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# DENTAL WELLNESS\* NEWSLETTER

The year is off to a great start and I appreciate all of the positive feedback we are getting regarding our Dental Wellness Newsletter. When I first decided to design and write my own newsletter, I wondered if I would run out of ideas or topics, and what I have discovered is just the opposite. This is my eighth Newsletter and there are so many topics that I want to cover that I don't know where to start. I continue to be excited about dentistry because of the fantastic results realized by my clients. It is gratifying to know that their dental success is due to the sound basic preventive & treatment principles received in our office, as well as the amazing advancements in dentistry that enhance our services. If you have a dental concern or question please write, call or email our office and I will be glad to answer it directly or in my next newsletter. I look forward to your feedback and comments so, "Keep those cards and letters coming in." Enjoy the Newsletter. *Dr. McBride*



## aNXIETY

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Just the word "dentist" evokes fear and anxiety in many people. Through the years during my new client interviews, I have learned that there are several reasons why people are anxious about going to the dentist. These include: anticipation of pain (see "The Wand" – pg 2), feeling that the dentist is rushed or indifferent to their concerns, negative past treatment experiences, cost of the procedures, loss of control, the sterile smell of the office, and interruption of the normal day's routine.

So, what do we do in our office to alleviate anxiety? I believe that the initial consultation appointment should be with the dentist with uninterrupted time. This allows me to discover the particular needs and wants of the client. In essence, it is the beginning of an important alliance, one that can spell a future of dental health.

We want to lessen the anxiety factor even before a client steps foot into our office. My dental team members, who have been selected based on their caring demeanors and love of dentistry, inform clients what to expect at every step by answering questions to establish confidence and comfort during their visits.

Our goal is to reduce anxiety so that every aspect of the visits have optimal comfort. The reception room is warm and inviting and clients may even notice the essence of baking muffins, rather than that sterile dental office smell. Each client is taken through a process which fosters an understanding of the state of their dental health and recommended dental services. We encourage and value the time for clients to ask questions, and support our answers with materials pertinent to any particular dental subject. It is so easy to say we care, but it is how we act that counts! More info on dental anxiety on our website: [www.rpmdentistry.com](http://www.rpmdentistry.com). Also, an article in our Fall '03 Newsletter, which can be downloaded from the site.

### Quarterly Quote



"It is better to have one person working with you than three people working for you."

Robert P. McBride

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## Fever Blisters



## Canker Sores

The pain is both physical and emotional. Whether through personal experience, a family member or your friends and co-workers, you are all too familiar with tremendous pain associated with Oral Herpetic lesions known as "Fever Blisters" or "Cold Sores." They appear at the edge of the lip or nose & are typically caused by herpes simplex type I virus.

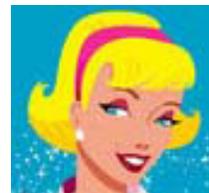
I have had literally hundreds of patients, family and friends come to me for advice and/or treatment for fever blisters. Unfortunately, there has been little that could be done to effectively treat this problem. Over 150,000,000 Americans suffer from Cold Sores/Fever Blisters.

We are now aware of a tremendously effective treatment available to dentists. **Viroxyn** has shown to be superior to other topical agents **rapidly** reducing the pain, itching and burning associated with this type of lesion if caught at early onset. It also eliminates the side effects of taking systemic nucleosides like "Zovirex" and "Valtrex."

Just as painful are those that form inside the mouth known as "Aphthous Ulcers" aka "Canker Sores." For those who suffer from canker sores, visit the website, [www.ora5.com](http://www.ora5.com)—they make a very effective product for this type of lesion.

\* 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.

# ZOOM YOUR SMILE !!



One of our most frequently asked questions is “Can I get my teeth whiter?” Our first Newsletter (Summer '03) had an article about teeth whitening. We have been providing an effective method of teeth whitening wherein a gel is put in custom take-home trays that are placed onto the teeth at bedtime, hence the name: “Nite White.” The process can take 2 – 3 weeks, and we have seen remarkable results. Some of my colleagues have invested in the “One Hour” in-office systems where whitening gel is applied and the process activated by a high intensity “laser” light. I have not invested in this technique, as they have indicated that the results were often disappointing with teeth sensitivity occurring, and limited whitening in many cases. Many times the usual trays and gel were needed to complete the process at home.

Then along came Zoom (2)<sup>TM</sup>, a process with an advanced whitening product and light system that is extremely effective. The combination of its new light system and dental assistant applied ACP (amorphous calcium phosphate) whitening gel means less in-office time and a 67% reduction in teeth sensitivity compared to prior techniques. We are implementing this system in our office around mid-April. It is similar to the one used in the “Extreme Makeover” television series, only with improvements. The whitening process takes 45 minutes – a total one-hour office visit. Call early and get your name on the growing list!

## The Wand

We know that some patients get more nervous than others at the mere thought of a needle. In fact 50% of dental patients fear anesthetic syringes, according to recent surveys. That's why we are very pleased to now perform many of our anesthetic injections with The Wand<sup>TM</sup>, a revolutionary computer-controlled local anesthetic system.

The Wand represents the first major technological advance in anesthetic delivery since the syringe was first invented nearly 150 years ago. After just one experience with The Wand, most patients' fear and apprehension disappears. Even our youngest patients don't seem to mind the injections given with The Wand, and some even like to count the beeps which measure the amount of anesthetic they are receiving. The source of most discomfort from traditional anesthetic injections isn't the needle, but the rate of flow



of anesthetic being delivered into the mouth tissues. A computer microprocessor inside The Wand automatically delivers anesthetic a drop at a time. This ensures minimal to no awareness that the anesthesia is occurring. The onset of numbness is more rapid, and it allows us to freeze individual teeth without the usual frozen tongue, lip and face.

Also, instead of multiple injections in sensitive areas for upper front teeth, all six can be frozen with just one painless application, rather than an individual injection for each tooth.

If the needle has been keeping you from your dental appointments... fear not! It may be called The Wand, but the newest and most advanced way to receive local anesthetic is no illusion!

## Staff News

To start the New Year off right, Karen Chitwood our Office Manager, was blessed with a granddaughter. She was born January 6th and her name is Madison—**Congratulations Karen!**

In February, we had a day-long off site staff meeting. The theme of the meeting was team building, development of personal and professional goals, and the importance of good communication skills. We reviewed how these skills are essential in the continuing development of our health-centered practice in developing and sustaining healthy relationships between team members and our clients. Thanks to Dr. and Mrs. McBride for facilitating a very productive and energizing meeting!

Everybody loves to win. Even if that five dollar Quick Pick from Super-lotto was not a winner, you still have a chance right here in our office to win a fun gift basket give-away! Come in and say “Hi” and fill out your winning ticket. If you want to know more about us you can check out the section: “About Our Team” on our website, [www.rpmdentistry.com](http://www.rpmdentistry.com).

See you soon. From Doctor McBride's team - Karen, Blanca and Jenean.

Please let us know what topics you would like to hear about in upcoming issues.