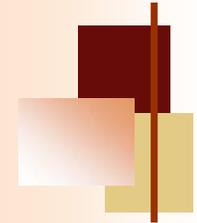


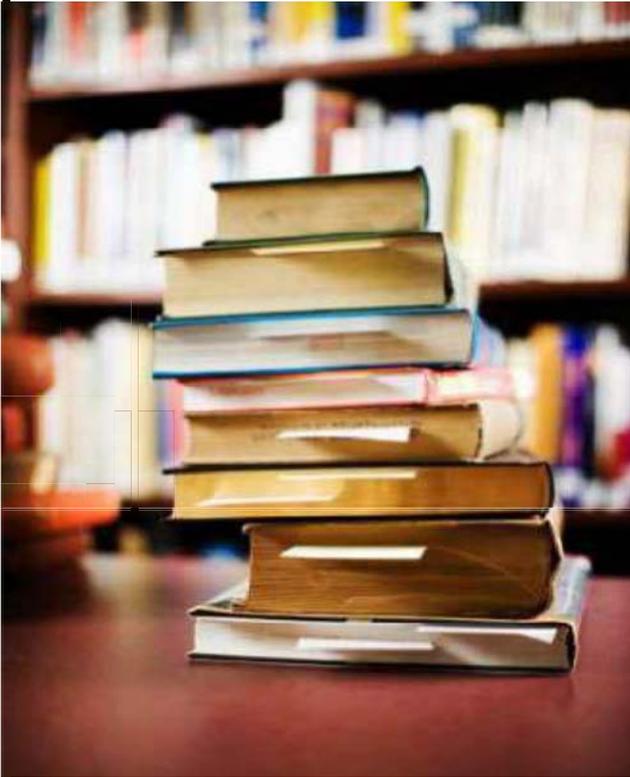
# This economic crisis is taking it's toll on everyone



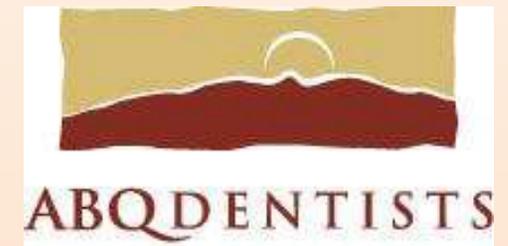
Here are Five key components to help  
you keep some of that  
hard earned cash in  
your Piggy Bank



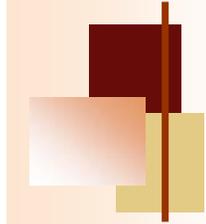
Researched and Produced by ASC



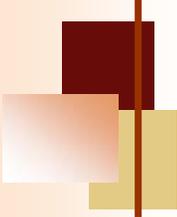
Commissioned by  
ABQ Dentists



# Why ABQ Dentists & Dr. Gaylina Reachi Commissioned a study



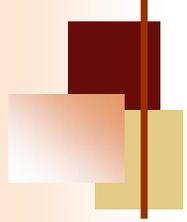
- Many of our patients have been hit hard by this economy
- While working with patients for over 25 years Dr Reachi realizes how poor dental education and care can cost families time and money
- So, we hired an independent research company to study today's dental environment to uncover strategies that will help families save money while getting the best dental care
- We are excited to share this executive briefing with you!



# Main Topics



1. How poor dental knowledge will put you and your family at risk for more dental treatment
2. How choosing the wrong dentist can scar you for life and make you avoid proper care
3. How a poor smile can stifle your career advancement and cost you thousands
4. How delaying dental treatment will cost you in the long run
5. How relying solely on dental insurance for treatment is a mistake



Challenge 1:  
Poor dental  
knowledge will put you and your  
family at risk

What you don't know  
is hurting you and your  
family and may lead to  
more dental care

# Can you protect yourself and your family from the Number one Disease in the World



Cavities are the number one disease among children according to the world health Organization. They are 100% preventable!

# A Lack of Dental Knowledge can cost you Thousands

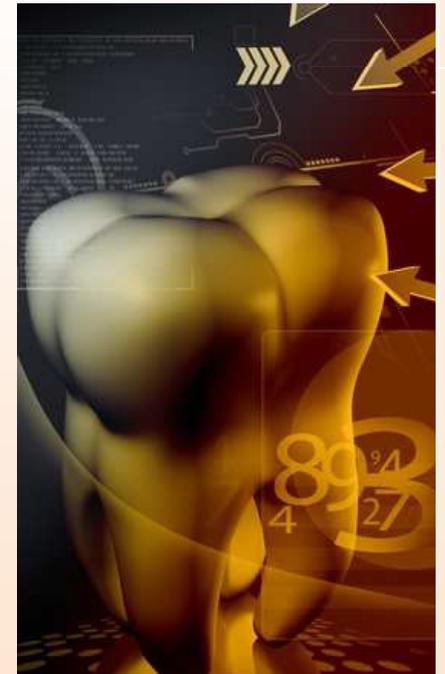
- If you knew what caused cavities and gum disease you could prevent them



If you knew how to heal your cavities you could have prevented your dental work

# Cavities and Gum disease Are Contagious

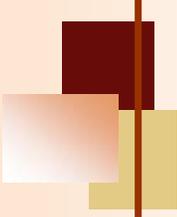
- 3 Billion people suffer from cavities
- Bacteria cause cavities and gum disease
- Bacteria is contagious, we catch it from others.
- The bacteria that causes gum disease can contribute to
  - heart disease, diabetes, infertility, and strokes
- Diet and Nutrition Prevention of Chronic Disease Source document WHO 2003



# Cavities are painful and unsightly



- Cavities look like black holes, they can destroy your confidence especially in the front of your mouth
- Cavities hurt and can make eating unbearable from cold and sweet sensitivity

