

Do You Experience a Paralyzing FEAR of Dentistry?

Then you might be a candidate for
Sedation Dentistry

Sedation Dentistry allows you to come in and snooze through your dental care. You can get the work of 4 visits accomplished in only 1, because you are snoozing! Save yourself fear, anxiety, and time!

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Sedation 101: *The Miracle of “Snooze While We Treat” Dentistry*

Did You Ever Have A Bad Dental Experience?

Usually, when someone confesses that they haven't seen a dentist in years and years, they have a story about a bad dentist or bad dental experience that started it all. Have you ever experienced any of the following *painful problems*?

- Have you ever had really, really *painful injections*?
- Have you ever had ever had your teeth drilled on with NO anesthesia or had injections that didn't numb your teeth?
- Ever been stone-cold sober through a nerve-wracking dental appointment with clammy, sweaty, shaky hands and your cold, soaked shirt clinging to your back?
- Does your jaw get tight and sore for days after from having to always “open wider...”?
- Have you ever put off needed dental work because the thought of a painful dental appointment tied your stomach in knots?
- Have you ever thought, “With all of the advances in modern medicine and dentistry, *THERE MUST BE A WAY* to get my teeth fixed without pain and nerve shattering stress?”

The Miracle Of Sedation or Snooze Dentistry!

So if you are one of the people that dreads drills, but wants to do away with decay you should start to explore sedation dentistry. You could be a candidate for conscious sedation if you have...

- Fear of needles
- Have had bad experiences in their past with a dentist or in a dental practice
- Have dental phobias Toothaches or Headaches
- Missing teeth
- Desire a more attractive smile
- Fear the pain of dentistry
- Hate drills or the smell of the dental practice
- Irritated with their partials or full mouth dentures
- Have children who fear the dentist
- Jaw Problems
- Are in need of a crown or bridge
- Old silver fillings that need to be replaced
- Had some SERIOUS cavities and it was affecting your overall health
- Experience Low Self-Esteem or Poor Self Confidence
- Bad Breath
- Experience Constant Oral Pain
- Trouble eating certain foods
- Can't get numb with anesthesia
- Want to snooze through their dental care using sedation dentistry
- Or simply anyone who wants a dentist who will give an anxiety-free and comfortable dentistry experience.

That's just to name a few.

Many patients have tried different ways to alleviate the fear of going to the dentist with little or no success. They have searched for years, using hypnosis, meditation, and even going to therapy, but never

did they think they could go to an practice where Fear, Pain, and Anxiety are a thing of the past.

How It Works

Sedation dentistry allows patients to become drowsy and, in most cases, snooze right through their dental procedures. The actual process involves patients taking a fast acting sedative a few minutes before their procedure. The sedative or analgesic can sometimes be administered in a pill form, while other times it will be administered intravenously. When the medication kicks in the patient usually becomes extremely relaxed and drifts into a snooze-like state. When they become coherent after surgery most patients have no memory of their procedure at all.

Patients who opt for sedation dentistry are usually reminded to have someone around to drive them home after their dental appointments because typically sedatives will take several hours to completely wear off.

Sedation dentistry is not for everyone, but for those who have been avoiding getting their teeth fixed because of fear, paranoia or discomfort this method can be extremely beneficial.

So if you are ready to embrace healthy teeth and gums, relax, with sedation dentistry you will drift away into dreamland and wake up with a sparkling, new smile.

How to Achieve Comfortable Dentistry

End the Fear, Anxiety & Worry You Feel When Going To The Dentist

Do you want to improve your smile, prevent cavities, or need dentures, but want everything done comfortably? Do you know what questions to ask and what procedures are available? With the advancements in technology, you can turn any smile into a 5 Star Smile in just a few short visits. And, it can be done in a comfortable, anxiety free environment.

All Dentists Are NOT The Same

It is important to know what you want to accomplish with your smile, and what your options are. We have compiled and answered many of the most common questions people have about going to the dentist along with some recommendations on how to find anxiety and pain-free dental care. We hope that after reading this article you'll be a lot more knowledgeable and confident when going into a dental practice, asking questions, and scheduling an appointment.

How Can Dentistry Be Comfortable?

Painful needle injections, the high pitched sound of dental drills, and getting anesthesia that doesn't allow you to eat or talk normally can make even the most rational person not want to go to the dentist, and avoid it all together!

But with the most recent advancements in modern technology, you never have to feel petrified and want to avoid your next visit

An End to the Dental Drill!

Just the sound of a dental drill is likely to make one shudder. Now a new technology called *air abrasion* may one day eliminated drills forever. Air abrasion works on teeth much like a sand blaster works on a building. Tiny particles of aluminum oxide are blasted in a stream of water to remove the decayed debris and ruined enamel of cavities. This system is nearly painless and eliminates the need for needle numbing injections. The air abrasion system is more precise than conventional drills allowing the dentist to save healthy enamel that surrounds the cavity.

The Patient Is In Control At All Times!

One of the big things for having a comfortable and enjoyable experience is choosing a dentist who truly cares and is highly competent when using comfortable technology, because not all dentists are!

