



Dental Wellness Center

FALL 2014

Issue: 22



Note from DOC

Fall is a season of change, and change is certainly occurring in The Dental Wellness Center. It is experiencing changes in walls (some moved), flooring and new technology that supports the special mission of the Center, which is all about patient education. Thanks to all of you who have helped make it happen!

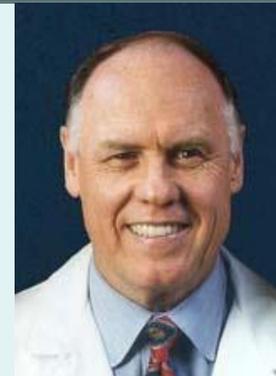
Why Is The Mission of The Dental Wellness Center So Special?

Robert P. McBride, D.D.S., MA.G.D.



Any worthwhile business needs to have at its core a stated reason to be in existence, or mission. A mission should be descriptive, not vague. For instance, a vague mission statement might read something like, "We want to be the leading dental practice in Long Beach based upon our gentle treatment of patients and our expertise." This wouldn't necessarily differentiate the practice from others, as most potential dental patients presume that any decent dental practice has these qualities.

Our mission statements reads: "The Dental Wellness Center mission is to educate its patients about their oral system to such a degree that they can make informed choices about its future."



TOPICS:

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TESTIMONIALS

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[THERMOGRAPHY -SAFE-NON INVASIVE BODY IMAGING](#)

QUARTERLY QUOTE

"Life is like riding a bicycle.
To keep your balance, you
must keep moving."
-Albert Einstein

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TESTIMONIAL S

"As always, the service

This should give patients a clear picture of the main focus of the Dental Wellness Center, which is patient education. It is the result of over forty years of evolution that has at its core, the oral and systemic health of its patients. Its owner, Robert P. McBride, D.D.S., M.A.G.D., realized early on that dental school didn't supply all of the answers. Many of his patients continued to have gum disease and a continual need for dental repair in spite of his best treatments - treatments that actually garnered him awards upon graduation. Dr. McBride's need to know how to help those unfortunate patients inspired him to continue his studies through post graduate education, resulting in well over 3,000 hours of lectures and hands-on learning in all specialties of dentistry. This educational path led him to learning many new treatment methods.

He also learned something that was essential to the meaningfulness of the practice mission - he needed the involvement of his patients. He needed to nurture a more cooperative, interactive exchange of information and thus, a better learning process between doctor and patient. Through years of observation of his new patients entering the practice, Dr. McBride discovered that most oral health problems they encountered had to do with what they hadn't been taught. He was also discovering many patients' dental repairs didn't match their unique functional mouth movements, causing a multitude of dental and systemic problems such as tooth wear and breakage, TMJ problems, and head, neck and facial symptoms. This, along with the above-mentioned lessons learned, inspired him to step back and develop a practice philosophy with an emphasis on educating his patients about the status of their oral health - a far cry from the "drill, fill and bill" mode prevalent in most traditional dental practices.

Although some dental schools are now introducing courses to have students learn the causes of dental disease, they are predominately taught how to fix the results of dental diseases, not assess and halt their causes. Through an emphasis on helping patients understand the causes of their dental problems, mutual responsibilities can be developed to have patients become active participants in the optimization of their oral system health, rather than their mouths solely being an entity needing "to be fixed."

The new patient encounter would now become a combination

I received during my hygiene appointment was excellent."

-Joseph L.

"Awesome!!! Never a disappointment with this Doc and his professional staff!"

-Linda J.

"Dr. McBride takes time to identify each patient's personal dental needs. The staff are great! A very personal experience."

-Anonymous

"Great Service! I've been going to Dr. McBride's office for years. They are the best!"

-Kevan Mc.

"My experience with Dr. McBride was very satisfactory. He was probably the most gentle dentist I have ever used. He made a very dreaded procedure almost (I said almost:) pleasant. I would highly recommend him,"

-Barbara.