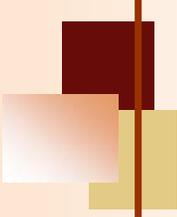


# Bad Breath



- Cavities are caused by bacteria and the odor can be overwhelming for those around you
- Most people who suffer from bad breath do not know it
- Would a coworker tell you if you had bad breath

- Mail online Health: Have you got the most common disease in the world? by RUTH EASTMAN, femail.co.uk

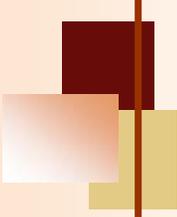


# Poor dental care?



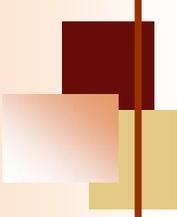
- Faulty dental work is more common than you think, and it just might be the cause of your bad breath. Most dentists are honest and will share the truth but some dental issues to be aware of include
  - Overhanging fillings
  - Unfinished scaling
  - Leaking crowns
  - Ill fitting dentures

Is Bad Dental Work Causing Your Bad Breath? By Paul J. Heldt - [TheBadBreathReport](#)



# Poor Oral Hygiene

- Bad breath is usually caused by active oral disease Colgate Oral and dental health resource page [www.Colgate.com](http://www.Colgate.com)
- Over 3 Billion people suffer from bad breath
- 32% of Americans cite Bad Breath as the least attractive attribute of coworkers
- According to the World Health Organization, reports showed that 85% of adults have gum disease, and most are not aware of it.



Challenge 2: Choosing the wrong  
dentist can scar you for life ...

and make you avoid proper care  
which leads to bigger and more  
expensive problems

[www.dentalcomfortzone.com](http://www.dentalcomfortzone.com) dental comfort zone

DR. JERRY GORDON  
How Dental Fears Work



# What Causes people to be fearful

- A dentist who is rough and hurts you
- A dentist who does not care about you
- Gagging on material and feeling like you can't breathe
- Having your pain ignored



# Fear of Pain



- Fear is the number one reason patients avoid the dentist.
- Past traumatic dental experiences are debilitating for some

# Dental pain effects productivity

- 50% of people are effected by oral pain
- Every year 164 Million work hours are lost to dental pain
- 51 Million school hours are missed
- \$65 Billion Dollars are spent on dental expenses each year

[deltadental.com/ValueStandaloneDentalBenefits201003.pdf](http://deltadental.com/ValueStandaloneDentalBenefits201003.pdf)



# Why Do People Choose Pain Over Dental Visits

- Bad experiences during dental visits are the number one reason given
- Fear of shots is second
- And Cost is number 3

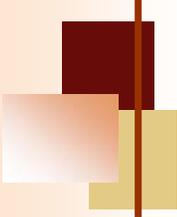


# Deep seated fear scars for life

- When you develop fear it is no longer an issue you can rationalize, it becomes a physiologic response you have no control over!

• [http://en.wikipedia.org/wiki/Dental\\_fear](http://en.wikipedia.org/wiki/Dental_fear)





# Uncontrollable Fear

- Rapid heart rate, sweating, nausea, restlessness, sleeplessness, dizziness, anxiety, lightheadedness are just a few symptoms

- [http://en.wikipedia.org/wiki/Dental\\_fear](http://en.wikipedia.org/wiki/Dental_fear)

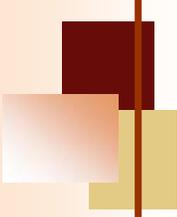


# Challenge 3: A poor smile will stifle your career advancement

- Its not just you at risk; We live in a highly visual society your children's chances for success depend on many visual factors.
- We want to believe there
- is no bias against physical
- attractiveness but
- our society is cruel



- Hreonline.com [Ugly People Need Not Apply?](#) Two new polls that show how a job candidate's good looks -- or lack thereof -- can affect their job-search process, and the results hardly paint a pretty picture.



# Lasting effects



- 27% of people report being self conscious or embarrassed about their oral condition
- 10% effected by speech problems
- 30% of adults have lost all of their teeth

Source: WHO Global Oral Health Data Bank and WHO Oral Health Country/Area Profile, 2000 - Dr. Poul Erik Petersen, World Health Organization

# Does your appearance and smile have an impact on your future?

- Definitely! 50% of Americans site the smile as the number one feature they look for in a partner
- Studies show that appearance is very important in all walks of life



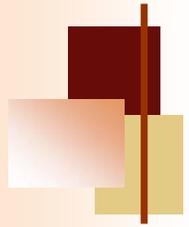
# Your Smile Will Effect Your Career

- In business a great smile often effects the success of that person
- Studies site: Attractive people often receive better promotions and greater income

-Hreonline.com [Ugly People Need Not Apply?](#) Two new polls that show how a job candidate's good looks -- or lack thereof -- can affect their job-search process, and the results hardly paint a pretty picture.

- YOUR SMILE IS THE FIRST ATTRIBUTE CONSIDERED WHEN DETERMINING ATTRACTIVENESS AND TRUSTWORTHINESS





# Do YOU have a great smile?

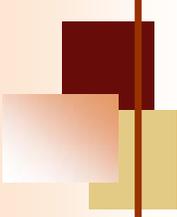
Do You Love Your Smile?

Do You Love

The Way It Makes

You Feel?





