

Doctor of dentistry

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donald
robbins,
d. M. d.
the biosafedentistry
advocate
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current topics

What could the red flags rule Mean
for your Practice?

The Red Flags Rule – new regulations

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from the Federal Trade Commission (FTC) intended to protect consumers from identity theft – could mean a significant investment of time and money for your practice.

As part of the Fair and Accurate Credit Transaction Act of 2003, the Red Flags Rule requires financial institutions and creditors with covered accounts to devise and implement written identity theft prevention programs. The regulations include dentists as creditors, which are defined as entities that regularly extend, renew or continue credit; entities that regularly arrange for the extension, renewal or continuation of credit; or assignees of an original creditor that are involved in the decision to extend, renew or continue credit.

The Red Flags Rule stipulates that creditors must develop a written program to identify and detect identity theft “red flags,” such as unusual account activity, fraud alerts on a consumer report or attempted use of suspicious account application documents. FTC guidelines name 26 possible red flags grouped into five categories. Creditors also must develop appropriate responses to deal with fraud, train staff in identity theft prevention and provide for oversight of any service providers.

The American Dental Association's Position

The American Dental Association (ADA) disputes the FTC's inclusion of dentists as creditors under the Red Flags Rule and has been working vigorously to secure dentists' exclusion from the regulations. In March 2008, ADA President John Findley, D.D.S., contended that identity theft is not generally a problem in dental offices and that enforcement of the Red Flags Rule

would impose a heavy financial burden on dentists in an already-poor economy. According to the ADA, the cost of compliance for the average dental office will be approximately \$600, and when multiplied by the roughly 130,000 dental offices in the United States, the financial toll comes close to \$80 million.

The ADA also points out that actions mandated by the Red Flags Rule – such as checking the Social Security numbers and photo IDs of every patient – run contrary to the welcoming environment dental offices try to foster. In addition, the regulations could raise conflicts with Health Insurance

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Portability and Accountability Act of 1996
regulations regarding patient privacy.

WHAT you cAn do

The regulations – which were originally supposed to go into effect on November 1, 2008 – were twice delayed to allow providers more time to develop identity theft prevention plans. The ADA has used both delays to strengthen its challenge against the Red Flags Rule's applicability to dentists.

To do your part, write or e-mail your congressional representative and ask him or her to press the FTC to exclude dentists from the regulations. At the May 11-13 Washington Leadership Conference, Dr. Findley pointed out that the nearly 11,000 e-mails sent to Congress by dentists had produced some results, as two representatives wrote to the FTC supporting the ADA's position.

In the event the Red Flags Rule is not amended to exclude dentists, the ADA has prepared a guide to compliance and a sample identity theft detection and response program. These resources can be obtained by contacting your state association or by sending an e-mail to legaldivision@ada.org.

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cover

story

cover

story

Donald Robbins, D.M.D.

the biosafedentistry advocate

by glori gayster

WHAT is Biosafedentistry?

The quick answer: The practice of dentistry in a clean, healthy and safe manner within a biocompatible mercury-free, fluoride-free office.

Dr. Donald Robbins is a true advocate for BIOSAFEDENTISTRY and has been committed to maintaining strict practice guidelines for more than 25 years. At his family dentistry practice in Exton, PA, he has not allowed toxic mercury and other metals to be used for oral restoration. The only metal permitted is gold and platinum when required under porcelain crowns, and pure titanium for implants. Furthermore, all fluoride use has been discontinued and replaced by alternative tooth-decay preventative toothpastes and sealants.

Specifically, Dr. Robbins has taken great precautions for treating patients and protecting his entire staff. These efforts begin with all patients being tested for oral mercury vapor with a portable atomic spectrometer. Blood testing and metal sensitivity workups are ordered with consulting physicians and oral and/or intravenous chelation therapy is coordinated with knowledgeable physicians to reduce the patient's metal body burden as needed.

"I have been in the dental health care industry for more than 30 years and began working with Dr. Robbins about four years ago," states Nina Marcini szyn, Office Manager. "In making the decision to come on board, it was important to find an office that was not a factory and where patients are not a number."

