



## Note From Doc

### Fall Forward

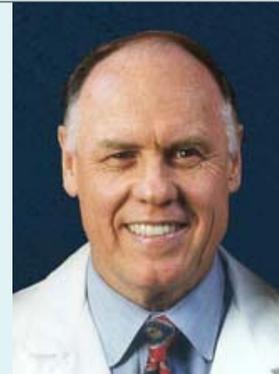
This time of year when summer winds down and the days grow short, sometimes I hear people complain about feeling blue - maybe similar to the feeling some folks have when it is Sunday evening and they know that school or work is the next day. I've had those feelings before when I hadn't defined my professional purpose and developed the Dental Wellness Center around it. Now, I can say that I look forward to Mondays and the new holidays that each season presents. There isn't enough room in the newsletter to hold all the testimonials we hear each day from our patients' successes, and as the summer winds down with another exciting season around the corner, we look forward to hearing more and more of them from people we have yet to meet.



### The Differentiator

What really differentiates a holistic from a traditional dental practice? I believe that it begins with an attitude on the part of the dentist with an emphasis on discovering the nature of and prevention of oral problems, rather than one of simply treating and repairing their results. Behind this attitude must also lie the extra education and training that allows him/her to offer solutions to patients that go beyond the usual cosmetic teeth repair and replacement protocols that are commonly broadcast on dentist websites, advertising media and "dental makeover" TV programs.

An essential attribute of a holistic approach is an understanding on the part of the dentist that true health cannot be dispensed via a cleaning, filling, veneer, implant or crown any more than a Lipitor pill can address the cause of high



#### TOPICS:

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#### QUARTERLY QUOTE

*"Autumn, the year's last,  
loveliest smile."*

-William Cullen Bryant

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#### TESTIMONIALS

##### A Total "Wow" Experience!

"I commend you and your staff for the exceptional service I recently received during my most recent visit. I also want to take a moment to recognize "Tim" for providing me with very useful information when cleaning my

cholesterol. It must be developed through application of workable protocols that involve patient compliance based upon their high interest in becoming healthy - an interest that has been aroused through a process that lets them understand the origin of their problems. This then, challenges the dentist to learn something quite elemental, yet nonexistent in professional school curricula; that of becoming an effective teacher, a role which over time has strayed afar from the very origin of the word "*doctor*," meaning "*teacher*" in several languages.

True holistic care is rather rare in both the medical and dental professions, as the student selection process does not include a scrutiny of the candidates' interpersonal skills or teaching ability. I believe that a holistic attitude emanates from an inherent personality attribute of wanting to do the right thing for patients backed by a passionate sense of curiosity. One that is intense enough to allow the new graduate, after having been unleashed within a system wherein the health community and patients alike are immersed within the predominant insurance-based, reparative mode, to be able to buck the prevailing tide and swim upstream to discover how to integrate his holistic disposition within the mainstream milieu.

After many years of swimming against the tide, I am now being carried forward through discovering patients who actually are seeking what I have to offer, backed by a team that understands and supports the entire process of a patient attaining health. The process includes several key elements:

- First and foremost, having a patient whose basic attitude and interest matches that of the doctor in their becoming healthy.
- Their learning the essentials of our preventive and treatment protocols so that they can also become knowledgeable - and participants in their own care.
- Through the above, a motivation on the part of the patient that will impel them to attain the level of health that they desire.

Bernie Siegel, M.D., in his book, *Love, Medicine & Miracles* recognized this importance in saying "*We doctors must become instruments. When that happens, motivated patients will use us to work miracles.*"



**Persistence Pays!**

teeth. She was very knowledgeable, professional, and she went the extra mile to insure my comfort during the process. She kept me well informed and cared about my concerns. She used a machine that sounded like a chalkboard but when it was all done, it looked like I had a brand new "grill" lol. Never thought a Dental office could provide 5 star service. It is only a reflection of the job well done training your employees and managing your office! I will definitely refer my friends and family to your office for their dental needs." -*Andy A.*

