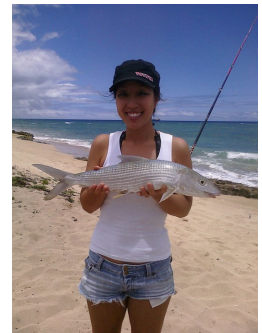


Changing Smiles . . . Changing Lives



**“ . . .BUT, BUT, BUT I HAVE
DENTAL INSURANCE!?? ”**

Yes, all of us who have dental insurance have been surprised at the lack of coverage we get from our dental carrier. There is a good explanation. When you come in for your cleaning



Lisa with a 4lb oio
We have another fisherman..aaaaaa fisher”woman” in the office. Competition for Dr. ??? Not even!!! He **says** he catches bigger fish...yea, right!

and check up appointments every 6 months your insurance coverage is very, very good. Most patients only pay a very small portion, some only pay the tax. BUT, when you have anything done other than that, you end up paying anywhere from 20% to 100% of the treatment. Why is this?

Why is it that dental cost has gone up but the yearly allotment has pretty much stayed the same since the 1970's?

Why doesn't dental insurance cover for all things dental?

Why do the dental insurance evaluators “reject” some payment for treatment?

The answers to these questions are quite simple. Dental insurance was meant and has always been for **basic dental needs** - like cleaning - that's why they cover those procedures so well. Any help you get from the insurance company after your cleanings is gravy. With the rising cost of crowns and root canals and gum surgery - which are getting up and beyond \$1000, your dental insurance will not last long if you're in need of a variety of treatments. If you think of your dental insurance as insurance for your **basic dental maintenance** (because that is what it actually is), your expectations of what your dental insurance can do for you will be more realistic.



Welcome Liz!!!!

We have a new team member. Liz joins our team not as a rookie, but with six years of experience in the dental field. She is looking forward to meeting all of you.

Liz will be helping you with scheduling your appointments and helping you getting the most out of your insurance. In her spare time, Liz enjoys volunteering at her church, teaching and leading in their youth group activities. Our office is so fortunate to have Liz with us.



Friends and Family Round Up

**Howdy there partners!
It's that time when we hit the range and
round up some new cattle!!!!**

**If you see any strays, send 'em over to our ranch.
We'll brand 'em with a complimentary exam and x-rays.
Take good care of them, we will.**

new patient name _____

referred by _____

office # 737-6229

Indulge!!!

Now you can indulge yourself when you have dental treatment done by sitting back, relaxing and watching some of the latest movies released on DVD - while Dr. Tanaka gently takes care of your dental needs. Yes, the only thing missing is the popcorn (or chocolate cake). So indulge a little, with a movie with our very "cool" movie glasses. It's like having a full screened movie all to yourself.