"At the time, I had never heard of BIOSAFEDENTISTRY and

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when Dr. Robbins tested me, I had an extremely high mercury vapor reading," Marcini szyn adds. "Today, I am a huge proponent of all we do and am proud to work at a cutting-edge practice that many are now emulating."

More and more often, patients who have mercury amalgam dental fillings are asking to have them removed either due to decay and cracking or the potential toxicity issues associated with mercury exposure. Dr. Robbins is resolute in the use of vitamins and

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supplements to help the body excrete any absorbed metals during removal of such "silver" fillings. In addition, nutritional support is discussed and a doctor of biochemistry and nutrition is available for consultation.

The biosafe office environment is maintained with high-efficiency medical-grade air cleaners to filter out mercury vapor and volatile organic compounds. The clean, nonallergic setting allows Dr. Robbins and his team to effectively treat many medically compromised, chemically and environmentally sensitive patients along with a traditional client base.

"I've known Dr. Robbins for more than 20 years and have had occasion to both refer clients to his office and treat his patients as well," states Peter Famiglio, D.M.D., oral surgeon. "I have the utmost respect for him and his knowledge and appreciation of the health issues resulting from the use of mercury. But, it is more than awareness. Dr. Robbins has a passion about his work with biosafe dentistry and is proud of it. He is meticulous and really loves what he does – a characteristic that he and I share."

The dAnGers of Mercury And fLuoride

"Many people have heard that tuna has elevated levels of mercury. What few know is that the toxicity from mercury fillings is even higher," Dr. Robbins discloses.

Amalgam, or "silver" fillings, is an alloy containing 50% elemental mercury, a potent neurotoxin that research has demonstrated is released into one's body as mercury vapor. This off-gassing of mercury is ongoing and actually increases with eating and consuming hot or acidic beverages such as coffee or soda. General symptoms of mercury toxicity may include fatigue, chronic sickness and colds, poor memory and mood swings.

More specific symptoms, such as tremors or shaking, food allergies, thyroid, kidney or bladder problems, hair loss and skin rashes, may appear as a result of mercury vapor within the body. Cardiac effects, stomach and intestinal disorders, Crohn's disease and

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infertility issues are also reported frequently. Furthermore, researchers have shown a link between chronic long-term mercury exposure and diseases such as Alzheimer's, Parkinson's and multiple sclerosis.

"My son suffered for years from gastrointestinal problems and his health was deteriorating no matter how many specialists and medical professionals we visited," states Paul McDermott, who along with his son and entire family, has been a patient of Dr. Robbins for more than three years. "When my son first met with Dr. Robbins, he was 6' 4" and 160 pounds. It was unbelievable the amount of mercury within his system and the toll it had taken. Over time, Dr. Robbins removed the amalgam fillings and detoxified his system. Today, my son is still 6' 4", but now 220 pounds and working out regularly. I attribute the majority of his recovery to Dr. Robbins. If he were my student, he'd get an A+!"

Children show mercury toxicity effects much quicker than adults. Their lower body weight allows a reduced amount of mercury to cause symptoms. Autism and neuropsychological and motor control issues have been observed, often following injections of vaccines

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containing thimerosal, a mercury-based preservative.

"Mercury toxicity impacts each person differently and it depends on genetic coding," explains Dr. Robbins. "Currently, there is no simple way to test one's ability to excrete these toxins. So for now, we treat everyone as if they are not able to detoxify effectively."

"I've always been an advocate for good health and was referred to Dr. Robbins about three or four years ago. It was one of the best introductions I have ever received," Mary Nestorick says with a smile. "At my first visit, it was clear that my amalgam fillings had been removed incorrectly. Not only did Dr. Robbins find mercury in three of my major organs, I also had a mercury tattoo in my gum tissue. After a year, I was mercury free and feel great. My memory is better and I feel stronger physically and mentally."

Like mercury, fluoride has been shown to have negative effects on the human body. Children who ingest fluoride are susceptible to dental fluorosis, a permanent staining and weakening of one's

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teeth due to damaging the tooth's enamel covering. Additionally, new studies have shown that fluoride replaces iodine in the body and a deficiency in this area can lead to decreased cognitive ability and lower IQ in children.