"Superb dentist, very informative. Put me at ease, great bedside manner. I wish I would have known about Dr. McBride a long time

of learning and relationship building - an experience quite apart from the usual dental examination in which the main purpose is finding out what's wrong, then producing a list of things for the dentist to fix. This was especially daunting because he saw no colleagues in his area that were attempting this change. There were no similar practices to model after. Dr. McBride realized that it would require a pioneering effort to make a transformation to a health-centered practice. During this evolutionary process, he discovered that true oral health is a choice, and some new patients weren't as interested as he was in learning about their oral status - they "just wanted to get the teeth fixed." However, he knew that it was the right path. He found patients who were interested and valued this approach, and they experienced amazing healthy changes. They were actually able to halt both the decay and gum disease processes that they were experiencing through the years. These positive experiences with like-minded new patients inspired him to continue the practice transformation process.

Dr. McBride found that the changes required to convert his traditional practice into a wellness center was a risky and lonely leap of faith. It was a new venture, both for himself as well as his patients, who were used to the traditional treatment mode. He discovered that several elemental ingredients were needed to make it happen:

1 - **An accurate diagnosis** of the entire oral system. For example, gum disease is primarily an imbalance of oral bacteria, and it can take many forms. Treating it by teeth cleanings alone will not control it in most cases. It can also be influenced by uneven biting pressures, and genetics - in fact, some people have a genetic predisposition to gum disease. We have found that over half of the new patients entering the Dental Wellness Center have never had the most basic gum health assessment - a recording of pocket depths and bleeding upon measuring. Of those who had been receiving regular dental care, eight out of ten have some form of gum disease.

More and more, research is showing that oral bacteria are involved in many systemic conditions, such as heart attacks, strokes, Alzheimer's disease and pre-term births, to name a few. A recent American Heart Association Journal (Circulation, March 2013) cites research showing that as

ago. Looking forward to a long and successful relationship."

-Mark D.

"As always, Dr. McBride and his staff of exceptional and professional team members have me thoroughly impressed."

-Linda J.

"Simply the best! Dr. McBride is in a league of his own and his staff are great."

-Jan S.

"Fantastic!"

-Amanda N.

"Awesome!!! Never a disappointment with this Doc and his professional staff!"

-Linda J.

"He answered all my questions and put me at ease since my regular dentist was out of town. It was an emergency procedure of a chipped front tooth which caused me great concern. I was extremely pleased with the final result which was absolutely perfect!!! I would HIGHLY recommend him to anyone."

-Patricia O.

many as half of heart attacks are being triggered by oral bacteria that were found in every affected heart clot, with 30% having live oral bacteria in them. Proper assessment of bacterial types through the usage of phase microscopes, as well as blood and salivary testing, is key to developing a proper diagnosis and determining an effective, individualized treatment plan that suits each patient in controlling their gum disease. This is the main reason why a teeth cleaning is not performed during the new patient's first visit to the Dental Wellness Center.

2 - **High level of trust.** More than ever before, new patients coming to the Dental Wellness Center are seeking second opinions relative to treatment recommended by other dentists. Dr. McBride believes that this coincides with a trust deficit that is becoming more and more prevalent in our culture in all professions, trades, etc. It is commonly known in the dental profession that the new patient appointment is the one most frequently missed. The main reason for this is that many new patients have had poor past dental experiences and "chicken out" at the last minute before the appointment. Consequently, most traditional dental practices allot relatively little doctor time on the first visit, so the trust and relationship-building process is stymied from the beginning. Another factor is that dental insurance companies allow meager benefits for patient examination procedures, which also supports the rationale for a more abbreviated first appointment, with a main purpose of solely finding out what's wrong, resulting in a list of things for the dentist to fix.

In the Dental Wellness Center, sufficient time is relegated from the beginning to start building a trusting relationship with the doctor and all members of the team. After the doctor/patient interview, the patient is taken on an educational path of oral assessment procedures that for the first time allows them to learn the actual causes behind any dental problems and their relationship to systemic health, with solutions they can understand. This process is a very unique trust builder.

3 - **A learning process** consisting of a sequence of events between doctor, team and patient to discover the true status of the patient's oral system. This gained knowledge can empower the patient to make educated decisions towards a

"Very professional and caring staff."

-Warwick Mc.

"Great service. Your new hygienist is very nice, personable and technically accomplished."

-Edward Mc.

"The best dentist around."

-Leslie M.

"Fast and efficient cleaning."

-Harry M.

"Best care ever. Everything explained thoroughly ahead of time. Dr. McBride called me after the procedure to check on how I was doing. Nothing is rushed. Everyone in the office truly cares. What a difference from my past experience!"

-Anonymous

"Staff was very friendly."