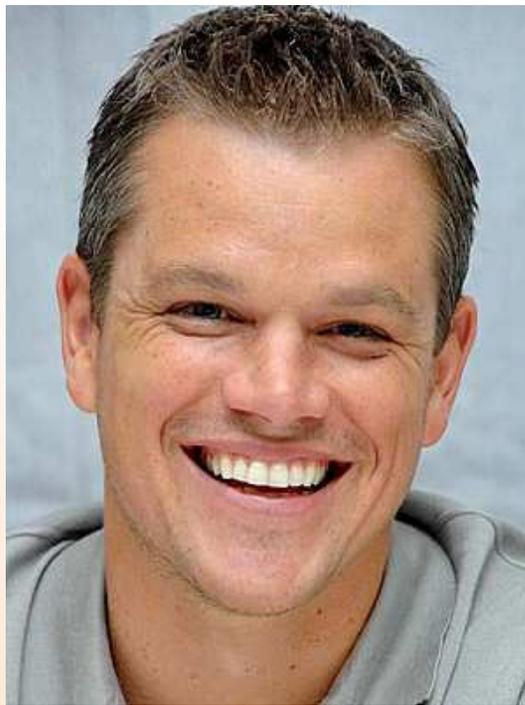
# Your Child's Future Happiness

- A 2001 study by psychologists at the University of California, Berkeley found that coeds whose smiles were brightest in their senior yearbook scored highest on measures of overall well-being
- A study from DePauw University shows that how intensely people smile in childhood photographs, as indicated by crow's feet around the eyes, predicts their adult marriage success



Scientific America By [JordanLite](#) | September 3, 2009 |

# Your Smile Influences What People Think of You

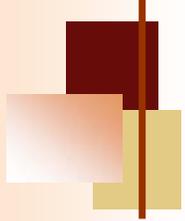


- Within 7 seconds people have already made assumptions about you
- Bad Breath or a Poor Smile Are 2 Immediate Strikes Against You

# Your Smile Influences What People Think of You



- People often and perhaps unfairly judge you based on your smile
- They make assumptions about your economic level, education level and level of sophistication



# Who would you hire

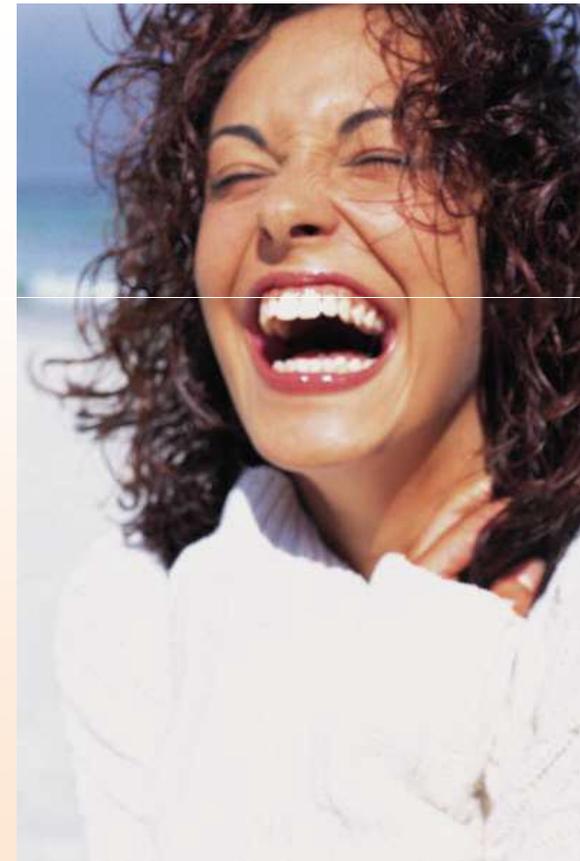


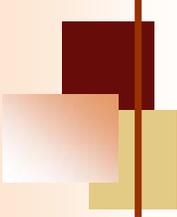
# How Do you Contribute to How Others View you

- 50% of how others feel about you is determined by how you feel about yourself

## Confidence

- People who feel good about themselves exude radiance that others pick up on





# Your Smile Influences What People Think of You



- A Great Smile Is The First And Lasting Impression.
- A Great Smile Is Considered a Sign Of Success

# Challenge 4: Delaying dental treatment will cost you in the long run

If you catch a cavity early you can heal it.

Cost \$0

If you wait it can become a hole and need a filling,

Cost \$200

If you continue to wait it will need a crown,

Cost \$1100

Wait even longer and it's a root canal and a crown,

Cost \$2500

Longer still you will loose it a need an implant

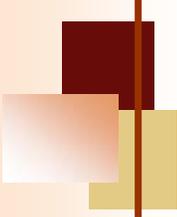
Cost \$3600



# How long does dental work last?

- No matter what dental treatment you receive it will not last forever
- Pretty tooth colored fillings last on average less than 5 years
- Insurance pays for crowns every 5 years because that is the national average life expectancy for that restoration





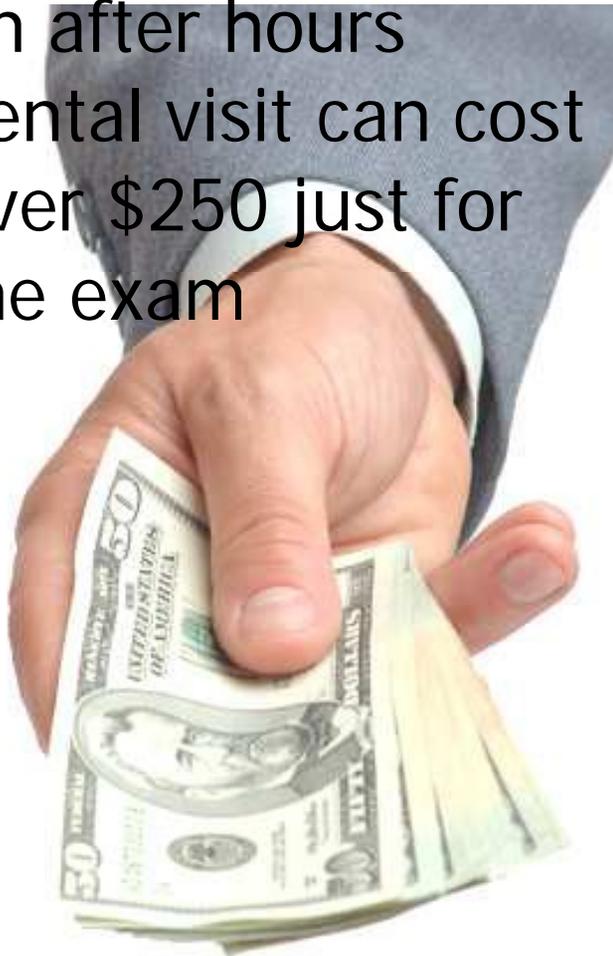
## A dental emergency can rack up HUGE dental bills

