

DENTAL WELLNESS* NEWSLETTER

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This is the second issue of our newsletter. We are proud to have received excellent feedback from our Summer Issue. We want to continue sharing the advancements in the field of dentistry and in our office that could be of benefit for you, your family and friends.

Dr. McBride

Snoring – It’s Not A Laughing Matter!

For many years the media has made light of snoring. But for the snorer, or for a person kept awake by snoring, it’s no laughing matter.

Snoring usually occurs when a person’s airway at the back of the throat becomes obstructed, causing the air to be inhaled at an increased velocity and pressure. This results in the soft tissue at the back of the mouth to vibrate creating the snoring noise.

Because heavy snoring is often a symptom of Obstructive Sleep Apnea (OSA) and is sometimes associated with hypertension, stroke and other cardiopulmonary problems, there are medical problems to consider. Our Sleep Apnea questionnaire will assist in disclosing

whether a person has moderate or severe OSA and should be tested at a Sleep Laboratory. If the questionnaire is negative and the person is just a snorer or has a case of mild Sleep Apnea, we have an effective anti-snoring device called the TheraSnore. It looks similar to an athletic mouth guard and is only worn while sleeping. It is very comfortable and works by gently holding the lower jaw forward, thus preventing the tongue and soft palate from dropping back and obstructing the airway while sleeping. Don’t let snoring get in the way of a good night’s sleep. We can help! For more information or to get your TheraSnore, call our office today!

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Quote of the month

“We are what we repeatedly do. Excellence then, is not an act, but a habit“.

Aristotle

DENTAL FEAR

It is true that 80% of the population stays away from the dentist on a regular basis. Although most would rather be somewhere else than at the dentist, there are those who only seek dental care when their pain level exceeds that of their fear. Most often this fear starts from negative past dental experiences involving lack of compassion, lack of adequate time to inform, pain during treatment or a combination of the above. Many of my “dental converts” have told me that they would actually become nauseous or undergo a panic attack even while picking up the phone to call the dentist. Although

we can use relaxation medications or nitrous oxide/oxygen (“laughing gas“) to “get the work done”, most of these patients have indicated to me that the most important thing that helped with their fear was the time given to be truly heard & understood, which is crucial in the development of a trusting, therapeutic relationship. True wellness involves allowing enough time to listen, because people don’t care how much you know until they know how much you care. See more about dental fear, including the dentist’s fear of the patient on our website, www.rpmdentistry.com)

Inside this issue

| | |
|-----------------------------------|---|
| Note from Doc | 1 |
| Snoring – No Laughing Matter | 1 |
| Dental Fear | 1 |
| Wellness definition | 1 |
| Great News About A Dreadful Topic | 2 |
| ESTHETICS and Cosmetics | 2 |
| Staff News | 2 |

* 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.

Some Great News About A Dreadful Topic

Oral cancer kills thousands and thousands of people each year. And it creates hideous facial deformity as a result of surgical treatment in many thousands whose lives are saved.

Of the 20 most common cancers, oral and laryngeal cancers are the only two that have not had a significant improvement in survival rate over the last 20 years. In fact, the mortality rate of oral cancer has not improved in 40 years! Despite advances in surgery, radiation and chemotherapy, the average five-year survival rate for oral cancer is still only about 50%. The overwhelming reason for these grim statistics is the common lack of early diagnosis. Oral cancer kills more people each year than either skin cancer (malignant melanoma) or cervical cancer.

Thousands are left facially disfigured from oral cancer surgery, and many of these disfigured people do not leave their homes any more than they absolutely have to. It's not as if they were born that way and learned to deal with the disfigurement as they grew up – it just happens suddenly. Going from a normal life to one with facial disfigurement is more than many can bear.

Oral cancer usually starts out as a red, or more often, white patch somewhere in the mouth. Between 5% and 15% of the population has lesions that look like these. The vast majority of these lesions are benign. However, up to 6% of these harmless looking lesions have been found to be pre-cancerous or

even cancerous. By the time one of these lesions looks at all suspicious, it may have spread to other parts of the body, at which time the five-year survival rate is only 19%. However, when a cancerous lesion is discovered and treated early, the survival rate jumps to 80%. And when caught at the pre-cancerous level, the survival rate is near 100% without any deforming surgery. In the past, because millions of people have had harmless looking lesions in their mouths, it has been impractical to perform an invasive scalpel biopsy on them. This has led to numerous deaths and facial deformities due to lack of early detection. The good news is that if we now see anything suspicious, we have the ability to easily test each and every one of these lesions. The test is called a "Brush Biopsy". It's easy – we use a small sterile and disposable stiff-bristled brush that's firmly rubbed on the area several times. This removes thousands of microscopic cells from the lesion. It's not painful & doesn't require an anesthetic. We then rub the brush on a glass microscope slide that is sent to OraScan Laboratories and scanned by a sophisticated computer that was initially developed for the Star Wars Missile Defense Program. The computer is so sensitive that it can detect two abnormal cells within a field of several hundred thousand. Pathologists trained in brush biopsy analysis use the computer as an aid before determining their result. Pretty impressive.

ESTHETICS and Cosmetics

The definition of "Cosmetics" denotes improving or correcting appearance, such as with make-up, or restoration of appearance after an accident through cosmetic surgery.

Aesthetics (esthetics) is more inclusive in that it contains within its definition, "an appreciation of beauty in nature or art". This definition would imply looking at the bigger picture, not just a singular area. One of my mentors, Dr. Robert L. Lee saw how this definition related to dentistry and coined the term "Bioesthetics", which he described as "the study or theory of the beauty of living things in their natural forms and function". He studied the dentitions of many people of all ages and noticed many, even those in their 20's who had badly worn teeth and jaw joint (TMJ) problems. He also discovered many who were well into their 80's with healthy mouths and no abnormal tooth wear or TMJ problems. He

realized the importance of the arrangement of teeth and the way they function in relation to the jaw joints. From this he developed a philosophy of diagnosis, treatment and prevention that takes into consideration these elements. I am one of a select group of dentists that have had the opportunity to study with Dr. Lee and assist him in teaching his courses. Trained in Bioesthetics, I can recognize these abnormalities early on such as tooth wear, TMJ problems and chewing function and apply these principles, especially in a preventive manner. This is true aesthetics, not just cosmetics. If you would like to learn more about Bioesthetics, see our website, www.rpmdentistry.com or call 1-866-rpmdent to register for one of my Dental Health Presentations (no fee). Our goal is to provide you with the latest dental health information so that you can make informed choices about your future dental health.

Staff News

We are pleased to introduce our newest staff member, Erika Jones. She is taking the position of Leanne Sabo who is now working full time in the Fashion Industry. We miss Leanne and wish her well in her chosen career. We are fortunate to have found Erika, an exceptional young woman who has a caring attitude and a sincere desire to serve our clients. She loves a challenge and believes that working in our office will be a wonderful opportunity for her to learn and grow. She has spent

many hours this summer learning about all the special services that we offer, and getting acquainted with our clients. Our dynamic hygiene team, Tracey and Rachel continue to "Wow" our clients with their personalized care. Each member of my staff has been carefully selected based on their special talents. I am proud to say that they are a committed team of professionals who share my Vision which is to provide you with Five Star Dental Service!

Please let us know what topics you would like to hear about in upcoming issues.
Learn about dentistry's hi-tech advancements – attend one of Dr. McBride's PowerPoint presentations. Call to register.

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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We're on the Web!
example. Microsoft.com

● Join our loving dental staff that
cares not only for our clients, but
also you!

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Mailing Address Line 5

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.



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