

Summer 2016 Newsletter

Issue 29

Quarterly News

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CENTER](#)

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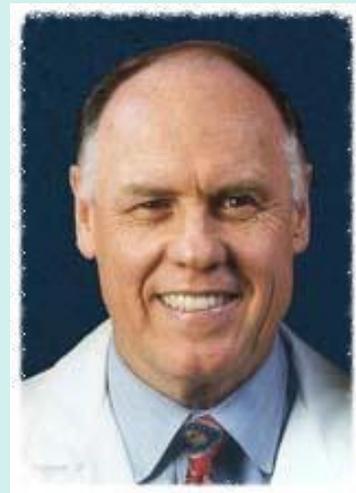
Quarterly
QUOTE



"Some of the best memories are made
in flip flops." *Kellie Elmore*

A Note from Dr. McBride

Summer time is here again. A time of vacationing, enjoying the outdoors and remembrances of summers past. My affinity for the local





Springtime is the land awakening. The March winds are the morning yawn.

- Lewis Grizzard

New Patient
Information Center



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

TESTIMONIALS



"An excellent dentist that educates you, asks lots of questions, explains every step as he does it and why he does it. I can't even explain how awesome this

area grew from the adventuresome escapades of my teenage years surfing up and down the California coast, and influenced my practicing in an area near the ocean. It is wonderful to be able to say that I have chosen a profession that keeps me as excited as I was in my earlier days!

Origin and Evolution of the Dental Wellness Center

Robert P. McBride, DDS, MAGD

"Most of the things we do are with our hands. What animates the hands comes from the head and heart." Dr. Robert .P. McBride

For those who may be searching for a new dentist, the following will highlight aspects of The Dental Wellness Center that shaped its formation, and how it contrasts with most other dental practices.

Rude Awakening

Having graduated from dental school with honors, especially in the area of manual dexterity, I thought that I would be able to offer my patients exceptional treatment in the area of dental repairs, teeth replacements and skillful teeth cleanings that would help them keep their teeth for a

experience was. I have visited 4 dentists in the past couple months and never received an initial exam that was as thorough and educational. Staff is also excellent."

-*Jake H.*

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"Excellent service and work done by Janell. No soreness after deep cleaning after numbing wore off. I'm good to go."

- *Gilbert A.*

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"Dr. McBride's work is outstanding! He is very patient and tries to be very gentle. He is always willing to spend time educating and sharing his extensive knowledge of different aspects of dentistry. All his staff members are very kind and helpful. I am so blessed to be Dr. McBride's patient for so many years. I have the assurance that he practices great holistic dentistry. I don't mind driving from OC to Long Beach for my appointments."

- *LeeLee L.*

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"Bi-annual exam and cleaning. Janell was considerate, thorough and precise. My experience was

lifetime. It didn't take me long to realize that, in spite of my best repairs, replacements and cleanings, some of my patients continued to have decay, gum disease, and broken and worn teeth. This disturbed me greatly because I had borrowed money and spent a lot of time learning to be a good dentist, yet I really didn't have an answer for these patients.

### **Treating Cause or Effect?**

During our four year stint in dental school, we learn about the entire human body by dissecting it for two years. We observed human tissue and bacteria through microscopes, while at the same time, performing projects to improve our manual dexterity. Hardly any time was spent on how to run a dental practice, or how to put together all that we had learned to help our patients prevent dental disease. I was discovering that although teeth repairs, replacements and cleanings worked well for some people, the same efforts were going down the drain for far too many others. I knew that there was something lacking in the area of preventive dentistry that caused me great angst. I made a resolution to continue my education in this area so that all my patients could have more success.

### **Why the Angst?**

This angst took me on an educational adventure, sometimes outside the realm of dentistry. For instance, although we

excellent."

- *Rebecca S.*

---

"Excellent service! I learned so much from him. He explained and educated me about my mouth health. If all dentist took the time to build a relationship with their patients, people would feel differently about going to the dentist and the importance of their mouth. I enjoy my consultation. He is very dedicated and cares about his work. He made me feel my health is important to him. The staff is friendly. The BEST dentist experience I ever had. Thank you Dr. McBride!"

- *Susana M.*

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"I have always found Dr. McBride and staff to have the highest professionalism of any dentist that I have gone to. The dental hygienist is also the best. Keep up the good work. An A++."