- Broken teeth can be a huge surprise
- Planning ahead and using sports guards can save a bundle



# Emergency Dental Care is Expensive

- An after hours dental visit can cost over \$250 just for the exam



- Then you still need to pay for all the treatment
- How will you come up with that CASH?
- Even insurance only pays half if your lucky
- Prevention is almost free

# Challenge 5: Relying solely on dental insurance for treatment is a mistake

There was a time in the golden age of insurance when they covered nearly 100% of all our dental needs

[DentalInsurance -JoseA.Bushdid,DMD.CoralGables,FL33134](#)



1958 corvette

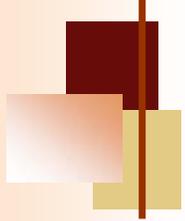
## Then and Now

In 1950 a crown  
cost \$40

Insurance covered  
\$1000 per year

- In 2010 a crown
- Costs \$1100
- Insurance covers  
\$1000 per year





# The cost of dental care has gone up

The cost of dental premiums have  
gone up

But insurance benefits have not

Hard to believe but true



Not only has benefits stayed the same  
over 60 years they cover less

In 1950 most  
coverage was  
100 %



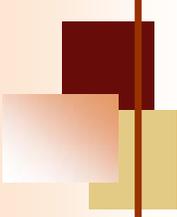
Today only cleanings  
are covered 100%,  
most other  
treatment is covered  
at 50%

No wonder your bill looks shocking

# So what are the answers



- The right dentist is the most important choice you will make
- Having a dentist who teaches you what you need to know is key
- Being comfortable with your dentist so you trust and follow through with care is most important
- Payment options that are there to help when you or your family need treatment



## Solution 1: Knowledge is POWER

- Being educated about the Causes, symptoms, risks, and cures of your oral condition can save your life

And a bundle of hard  
earned cash



## Solution 2: Finding the Right Dentist is the Answer to anxiety

- Wouldn't it be nice to spend time talking to a medical professional before they start poking at you
- Feeling comfortable with your Dentist will build trust and make you feel more comfortable so you won't avoid treatment
- Having a dentist who really cares about you will change the way you feel about dentistry



# A Dental Office Focused on Comfort

- Can decrease anxiety by providing products designed to distract you
- Can be a relaxing, enjoyable experience

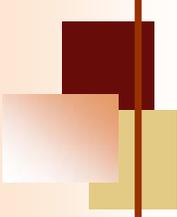


# Solution 3: A Smile takes you places



- A confidence building smile makes you shine from the inside out





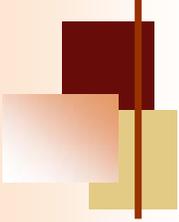
# What is a great smile

- Smile line: The mouth at rest or in general conversation will display about 2-4mm of tooth
- Gum Display: When someone smiles you should only display the gum between the teeth
- White and Bright: White bright smiles are a sign of youth and beauty
- Proportions: Teeth have a height and width ratio
- Arch form: Crooked teeth are difficult to clean and look bad

Cathy at [smile perfect.com](http://smileperfect.com) Ft Lauderdale FL

# GREAT SMILES



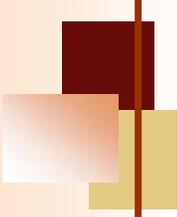


# Do you WANT a great smile?

Do You want to Love Your Smile?

Do You want to  
Love The Way It Makes You Feel?

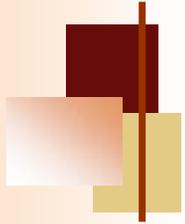




## Solution 4: Seeking immediate dental care Will save you time and money

- The smaller the restoration the less it costs
- If you can prevent it you don't need to pay for it.

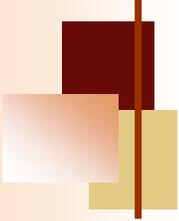




# Early treatment costs less

If you catch a cavity early you can heal it.	Cost \$0
If you wait it can become a hole and need a filling,	Cost \$200
If you continue to wait it will need a crown,	Cost \$1100
Wait even longer and it's a root canal and a crown,	Cost \$2500
Longer still you will loose it a need an implant	Cost \$3600





## Solution 5: Paying for dental care

- Doesn't have to break the bank
- Even if it's expensive there are things you can do



Photo by Daniel St Pierre

VS



Photo by Daniel St Pierre

# The first part of paying is planning

- Yes your insurance is great for an emergency but don't count on them to pay for all your dental needs
- They do pay for prevention, take advantage of that



# How can you fund your dental care needs

- Flex spending accounts are a great way to pay pre tax for all your dental and medical needs
- A personal savings account of just \$1.46 a day would cover your portion of a crown

