

# A Simple Case of Bad Economics

## by Scott F. Kenward, DMD

You lost a filling, but it doesn't hurt right now. Or you brush your teeth and your gums bleed a little. You tell yourself, "It's no big deal. Besides, I'll get around to seeing a dentist...next week...after the car is fixed."

If this sounds a little like you or someone you know, then we would like to give you a little free advice: prevention is the key to health and happiness when it comes to safeguarding one of your most unique personal assets – your smile.

We know when times are tough and dollars are scarce that dental problems often windup on the back burner. But we cling to the idea of preventive dentistry not just because we value your dental health, but because any way you look at it, preventive dentistry is less expensive.

Stop and think about these facts for a moment:

- It costs the average dental patient less money to have his or her teeth checked and cleaned than it does for the same patient to have his or her hair cut each year.
- The real cost of even an expensive and elaborate dental procedure such as a crown is only 20 cents per day over the average lifetime of the crown (15 years).
- By age 65 most Americans have lost some or all of their teeth and have to wear dentures. *Yet by age 65 most dental hygienists have all of their teeth.* Do they know something the rest of us don't?

It will always cost you less to fix a problem now than it will later. Of course you can gamble and possibly make the problem irreparable.

In our practice the patients with the best track records are always the ones who take an active aggressive interest in their own dental health. On our side we instruct patients in the best home preventive techniques, encourage regular professional cleanings and check-ups and restore and repair problems with the best materials and techniques so that any dental work will be a long term valuable investment to our patients.

If you have current problems or concerns we hope to be of service to you in the near future. Whether you come to us or not, make sure to treat any dental problems as they occur while they are still small. In that way you can prevent unnecessary pain and inconvenience.

And in the long run your pocketbook will be healthier too!

*Dr. Kenward is a dentist at 12651 South Dixie Highway in Pinecrest. His focus is on cosmetic and preventive dentistry. For more information call 305-255-7722.*