices. Sometimes in difficult financial times like these we are forced to make health decisions that may not be in our own best interest. Your overall health as well as your

dental health are important to us. So, don't wait! Take care of your dental needs now. Your friends at MDA would like to lend a hand...it's simple! Easy! Anyone can do this!

Every time you refer a patient, you will earn a \$50.00 credit on your account. The referred or new patient will receive 50% off their first cleaning, x-rays and exam. See our website, www.massasoitdental.com to print the referral coupon as many times as you like or at your next visit ask for one and share the good news with family and friends.

On that note, we would like to extend our deepest gratitude to all of our patients for the warmth and joy you bring to our practice.

Family and friends always welcome. Thank you for your referrals.