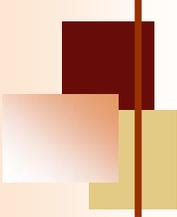


Hey that's 1950's prices

# So do you feel like you've learned a lot?

- You now know
  - Education is key; cavities are contagious and gum disease can contribute to heart disease
  - Postponing dental care will only cost you more in the long run
  - Your relationship with your dentist is very important
  - You can pay for the treatment you and your family needs if you plan for it



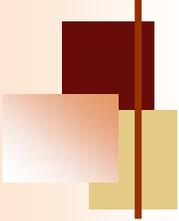


# The most important thing you've learned is

- Finding the right dentist should be your number one priority



But the Searching doesn't need to be impossible



# What to look for in a dentist

- These are the attributes to look for when searching for the right dentist for you and your family



# A Great Dentist Will

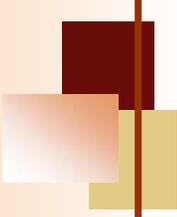


- Teach you valuable, necessary information. Not lecture you and make you feel guilty
- Listen and understand your concerns and needs
- Provide many treatment options
- Offer payment strategies to help you get the treatment you need

# Look for a Dentist who will



- Take steps to reduce your stress and fear
- Explain your condition and treatment options
- Take time to get to know you in a private comfortable space not the dental chair

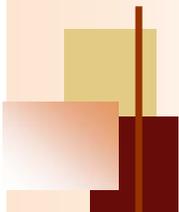


# A Great Dental Team Will

- Care for you as if you were family
- Treat you with compassion and respect
- Be highly educated and skilled to provide your every dental need



# Dr Gaylina Reachi of ABQ Dentists believes



Every patient deserves the  
best treatment possible

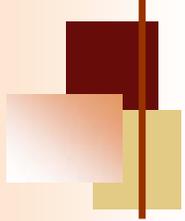
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“When I educate patients about cavities,  
gum disease and how to prevent and heal  
them, I feel great about it.”

# ABQ Dentists Has the Right Stuff



- A team that truly cares about you
- A Heart for Education
- Comfort dentistry
- Advanced Technology to offer many treatment options
- Creating and Maintaining Confidence Building Smiles
- Providing financing tools



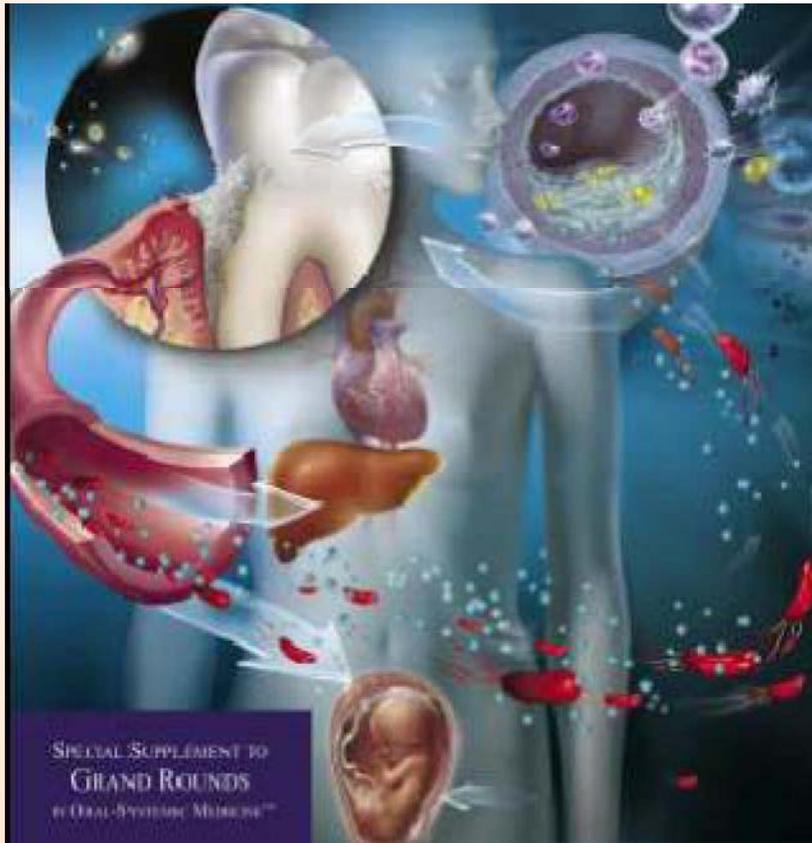
# OUR VISION

## AT ABQ Dentists

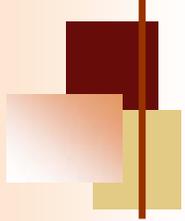
- Our common vision is a commitment to our valued patient. We provide the highest quality dentistry through uncompromising standards and professionalism with sensitivity to the education, total wellness, and comfort of each patient.



# How we are the answer 1: A Heart For Education



- Dr Reachi is passionate about sharing her knowledge
- Did you know you can heal cavities?
- There is no fluoride in bottled water.
- You can give your kids cavities!
- Gum disease can effect diabetes, infertility and heart disease



# Caesy Educational Software

Chairside, CAESY's live-action videos with crisp, state-of-the-art 3-D animations explain complex procedures in easy-to-understand language. When patients see what you're talking about, they "get it."

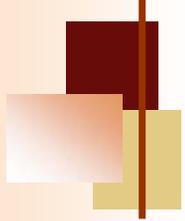


© 2009 CAESY, [APatterson Technology](#)

# How we are the answer 2: Comfort Dentistry

- Music to sooth your senses
- Relaxing Art in a cozy environment
- Nitrous oxide, laughing gas
- Isolite comfort bite block
- Oral conscious sedation





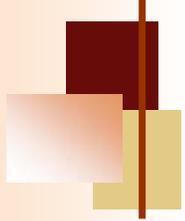
# Quiet Electric Handpieces

No need to be frightened  
by the loud sounds of old  
style drills,

New electric handpieces  
are much more quiet

Leave the office with a  
thumbs up





# Isolite comfort dental block

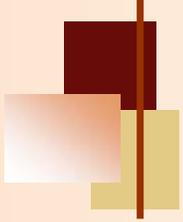
Isolite Systems ends the tongue wars, eliminates shadows, and ensures patient comfort

A bite block for the patient,  
Suction and light for the doctor...