Adults are also at risk of negative fluoride effects. As a thyroid toxin, fluoride destroys such cells through the chronic ingestion in foods, water and dental supplements. It has also been shown to weaken bones as it ties up calcium in the body, increasing the likelihood of osteopenia and osteoporosis. Excess fluoride can ultimately impact nerve conduction, muscle function and heart contraction.

in seARCH of A BiosAfe dental PrActice

"I have truly lost count of how many calls we get from concerned patients and the general public," explains Dr. Robbins. "People seem more aware of these issues than most dental professionals. While there are only about 200 biosafe practices in the United States, the good news is the change is gaining momentum."

Dr. Robbins' commitment to BIOSAFEDENTISTRY extends far beyond the walls of his own office. He actively works with other dentists and helps them build their practices with the same precautionary methods and biosafe procedures as he has developed

over the past 25 years.

"When a dentist inquires about BIOSAFEDENTISTRY, my first two questions are: 'Do you still place mercury fillings?' and 'When you remove mercury fillings, how do you protect the patient, staff and yourself from mercury vapors?'"
From there, I know where to begin," states Dr. Robbins.

PrActice trAnsi ti on
consuLti nG for denti sts

As a follow-up to his newest book,
The Toxic Dental Office (www.thetoxicdentaloffice.com).

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com), Dr. Robbins has developed a comprehensive dental management program to teach other dental

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photo by photo designs by Jody photo by photo designs by Jody professionals about the toxicity dangers that exist in traditional dentistry. He helps dentists transition their conventional dental standards into a BIOSAFEDENTISTRY practice. The program includes a two-day initiation with the dentist(s) and entire practice staff. Day one starts with a scientific overview of BIOSAFEDENTISTRY – what is it and why is it important? Dr. Robbins continues by highlighting the research and science that clearly illustrates the need to be aware of these risks. To find out more, a dentist can send an e-mail to Dr. Robbins directly at

About donald robbins, d.M.d.

dr. donald robbins has been practicing dentistry for the past 35 years with the focus on biosafedentistry principles for the majority of his professional career. in addition to general and cosmetic dentistry, he developed a conservative tooth restoration technique using porcelain restorations, avoiding the need for most metal alloys in the mouth.

after receiving his bachelor of arts in liberal arts from Queens College, new york, dr. robbins earned his doctor of Medical dentistry from the University of pennsylvania school of dental Medicine in philadelphia, pa. through the years, he has completed extensive postgraduate educational work, with recent courses that include "Fluoride and the brain" presented by the international society for Fluoride research XXViii, "the effects of Mercury on hypertension and Cardiovascular disease" presented by the international academy of oral Medicine and toxicology and "Minimally invasive and Ultraconservative restorative dentistry" presented by the dKU dental society, to name a few. dr. robbins is actively involved with continuing research regarding mercury vapor exposure from dental amalgam fillings with over 1,200 patient records thus far.

dr. robbins is an active member of the professional community with memberships to the academy of general dentistry, american endodontic society and international academy of oral Medicine and toxicology. he was also a past member of the american pain society, american academy of pain Management and several local dental societies. he has been published in the Journal of the academy of general dentistry and online as the dental writer at www.autism.com. dr. robbins has also been published in magazines and newspapers with professional articles in yoga living, the philadelphia inquirer and others. he has also written scientific papers and recently completed his book entitled the toxic dental office.

outside of work, dr. robbins resides in exton, pa, with his wife, dr. Kathleen boyle, and their three West highland White terriers. drrobbins@donaldrobbinsdmd.com and request information, including a free report and CD.

On day two, Dr. Robbins provides guidance on how to communicate with patients. Patients need to be educated in a way that is informative yet does not result in fear. The science can be overwhelming. For patients who are mindful of the stories that have already made news, it can be challenging to understand, because "silver" fillings and fluoride treatments have been a dental practice standard for many, many years. Dr. Robbins has systems and procedures to

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make it easy for dental practices to manage these patients.

After the two-day session, the course offers telephone consultations directly with Dr. Robbins three times throughout the year to address any questions, issues and procedures. Quarterly newsletters are sent to coaching group members and participation in teleconferences and an annual meeting are offered. Additional time with Dr. Robbins' staff is also available if needed.

