

Winter 2016 Newsletter



Issue 27

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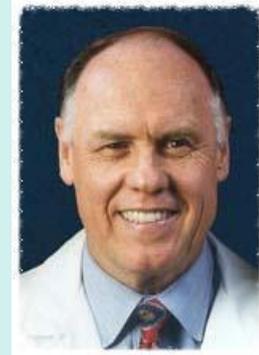


Quarterly
QUOTE



A Note from Dr. McBride

Of all the seasons, winter seems to possess the most distinctive of personalities, even in California where they are somewhat seamless. For me, winter is a mixed time of holidays, family, friends and also a time for planning on how. I'm going to make the coming year even more distinctive than the last 2015 has been a year of continued growth for the Dental Wellness Center as we have invested in new technology and improved procedures to support our philosophy of enlightening and improving the health of our patients for the coming year.



Happy New Year!

→ Trust in The Dental Office

By Robert P. McBride, D.D.S., M.A.G.D.



Winter is a season of recovery and preparation.

- Paul Theroux

New Patient Information Center



[Interested in more information on how to get started? Click here>>>](#)

TESTIMONIALS



"Dr. McBride and all the staff are truly a cut above any oral care I've ever heard of, or experienced. Thank you all again for the excellent care, Byron."

- Bryon B.

"My experience at the dentist office was

New patients entering a dental office come from a variety of sources, such as: personal referrals; dental advertising; the patients' proximity to the dental office; the dentist being on a list of the patient's insurance company providers. Dentists prefer personal referrals as the referring party, usually being a friend of the new patient, has obviously offered positive qualities about the dentist and his staff. This helps the dentist in many ways in that for instance, the patient is "free" as there was no cost of advertising to the dentist for the patient. More importantly though, is the implicit trust based upon that existing between the patient and the referring party.



Other new patients enter a dental practice because they are new to the area, or their former dentist retired or passed away. They loved the dentist and have received regular care over the years but quite often, and sadly, I see substandard repairs and active gum disease. To a far lesser degree, however, I see new patients who have been taught stellar home care and have repairs that have been performed at an excellent level of quality. Each of these two groups of patients thought highly of their previous dentist, representing a high degree of trust. This contrast in care attests to the fact that patients most often cannot discern the quality of their dental repairs, and gum disease is rarely painful. This is a paradox that makes it difficult for a patient to find a dentist that they can both trust as well as receive excellent care.

Dentistry is considered to be a helping profession. In any helping relationship, trust needs to be at its core. For over three decades, I have spent time with new patients on their initial appointment to get to know them as well as have them get to know me, my team and the practice philosophy - a "mutual interview." An important aspect of this initial time is establishment of trust through an authentic discourse that brings out the patients desires, attitude regarding oral health, and any fears or apprehensions that may be roadblocks in their attaining optimum oral health. I believe that this is an essential

awesome, from making my appointment with Leanne (who was fun, open and very nice, love her) to their super friendly staff, impeccable office, great tea. Lol. The doctor really spends quality time getting to know you which is exceptional but the most exciting part was Dr. McBride discussed developing a plan for my dental treatment which included my input, this is most usual because most dentist tell you their treatment plan for you without any input from you. Dr. McBride struck me as a person who has always thought outside the status quo, I wouldn't refer to him as merely holistic but inclusive with a focus on retaining your teeth and also, that money is not what motivates his treatment of you."

- *GiGi M.*

"The most dedicated dentist with a caring, professional staff!"

- *Susan Cooper*

"I thoroughly enjoy my visits to Dr. McBride. He and the staff are very professional, friendly and helpful. I always feel welcome, appreciated and well taken care of. Dr. McBride is meticulous and

factor in a true helping relationship. Aspects of this are related in articles on our website in the New Patient Information Center, such as "The Dentist Interview" and "Our First Appointment." <http://www.rpmdentistry.com/new-patient-info-center>).

At an increasing rate, I am noticing that more and more incoming new patients are expressing a distrust of dentistry in general. I hear things like: "I only saw the dentist for a short time"; "It felt that s/he was trying to sell me something"; "Each time I come in, they find something new to do, and I do everything they tell me between appointments; "I didn't get an explanation of what s/he was going to do and why." These are comments that I rarely heard in the past.

One of the main factors in the development of the Wellness Center's mission of educating its

patients, is that I have discovered that most dental problems occur because of what patients haven't been taught. I see new patients of all ages who have never been properly coached as to how to clean their mouth - they've been told, demonstrated by use of plastic teeth models, shown with a mirror with the dentist or hygienist brushing and flossing their teeth, but never apprised and coached through doing it themselves on their own teeth. Oral health is something that cannot be dispensed like a filling or cleaning; it is the result of two caring entities - office and patient - going through an educational process through an assessment of the patient's oral status and the development of proper preventive and treatment protocols that address their unique needs.

