



Dental Wellness Center

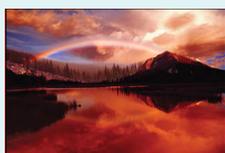
SPRING 2011

Issue: 8



Note from Doc

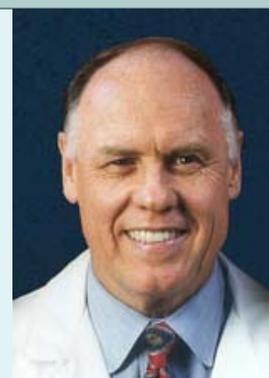
The warmth and vibrancy of springtime manifests in nature as it awakens before our very eyes. It is a time for "housecleaning" and revisiting our dreams. I am reminded of my early dream of developing a Dental Wellness Center, now having grown to where we experience a sense of Spring all year long as our patients offer us the opportunity to render our best in their attaining oral health, and for this I feel a deep sense of gratitude.



DREAM COME TRUE

The unique value of The Dental Wellness Center lies in its premium level services that address the overall wellness of a patient. We look for the causes of problems rather than simply treating their effects. I have always thought that this was the logical way to look at things, but it didn't take too long in dental practice to see that the tide was shifting and my dreams for the future were becoming tarnished.

I have always been somewhat of an idealist and thought nothing more of wanting each of my patients to have the best of what I could offer, just as it would be with my family and friends. When I started out in practice I signed up with insurance companies as it seemed to be the thing to do - I knew of no dentist who wasn't contracted with at least one insurance company. The more post graduate courses I took,



TOPICS:

"JAILBREAK"

SUCCESS STORY

DR. MCBRIDE ON THE GO

BASKET WINNER

Quarterly Quote

Science has never drummed up quite as effective a tranquilizing agent as a sunny spring day.

~W. Earl Hall

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SUCCESS STORY



It is impossible to illustrate the total nature of a patient's

the more preventive and treatment services I was able to offer that fell outside the scope of treatment authorized by dental insurance companies. After several years of experiencing the frustrations of a non-caring entity existing between me and my patients, I took the leap and severed my insurance contracts, gutted the entire facility and turned it into a Dental Wellness Center. The entire practice environment was redesigned to reflect our view that the patient's overall wellness is paramount, not our own interests of maximizing volume or productivity. Our premium approach to client wellness starts with the premise that we are not operating a production line, but a caring, competent and responsible approach towards a commitment to our clients' best interests.

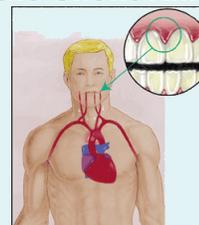
In a holistic oriented, health-centered dental practice a fee represents the dentist's skill, care and judgment required to develop and maintain the patients' overall oral health. It is not based upon what dental insurance companies deem to be appropriate, as I soon discovered that they could care less about their enrollees' dental health. Insurance companies are for-profit entities - they are in the business of making money. The maximum annual benefits for dental patients are the same as they were in the early 1970's, \$1,000 to \$1,500. Although this amount may be helpful in an emergency and for routine services, it is not rational that it should be the influencing factor of a patient's future oral health. If anything, insurance companies should be showing fewer costs because \$1,000 today is worth a whole lot less than \$1,000 in 1972. The only realistic method insurance companies have of "reducing their costs" is by controlling treatment. If they keep patients from reaching their maximums they save money. For instance, if a patient accepts an insurance company recommendation on a pre-authorization that says a filling is an "adequate" procedure (or in their terms, "Least Expensive Alternative Treatment," or "LEAT") compared to a laboratory processed restoration, they are saving money. Every time a patient accepts the inevitable denial of benefits for a more valuable procedure instead of arguing and insisting on coverage, the insurance company wins and saves money.