"I recently conducted a lecture at the VA Medical Hospital in Perry Point, MD," Dr. Robbins explains. "We hosted approximately 40 members of the military and civilian dental community who stayed for the entire full-day seminar. That's not always the case, but it really showed how important and relevant this topic is to the public."

But Dr. Robbins is not only educating his peers. He is acutely aware of the need to share this and other information with dental assistants, hygienists and the public.

Dr. Robbins is currently Director of a school he founded for teaching dental assistants. The Dental Training Center (www.4learnngroup.com) is licensed by the Commonwealth of Pennsylvania Department of Education and has been training quality assistants for more than six years. As one of the only centers in which students are taught by a licensed dentist and a licensed hygienist or expanded-function dental assistant, the program has garnered recognition from the local dental community. The program incorporates college-based lectures and practical utilization within a dental office, complementing the skills and techniques students learn during the lecture. Trainees operate and practice with actual dental office instruments and equipment. The program is taught locally at the prominent Delaware Community College with a curriculum that encompasses traditional and BIOSAFEDENTISTRY principles.

For the public, Dr. Robbins has created an online database with a list of dental offices that practice BIOSAFEDENTISTRY (www.biosafedentistry.com). This database provides the name, address and contact information for these practices. More importantly, it lists what steps each has taken to ensure the biosafe environment and the actual BIOSAFEDENTISTRY procedures offered to patients.

"Deciding to have one's mercury fillings removed or to follow a fluoride-free dental regimen is a decision each patient must make," Dr. Robbins admits. "However, it is important to know why it is necessary and what each dental practice has in place to protect the patient. In the end, the patient's overall health may improve, as it is intimately dependent on and related to their dental health." n

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financial

everything old is new Again

back to banking basics

Remember the old passbook saving accounts? Did you have one as a kid?

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Remember Christmas clubs and vacation clubs? Did you save most of your paper route, babysitting or lawn-mowing money in the hope of some day having enough set aside for a baseball glove, new bicycle or even that first car? There was a time when it was very common to put money away every week especially for specific purposes.

Before banks were able to offer the now ubiquitous money market accounts, if you wanted to segregate some of your money into a rainy day fund, the only alternative was a passbook savings account. The use of the passbook by banks in America actually dates back to sometime in the early 19th century. It was a small booklet, similar in size and shape to a passport, and contained a running statement of all credits and debits, including deposits, withdrawals and interest. I can remember when a teller would update the passbook by writing the entries by hand and administering an official bank stamp underneath.

This type of account and record keeping process was well suited for infrequent transactions and, by providing a handheld record of the account's activity, there was no need for the bank to produce and mail out a monthly account statement. Obviously, transacting business was difficult if the account holder lost the book or simply forgot to bring it with them to the bank. But, fortunately, the bank always maintained an official record of the account and, with proper ID, would provide a replacement fully updated and ready for more transactions. The old fashioned passbooks became compatible with printers and enabled transactions to be entered "automatically" and eventually passbooks disappeared completely, replaced by more convenient statement savings accounts.

Well, it's amazing how the more things change the more they stay the same. In the midst of the current economic challenges, consumers are becoming much more careful with debt and more serious about finding financial alternatives that guarantee a return and also protect against loss of principle. There is a renewed focus on savings, especially as it helps prepare financially for some of life's more important milestones. In 2009, the passbook component is a thing of the past, replaced by statement savings accounts – now called purpose-driven savings accounts – with customized titles such as "Family Vacation" or "Entertainment Center" or any other

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specific goal. Purpose-driven saving essentially creates baskets into which consumers can segregate funds dedicated to a specific goal, dream or objective.

This concept really works. Segregating funds both mentally and physically from the rest of the household budget ensures that every penny in the account goes to its

intended purpose, rather than for retirement, your kid's wedding or college tuition, a new car or anything else.

Creating a specialized purpose for which to save helps prioritize the overall budget, creates greater motivation to save and increases the prospect of actually attaining savings goals. A special benefit not to be overlooked is that savers really enjoy tracking balances online or through monthly statements and actually watching their progress and realizing their dream.