Dentists are not selected for dental school based on their teaching skills, nor are they taught to teach while there. Add to this that most all dentists are contracted with insurance companies that allow few or no benefits that address the time it takes for proper oral assessments, coaching time or relationship-building. They are tempted to see dentistry primarily as "things to be sold," such as fillings, crowns, cosmetics, implants, etc. These are the

methodical, leaving nothing to chance. the quality of work is outstanding and would recommend anyone with teeth and jaw issues to come and experience the miraculous restoration work that's possible. Thank you Dr. McBride and staff for your exemplary service and warmhearted smiles!! Wayne Daniels holistic health practitioner. A"

- *Wayne D.*

"Wonderful staff and always ready to work with you. Love them all."

- *Gloria A.*

"Outstanding experience, even for a long appointment. I am always taken in on time and greeted cheerfully by everyone in the office. Rachel got me comfortable and explained the whole procedure, showed me some of the tools that would be used and answered all of my questions. Dr. McBride again asked if I had any questions. He is so slow and gentle when numbing an area to be worked on. No pain, no worries. I was there a while, but throughout the entire appointment, everyone kept asking if I was OK or if I needed a break. To top it all off, Dr. McBride called me in the early evening that day to check

procedures that pay the bills and offer profit to the practice. Their fees are governed by the insurance companies, not the skill, care, judgment, post graduate education of the dentist nor the individual oral health variables of the patient.

Trust development takes time. The process that allows our new patients to learn about the status of their oral system - mouth environment, gum health and its general health relationship, functional teeth to TMJ relationship, status of past dentistry and options for any needed future treatment, offers a path towards the development of trust and overcome one of the main roadblocks that stands in the way of enduring oral health.



New Study: Dental Treatment During Pregnancy is Safe

It's safe for pregnant women to undergo dental treatment with local anesthetics, according to a new study published in The Journal of the American Dental Association (JADA).

"Our study identified no evidence to show that dental treatment with anesthetics is harmful during pregnancy, and yet so many pregnant women avoid going to the dentist," said study author Aharon Hagai, D.M.D. "We aimed to determine if there was a significant risk associated with dental treatment with anesthesia and pregnancy outcomes. We did not find any such risk."



The researchers compared the pregnancy outcomes between a group of women exposed to dental treatment with anesthetics and a control group that did not have treatment. The study shows that exposure to dental care and local anesthetics during pregnancy is not associated with increased risk for major medical problems in newborns. Examples of such diagnoses include cerebral palsy, cleft lip and heart defect. The study also compared the rate of miscarriages, premature deliveries and birth weight between the two groups, and found no reason to associate dental treatment and local anesthetics with increased risk of negative outcomes.

on me and make sure I was feeling OK. Can't believe how lucky I am to have found him and his wonderful team. Makes all the difference in the world. Thank you!"

- Anonymous

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"I've been a patient of Dr. McBride's forever. He's the best. Loves what he does and is a master at it. I've referred him to family and friend's many times. The staff is kind caring and efficient. Doesn't get any better."

- Diane B.

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"Amazing experience! Couldn't wait to tell everyone about the wonderful experience I had and all that I had learned. Never been so happy and excited about a dentist visit before, but this is so much more than your typical dentist appointment."

- Chey Y.

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"Dr. McBride and Staff were very kind and helpful last week when I broke a molar, and a big chunk of amalgam filling came out. It was closing time, and Dr. McBride checked my tooth, smoothed it out and covered it with some

According to the study, previous research shows that many pregnant women do not seek dental treatment, even when a dental problem exists. A mother's oral health during pregnancy is critical, as pregnant women may have increased risk of tooth decay because of increased carbohydrate consumption and difficulties brushing their teeth because of morning sickness, gag reflex and increased gum bleeding.

"It is a crucial period of time in a woman's life and maintaining oral health is directly related to good overall health," said Dr. Hagai. "Dentists and physicians should encourage pregnant women to maintain their oral health by continuing to receive routine dental care and seeking treatment when problems arise."

## Upcoming Events

### → Event: The Mouth-Body Connection

*Presented by Robert P. McBride,  
D.D.S., M.A.G.D.*

Tuesday, January 26th  
at 6:30pm  
(By RESERVATION ONLY)

The Dental Wellness Center  
(Near Bellflower and Carson)

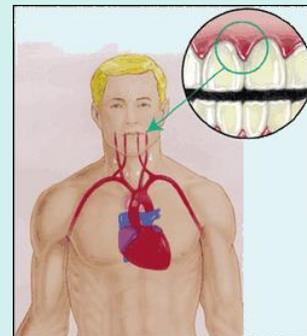
5406 E. Village Road  
Long Beach, CA 90808

#### CALL

Leanne at (562) 421-3747 to Reserve Your Seat!  
Seating is Limited!