The whole language of dental insurance companies presents a view of dentistry not so much as a health service, but as "units of things being sold," such as fillings, crowns, partials, dentures, and cleanings as classified on their benefits list, one fee for each procedure with no flexibility for the differing

success in pictures, even though they may say a thousand words. I am happy to have been the dentist to treat this gentleman who had been through several previous courses of treatment that left him with orofacial discomfort and not wanting to smile. Through several modalities that aligned his teeth with his jaw joints followed by whitening and porcelain technologies, he now has a smile that radiates from within.

Doc's Talks

INFLAMMATION- the Silent Killer



By reservation only

WHO: Dr. Robert P. McBride and our special guest Dr. Susan Sklar.

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. Susan Sklar, M.D. will be sharing the benefits of Restorative Medicine. Traditional medicine waits for diseases to occur, Restorative Medicine prevents disease.

WHEN: Wednesday,
April 13th at 6:30pm
Enjoy refreshments and a light fare.

WHERE: Dental Wellness Center.

needs of each tooth, mouth, or patient. The terms they use aptly describe who is in charge, such as "preauthorization" before a procedure is "allowed" and treatment that is "Usual, Customary and Reasonable" (UCR). UCR is a "standard" of sorts that the insurance companies deem to be proper for dentists to charge based upon the company's view of what a procedure is worth. I have as yet to find a "Usual" or "Customary" tooth, oral system or patient, which definitely conflicts with the term "Reasonable."

The insurance industry is influencing dentistry in much the same way that it has the medical profession with denial of benefits, limitations on treatment, and fee schedules that disallow the all-important feature of personal interaction. Benefits are mostly for basic repairs, not for the all-important diagnostic and preventive services that have to do with discovering causes and developing and maintaining health. Dentists are contracted with dental insurance companies because in return for their signature they are placed on "The List," which is given to the patient who is covered by that company. It is a "marketing" arrangement wherein the dentist essentially becomes an employee of the insurance company who governs his treatment decisions and fees based upon a benefit schedule that varies from company to company - as well as the dentist's zip code! In a traditional dental practice there is at least one staff member that deals with insurance matters - paid by the dentist, not the insurance company - for doing insurance related work. What it boils down to is that the dentist in essence pays a 35 - 45% "marketing" fee to the insurance company as a reduction in fees to have those contracted patients enter his practice.

In order to make up for this marketing cost the dentist is put in a position to see more patients and choose cheaper laboratories as well as select lesser quality personnel. Therefore he must work faster, with less time for communication - a crucial ingredient in the development of true oral health. How could I get out of this trap with well over one half my patients insured by companies I had signed with? I knew that it was either continual frustration or take the leap, so several years ago at great financial risk, I elected to dissociate myself from insurance companies as well as invest in my dream of establishing a Wellness Center. As indicated, I wanted to provide all my patients with the best that I could offer, as I was (and still am) on my learning track - thousands

5406 East Village Rd.,
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RSVP:562-421-3747
(seating limited)

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HELP ANOTHER AND

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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.



WINTER BASKET WINNER:

CONGRATULATIONS to Robert Rosales who has been a patient of ours for 13 years. He had the "winning" ticket...Enjoy!



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!

of postgraduate hours. I was able to offer more and more services that lay outside of UCR. This required that I hire the best personnel to have a team around me with similar values, have an up to date, high tech and pleasant environment and use only top quality laboratories and materials.

I would rather keep my fees at a level that would assure my patients having proper learning time, the finest of facilities, doctor and staff continuing education and quality laboratory support that are all essential for a dental patient developing and sustaining a future of oral health. My marketing is based upon the referrals from pleased patients who have received care that allows them to have a lifetime of oral health, not from an entity with absolutely no health philosophy that doesn't know me or my patients.

The differentiating factor is that our primary interests are not the same. Insurance companies are for-profit entities whose goal is increasing their bottom line to keep their shareholders happy. The goal of The Dental Wellness Center is to provide its patients with appropriate individualized diagnostic, preventive and treatment services that will serve them for a lifetime. The bottom line cannot be our only consideration when people's health is in our hands. It's interesting that when dentists are contracted with insurance companies, insurers have no problem deciding the treatment they can offer but they don't offer to take our liability if that treatment is inadequate. As educated professionals, it is our duty to make sure that when an insurer's interests collide with that of our patients, the patients' needs should always take precedence. If they don't, in my opinion that's more than selling out - it's malpractice.