-Anonymous

"Very good."

-Jeffery R.

"Thank you for your professionalism. I am always impressed with the knowledge of your

preferred oral health future. Dr. McBride's learning path took him to mentors who helped him learn new aspects of the oral systemic connection that weren't - and still aren't - taught in dental school. Through his association with Dr. Robert Lee, a biologist-turned-dentist, he learned how to diagnose patients' oral systems that were out of harmony, with symptoms such as jaw joint noise and pain, migraines, head, neck pain and tooth wear.

Dr. Lee's researched a population segment with healthy oral systems that required little or no dental treatment throughout their lives (some past the age of 100). This shed light on how a healthy oral system looks and functions. The common oral system attributes of this population segment offered dentists trained under him to diagnose and treat patients whose systems veered from this ideal. This learning adventure was life changing, as Dr. McBride could now share with his own patients this expanded learning process, and offer regimens of head/neck symptom relief and cessation of teeth wear, with teeth replacements and restorations designed to match the patient's unique chewing system. Dr. McBride was definitely realizing the wisdom in Mark Twain's quotation "I have never let my schooling interfere with my education."

4 - **An interested patient.** Trust and interest goes both ways - the patient must be as interested in becoming healthy as the doctor and team are in helping them get there. Health is not a commodity to be dispensed, but a process to be experienced, requiring a high level of interest on the part of both office and patient. This facilitates a smooth learning process between doctor, patient and all team members resulting in an informed and healthy patient.

5 - **A physical environment** that is designed with patient relationship building and learning interactions in mind. It should represent the level of premium care that the practice delivers. Most traditional dental practices are designed with a waiting room, a business area for patient scheduling and financial transactions, and treatment rooms where dental procedures are performed. A holistic, learning approach to oral systemic wellness requires that the physical environment support a sequence of events that ultimately lead to a healthy oral state. For example, having areas within the office designed for separate educational and assessment procedures, from which individualized preventive and treatment solutions

staff."

-David J.

"WOW! That's all I can say about Dr. Robert McBride's Holistic Wellness practice...the best I've ever been to and the most sincere, kind, supportive, gentle, informative, thorough, educational, comprehensive, natural, comfortable dentist office around."

-Jan E.

"As always, Dr. McBride and all of his staff created a pleasant experience for me. Everyone was patient and sensitive to my eternal fear of dental work...and Dr. McBride once again worked his magic to resolve my dental issue. I know that this could have been accomplished in several ways, but Dr. McBride will always be my dentist of choice because he opts for the conservative approach, creatively preserving my natural teeth whenever possible. Once again, great job Dr. and staff!!!"

-Joanne F.

are developed.

6 - Disassociation from dental "insurance" contracts. Over ninety percent of U.S. dentists are contracted with dental insurance companies. They are motivated to do so as a "marketing" tool, placing them on a provider list that directs the insured patient to them. Dental insurance benefit allowances haven't changed since their inception in the 1960's, and are mainly for basic "fix-it" type procedures. The dentist's fees are regulated by the company and influenced by the practice zip code, and their listing of benefit allowances have no regard for the unique individual needs of each patient. Contracted dentists are essentially employees of these companies. They have to abide by their allowed procedures and benefit allowances, and pay out of their own pocket for at least one employee to administer and handle insurance benefit processing. All the above can stand in the way of a healthy doctor-patient relationship, as is the case with 3rd parties in any dual relationship.

7 - Services rendered fees that are fair, based upon their long-term value, not short term, "band-aid fixes." They need to support the hiring and development of team members with health-centered attributes; training in wellness protocols; state-of-the-art, high-tech equipment to support health-based assessments, preventive and treatment protocols; highest quality of laboratories and materials; and proper maintenance of an ideal physical environment.

It has been said that "Wealthy people can't buy health, and poor people can't have it given to them." Health improvement is a participatory affair, involving the effective use of proper information and tested assessment, preventive and treatment protocols. The Dental Wellness Center is based upon this notion. It attracts patients who are like minded and interested in discovering the causes of their dental problems, along with effective solutions. They, too, are on a learning path and can greatly benefit from the unique learning environment that the Dental Wellness Center has created, with its special mission inspired by, and dedicated to meeting their individual needs.