Everyone's happy



Isolite™ is a trademark of Isolite Systems. Isolite™ is a patented product of Isolite Systems



# Sleep like a baby

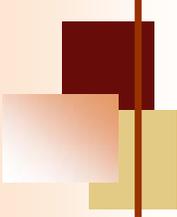
- Laughing gas can be turned up or down to give you the perfect amount of relaxation
- Oral Sedation is a pill you take before your appointment to really help you relax



# How we are the answer 3: The Cosmetics

- In office and Take Home Bleaching for a bright cheerful smile
- Porcelain Crowns & Veneers for that confidence building smile
- Snap on smiles





# The Cosmetics

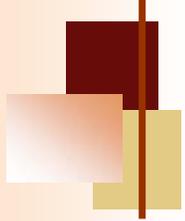


Before



After

Crowns and Veneers can change your smile  
your confidence level and your life



# Lumineer veneers

## Transform Your Entire Appearance Painlessly with LUMINEERS

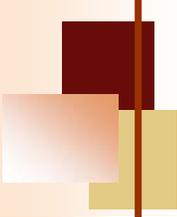
Smiling should be a happy, enjoyable experience, not stressful or embarrassing. With LUMINEERS, you no longer have to hide your smile...and you don't have to endure lengthy, uncomfortable procedures to get the smile you enjoy sharing with the world.

- Painless procedure
- Sensitivity-free results
- Permanently white results that last
- Quick and easy process

LUMINEERS...accept nothing less!



Lumineer veneers



# Snap on Smile



## Snap-On Smile®

is an affordable, non-invasive, and completely reversible, cosmetic, removable arch that can easily and painlessly give you a beautiful smile.

No shots. No drilling. 2 visits. **Get started now!**

# REAL OPTIONS

Real cases...real results.



*"It literally changed my life."*

-Laura F., Patient



Cosmetic smile enhancement



Covers uneven or crooked teeth



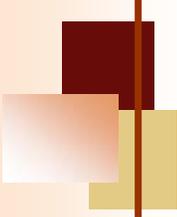
"Closes" spaces between teeth



Enhances an existing smile ruined by stains or cracks



Increases lost tooth height



# How we are the answer 4: Treatment when you need it

- At ABQ Dentists we won't make you wait for weeks to see us.

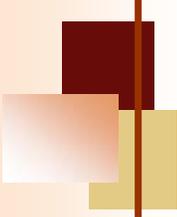
In most cases we can see you the  
same day

WELCOME

# How we are the answer 5: The Financing

- We have partnered with Care Credit and Chase to offer you financing options so you and your family can get the treatment you need and deserve
- We offer senior discounts
- We also offer payment in full discounts to help





# Besides all that

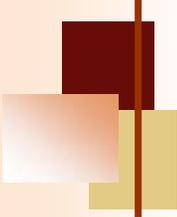


- We take pride in our advanced technology to help us meet your individual unique and specific dental needs

# The Technology

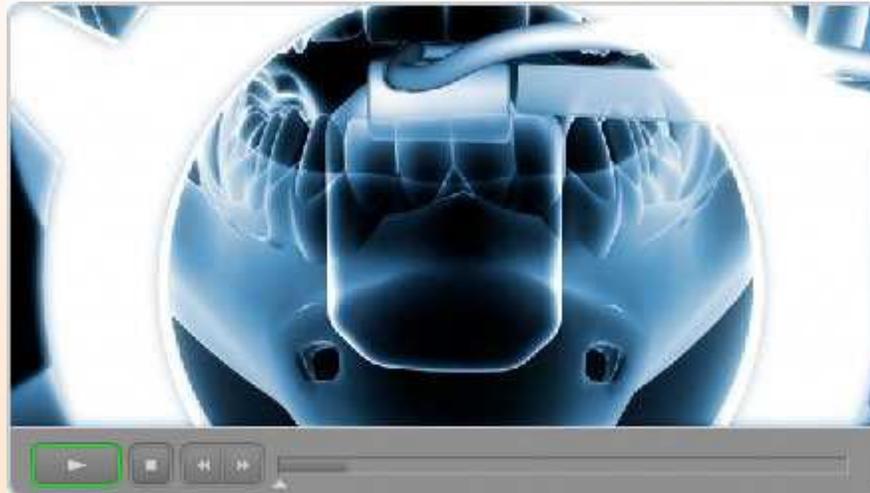
- Digital X-rays
- Intra Oral Camera
- Cerec one visit crowns
- One hour veneers
- Cavitron ultrasonic scaler
- Laser assisted Periodontal Therapy

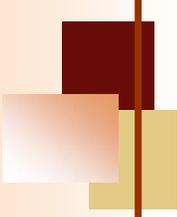




# Digital X-Rays

- Reduce the radiation by 30 – 50 %
- Decrease your appointment time by 20 minutes

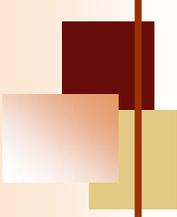




# Intra Oral Camera

- Take a visual tour of your mouth
- Seeing is believing
- It's an easy comfortable hand held camera that Clicks the picture and immediately shows up on the computer screen