So, why not "go back to the future" and start your purpose-driven, dream maker savings account right now. That vacation cruise, Harley motorcycle or in-ground pool will become a reality as you watch the account balance steadily grow and finally accomplish your dreams.

For information on how you can start an FDIC-insured savings account with competitive interest earnings and guaranteed principle, contact Dave Gill at MileStone Bank by e-mail at dgill@milestonebank.com or by telephone at 1-866-672-2655. n

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news

erectile dysfunction
MAY Be Associated With
PeriodontAL disease

A study of 815 men has revealed an apparent link between periodontal disease and erectile dysfunction. Of the men observed in the study population, 9.8% diagnosed with mild erectile dysfunction also suffered from advanced periodontal disease, while 15.8% of the population

suffering from moderate to severe erectile dysfunction also were diagnosed with advanced gum disease.

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Researchers believe the link between gum disease and erectile dysfunction is similar to the findings of previous studies of pathogenic bacteria in atherosclerotic plaques showing the epidemiological association of gum disease and coronary morbidity. According to the study, it is reasonable to

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assume that since erectile dysfunction can be an early sign of heart disease, gum disease may be associated with atherosclerosis and, ultimately, erectile dysfunction.

HALF of Rheumatoid
Arthritis Patients HAVE
Gum Disease

According to a study presented at the 2009 annual congress of the European League Against Rheumatism convention in Copenhagen, Denmark, 56% of patients suffering from rheumatoid arthritis also have chronic inflammatory gum disease.

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news

The study of 25 individuals also showed that a majority of patients (80%) receiving anti-TNF therapy to control their rheumatoid arthritis saw significant improvement in regard to their periodontal disease.

Researchers believe this study is part of a growing amount of evidence that suggests periodontal disease plays a key role in the development of systemic conditions, including inflammatory rheumatic disease, cardiovascular disease and diabetes.

Fluoride Supplements:
Ineffective Drug With
Unwanted Side Effects

In a study published in the Journal of the American Dental Association, very little evidence exists to suggest that the use of fluoride supplements prevents dental cavities. Commonly used to promote dental health and discourage the development of cavities, ingested fluoride supplements have been

available by prescription but have never been approved for safety and effectiveness by the Food and Drug Administration.

Additionally, the use of fluoride supplements has shown to have a number of

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dangerous and unnecessary side effects among children. Side effects include mild to moderate dental fluorosis, which appears as white spotted or yellow teeth and can eventually lead to kidney damage and bone fractures.

dentists Go to WAR
AGAINST snoring And
SLEEP APnea

An estimated 20 million people in the United States struggle with sleep apnea with only about 10% diagnosed with the disease. Given the adverse effects of untreated sleep apnea, including stroke, diabetes, depression and heart disease, many dentists are becoming more active in treating the disease.

In an editorial published in Sleep and Breathing in February 2009, Laurence I. Barsh, D.M.D., outlined how untreated cases of sleep apnea ultimately cost patients billions of dollars in increased medical expenses. Dr. Barsh states that the use of oral appliance therapy is just as effective as continuous positive airway pressure machines for treating sleep apnea and can help fight rising national trends in diabetes and obesity.

All news items written by Adam Haskew

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Spa

for the

Smile

e Freeman

The Dental Spa Movement

According to 2008 surveys highlighted in Dental Economics, about 5% of the American Dental Association's 152,000 members offer spa services within their practices. With an increased growth of the spa dentistry movement all across the country, it is estimated that up to 75% of dental practices will quickly embrace the spa concept.

A

By Stephani

Getting patients to say "ahh" takes on a whole new meaning when a dental appointment is transformed into a day at the spa.

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Across the country, dental practices are adding complimentary spa features, from aromatherapy to full-body massage, for patient pampering and anxiety management.

Without regular visits to dentists, patients are at higher risk for periodontal disease and tooth decay, which can lead to problems with overall health. Spa dentistry is helping to alleviate dental phobias by coaxing patients into states of relaxation. Just as a pediatric dentist offers lollipops as an incentive for children to hop into the chair, many dentists are now offering foot scrubs for adults.

MELT THE PAIN AWAY

The American Dental Association (ADA) suggests that about 25% of American adults avoid the dentist because of pain, fear or an unpleasant previous experience.

