



### **The Perfect Smile**

As you can see in the banner headline of this newsletter, the letter *P* is backwards. In our tooth-conscious society, no smile is a perfect smile because teeth can be too dark or too light, too crooked or too straight. The philosophy of this dental practice is that we will do as much work as you desire or need to achieve a pleasing smile.

Each of them has 30 years of experience dealing with insurance companies.

Remember that although we do not take any insurance as full payment, we handle claims with more than 500 insurance companies. The only insurance plans that are not valid in our office are dental HMOs, which specify a limited list of preferred providers from which you must choose a dentist for your treatment.

### **Insurance plans—apples and oranges**

Insurance plan payments are a source of anxiety for some patients. Why does one plan pay 90 percent of a cleaning fee and another only 30 percent? The answer depends on how much your company chose to spend on the dental insurance plan. A plan that is cheaper to purchase will cost you more out-of-pocket expense.

Sometimes our patients ask what we think about going to dentists on their *Preferred provider list*. The dentists on these lists are those willing to take lower

Dr. Maron has been practicing at the same Poughkeepsie, New York, location for more than 30 years. He was an assistant clinical professor at Albert Einstein College of Medicine for over 25 years and an assistant attending dentist at Montefiore Hospital in the Bronx, New York, for over 30 years. Dr. Maron is a Master of the Academy of General Dentistry and member of the New England Mastertrack Study Club. In addition, he has published articles in the prestigious *Journal of the American Dental Association*. He treats adults and children and provides all services needed to retain your teeth and restore your smile.

fees. Our patients usually return from these dental visits unhappy with the lack of personal attention and care they received. Offices that take lower fees must see more patients and find more work to cover their overhead expenses. We prefer a practice model that allows us to spend more time with our patients.

### **The future, the past**

We are presently working on our Web site at [www.marondental.com](http://www.marondental.com). This site will not only provide an overview of our practice and services but will also enable you to download patient forms, contact our office easily, and get directions. Look for our Web site in 2010.

Also, after teaching at Montefiore Hospital for more than 30 years and being an assistant professor at Albert Einstein College of Medicine for more than 25 years, I resigned in the spring of 2009. This change enabled me to increase my office hours so that I can better accommodate the need for more patient treatment time.

### **Saving you money in this economy**

Our office is proud of the ways that we save you money not only in this economy but all of the time. We use plastic sealants, white plastic fillings, and Perio Protect™ gum treatments to save you money.

#### **Sealants not fillings**

For example, we seal the grooves in the biting surfaces of teeth before they become cavities. Because 80 percent of decay occurs in these grooves, placing plastic in the grooves at an early stage saves you money. How much? You will save more than \$100 a tooth when getting a sealant instead of a filling. In addition, our sealants are unlike those done in most offices. We painlessly remove any stain or early decay, place a bonding agent in the grooves, apply the plastic sealant, and then adjust the plastic so that your bite is normal. Most offices only polish the tooth and add plastic which will not last as long and which will interfere with your bite until the plastic is worn down.

#### **Fillings not crowns**

If you have a cavity, our preferred treatment is a white plastic filling. How does a white plastic filling save you money? If you ever broke a back tooth and needed a crown, chances are the tooth had a silver filling. The filling acted as a wedge and split the tooth in two or broke off a cusp. Now imagine having a white plastic filling that has little arms of plastic penetrating into the tooth surface, helping to hold the tooth together. Many times we replace a silver filling with plastic and see cracks in the tooth surface. The white plastic filling prevents those cracks from enlarging in many of the teeth and saves the teeth from needing crowns. How much are you saving? Depending on the size of the filling, you might save \$700-\$1000!

#### **Chemical treatment not surgery**

Is there an affordable and comfortable way of treating advanced gum disease? Perio Protect is our solution. Conventional gum treatment consists of having cleanings and surgery to disrupt and kill the colonies of bacteria under your gum. Perio Protect treatment supplements having regular cleanings with

**If you have a dental emergency,  
please call early in the  
day so that we can better  
accommodate you.**



wearing custom mouthguards that force a peroxide gel beneath your gum. The medication breaks up the biofilms that contain bacteria. Our office hygienists have taken advanced education in this procedure. Not only will you save thousands of dollars with Perio Protect, but you will also save your teeth and avoid having surgery.

### **Tooth-whitening overstock**

We recently found that we were overstocked with refills of our 1-hour tooth-whitening material. For a limited time, until our supplies run out, we will offer the refills for \$45—a 25 percent savings.

### **Invisalign orthodontics in our office**

Are you an adult or adolescent over 15 who never had braces because of the expense or your fear of seeing an orthodontist? Or perhaps you had orthodontics, but your teeth have shifted since then and need realignment? In either case, Invisalign™ orthodontics might be for you. Dr. Maron performs the treatment in our office. He has been doing Invisalign orthodontics for four years.

Invisalign is an orthodontic treatment that repositions teeth and fixes bites using a series of clear plastic aligners. Each set of aligners moves the teeth a small distance (.25mm). The patient wears each set of aligners for two weeks (at least 22 hours a day), removing the aligners to eat and brush the teeth. Patients report they feel no discomfort from this treatment.

The average Invisalign treatment lasts 9 months - 2 years; however, cases differ depending on the amount of movement required to align the teeth. Minimal discomfort, along with maximum improvement in your smile, makes this treatment ideal for many patients. Check with Dr. Maron to see if you are an Invisalign candidate.