### **Search for New Dentist**

"From the minute I walked into the calming home-like waiting room with candles lit, a doorbell, beautifully decorated with an exquisite antique, a soothing aquarium and extremely friendly staff: I immediately felt more at ease. The friendly staff makes you feel very welcome. Dr. McBride takes his time to teach you and answer all your questions. Equipment and Testing the Best. With Confidence; I knew I had found my New Dentist."  
-*Barbie W.*

### **GREAT RESULTS**

"The staff is superb. For the first time in my life, I don't dread my dental appointments. They have also completely turned my gum disease around. So awesome to have healthy teeth and gums again! -*Susan M.*

### **VERY POSITIVE**

"My experience at Dr. McBride's office was enjoyable. I was treated with respect and as a friend. The staff answered all my questions and helped research some products to protect teeth during sports and other activities. I would sum my experience up by saying it was very positive and I am very satisfied with the service." -*Todd C.*

By Timbrey Lind, RDH

The following story inspired me to write this article for our newsletter. It was close to home, as it was told by an associate of Dr. McBride concerning his daughter's teacher.

"The tragedy at our local elementary school this spring happened to the husband of one of the third grade teachers who cut his finger at work one day. He washed it and put a small bandage on it. In fact, he washed it every day. It did not seem to be getting much better, but because it did not hurt, he just kept cleaning it until his wife, the teacher, insisted he go and have it checked out. By the time the lab results came back showing him positive for a staph infection, it had spread throughout his entire body, and he ultimately passed away. If only the wound had been checked out earlier and the lab test done, he could have been treated for the staph infection in a timely manner and his life would have been saved.

The way this man tried to treat his wound is similar to how many patients and, frankly, many dental practices treat periodontal disease: "Just clean it." Unfortunately, just trying to keep the "wound" clean won't take care of the ultimate problem. This is similar to how traditional dentistry has viewed periodontal disease, but the research continues to show that this is only a superficial view. How periodontal disease is treated is changing - it is no longer thought of as just a site-specific problem. It is a systemic problem and its nature can be unique to each patient. This is one of the reasons that we perform saliva, plaque and blood testing during and after our patients' initial periodontal assessment and treatment."

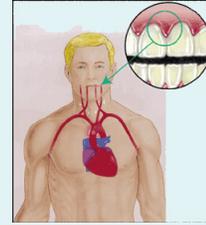
We were taught nothing of in-depth periodontal assessment and treatment in hygiene school. In fact, I remember being in one of my classes and an instructor was discussing systemic diseases and the effects they can have in the mouth. She was talking about every day "normal" gum conditions such as bleeding when brushing and flossing. I raised my hand and asked. "So, is it safe to say that a diseased mouth can affect the body as well?" And, surprisingly her response was, "Well... that's not our problem.

We are just there to clean their teeth." Obviously, my education about the oral/body connection came later.

After graduating from San Joaquin Valley hygiene school, I headed for Southern California. I was anxious to start working and hoped to get a job right away. The economy, however, had a different plan for me as full-time jobs were hard to find and I ended up signing on with a temp agency. Little did I know that this was a blessing in disguise.

## Doc's Talks

### "Mouth-Body Connection"



By reservation only

**WHO:** Dr. Robert P. McBride and our special guest Dr. Morgan Rogers.

**WHAT:** Robert McBride, D.D.S., M.A.G.D. will be sharing his valuable message about the importance of oral health and how it is related to your overall health. Morgan Rogers, D.C. shares the Science of maximum athletic performance and body fat elimination. You will learn how you can take advantage of the same technology that the U.S. Navy Seals and other world elite athletes use.

**WHEN:** Wednesday, September 28th at 6:30pm

**WHERE:** Dr. Morgan Rogers office, 3951 S. Plaza Drive, Santa Ana, 92704

**RSVP:** 562-421-3747  
(seating limited)

[Click here to Register](#)

#### HELP ANOTHER AND

 [Forward to a Friend](#)

*Someone who has dental problems or fears, bad breath, unresolved headaches, neckaches, vertigo, or jaw pain, belly fat, high cholesterol, hormone imbalance, diabetes, arthritis, colitis, lupus, inflammation.*

### SUMMER BASKET WINNER:



**CONGRATULATIONS** to Dr. Jeffrey Morris and his wife Mona who says she

Working for the temp agency gave me the opportunity to work in a variety of dental offices with all kinds of dentists and staffs.

