

MICHAEL E. ROSS, D.D.S., INC.  
GENERAL & COSMETIC DENTISTRY  
IMPLANT & RECONSTRUCTIVE DENTISTRY



Dear Friends,

*Delta Dental is Back!*

We are pleased to announce that recent upgrades have allowed us to rejoin the Delta Dental Network. These improvements will allow us to continue to provide the same level of quality care that you have always expected from our office. This also provides you with even more options for dental treatment. Please call or email our office today to schedule an appointment or to answer any questions you may have at [appointments@michaelrossdds.com](mailto:appointments@michaelrossdds.com).

*Zoom! Tooth Whitening has Arrived*

We now have the ZOOM! Tooth Whitening system. It is ideal for anyone looking for immediate results. The convenience of ZOOM! makes it well suited to the busy individual. More information is available at [www.zoomnow.com](http://www.zoomnow.com). The procedure starts with a brief evaluation visit that is followed by an hour visit for the ZOOM! treatment. Our special Fall introductory offer of \$349 ends October 31st (reg. \$399). Join the more than 1.5 million patients who have successfully used ZOOM!

*Team News*

Congratulations Cindy! Cindy celebrates her 12th anniversary with our practice this month. We are proud that Cindy and Elizabeth continue to provide the very best in hygiene care. Please remember that we have both 8:00 AM and 4:00 PM hygiene appointment times available for your convenience.

*New Ways to Communicate with You*

We have recently added a new feature that allows us to send email or text reminders to you for your appointments. If this works best for your busy schedule just let us know and we will communicate with you in this way. Of course many patients continue to prefer mailed notes and phone calls for these reminders. Our goal is to communicate in the way that is best for you. By the way thank you to those patients who have said so many nice things with our Patient Satisfaction Survey online. We appreciate the feedback! If you would like to take advantage of email or text messaging reminders please email us at [appointments@michaelrossdds.com](mailto:appointments@michaelrossdds.com) and we will set it up for you.

*Don't Lose Your Insurance Benefits!*

As fall arrives and the end of the year is ahead patients appreciate a reminder that it is important to use any remaining insurance benefits for 2008. Every insurance plan has a yearly "maximum benefit" or cap that can be used only for that calendar year. If the benefits are not used, they are lost and cannot be used in 2009. Please contact our office as soon as possible, as the end of the year is a very busy time with many patients wanting to maximize their insurance benefits before the end of the year. We want to accommodate all our patients' needs, so please call us today to schedule any needed treatment before the busy holiday season. We will be happy to help you maximize any dental insurance benefits you have for 2008.

Warmest wishes from our team to you and your family,

A handwritten signature in black ink that reads "Michael".

Dr. Ross & Team  
Cindy, Angie, Elizabeth, Vicki, and Misha

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

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