"If you just want to make use of your dental insurance and get a cleaning, and have that one tooth taken care of, then this isn't your dentist. If you're looking for a dentist who will treat your mouth and body as a whole, do the detailed tests to find out exactly what the root of the problem is (again, vs just fix that tooth). and do this with respect, with the intention to save your teeth in the long run, and to educate and empower you with lifestyle modifications, then this is your dentist. He's more than a dentist, he's a wellness doctor and so is his facility. This is a whole body and life style holistic health center. Dr. McBride is highly rated, with decades of experience, he's warm and kind and does a "gentle" detailed examination, taking all sorts of tests and measurements. He says 8 out of 10 of his first time patients have serious dental issues, confused as they get regular cleanings. But it's like detailing your car but not checking your engine. His staff is

WHAT'S NEW AT THE DENTAL WELLNESS CENTER?



Walls taken out



Rooms are getting fresh paint and flooring



going paperless



Digital x-rays



Fresh bathrooms

happy, knowledgeable and go out of their way to take care of you. You definitely aren't just another number here. Each time I arrive for a visit or make a call, I am warmly welcomed.

Everyone there is ALWAYS smiling (these folks like their jobs!). Scheduling appointments is easy and flexible. They explain your procedure and costs beforehand. During the procedure, they explain the steps they are taking and why they're doing them. It really empowers you as a patient. With my last cleaning, I got a goodie bag of toothbrush, tongue scraper, travel size holistic toothpaste and dental floss! It doesn't get better than this folks, especially for those who want to remove those toxic mercury fillings! Their mercury removal protocol is impressive! Check out their website first, then make the call."

-Tina I.



Early oral cancer detection



New Colors

A New and Fresh Look Coming Soon!

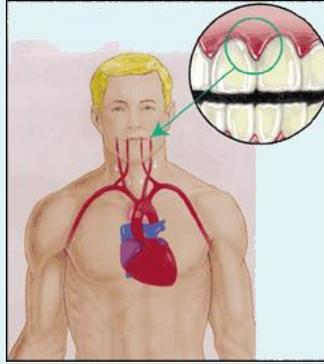


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Doc's Talks
By reservation only
"Mouth-Body Connection"



WHO:
Dr. Robert P. McBride

WHAT:
Discover the Mouth-Body Connection. 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 (gum disease, heart disease, TMJ;head/neck pain, vertigo, mercury/amalgam fillings, inflammation, Alkalinity, diabetes, etc.)

PRESENTATION TESTIMONIAL:
"Thank you for your focus on finding root causes, prevention, and education of patients. I am a holistic nutritionist and I am glad to have a great holistic-minded dentist to whom I can refer clients. I am looking for a new dentist myself!" -Lynda B.

WHEN:
Wednesday, October 15th at 6:30pm

WHERE:
The Dental Wellness Center
5406 E. Village Road
(Bellflower and Carson)
Long Beach 90808

CALL:
Leanne 562-421-3747
(seating limited)

HELP ANOTHER AND

 **Forward to a Friend**

Someone who has dental problems or fears, bad breath, unresolved headaches, neckaches, vertigo, or jaw pain.

The Dental Wellness Center presents
SAFE Non Invasive Body Imaging
Thermography Screening Day



HOW DOES IT WORK?

Thermal Imaging (Thermography) is a completely SAFE, body scanning procedure that has been approved by the FDA, and many other leading Councils, Associations, and Academies in the medical field. This imaging technique provides valuable information about your current health. The DITI (Digital Infrared Thermal Imaging) camera scans the thermal patterns of your skin and converts them into an image. Our bodies were designed symmetrically, so by comparing and measuring the thermal patterns, we can identify signs of potential disease, especially pain and inflammation. This test can provide multiple clues to the health conditions within your body. It can detect early on, the precursors to many types of cancers, years before the cancer reaches a stage that becomes more serious to treat.

Thermal Imaging (Thermography) is especially beneficial for breast health, because it can identify abnormalities 8-10 years sooner than invasive mammograms. The good news is, Thermography is SAFE! No radiation, No contact, No compression, No pain! This test should be the very first clinical breast exam a young woman has in her life, as early as 18 years old.

WHEN:

Saturday, October 18th

WHERE:

The Dental Wellness Center

5406 E. Village Road
(Bellflower and Carson)
Long Beach 90808

CALL:

Leanne 562-421-3747
(reserve your hour)

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Leanne Sabo
Dr. McBrides Office

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