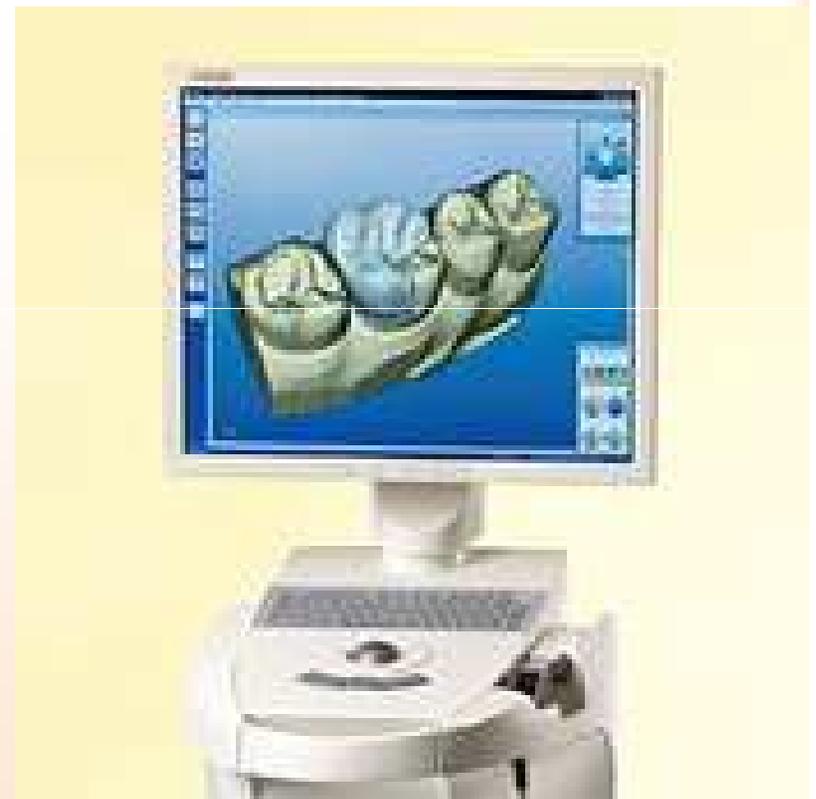




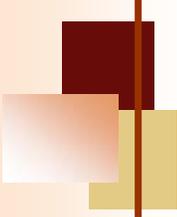
# Crowns in a single visit

If a crown is unavoidable, we can fabricate gorgeous high-strength restorations out of porcelain blocks quickly and reliably during a single appointment.

No need for goopy impressions or temporaries for 3 weeks



Sirona product



# One Hour Cerenate Veneers

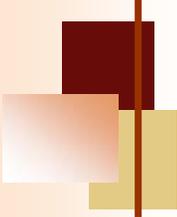
- Pre made porcelain laminate crowns as low as \$500 each. As inexpensive as a plastic veneer with the stain free shiny semi permanent finish of a porcelain veneer.
- They look fantastic



# Cavitron Ultrasonic scaler

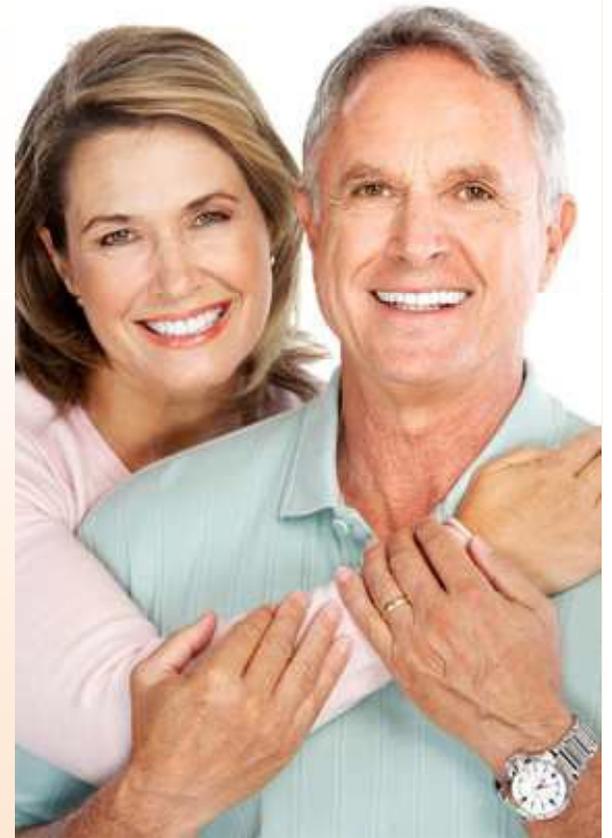
- An ultrasonic hand piece that sprays water on calculus and plaque and obliterates it instantly
- Decrease dental cleanings by 20 minutes, get out and do something fun with your extra time





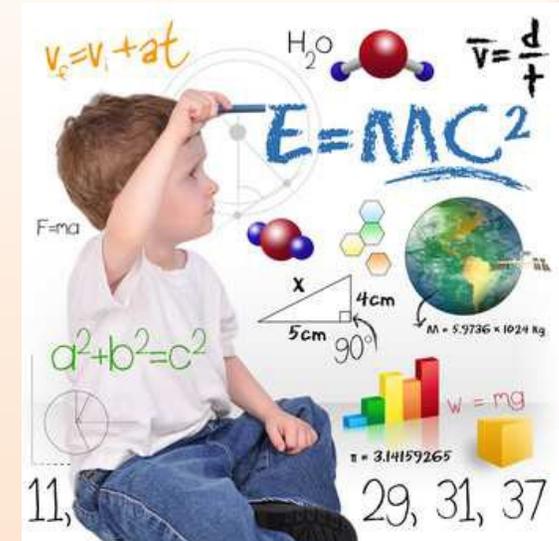
## Laser assisted periodontal Therapy

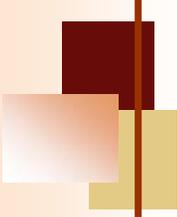
- If you have gum disease and need surgery, this is the least invasive technique we can use.
- No shots necessary  
No Bleeding  
No Problem



