



Dr. Salzberg's Myths of Dentistry

By Dr. Herman J. Salzberg

I HATE GOING TO THE DENTIST BECAUSE.....

*I had a bad experience with the dentist and the staff...
I was in a lot of pain and they took advantage of me...
They never explained the treatment to me or the
cost of the treatment...
I can never get an appointment when I need it...
They always make me wait in the waiting room for
a long time...*

These are some of the most common complaints that I hear from new patients as to why they left their previous dentist to come to my office.

And now for a true story:

Recently my mother had an injury that involved an extensive hospital stay. Due to the nature of her injury, I had the opportunity to meet several different health care providers. I came to the realization that no matter how good the technical skills of a doctor are, they are of little value to the patient if they don't feel comfortable talking to the doctor. No doubt, the doctors were talented, but my mother was not meant to be just a number in the hospital system.

This event made me realize how different **my** office is from the others. My concern is always for my patients. For the last 20 years, I have been trying to dispel the **myth** that most dental offices are cold and uncaring. My staff and I have been together for over 10 years. Our patients are like family. We celebrate happy events like birthdays and anniversaries, as well as grieve the loss of valuable patients. We share recipes for baking and stories of our children and pets. I **always** return calls of patients who have questions.

At my office the patient never has work performed unless they are aware of what needs to be done, including the cost of the procedure and how we can help them pay for the work. When you call my office, you will see how patient friendly my staff is. Our patients are always complimenting us on how "at home" they feel with us.

We always try our best to accommodate our patients scheduling needs. Emergencies are seen that day. We respect our patients' time. We don't have a "waiting room" we have a "reception area". Very seldom does a patient have to wait to be seen. We pride ourselves on running "on time"!

Have concerns? Got questions? That's what we're here for.

We perform most phases of dentistry from cosmetic procedures, root canals, extractions and orthodontic treatment so patients don't have to travel to different offices.

Dr. Salzberg is married for 10 years with twin 5-year-old children, so he knows how valuable family time is to patients.

Get to know us • Ask questions
Discover how we're different!
Complimentary evaluation and consultation
(A \$100 value)

Call 847-359-6766

Mention this article when calling

You'll be a believer after the first call!



Dr. Salzberg's Dental Myths Continued

by Dr. Herman Salzberg

In last month's issue we discussed the tetracycline myth. Since that article went out, we have had several requests for more power bleaching information. A classic example of tetracycline staining is our patient Tina. She had lived with tetracycline stains her whole life and wanted to improve her smile. Power bleaching was the perfect solution for her. In three weeks, she was able to drastically change her appearance. She would have had to spend thousands of dollars to change the appearance of her teeth with crowns or veneers. Instead, power bleaching can be provided at a fraction of the cost.



Before power bleaching



After power bleaching

Non-Extraction orthodontics

For years patients needing orthodontics were required to have some teeth removed in order to correct crowding. The reason for this was that we used to wait until all permanent teeth were in before we started orthodontic treatment. Now, a more modern treatment approach has allowed us to straighten our patients teeth without extractions in most cases. Our modern treatment involves two phases of treatment.

Phase I treatment involves using functional appliances. Most of these appliances are used on children between the ages of 5-12. These appliances resemble specialized retainers that are adjustable.

Early treatment should be initiated for :

- Habits such as tongue thrusting and thumb sucking
- A constricted airway due to swollen adenoids or tonsils
- Mouth breathing or snoring problems
- A bad bite
- Bone problems (i.e. narrow or underdeveloped jaws)

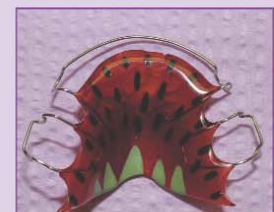
By treating the growing bone structure with these appliances, we are able to create the space needed to allow teeth to properly position themselves.

In **Phase II**, we straighten teeth with braces. Since we have already created space for the teeth by using appliances from Phase I, the treatment time is greatly reduced. **Most treatment can be performed without the need for extractions!**

Another big hit with adults is Invisalign. This treatment involves the use of clear plastic forms called "aligners" that snap over the teeth. The big advantage to this treatment is that there are **no** visible metal brackets used. All tooth movement is performed by the aligners. In addition, since aligners are removable, normal brushing and flossing can be performed. About 80% of patients qualify for this treatment. The average treatment time is only 12 months!



An example of a functional appliance



A nice choice of colors is available

For more information please feel free to contact our office at 847-359-6766 to schedule a complimentary evaluation. Or, visit our website at www.palatinedental.com