



# SmileSpecialist

## Dr.'s Robert and Heather Heil

Produced for the Patients of Dr. Bob and Dr. Heather Heil

Summer 2010

### fromthedentists

## Wonderful Summer News

*It's hard to imagine that this nice spring is quickly transitioning to summer. Our family has already been actively participating in baseball games, small bike rides, trips to the park and swimming in the back yard. There is some vacation time squeezed into the next several months but no big family get-away this summer. We are looking forward to some relaxing time at home after an exhausting year at home and the office.*

*Our spring began somewhat like the past year. As our insurance settlement pressed on, the accountant working on behalf of the insurance company left his position with his company. A new person was assigned to the case and had to become familiar with years of financial data that we had been nearing the end of over the past year. It is still not accomplished, and I give trying to estimate completion dates. Like the seasons, our lives must continue too.*

*Not all has been difficult. The two of us practicing together has revealed some blessings and benefits. Heather has been able to continue working part-time and then be home with the kids a few days a week. This would have been impossible with two separate locations. We've also been able to combine staff and resources to provide a higher level of care to our family and friends than we would have individually. And, thanks to you, we have continued to grow.*

*Our goal is to continue our partnership as one. We are now actively seeking land on the west side of Freedom to build a "dream practice" that is easily accessible from Appleton and can comfortably support all patients. We anticipate opening doors to our new building in the fall of 2011. We look forward to sharing this with you.*

*Sincerely,*

*Robert and Heather Heil, DDS*

**We welcome new smiles!**

# When You Lose You Win

What you need to know about belly fat

Trying to get rid of a swelling waistline? Go for it. Although it makes up less than 5% of total body fat, belly or visceral fat burrows around the heart, pancreas, and other organs. And it's different from other types of fat because it produces inflammatory compounds that can raise your risk for heart disease, diabetes, and some types of cancer, lung diseases, and dementia. Gum disease has been linked to inflammatory diseases too.

**And it's getting more complicated...**

Research suggests that oral bacteria may contribute directly to the development of obesity which is also inflammatory in nature.

**How's that?**

Your mouth contains billions of bacteria which if not removed by regular brushing and flossing will cause inflammation and infection.

Gum disease is also the most common cause of adult tooth loss and it has been estimated that most adults have it to some degree.

**How will you know?**

Initially you probably won't because gum disease appears silently. So keep your recall appointments. Some of the early warning signs are swollen and tender gums, bad breath, and gums that bleed when you floss.

**Is there any good news?**

Lots. You can halt and sometimes reverse gum disease with early diagnosis and treatment combined with daily brushing and flossing. And there's more. Consistent moderate exercise helps you lose deep abdominal fat – even when your scale doesn't show weight loss!



Many challenges? We have many ways to beautify a smile!



## Oral Cancer Bites

**Start early & win!**

Oral cancer victims are getting younger. Many of these young adults don't smoke, chew tobacco, drink, or have diabetes or HIV. Scientists suspect another culprit – the *human papilloma virus* (HPV). Most types of this virus are relatively harmless – they cause warts, for example. However, some transmittable forms have been linked to oral cancers.

Regardless of cause, visual monitoring is essential for early cancer detection at any age. Starting in your mid-teens, get into these preventive habits...

**A** Check your tongue, lips, cheek lining, and gums.

**B** Let us know about sores or ulcers that bleed easily or do not heal, white or red patches or lumps that don't go away, and lingering soreness.

**C** Share with us any difficulty you have with chewing, swallowing, or speaking.

Make self-screening your life's work. With early detection, most oral cancer can be cured.

# Reality Checks

## We can tell you why it is what it is!

We're happy to say that most dental problems can be treated successfully ... but we need you to keep your regular recall appointments so that we can help you maintain your oral health and your best smile.

Here's why. Our team is trained to detect oral clues that might point to future problems or even possible health issues in other parts of your body. At every recall appointment, we check you for:

- the beginning of cavities, including decay hidden under the gumline or under existing fillings;
- gum disease which can lead to tooth loss;
- bad breath which is usually caused from sources in the mouth;
- hairline fractures;
- impacted wisdom teeth;
- sensitive teeth which could indicate enamel erosion, a loose filling, or an infected inflamed nerve;
- changes in the size, shape, color, and feel of your tissues;
- early signs of lip cancer and tumors in your saliva glands, palate, and tongue;
- canker sores and injuries to the mouth caused by utensils and even by toothbrushes.

You see? Working together, we can help keep your mouth healthy and free from cavities, gum disease, and other disorders including oral cancer.

The bonus is that in addition to having clean teeth, pink firm gums, an uncoated tongue, and fresh-smelling breath, you can take advantage of many of the exciting cosmetic options available to you right now!



