

The GORMAN CENTER

for FINE DENTISTRY

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ORAL CANCER ON THE RISE

JULY 2007

Creating Perfectly Natural Smiles



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July 2007

ORAL CANCER ON THE RISE

Special points of interest:

- One person dies every hour from oral cancer—New pre-cancer screening exam available
- Anxiety relief and conscious sedation dentistry available
- Visit our redesigned website at: www.drstevegorman.com
- New software to better manage your care
- New financial options are now available
- Spa Features

- Would you like to receive email confirmations for your appointments?
- Would you like to be able to view your treatment plan, payments, or appointments online?
- Would you like to receive this newsletter via email in the future?

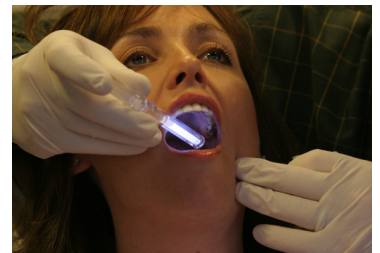
If you answered yes to any of these, please email your email address to:

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Oral Cancer being Caught Earlier

Oral cancer is one of the deadliest of cancers (43 percent of patients won't survive five years) and 30,000 Americans will be diagnosed this year. It is more common than leukemia, Hodgkin's Lymphoma, brain, ovarian or stomach cancer. In the past, by the time oral cancer had been identified it had reached its third stage. The upside is that we now have an early screening exam in the office. The need for early detection of oral cancers is paramount since it is most curable when caught early and 27% of oral cancers occur in individuals who do not smoke or have other lifestyle risk factors. Patients who are at increased risk are age 18-39, sexually active or have a history of HPV, high risk patients are tobacco users under 40 and

anyone over 40, and the highest risk individuals are over 40 with tobacco use or other lifestyle risk factors and/or a history of oral cancer. Everyone is familiar with the early detection screenings of Mammogram, PSA test, and Pap Smear. The information gained from these screenings is less effective than that of oral cancer screenings. We now offer a simple 2 minute annual screening exam to detect pre-cancerous oral tissues. In a simple three step process of rinsing, examination with the ViziLite technology and further examination with a Dye if areas of concern are noted, we can identify premalignant lesions and refer for care earlier than ever before. When lesions are found early, treatment is



Examination with the ViziLite identifies abnormal tissues. The light glows blue and the abnormal tissue reflects white. When white lesions are found the second step is to dye the tissue to further differentiate a diagnosis.

easier, less invasive and more than 90% successful. Along with the American Cancer Society, we are recommending all patients over the age of 18 be screened annually. The cost of the exam is \$60 and some dental benefits are beginning to cover its cost.

Conscious Sedation to relieve dental anxieties

Are you the type that dreads coming to the dentist? Does the idea of sitting in the chair for long periods of time concern you? For anyone with these or other dental concerns we can offer you some peace of mind with conscious sedation. With the use of mild sedatives, you will feel more calm and relaxed and the time will seem to 'fly by'.

As one of our clients stated, "Honestly, I was nervous about sitting in the chair for a long period, and the potential for pain. I was given medication to relieve my anxiety and I ended up sleeping through the time". The sedation does require you to have a ride to and from your visit. While you are here we will monitor your vital signs

(pulse, blood pressure, and blood oxygen level) with a Pulse Oximeter to ensure your 100% safety. So the next time you are scheduling for treatment, why not consider taking the stress off and relaxing a bit more with the use of conscious sedation medication.

Visit our Redesigned Website at
www.drstevegorman.com

More Than Just a Cosmetic Dentist

As you know we are constantly changing and adapting our practice to fit the needs of our clients. In doing so, we are making a renewed focus by letting everyone know that despite our expertise in cosmetic, aesthetic and functional dentistry, we are still a general and family dental practice. We continue to maintain routine health through hygiene visits and restore back teeth with the latest materials and technology to prevent fracture and breakage of teeth from old metal fillings. We are asking that you spread the word when you hear of someone looking for a general dentist, or of course a cosmetic dentist.



New Software to Serve you Better

We are very excited about two new software programs in the office both of which will enhance the level of care that we are able to provide. One package compares your medications and alerts us to any dental implications and more importantly other drug interactions that may be important and sometimes overlooked by your physician or pharmacists. The next time you are in, we will be inputting your medication and discussing any alerts that we find. Secondly, our dental management software is upgrading with new features that will enhance our ability to present treatment options and on screen visualization to help you better understand our recommendations. In addition, we are able to process your credit card payment chair side. We look forward to sharing this new technology with you when you come in.

Comfort Features

Looking for a day at the spa? Consider The Gorman Center. Did you know we offer an array of features to pamper and relax you while you are in our office? CD headphones, paraffin hand dips, heated massage pads and neck wraps, DVD movie glasses and post treatment chair massages are all available. Whether your visit is short or long we want you to be comfortable. Feel free to sit in a comfy chair and relax with a book and a cup of coffee before you start your day or stay a little longer to decompress at the end of a long day.

Ever Wondered What You'd Look Like with a Different Smile?

Have you ever thought about enhancing your smile, but just not sure you were ready to take the big step? We can help with a simple photograph. Stop in the office, let us take your picture and we will image your smile to show you what it could look like. It's just that simple. Like what you see? Let us take care of the rest.

Whiten your Teeth in Just Two Hours

Ask about the Zoom in office whitening procedure to get you the results you've always wanted in just two hours. You can achieve the same results or better than traditional take home trays. And it's easy to maintain!

Call today for an appointment!

Do you Know your Financial Options?

We recognize that dental care is a long term investment. To assist you in attaining your goals of keeping your teeth a lifetime we offer several financial options.

- 12 Month Interest Free Financing
- 1.9% for 18 Months
- 3.9% for 24 Months
- The ability to extent financing for longer periods with varying interest rates based on qualification.

With a simple call to Capital One Financing with the amount of money you require you can be approved instantly. We take care of the rest and you will make minimum monthly payments to Capital One.

*12 month Interest Free Financing
Available to Qualified Applicants*