'JAILBREAK' Bacteria Can Trigger Heart Disease

Plaque-causing bacteria can jailbreak from the mouth into the bloodstream and increase your risk of heart attack, according to research from the University of Bristol.

Professor Howard Jenkinson, speaking before the Society for



For more information go to:

Dental Wellness Center



Help us help others! As team members of the Dental Wellness Center we have had the pleasure of guiding our patients on the road to wellness. We love educating people and seeing them get healthy. We would love to meet your friends, family and co-workers. Invite them to our next presentation (see Doc's Talk's above for more information). There's nothing more satisfying than offering a life of longevity, hope, pain free and preventive Holistic Dentistry. Thanks for caring and sharing!

 [Forward to a Friend](#)



KC, Leanne, Dr. McBride, Karen, Timbrey

SPRING into HEALTH

Dr. McBride and his team would like to thank you for your continued support. Each week we read over the submitted reviews

General Microbiology's autumn, 2010 meeting in Nottingham explained how oral bacteria can wreak havoc if they are not kept in check by regular brushing and flossing.

"Poor dental hygiene can lead to bleeding gums, providing bacteria with an escape route into the bloodstream, where they can initiate blood clots leading to heart disease," he said.

Streptococcus bacteria commonly live in the mouth, confined within communities termed biofilms and are responsible for causing tooth plaque and gum disease. The University of Bristol researchers, in collaboration with scientists at the Royal College of Surgeons in Ireland (RCSI), have shown that once let loose in the bloodstream, *Streptococcus* bacteria can use a protein on their surface, called PadA, as a weapon to force platelets in the blood to bind together and form clots.

Inducing blood clots is a selfish trick used by bacteria, as Professor Jenkinson points out. "When the platelets clump together they completely encase the bacteria. This provides a protective cover not only from the immune system, but also from antibiotics that might be used to treat infection," he said. "Unfortunately, as well as helping out the bacteria, platelet clumping can cause small blood clots, growths on the heart valves (endocarditis), or inflammation of blood vessels that can block the blood supply to the heart and brain."

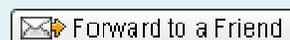
Professor Jenkinson said the research highlights a very important public health message. "People need to be aware that as well as keeping a check on their diet, blood pressure, cholesterol and fitness levels, they also need to maintain good dental hygiene to minimize their risk of heart problems."

The team is using a brand-new blood flow model, developed by Dr Steve Kerrigan at the RCSI, School of Pharmacy, Dublin, that mimics conditions in the human circulatory system. "We are currently investigating how the platelet-activating function of PadA can be blocked. This could eventually lead to new treatments for cardiovascular disease which is the biggest killer in the developed world," said Professor Jenkinson.

given by our patients and we are always pleasantly pleased! This is what happens when you participate in sending us your review after an appointment at the Dental Wellness Center:

- * SEO rating increases-you continue to give us a 5 Star rating which is phenomenal!
- * New patients call us because of the reviews they read online.
- * You give us credibility.
- * It lifts our spirits and confirms we are committed to excellence.
- * It gives us feed back so we are aware of things we need to improve upon.

We want to thank you from the bottom of our hearts for speaking from your heart when you submit your reviews...the best compliment there is!

 Forward to a Friend

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

Doc's talk at the Crystal Cathedral



Dr. McBride had the privilege to speak to the "50 plus" group at the Crystal Cathedral last week. Thank you goes out to Hilda Bennett, Wendy Gingrich, Jim and Linda Kok for providing the opportunity for Dr. McBride to share his valuable message about the importance of oral health and how it is related to your overall health. We want everybody to be nifty at 50... plus!