In our practice, if you feel any type of pain or discomfort you can just press our **Reponse Button** and know you will get more anesthetic. If you want to stop, if you want to take a break or anything just press that button. It's all about having a system in place that gives you, the patient, a sense of control. We want you to feel confident that if it does hurt, we are not going to keep going.

And the most important thing for you to understand is that our dental staff and you, are partners, working together to get you the best results possible, in the most comfortable pain free way possible!

You Are Not Alone Anymore!

Something you need to understand is you might have some discomfort after you leave the practice. While it's hard to find, our best advice is to pick a dentist who does their own post-op calls.

If you have a tooth taken out or an emergency exam or a root canal, anything that might cause some discomfort afterwards – you deserve a personal follow-up call at the end of the day to see how you're doing and if you need a prescription called in.

You should not have to sit there for two days in pain thinking it's normal. The best dentists will call you and make sure everything is okay and if not, say "Hey if you need a prescription we can do it for you."

We Focus On Educating Not Selling!

Our practice is focused on educating you, so that you can make qualified, educated, comfortable decisions. When I hear of dentist's "selling dentistry" it makes me cringe, because their recommendations may be influenced by profit alone.

When I do a treatment plan I usually give my patients options. Now, there will be times where there is only 1 option. I try to explain the one or more options and the long run benefits and let the patient decide. I want to be honest with people. If they want to talk about money I'll talk about money, and tell them what's cheaper. But, also am going to tell you what the best option is. The problem is, based on another quote I heard, "A fool is someone who knows the price of everything but the value of nothing." That's why some people might choose a cheaper priced dentist who is only focused on the bottom-line, and not get the quality of service and personal attention my practice provides.

The Cost of Dentistry

The first reason people avoid going to the dentist is PAIN. The second reason most people put off coming in to the dentist, is the COST.

If you want to be a "cheapest price, cheapest service" shopper, and you're looking for a dentist that is focused on running his or her practice like an assembly line where you only speak to the dentist when he is working on you, and then in 15 minutes you are out the door, you can find that.

Someone once told me, and I've built my practice on this, "You truly get what you pay for in life!" and "The worst advice is usually the cheapest!"

Occasionally have people who call for the cheapest price, but the reality is this person isn't looking for the best service. And we want people in our practice who care about their dental health, are committed to avoiding cavities, and if they want to improve the look of their smile, great!

While ours is not the cheapest, lowest priced dental practice you can find out there, we are not on the high end

either. We simply refuse to run a practice that is cranking patients out in quantity. Our goal is to make sure that you get the best experience and the most value out of working with me and my staff, and that you get the best dentistry possible.

We focus on creating a good relationship from day one. And since you'll understand everything, you're not confused, and everything goes much smoother from then on. I invest an hour where someone else might do it in a half-hour or 10 minutes. In the long run you're going to be happy and there's not going to be any confusion and you'll truly feel like you are a part of a team!

After looking over this article you'll probably have questions. Before you call any dental practice, I want to bring to your attention a couple common misconceptions consumers have when choosing a dentist, and a couple recommendations!

Misconception: The dentist that offers the lowest price is the dentist you should choose.

Maybe – but not always. Here are a few points to consider Before you select a practice, decide what you want to accomplish. Also, price is usually an indication of quality. More efficient Dentistry may cost more. Better trained dentists who want to give you more time and quality of service cost more. Reliable service and products cost more. You don't buy the cheapest car, clothes, or foods. Don't let price alone be the deciding factor when choosing a dentist.

RECOMMENDATION #1: Make a commitment to yourself to get your teeth and gums examined every 3-6 months dependent on the condition of your teeth and mouth.

The longer you wait, the worse (and more costly) it will be. Regular check-ups will extend the life of your teeth and help maintain their look and feel!

Also, 4 out of 5 people are walking around with the worst silent killer of teeth and it's called periodontitis—aka gum disease. If your gums are bleeding when brushing or eating hard food, you have bad breath, pain or sores in your mouth, gums are pulled back which make your teeth appear longer, or you see pus between gums and teeth, you must get in right away!

RECOMMENDATION #2: Ask questions. The way you learn about a practice is to ask specific questions and listen carefully to the answers. Here are the questions I suggest you ask:

Do you have any testimonials from current patients who are satisfied and enjoy their experience with their dentist. If you are looking to have aesthetic or cosmetic work done, you will want to see before and after pictures of actual patients from that practice like the ones in this booklet. Many dentists use books with pictures in them, but the problem is that these are not his or her patients.

What options can you give me to help my new dental work to last? If you bought a new car, you would want to make sure it lasted to be able to enjoy it for years to come. Well, just like your car you want your investment in your new smile to last. At our practice, we have a plan to help you do just that! Your car needs regular oil changes and maintenance visits to keep it running. You and your new smile are no different and we will develop a custom plan for you!

Ask the doctor what they are doing to stay current and keep their skills up to speed, especially if

you are doing a specialized procedure. See, there are so many dentists out there, and some are better than others at different procedures. So, you want to make sure the dentist you choose to do your procedure is very experienced at it.