## LIKE NIGHT & DAY

### What a difference!

Some simple adjustments to your nightly routine can be a step forward in living a healthier lifestyle *and* reducing your carbon footprint.

- ◆ If you take really long showers, you could save more water and energy by soaking in the tub until you're clean, relaxed, and ready for bed. If you don't like baths, use a timer or energy-saver shower head.
- ◆ Floss, brush, and gently scrape your tongue to remove bacteria and improve your oral and overall health.
- ◆ A slightly cooler bedroom temperature can improve sleep, conserve energy, and save dollars, so lower your thermostat, open a window, or install an energy-efficient fan.

## Monkey See...

### Monkey do?

Female long-tailed macaque monkeys in Thailand have been observed teaching their young how to use strands of hair to clean between their teeth. If monkeys can floss, so can you!

If you're not flossing, you're missing about a third of your tooth surfaces. Even if you were fasting, you'd still need to brush and floss which is the only way to prevent the buildup of the naturally and constantly occurring bacterial plaque and tartar that can cause gum disease.

There's definitely a perfect technique for you. You might prefer waxed floss to unwaxed. Floss holders and threaders are handy. Wider floss and dental tape are excellent if you have gum recession and bone loss.

To hone your technique, don't go to the zoo ... come see us for a demo!

# Maximize Your Benefit

## Minimally invasive dentistry and your healthy future

If you've wondered why we encourage you to come and see us every three to six months, it's because we believe that cavities and oral diseases are not inevitable. Our team is committed to minimally invasive (MI) dentistry. This means that we are dedicated to using the least invasive procedures to create the maximum oral health benefits for you.

Of course that means using today's superior technology to remove less healthy tooth enamel than in generations past, but it means much, much more. Our team is committed to providing leading-edge dental care through ensuring:

- Adequate consultation time so that we can discuss your hopes and desires for your smile and oral health;
- Education and home care guidance to prevent gum disease and cavities;
- Regular recall examinations for the prevention of caries (decay), periodontal

diseases, and other oral diseases;

- State-of-the-art diagnostic tools, restorative materials, and precision equipment for earlier diagnosis and effective treatment plans which save more natural teeth and tooth enamel when intervention – even cosmetic intervention – is required or desired.

Your quality of life can be improved through optimal oral health. Research has linked gum disease to respiratory and cardiovascular diseases, cancers, and diabetes. With MI dentistry, many

oral health concerns can someday be a thing of the past. In other words, our commitment to MI dentistry is a commitment to your healthy future!

**Composite fillings look more beautiful than amalgam, and less healthy tooth is removed in order to prepare teeth.**



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## Dental Expressions

Dr. Robert S. Heil  
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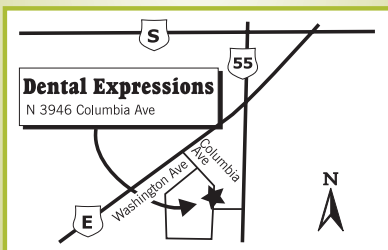
### Office Hours

Mon-Wed 8:00 am – 5:00 pm  
Thursday 7:30 am – 4:00 pm  
\* Lunch 12:00 pm – 1:00 pm

Office (920) 788-6280

### Office Staff

Sheri, Tara, Nicole.....Dental Hygienists  
Tina, Naomi, Tami, Amy W., Amy H.....  
.....Dental Assistants  
Kari... Treatment & Financial Coordinator  
Ashley, Patti .....Patient Coordinators



## Understanding Insurance

### Are you covered?

Sometimes understanding exactly what your dental insurance covers can be confusing and frustrating. It also makes it difficult to plan how you would like to use the benefits you are entitled to. Please let us help!

We have years of experience dealing with insurance and can explain your benefits, and help you plan the best way to make the most of them ... like making sure you effectively use your allotted calendar-year coverage. Did you know that most insurance plans expire December 31st, making unspent benefit dollars disappear?

We're here for you and will do everything we can to help you achieve your smile goals – while taking full advantage of your insurance coverage. Call today to arrange an appointment to review your plan.

## Cell Phone Alert!

### Turn-off & tune out

A recruitment company surveyed 6,000 people about their pet peeves in the workplace. Number one? The distracting jangles from cell phones, particularly in small workspaces. In a dental operator, this is more than alarming ... it can be downright dangerous. That's why it is our policy that all cell phones must be turned off when entering the treatment rooms.

Our clinical team must focus very intently while operating with sharp or high-speed precision equipment in a sensitive and even delicate area – the inside of your mouth. You can imagine the potential for problems if a team member is suddenly startled in the middle of a procedure.

If you expect a genuine emergency call, please talk to our receptionist. But otherwise, we appreciate your willingness to turn off your cell phones.