- *Michael L.*

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"Had my 6 month check up and cleaning with Janell. She is wonderful, has great touch, gentle, thorough, very professional. They are always timely, very accommodating and welcoming at Dr. McBride's

learned in dental school that the main cause of gum disease and tooth decay is bad oral bacteria, we were taught to only occasionally clean the patients' teeth and basically give them lip service about how to care for their mouths. This worked for some people, but definitely not for the segment of patients that were my main concern. My ongoing post graduate educational process gave me more of a keen awareness of how the teeth and gums are only two components of a vast network of muscles, nerves, ligaments and blood vessels, each of which need to work together in harmony for optimum oral system health. They exist in the head, which is connected to the rest of the body. I was learning more and more how the health of mouth can influence the rest of the body, as well as be affected by it. As I was learning more about the bacterial culprits that cause gums to bleed and teeth to decay, why they wear and break, and how an uneven bite can cause headaches, neck and shoulder pain as well as balance problems, I was beginning to realize the reason for the angst that I had been feeling - a limited education in what I was beginning to feel most important - patient education.

### **Working and Waking Up Within a "Fix-it" System**

I realized that I was unwittingly working within a system fostered by a dental education structure that mainly has to do with treating the effects of dental disease, and a dental insurance industry that

office. I love the fact that this office is health minded and takes an alternative view to dentistry- that the body functions as a whole, and the mouth/teeth are not just a part."

-Kathy W.

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"I had a great experience. Janell is kind and gentle. She did a wonderful job on my teeth cleaning."

- Susan S.

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*"In my own words, the staff at Dr. McBride's never lets me down. Janell is the best, always positive."*

- Rose L.

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"Excellent at his craft, experienced and very capable staff. Kind and caring, makes you feel comfortable with not-so-pleasant procedures. Awesome group of people!"

- Jeanne P.

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"McBride is the only dentist I can fully trust. He believes in saving your teeth and doesn't do work

correspondingly supports it through providing benefits for only basic repairs and none for prevention, aside from basic teeth cleanings. It's a system primarily based on doing things to people with problems, rather than having them learn the "why" behind them and what they could do about it. Even though we learned about the mouth and other segments of the human body in dental school, we were not taught about how they are all connected, nor did we learn how to engage and teach our patients to become partners in a process that requires the mutual interest of both the doctor and patient. It was a wake-up call for me, because as I was learning more and more about how teeth, mouths and people are different, I learned that the word "doctor" comes from the Latin word, "teacher." I was discovering that the source of most dental patient problems lie in what they hadn't been taught. This is why I rarely see new dental patients who really know how to perform effective home care - because they have never been given the time and opportunity to be taught properly.

### **The Start of an Evolution: Defining the Problem**

Another factor contributing to my unease was that I knew of no other dental practice in my area that was based on prevention. However, there were a few organizations that I joined with dentists who were looking at the bigger picture of dental disease prevention and the obstacles that stood in the way of incorporating it into their dental

you don't need. No other dentist has done better work in my lifetime. You're one of a kind. Outstanding."

- *Joyce B.*

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"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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"Janell did a great job. The ladies at the front greeted me very nicely. Dr. checked in on me while I was in the chair. Fish tank was beautiful. Nice parting gifts for the road maintenance."

practices. It was encouraging to be among colleagues who were looking for an answer to the same problem I was experiencing. As it is with the cause of dental disease, the solution to any problem starts with defining its cause, and the cause in my case was becoming more and more clear.

### **The Cause: Misplaced Responsibility**

My seminal "AHA!" moment came when I really put my finger on the basic cause of my distress: if I wanted to have my patients attain optimum oral health through education and prevention to give the best chance of long-lasting success for my excellent tooth repairs and replacements that had garnered me accolades in dental school, I needed to bail out of the prevailing "fix-it" system. I needed to somehow develop an environment that would facilitate my patients becoming healthy. I now realized that my angst in watching many of my patients going backwards in spite of my best efforts was that I was taking on the responsibility for my patients' health! It was really starting to sink in that health cannot be purchased nor given away - I really needed the help of my patients if they were to become healthy!

### **Barriers Encountered and Resolved**

Along with having no training in practice management or teaching, and no nearby mentors in this area, I was also confronted

- Michael R.

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"If you want the best, this is the dentist for you. I've been a patient for so many years. I've lost count. He's the master of dentistry. It's his passion and you know it. Wouldn't go anywhere else. The staff is the best. Can't say enough."

