



I love dentistry and...

It is clear to me that most people do not share my uncontained love of dentistry. What I enjoy more, however, is the relationship I have with you. When you visit my office we spend time chatting with one another. Sometimes we laugh and other times we commiserate on common issues. But the one thing I enjoy doing is listening and learning from you.

♪ The times are a changing ♪

Unless one is an ostrich with their head in the sand, we all know the recent economic hardships which have befallen on us all. My staff and I see the difficult decisions which you have had to make. For example, a chef visited me with a chief complaint of pain and swelling in his lower front tooth. It was infected. Under normal circumstances, I would save it with a root canal procedure and then follow that up with a post and core. The tooth would then be restored with a cosmetic porcelain crown. But, today, things are different. The chef lost his job due to the economic downturn. The owner of the restaurant has taken over the kitchen responsibilities. The chef is out of work. His decision is a difficult one; should he extract it or save it? If he extracts it then he has a space right in the front of his mouth. But, how can he save it when he presently has no income? Sure, that is his problem, not mine. But is that truly so?

Think outside the box with our 7 Point Program

The time has come for each of us to rethink our responsibility to each other. This financial circumstance, which we all share, can be softened with a greater degree of unselfish helpful behavior. More and more people are experiencing the chef's situation. Yes, it is my concern as much as it is the chef's. After much discussion with my staff here is what we propose to do to help. Over the past few months we have enacted some of these steps with great success. As your dental advocate, you need to know how we will continue to help you with your dental needs and their financial companion.

1. I have created an "On Call List" where fees will be adjusted when you comply with our needs. If we should have an opening and we call you to come in at that time, you will receive a substantial discount by working with us to fill in that time slot which would have been empty. You will be given three times to comply.
2. We have joined insurance panels to minimize your "out-of-pocket" expenses with us.
3. We have created "interest-free" *out-of-box* flexible long term financial plans to help you afford quality care.
4. We will continue to have an open caring cooperative conversation discussing creative financial plans with you, which will fit within your budget and financial constraints.
5. We will reward you with free services upon referrals of new patients who accept treatment.
6. We will always maintain quality care.
7. ♪I will continue to sing during treatment.♪

What happened to the chef?

Oh yes, the chef. Our open, frank conversation helped us to first determine which treatment he wanted, which was the option of saving his tooth. After that we embarked upon a lengthy discussion, which incorporated various financial options. Since he was presently out of work he was able to come in whenever we had an open space. This brought his fee down considerably. His dental insurance was still in effect, which minimized his out of pocket expense. Through understanding and cooperation he is now able to smile with a brand new tooth. Having that tooth could probably help him land another job by looking confident and healthy.

It is a new world

We all have to change with the realities of this new world. We will be doing our share to help during these trying times. There is more to being a dentist than just fixing your teeth. Holistic is an often overworked word. But, if we use it today it should reflect making sure that not only is your whole body cared for but your emotional financial needs are met as well. As your dental advocate I strongly suggest that you speak with us about your oral healthcare and financial needs. We want to be there for you.

Most sincerely,

Harvey Passes, DDS