I worked in beautiful, state of the art offices and run down small offices in Los Angeles and Orange County. I worked with all kinds of dentists, with varying ways of treating patients and staff. It gave me a good chance to determine what I did and did not want.

The good news is that I started getting job offers, but turned them down. I knew that I wouldn't be happy in my chosen career unless I found a dentist that shared my vision. I wanted to be in a place where I could educate my patients. I wanted to teach them how to develop and maintain health and prevent disease. I did not want to "just clean teeth."

I was frustrated because I couldn't find a dentist that matched my enthusiasm for dentistry as well as one that would offer me an opportunity to learn and grow. Even though I had school loans to pay, I didn't want to rush into things that didn't feel right. I am so thankful that I held off in accepting a job, as my persistence and stubbornness eventually paid off. I shared my frustration with the temping agency owner - that I wanted to be able to educate my patients and share the excitement of their regaining health - not just "clean teeth." She looked at me and said, "You know that as a new graduate and at the age of 24, this all sounds very 'Miss America.' You also want world peace, right?" Even though she thought I was being idealistic, she understood what I was saying and handed me a business card saying "I have the perfect dentist for you." I looked at the name and it was Robert P. McBride. I went right home, got on the internet and read his entire website. I was soon convinced that he was unique and someone I would love to work with.

Dr. McBride was the perfect match for me - we share the same passion and personal interest in our patients. He doesn't just "fix teeth," he considers the whole person. I was ready to learn - to be a sponge and soak up all the knowledge he had to offer. He was the total antithesis of my hygiene school instructor. His whole philosophy has to do with the importance of how the health of the mouth relates to the rest of the body.

I have been working for Dr. McBride for four years and I'm proud to say that I am now part of a dream team! I look forward to coming to work every day. I am surrounded by wonderful people - both patients and staff. Dr. McBride has given me the opportunity to learn and grow! I am

LOVES to BBQ year round and has been a patient for 30 years. The basket consists of lots of utensils for BBQing...time to light it up!

 Forward to a Friend

*"There is no finer gift than the referral of your friends and family."*



Join us!

Find us on **Facebook** 

Yes...we're pleased to say that we have joined the world of Facebook. If you're not our friend yet, please join us and make sure to be part of our group - Dental Wellness Center. We want to see your smiles and hear your stories!

## CONGRATULATIONS Dr. McBride!



Jean and Dr. McBride

Dr. McBride is famous!! He was recently published in [Dentistry Today](#) which is a publication that dentists all over the world subscribe to. His article titled "*Rejuvenation Via Biologically-Guided Technology*" demonstrated a conservative solution to a patient's (our bookkeeper, Jean) orofacial problems through a stepwise application of bioesthetic principles in treatment planning and techniques. You can go to

truly enjoying my chosen profession because I know that I am making a difference. I have built a personal and professional relationship with my patients - and the best part is that they get healthier every time I see them!

## Dental Wellness Center



Read our patient testimonials:  
REVIEWS

## IT'S FOOTBALL SEASON!



If you enjoy football come on out and watch Dr. McBride's grandson and Leanne's son, Derek Sabo play at Lakewood High School on Friday nights ([football schedule](#)) Go LANCERS!. It's his senior year and he is already getting football scholarship offers. (Derek #75: OT, DL, height 6'2", weight.265lbs., Bench 335lbs., Squat 435lbs.) - Proud Grandpa!



Sean #97 and Grandma McBride ...and Derek's brother, Sean Sabo surprised us with the news that he is on the Golden West College football team. They won their first game against LBCC 48 -0 at Vets Stadium. You know what doc will be doing on his weekends. :-)

[dentistrytoday.com](http://dentistrytoday.com) to view this publication. This is another example of Dr. McBride's passion, expertise and dedication to his profession which demonstrates that he truly is a TOP notch dentist. We are so proud to be part of his team!

Leanne, Karen, KC, Timbrey

 Forward to a Friend