What does the doctor do to ensure that you will have an anxiety free and comfortable experience?

By asking these questions and spending the small amount of time necessary to make an intelligent choice about a dentist, you will help create a doctor-patient relationship founded on mutual trust and respect.

RECOMMENDATION #3: Once you're satisfied that you're working with an honest, competent professional, set up an appointment.

By following these recommendations, you'll gain all the information you need to make an informed, intelligent decision. If you want the lowest price service, many practices in the phone book can help you. But if you want great service by a well-qualified dentist, who can service your Dental needs completely and thoroughly – creating healthier, whiter teeth, preventing and treating your gum disease, and making your dental experience an enjoyable one – then I invite you to call us. I'll be happy to answer your questions – or have you come in and give you a

Free 10 Point Perfect Smile Examination and Recommended Action Plan – without obligation of any kind.

Call for your appointment today. 01323 472772

10 Reasons Why...

You'll Be Ecstatic About Our "Anxiety Free, Relaxing, And Healthy Teeth Practice!"

1. **Our Fear Reduction Program:** Big Time TLC, emphasis on painless gentle injections and very numb teeth.
2. **Sedation Medications Available:** Have the ultimate in relaxation dental care and comfort by being totally relaxed during your dental appointment.
3. **Daily appointments reserved for people in pain.**
4. **Affordable Dentistry:** We know dentistry isn't the most inexpensive cost in your life, even though it is a necessity. With that said, we accept most insurances, and we have payment options that allow you to run your payments as far as 3 years out and for pre-payment.
5. **Listen to Noise Canceling Headphones and Watch DVD's while you get care!:** In some cases, you get to watch the movie of your choice while we give care!
6. **Guilt FREE Dental Practice:** Studies have shown that the number one reason people put off their dental care has nothing to do with fear or pain, but has to do with the guilt of putting off the dentist. People keep putting it off, because they are afraid to get lectured by the Doctor and staff. At our practice, we will educate you, but we never want to lecture you or make you feel guilty!
7. **FREE Pre-Estimates and Insurance Benefits Analysis:** Before we do any work we always inform you of what the dental work is going to cost before we get started.
8. **Our Newsletter:** You will receive our newsletter that tells you all about our monthly specials, patients of the month, and patient appreciation events!
9. **Referral Rewards Program:** You'll qualify to be in our very unique club, where we reward our patients for supporting our practice!
10. **Access to our Library of Dental Information:** Access to a number of special reports on topics like "7 Keys To Cavity Free Kids, How You Can Eliminate Headaches, The Sneak Attacks of Tooth Decay", and many, many more valuable references.

Success Story #1....

Dear Dr Endicott

My sedation was fantastic! , i felt great with no pain whatsoever and would recommend it to anyone who is nervous about having dental work. I have been petrified about visiting the dentist for nearly 20 years then i met Rob! He has totally restored my confidence in having dental work carried out and i have complete 100% faith in him and he is a godsend to the dentistry profession. The whole team at Quayside dental practice are amazing and would like to thank you all for your hard friendly help you provide to myself. You guys are the best.

Mr R. B. from Eastbourne

Are You a Candidate for Sedation Dentistry?

If you answer YES to any of these questions, Sedation Dentistry could be for you!

- ★ Do you have a fear of needles?
- ★ Do you get toothaches or headaches?
- ★ Do you desire a more attractive smile?
- ★ Do you have children who fear the dentist?
- ★ Are you in need of a crown or bridge?
- ★ Do you experience constant oral pain?
- ★ Do you have trouble eating certain foods?
- ★ Do you have old silver fillings that need to be replaced?
- ★ Do you have some SERIOUS tooth decay that may be affecting your overall health?
- ★ Have you ever had bad experiences in the past with a dentist or in a dental practice?
- ★ Are you experiencing low self-esteem or poor self-confidence?
- ★ Do you find you can't get numb with anesthesia?
- ★ Do you want to snooze through your dental care using sedation dentistry?
- ★ Or, do you simply want a dentist who will give an anxiety-free and comfortable experience?
- ★ Do you have bad breath?
- ★ Do you hate drills or the smell of the dental practice?
- ★ Are you irritated with your partials or full mouth dentures?
- ★ Do you fear the pain of dentistry?
- ★ Are you missing teeth?
- ★ Do you have dental phobias?
- ★ Do you think you might have jaw problems?

Success Story #2.....

I felt that I must write to you as Practice Manager of the Quayside Dental Practice, to tell you how pleased I was with my recent dental treatment by Rob.

I was in considerable pain and was very grateful to be seen so quickly. I had a loose bridge and I was very apprehensive, as I was due to read a tape for Wealden Talking news and without treatment this wasn't going to happen!

Rob greeted me with his usual quiet assurance and soon explained to me what was going to happen. Twenty minutes later all was fixed and I went off to do my reading.

I'm sorry this is by e-mail and not hand written but I'm about to leave on a short holiday and wanted to send this before I left!

Kind Regards

Josie from Eastbourne

Phone us now! 01323 472772