Before Invisalign      After Invisalign  
Actual photos of patient treated in our office

**\*\*\*\*Special for a limited time\*\*\*\***

Start Invisalign™ orthodontic treatment to straighten your teeth and get free tooth whitening – all for \$150/month (24-month payment plan with a \$1400 down payment).

Other options are available, with payments as low as \$84/month. This offer is good on cases started before March 31, 2010.

**No insurance—no problem**

Some people believe that if they have no dental insurance, they should not go to the dentist. Having no dental insurance makes it even more important for you to get regular exams and cleanings. Any decay or problem we detect at an early stage is much cheaper to fix. By the time you have pain or a broken tooth, you have increased the cost of treatment.

Be sure to schedule your regular checkups. Most of the work that we do is on people who have not been to the dentist for years. Our patients who come for regular maintenance rarely need any significant work.

**No-interest financing**

Our office has teamed up with Chase Bank and with GE Care Credit to offer 6-12 month *interest-free* financing for necessary dental treatments. Money should not be an obstacle to getting the dental treatment you need. The application process is fast and easy.

**Dates to remember**

Our office will be closed December 19 - January 5. We will reopen January 6.

**Construction finally finished!**

Since our last newsletter, we have made many changes to our dental office to enhance the facility and your care and comfort. Most apparent is that we more than doubled our office space by joining two existing buildings and adding a new section between them. Our building is now handicap accessible, with its entrance in the back, convenient to the parking lot.

The expansion enabled us to add new rooms and renovate existing ones. We also refurnished the entire interior and updated our office technology. These improvements took eight years to plan and accomplish. We hope you agree that the project was worth the effort.

**Contemporary design**

The new interior is modern and spacious and includes the following highlights:

- A large waiting room with picture windows and skylights that provide natural lighting; contemporary furnishings; and a separate play area for children, featuring many toys and books.
- A centrally-located reception area that is open to the waiting room on one side and the treatment rooms on the other, facilitating your interaction with our administrative team, Pat and Mary.
- Four large, newly-equipped treatment rooms, each displaying wallpaper with a different animal motif so that we can easily distinguish between rooms. (Don't be surprised on your next visit when we tell you to go to the "tortoise," "butterfly," "zebra," or "fish" room!) A fifth treatment room (the "panda" room) is ready for equipment when the need for more treatment space arises.
- A wheelchair-friendly patient bathroom with wallpaper showing penguins brushing their teeth!
- A multi-windowed consult room, where we can review your Invisalign™ treatment plan with you or have a quiet spot to discuss other proposed treatments. Here, too, you can view educational material to learn more about our dental services.
- An expanded sterilization area, where modern sterilizers and ultrasonic cleaners sterilize the instruments in stainless steel cassettes, which remain sealed until we treat you. Each week we test the sterilizers to ensure they are killing all organisms on the instruments.

**New technology**

Besides expanding and modernizing the facility, we also updated our office technology. Each room is equipped with new networked computers, featuring

educational software that explains most procedures with a 2-3 minute video. Our treatment rooms have satellite XM/Sirius radio with wireless headphones and are plumbed for nitrous oxide analgesia. They are also equipped with digital x-rays and intraoral cameras.

Our *new* office, combined with our skilled staff and outstanding service, should contribute to your having a pleasant experience when you need dental treatment.

**Digital x-rays—no more film**

We now take digital x-rays of your teeth instead of using traditional x-rays. Digital x-rays use sensors, instead of film, to capture radiation. The computer converts the impulses received by the sensor into images that we view on a computer screen.

Digital x-rays have many advantages, most importantly, exposing you to a lower dose of radiation than conventional x-rays. The digital image is much larger than the conventional film image and thus easier to see. We can also magnify areas of the digital image, which helps us detect early decay or find abscesses in the bone. Digital images are easy to send to insurance companies and to specialists because we transmit them electronically.

Two basic systems of digital x-rays are available. One uses a bulky sensor that gives an instant image but is even thicker than the film used in traditional x-rays and difficult to fit into the patient's mouth. The other uses a flexible sensor that takes longer to obtain x-rays from the scanner but is thinner than the film that we previously used. The improved comfort for the patient has made the flexible sensor our choice. Our office makes multiple copies of the images and always stores at least one copy onsite.



Dr. Maron's *new* dental office – after expansion

**Our "5-star dental office"**



Several new patients recently mentioned that they had checked our office ratings on Web sites that review physicians and dentists. One patient told us that we were the only "5-star dental office" between Red Hook and Poughkeepsie.

*To all of our patients who gave us such rave reviews, our many thanks.*

**Insurance claims – we're here to help**

Our office is happy to submit your insurance claims and related information—digital x-rays, periodontal charting, and intraoral photos—electronically. Electronic submissions are quick and efficient. The insurance companies receive the claims faster and are less likely to lose the information. Some insurance companies allow us to view the status of your claim and your remaining dental benefits online. However, insurance companies still do not like paying claims.

**Where is my insurance payment?**

Insurance companies like to delay their payments, particularly on large claims, because the longer they hold your money, the more profit they can make by investing it. In the past, insurance companies would deny receiving your claim or related data. Now we can electronically track the receipt of the claim and direct the insurance companies to an online site, where they can view x-rays, photos, and other supporting information. Mary and Pat routinely follow-up with phone calls to demand payment of old claims.