#### OR

For more information and to Register [CLICK HERE.](#)



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-related head/neck pain, migraines, vertigo; mercury/amalgam fillings; inflammation; pH (acidity/alkalinity); diabetes). Also, exciting information about the treatment of snoring

material so that it would be OK until the next morning. I was very apprehensive about having the amalgam filling removed the next morning, as I am claustrophobic. The Doctor and Staff made great efforts to make me comfortable and explained everything to me, step by step. They did an excellent job, and I now have one big amalgam filling out of my mouth, which I am very happy about. One more visit next week, and it's all done! Thanks, Dr. McBride!!!"

- Elaine G.

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"Good information on my follow up with staying healthy."

- Hiloah B.

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"Bill had somewhat of an emergency situation. Dr. McBride was so very kind to see Bill on short notice and fit Bill into his busy schedule, as Bill is not a regular patient of Dr. McBride. He fixed Bills dental problem, of which he got immediate relief from his pain. Our many thanks to Dr. McBride and his wonderful staff."

- William B.

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and Obstructive Sleep Apnea for those who are CPAP intolerant.

HELP ANOTHER. If someone you know can benefit from this extremely insightful information and has dental problems, fears, bad breath, sleep apnea, unresolved headaches, neck aches, vertigo, or jaw pain, please share!



## EVENT: SAFE, Non-Invasive Body Imaging

### *Thermography Screening Day*

Saturday, January 23rd  
from 9am - 4pm

CALL Leanne at  
(562) 421-3747  
For more information and to register [CLICK HERE.](#)

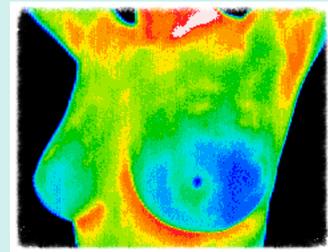
The Dental Wellness Center  
5406 E. Village Road (Near Bellflower and Carson)  
Long Beach, CA 90808

### 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



"I would not go anywhere else. The staff is always warm and welcoming. Very professional in all areas."

- Karen K.

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"It feels good to be part of the solution, not just the patient passively receiving treatment. Getting well never felt as exciting as I feel right now because of their patient education program. I am looking forward to getting well."

- Susana H.

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"Friendly , on time and caring service!!"

- LeeLee L.

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"I had wanted to get my mercury fillings removed for quite some time, but always felt that the cost may be prohibitive, plus, I wasn't sure who I could trust to do it. I was with my old dentist for a few years and he was a traditional dentist. Anyway, at the last check-up I had with him he wanted to give me a cap and a crown. Later, by happenstance, I found out that during that process they would be removing my mercury fillings (one of them, I had several). They weren't even going to tell me! When I asked

that 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.

Please share! .

## → Happy New Year!

*From the Dental Wellness Family:*

Wishing you a year of health, wealth, happiness, luck, warmth, and loads of love from your dear ones!

Hope the New Year showers you with all that is beautiful!



Janell, Rachel, Doc, Gina, Leanne



Bob and Karen McBride

them if they use a mercury safe procedure, they told me, "for those who are concerned, they do x". It really concerned me that they weren't concerned, but I kept my appointment and decided to do a little research in the meantime. Life got busy and I didn't do the research; it was the day of my appointment and I had such a bad feeling about it, but convinced myself that I was just being paranoid; after all, all of these people, these professionals, didn't mind, why should I? Luckily, circumstances came up that morning, that all but forced me not to go. I cancelled my appointment and have never looked back. On to Dr. McBride and the gang there. They care about your health. They understand that the mouth is a part of the whole system, instead of one isolated region they should "treat". Not only that, they are not incentivized by insurance companies to push certain procedures. When someone is incentivized to see certain things, they will be more likely to do so. If you have a hammer, everything is a nail. After seeing Dr. McBride, it turns out I didn't even need that cap. The other dentist wanted to file my tooth down for what? I don't know. My only assumption is, his kids college fund. But those are my teeth! I need them, I want them. Oh and I just recently got all my mercury fillings removed. Wow, they are



Gina, Janell, Leanne, Cindy, Rachel, Karen & Doc



Rachel's Birthday - December 16th  
Happy Birthday, Rachel!

Thank you for your participation in reading the latest news from Dr. McBride's office. We look forward to seeing you soon! Don't forget to stop by and see what's new at the Dental Wellness Center!

Warm regards,

*Leanne Sabo*

Dr. McBride's Office



true professionals here at Dr. McBride's. I was freaked out - big time. They were so nice and comforting. They take more precautions than I knew were possible and they really did an amazing job. Special shout out to Gina. I was freaking out and she really helped me feel comfortable. She is an awesome lady. Dr. McBride is a very sweet man as well. They are all really great here. You know you are in good hands at Dr. McBride's. There is never a question if you are their highest priority. There is no conflict of interest for them. I can't say enough good things about them. If you have any doubts - it's understandable, but forge ahead. You'll be glad you did."

- Donna S.

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View our profile on **LinkedIn** 

[Click here](#) for the story behind my SMILE :-)

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By e-mail only