

# MICHAEL E. ROSS, DDS, INC.

GENERAL & COSMETIC DENTISTRY  
IMPLANT & RECONSTRUCTIVE DENTISTRY



Dear Friends,

## *New X-ray Technology with Minimal Radiation*

For the past several years we have been closely watching the improvement of digital x-ray technology. We are happy to announce that we now have new state-of-the-art technology for your dental x-rays. Our new system not only has the same detailed quality as conventional x-rays, but also reduces radiation exposure to our patients by 75%! The procedure is just the same as the x-rays with which you are familiar, but without the wait to develop the x-rays. They are instantly visible saving time. Please let us know if you have any questions about this exciting new addition to our practice.

## *Don't Lose Your Insurance Benefits!*

As the year comes to a close patients appreciate a reminder that it is important to use any remaining insurance benefits for 2007. Every insurance plan has a yearly "maximum benefit" that can be used only for that calendar year. If the benefits are not used, they are lost and cannot be used in 2008. 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.

## *Speed Whitening and Super Strips*

Many patients want whiter teeth as soon as possible. Many of you have asked about Bright Smile and Zoom. The same rapid results in a hour can be obtained with our new Rapid Start whitening. But without the risk of sensitivity and gum irritation that systems with lights commonly have. Whitening technology continues to improve. Many patients prefer disposable "strips" that are smaller and more comfortable than the usual whitening trays. Covering more teeth than Crest White Strips our new Tres White system is quick and easy to use. Please call us or ask us at your next visit if either of these may be helpful.

## *New Screening Method for Oral Cancer*

Our long-time patients are familiar with the annual oral cancer screening exam that we perform as part of your hygiene visit. The statistics are sobering:

- Every hour of every day, one American dies of oral cancer. More than 30,000 Americans be diagnosed with oral cancer this year. In five years only 57% will be alive.
- The mortality rate in the U.S. from oral cancer is higher than that of cervical cancer, Hodgkin's disease and ovarian cancer.

We now have a new tool to better diagnose any early signs of oral cancer. Vizilite is fast, simple, yet very effective ([www.vizilite.com/patient\\_site](http://www.vizilite.com/patient_site)). It uses a special light and florescent dye. We strongly recommend this as part of your annual screening exam. The fee for this preventive service is \$65. Please ask us for details during your next hygiene visit.

## *Affiliation with Noted Plastic Surgery Group*

Many patients want to rejuvenate their appearance and image. You may benefit not only from a smile make over, but other procedures that can result in a more esthetic and younger appearance of the lips and other facial features. Our practice is fortunate to be affiliated with Pacific Plastic Surgery group ([www.imagedr.com](http://www.imagedr.com)). Both Dr. Nichter and Dr. Horowitz are also founders of Plasticos Foundation ([www.plasticosfoundation.org](http://www.plasticosfoundation.org)) who perform reconstructive surgery and train surgeons around the world in the treatment of congenital deformities, trauma care, burn and hand reconstruction.

Warmest wishes from our team to you and your family.

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

Dr. Ross & Team  
Cindy, Angie, Shantel, & April