In many patients' minds, dentistry and relaxation are mutually exclusive.

"Pain is subjective, and if patients are anxious, they will most likely feel more pain than if they are relaxed," says B. K. Rai, D.D.S.,

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Waiting Patiently
Anxiety when visiting the dentist is fairly common. While dental professionals may not be able to alleviate this anxiety completely, it is possible to take steps to put patients more at ease.

Greet your patients with open arms while providing features that entertain, decrease stress levels and, most importantly, distract them from the coming of the dental chair. Amenities that will spruce up any waiting room and provide the utmost in patient centered dental service include:

.....
and more dentists' offices are rolling out the welcome wagon with juice bars, bottled water, tea and even cappuccinos. This kind of hospitality incorporates an inviting atmosphere within the waiting room, urging patients to loosen up and chat with others while they wait for their appointments to begin.

.....
is offered in many waiting rooms - usually muted and bolted high in a corner. At spa dentistry offices around the country, multiple large screen plasma televisions are provided with added accessories, such as video games and an

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also use televisions to highlight

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dental options within their practices through educational DVDs.

with an increased patient volume, massage services are offered to people in the waiting room.

anything from hot stone therapy to facials, promoting relaxation for patients before they undergo dental procedures.

"Our staff treats everyone like they're part of the family," says Debra Glassman, D.D.S., cosmetic

New York, NY. "We take the time to listen to any concerns patients may have as soon as they arrive for their appointments. We offer amenities such as beverages, dental education materials and music to relax patients before they are called to the examination rooms."

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New York, NY. "We take the time to listen to any concerns patients may have as soon as they arrive for their appointments. We offer amenities such as beverages, dental education materials and music to relax patients before they are called to the examination rooms."

general practitioner at Santa Barbara Dental Spa in Santa Barbara, CA. "With the inclusion of spa and entertainment features, we attempt to lower the fear commonly felt in a dentist's office and make the experience as enjoyable as possible."

Patient distraction is key. Diverting attention with a number of spa amenities can help patients forget prior painful dental visits and any procedural requirements of the present.

PUTTING ON THE RITZ

Dental spas can incorporate features for comfort during examinations and procedures. Soothing music and warm blankets, or amenities that are found in full-scale spas such as laser hair removal and reflexology – an ancient technique that helps to relieve tension in the upper body – can coax patients into caring for their teeth.

"My goal for the practice is to remove the sounds, smells and other elements associated with the clinical atmosphere found in most dental offices," says Dr. Rai. "By incorporating aromatherapy, dimmed lighting, deep-tissue massage and entertainment amenities – such as our popular 3-D virtual goggles that enable patients to watch TV shows or

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movies while in the chair – our patients are able to enjoy their dental appointments."

Adding services such as paraffin wax, warm gloves, slippers and massage pads requires little staff instruction and only minimally disrupts office routine. But with the inclusion of features such as massage and facials, the hiring of extra personnel is needed, as well as orientation sessions with new technology and techniques for the entire practice.

SAFETY IN RELAXATION

No dental health professional wants to convince a squirming patient to sit still and open his or her mouth. The ADA recommends – particularly for patients with heart or anxiety conditions – the use of stress-reduction techniques in dental

practices for quality patient care.

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The Little Luxuries

Creating a comforting atmosphere at a dental practice doesn't necessarily mean tearing down walls or going through months of specialized training. By adding a few affordable amenities to patient rooms, dental professionals can turn an everyday appointment into a relaxing getaway. Inexpensive without tremendous upkeep, popular additions that promote patient comfort include:

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patients with music lessens
anxiety and enhances
safety during examinations.
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with an added AM/FM
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If dental staff members
contribute music, no
further cost is added.
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become cold during procedures in an air-
conditioned clinical setting. To lessen the likelihood of
shivering, invest in a quality heated lounge pad for the
dental chair to keep patients calm and comfortable.
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a hazard, scented oils with diffusers can be
used instead to produce an inviting smell
and homelike atmosphere, a component
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have shown that certain scents, such as
lavender and vanilla, can lead to reduced
blood pressure levels, stress and
muscle tension.
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"A patient does not have to be
charged for a hospitable and inviting
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Fayetteville, AR. "Adding two or
three inexpensive amenities into
examination rooms not only give
patients a better experience, but
also can help differentiate a practice
from its competitors."
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Even though spa features are likely to be offered in cosmetic
dentistry practices with clientele more financially inclined to
purchase spa packages, a cross section of dentistry
practices has recognized the safety and health ben-
efits associated with extra pampering. A calm patient
means a safer procedure for health care professionals,
and by offering complimentary amenities, adverse
incidents are less likely to occur.
ATTENTION TO DETAIL