- Anonymous

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"Dr. McBride and staff work hard to make sure that patients receive excellent care."

- Kelle E.

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"Always a friendly, professional, helpful service and atmosphere."

- Ana Marie E.

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"An excellent experience with the hygienist, as always."

- Anonymous

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"I had wanted to get my mercury fillings removed for quite some time, but always felt that the cost

with the "insurance mentality" of many of my patients who only wanted treatment that was covered by their dental insurance.

Dental insurance companies have no regard for the difficulty and individual complexity of many dental procedures. They offer inadequate preventive benefits, and relative to teeth repairs and replacements per their own acronym "LEAT," offer only the Least Expensive Alternate Treatment.

Lemming In The Beginning

Early on, like 99% of my colleagues, I signed on with dental insurance companies. It is done as a marketing move, in that the insured patient receives a list of dentists who are on their plan in their area. They call the dentist for an appointment which involves zero marketing cost for the dentist - or is that really the case? What the dentist really pays for in procuring these patients is a loss of his autonomy. Treatment decisions are based on the least costly treatments, with no real preventive benefits, which fosters the above-mentioned insurance attitude from patients, as well as the dentist mainly providing "fix-it" care which is where the real insurance benefits lie. Other barriers encountered were finding and training staff in high-level oral assessment and preventive protocols, and developing a physical environment conducive to relationship building and learning.

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 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

Destination Arrived, and Still Growing

The Dental Wellness Center has evolved, and continues to do so through having taken the risk of cutting off all insurance contracts and losing that stream of patients at great financial peril. Along with losing those patients and corresponding loss of income, it took a major investment of time and resources in modifying the physical environment to one that is conducive to relationship-building and patient education with a team of well-trained staff who are all health-centered and walk their talk. The Dental Wellness Center realizes the importance of early disease detection through advanced assessment procedures. This is the key to evaluating the uniqueness of each patient in improving their oral and systemic health, oral function and appearance.

True Teamwork

The dental team are all patients of the Center and continue to benefit from what it has to offer. As patients themselves, they have the unique ability to see things through the patients' eyes. This greatly enhances their ability to ensure patient comfort and to assist me in providing the best possible dental treatments. The Dental Wellness Center is all about educating patients. We put you at the helm through your having learned about the nature of your oral system to such a degree that you can make informed choices about its future. If you are seeking a dental practice

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 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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"All the staff was very attentive. There was no writing to see the doctor or hygienist."

- Brian B

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"I have had three partials

that has patient education at its core, with sustained health and wellness as its vision, then welcome to our world!

Upcoming Events



Event: The Mouth-Body Connection

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

Tuesday, June 28th
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!

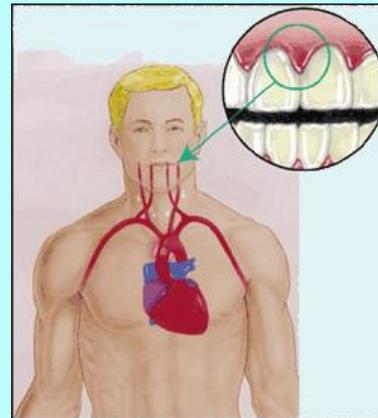
OR

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 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.



that was with little to no pain. I love Dr. McBride and the staff. Thank you for all you do!!!"

-Michelle A.

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"My family has had a history of dental problems. Thank you all for letting me keep healthy happy teeth in my mouth (not in jar). The best staff and the best Doctor. Thanks!

- Byron B.

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"Dr. McBride was very thorough in his work with me. Made sure I understood everything he said. The whole staff was very professional and friendly. Leanne took excellent care of me!! I highly recommend Dr. McBride to anyone!!"

- Dan P.

~~~~

" Comfortable and professional."

- Carol O

~~~~

"I have been going to see Dr. McBride since 1968 and won't change he is the best."

- Charlotte T.



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neck aches, vertigo, or jaw pain, please share!

Forward to a Friend

HAPPY BIRTHDAY Janell



June 9th

Your team appreciates all you do to serve others.

Dr. McBride, Leanne, Rachel, Cindy

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,

View our videos on 

View our profile on 

Leanne Sabo

Dr. McBride's Office



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

(left side of page)

Dr. McBride's Dental Wellness Center - the Holistic Approach to Mind-Body-Healthy



(562) 421-3747, Dr. McBride's Office, 5406 Village Road, Long Beach, CA 90808

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