# So Do you feel like you've learned enough?

- We would love to teach you more
- The best compliment our valued patients can give us is entrusting us with their friends and family
- We would love to teach your friends and family what we are teaching you feel free to send them to the website



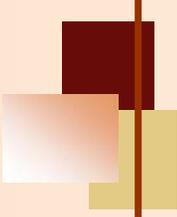


You are cordially invited

We welcome you to  
visit our dental office  
and allow us to serve  
your dental needs

Leave with a smile for  
a change



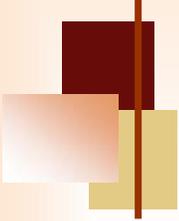


# ABQ Dentists

3900 Eubank suite 14  
Albuquerque, NM  
87111

505-293-8011  
ABQDENTISTS.COM





# Our offer to you

**It's Summer!** Time for a fresh look with a painless LUMINEERS® smile

Are you tired of hiding your teeth when you smile?  
Are you embarrassed about stains, chips, discolored crowns or spacing problems? Are you worried about the cost of a New Smile?

**This is your opportunity!**

Discover what LUMINEERS can do for you and how affordable they can be!

- No shots or pain\*
- No drilling of sensitive tooth structure\*
- Instant whitening that's proven to last over 20 years\*\*
- 2 quick and easy dentist visits

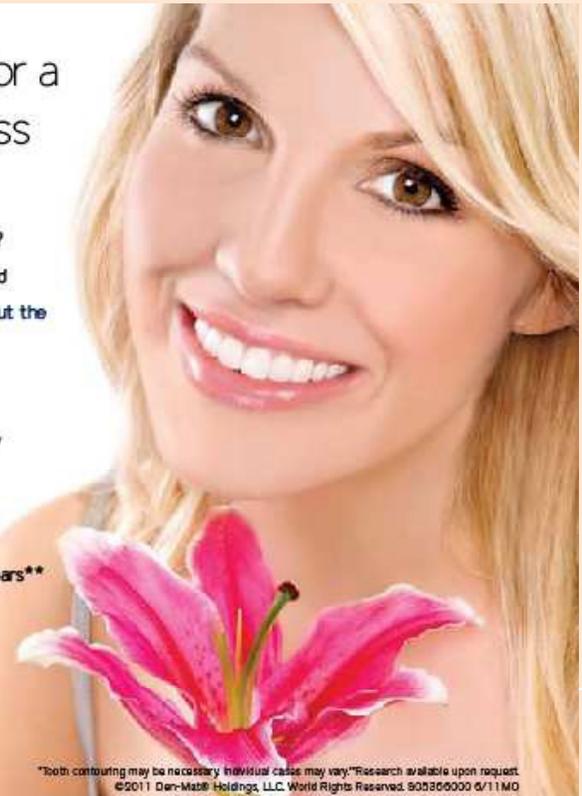
**LUMINEERS**  
beautiful smile. beautiful you.



Before



After



\*Tooth contouring may be necessary. Individual cases may vary. \*\*Research available upon request.  
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**Dr. Gaylina Reachi**

(505) 293-8011

[www.abqdentists.com](http://www.abqdentists.com)

A Perfect Beautiful Smile

**\$100** off each unit

**LUMINEERS**

Gaylina Reachi, DDS

For a limited time. Bring your coupon to the office to redeem.  
Cannot be combined with another coupon

Expires 08/31/2011

**FREE** Smile Makeover

**LUMI SMILE**  
BY LUMINEERS

Gaylina Reachi, DDS

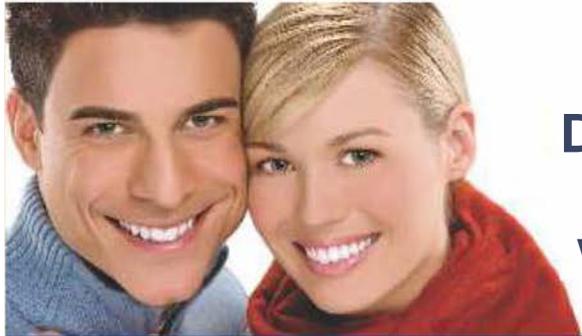
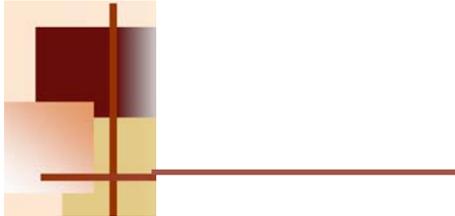
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**The Right Whitening Choice for You!**

**LUMINEERS™**

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 backEod, ba Omiled Jifelime warranty



Before After

Whitening in:  
 Two Dental Appoin Imell:s

As low as  
**\$299\*/mo**

**snapon  
 smile**

A Hnlllywood Smie  
 at an eJillidabfe prio&



Before After

Whitening in:  
 Two Oimtal Appoillment:s

As low as  
**\$99/mo**

**LUMI SMILE**

DigitaSmile Makso...; i ; a ..Jmuatroo  
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 with LUMINE:ERS.

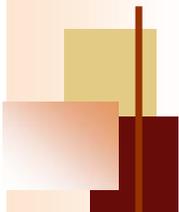


Before After

Whitening in:  
 7 days

**FREE!**

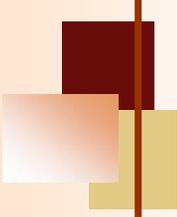
\*Based on Approved Credit.  
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We Always Offer

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Free consultations and  
Second Opinions



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