The foundation of spa dentistry is individualized, ad-
vanced dental care. A patient's trust is earned through an
inviting atmosphere, attentiveness and the dental staff's
ability to offer reassurance during procedures.
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"The cornerstone of our practice is making patients feel
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Doctor of dentistry as comfortable as possible," says Debra Glassman, D.D.S., cosmetic dentist at Glassman Dental Care in New York, NY. "We hope that the extra attention we give to patient pampering and relaxation techniques will make them look forward to their next visits."

Most adults fail to remember to keep up with annual cleanings and examinations. But spa dentistry appointments – with vacation-like atmospheres – could make dental appointments more tolerable and increase the amount of patient compliance with therapeutic and preventive recommendations. |

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q&a

When dentistry changes Lives

Forensic dentistry can be the key to solving a crime or identifying what remains of a lost loved one. John J. Giordano, D.M.D., forensic odontologist in Worcester, MA, provides a

glimpse into the crime-fighting world.

Q: Tell us a little bit about your background and how you came to run the Forensic Dentistry Resource Center.

A: I completed a forensic dentistry fellowship at The University of Texas at San Antonio in 2006, and then I created the Forensic Dentistry Resource Center to establish myself and begin providing free services to law enforcement, medical and legal entities. We're now associated with the Worcester Police Department, and I also work with Rhode Island Child Protective Services. I don't charge for anything, and I'll also give lectures free of charge. My two big areas of service are in bite analysis and identification of the deceased.

Q: Can forensic dentistry be emotionally stressful?

A: There are forensic dentists I know who have dealt with cases considerably more difficult than what I've seen so far, but certainly it takes its toll. It's hard sometimes to not get a little choked up, especially when you're working with child victims.

Q: What are some common topics at your lectures?

A: One of my primary goals is to talk about how any dentist has the skill set to become involved in forensic dentistry. It requires some additional training, but it's a really rewarding service and it's worth it. I also mention the importance of good recordkeeping; the identifications a

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forensic dentist makes are only as good as the records kept by the original dentist.

Q: What do you think is the most fascinating aspect of forensic dentistry?

A: The interpretation of bite mark analysis is interesting. Even though skin is a poor registration material, we can look at a bite and know we're looking for a person who has very specific dental characteristics – missing a front tooth, for example. If local news

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Message Board

If you have ANYTHING you would like to announce to 3,000 dentists in the Greater Philly region, e-mail it to Publisher Maureen Martinez at maureenmartinez@comcast.net or call her at (610) 296-3264. Deadlines are the first of every month working one month in advance.

Doctor of Dentistry is pleased to announce that Nobel Biocare has once again decided to bring you a very worthwhile local CEU lecture! It will be presented by Dr. Robert Bentz, a board-certified prosthodontist. He will lecture about all-ceramic restoration

with Nobel Procera and/or Zircona. The tuition is \$40 for 2.5 CEUs. It is set for Thursday, September 17 at 6 p.m. A buffet dinner will begin promptly at 6 and the lecture will begin at 6:30. The lecture will end at 8:30 and then you can tee off on the indoor simulated golfing machines, so bring your clubs! The location is Play Around Golf at 225 Lancaster Ave., Malvern, PA 19355; (610) 725-9155 (www.playaroundgolf.net). Call Publisher Maureen Martinez at (610) 296-3264 today to reserve your seat, as seating is very limited! n

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In terms of human identification, it's nice to be able to provide answers to a family that needs them. I recently had a case in which there was a body with limited dental structure and one prominent tooth. I took about 20 X-rays of the tooth and dozens of pictures. Ultimately, I was able to show that my findings were ironclad, and a family that had been missing a loved one for three years was able to receive some closure and bury that individual.

Q: What's coming up in the future?

A: There's been a great deal of advancement in mass disaster programs. As a nation, we need to work on creating a central repository that can hold information about missing people and medical information so that we have a greater chance at identifying remains. The American Board of Forensic Odontology also is constantly updating their standards for credentialing and bite mark analysis. It's critical to stay on top of that information.

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technology

Goody dental impressions Gone digital!

We all know that nobody wants to go to the dentist; in fact, some people downright dread it. Patients assume that all dental procedures are going to be uncomfortable or even painful. Dentists now want to make going to see them an entirely different experience than what patients have been used to. Today, many dental offices look more like health spas. Gone are the horrible sounds and smells, replaced by the sound of rock fountains, massage chairs, paraffin wax treatments, iPods and most importantly, virtually painless dentistry. Dentists are embracing

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new technology that greatly enhances the patient experience and eases anxiety about dental treatments. Laser scanners allow your dentist to find decay that normally can't be seen or felt until they are much bigger. Computerized anesthesia machines allow only the tooth being treated to be numb instead of your entire face. And now a common dental procedure known as a dental impression has an amazing new technology behind it.

Every year, millions of people need crowns and bridges placed in their mouth to replace broken, decayed, heavily filled or missing teeth. More and more people are now requesting cosmetic porcelain veneers to improve their smile. In order to fabricate the crown (cap), bridge or veneer, a physical impression must be taken of the tooth being restored. Most patients cringe at the thought of having a mold of their mouth taken. The putty is messy, tastes extremely unpleasant and in many patients can cause gagging. (Fig. 1) This is far from a perfect science, and if the impression has an air bubble or another imperfection it may not be suitable and unfortunately the dentist may have to repeat the process again. The crown, bridge or veneer created from the physical impression often requires additional time

to seat, may require numerous adjustments and may eventually need replacing. Sometimes the crown does not even fit and the impression needs to be retaken and the lengthy process started all over. Dentists now have another option when it comes to taking a dental impression.

Cadent iTero is a new groundbreaking digital technology that eliminates the need for a gooey physical impression. This device enables the dentist to create an exact replica of what is in the mouth using only a laser scanner. (Fig. 2) The only thing that touches the mouth is the

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tip of the handheld wand. Guided by voice prompts, the dentist takes several scans of the teeth and the patient's bite until a complete digital image is captured. With each scan, iTero software captures 100,000 data points in the patient's mouth. Once the dentist begins the scanning process, it can be stopped and started as many times as necessary, unlike the physical impression that must set for five or more minutes

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before it is removed from your mouth. Never again will patients be stuck with a mouth full of goop. Each scan takes only a few seconds.

After the scanning process is completed, a 3-D digital model of the mouth is magnified and displayed on the computer screen right in front of the patient. (Fig. 3) This allows the dentist to review the scan and make any necessary changes or

technology

take additional scans if some information was missed. Seeing this information allows for better communication between the dentist, the dental assistant, the laboratory and most importantly, the patient. It also allows the dentist to head off potential issues that may have gone unnoticed until the seating appointment. iTero technology all but guarantees a perfect fit for the new crown or bridge, so patients spend less time at the dentist's office and more time enjoying their new smile!

Going to the dentist still may not be at the top of a patient's priority list, but if and when a patient needs a crown or wants a veneer, the Cadent iTero digital impression will allow for a much more comfortable visit and more importantly a better-fitting restoration.

Want to avoid the messy, gagging traditional method of taking impressions? Call Dr. Leonard Tau and ask about the Cadent iTero digital impression system.

For more information about the iTero Digital Impression System, please contact Dr. Leonard Tau at the Pennsylvania Center for Dental Excellence at (215) 969-4400 or visit www.pcde.com. Also check out www.cadentitero.com.

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"It caused destruction to everything in its path. Houses, buildings. Some people lost everything. But we were prepared for an emergency like that. We knew how to reach our employees, knew what to do. We had emergency supplies on hand. And as a company, we made it through Hurricane Charley because we had a plan." EVERY BUSINESS SHOULD HAVE A PLAN.

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