



Call us today
(248) 673-0505

DAVID A. WRIGHT

D.D.S., P.C.

www.waterfordclarkstondentist.com

**New patients
welcome**

Summer 2019

So You Saw Me on TV?

Many of you have told me you were surprised recently when my face popped up on your television screen. One person even told me he was proud to say he was using a RotaPoint® at the very moment our commercial came on his TV. (Talk about subliminal advertising ... and I could not have been more proud.) For those of you who have not seen our ad, you can go to our website, www.waterfordclarkstondentist.com. There is a link to view it on the main page.

The question is, why does a 31-year-old successful dental practice need to advertise? The answer is twofold. First, our practice is aging, and so are our patients. SO many have retired in the past five years that it is shocking, and many of these folks have moved to different retirement destinations. The young folks who have grown up in the practice frequently move out of the state, or even the country ... a reality that Peggy and I are very aware of with our own family. And the good Lord has come to claim many of our dear folks over that same time period; almost weekly we lose a good friend. I suppose that is the cost of being so closely tied to the community for over three decades.

The other reason for needing more patients is that we have an unprecedented number of patients who are listening to our prevention message: *Brush well, probably with a good mechanical brush, RotaPoint three or four times a day, floss at least once a day, and avoid sugar between meals.* **Our patients have done so well at following this advice**

We have an unprecedented number of patients who are listening to our prevention message: *Brush well, probably with a good mechanical brush, RotaPoint three or four times a day, floss at least once a day, and avoid sugar between meals.*

that they need VERY little treatment. Our rate of treatment needed per patient is a fraction of what the country as a whole experiences! It has taken a lot of hard work, but I am proud that we have achieved this! The only problem with that is while my hygienists can stay busy taking care of the prevention aspects of the practice, there isn't much for me to do to help our longtime patients. Therefore, I really need NEW patients—those folks who can benefit from getting dentally healthy and learning our prevention message ... *they are the folks who keep me busy.*

A couple of weeks ago, we had a full Saturday. Nearly 40 folks were in for cleanings and exams. At the end of the day, we realized NOT ONE person had anything that needed to be scheduled with me. Virtually every person was doing the three-times-per-day Rotapoints, and they all looked great. All of the teeth we were “watching,” knowing they someday would need attention, still looked fine. ***That was one of the best days of my career ... it is days like that where I know we are truly helping our patients.***

So you can see, I think, why we advertise. We need a constant flow of new patients to keep the practice productive. ***I absolutely also appreciate your referrals. New patients who are sent by our current patients are the best new patients.***

Perhaps you can share our success at prevention with your friends and family. We will do our best to take great care of them and transform them into patients who don't require much dental work.

Dr. Dave



Thank you for all your referrals. We appreciate them!

Is This the Best Time Yet?

On a ski trip in February, my wife Peggy and I were discussing how we have always thought the current point in our lives was the best time yet. We loved life when the kids were small. We enjoyed it more when they started to get into activities, and even more when they started to do for themselves what we had once done *for them*. Even though we are empty-nesters, we still feel like this is "The Best Time Yet."

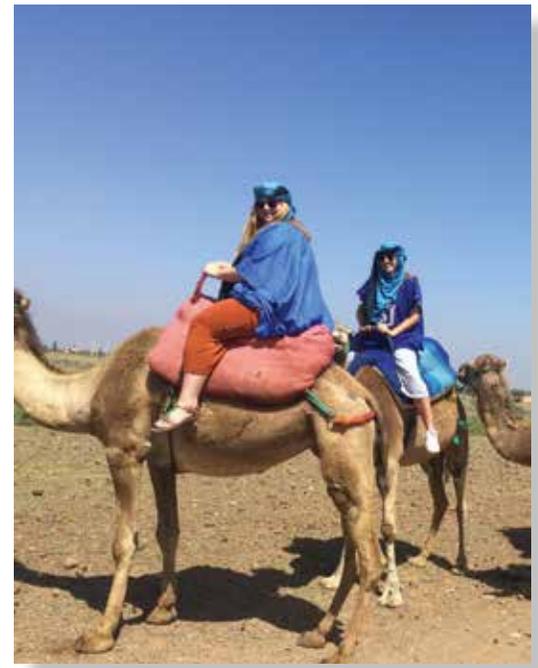
Now, don't get me wrong, I have often joked that "when I grow up, I want to be my kids." Natalie, our oldest, just got back from Morocco after traveling with Julia, our youngest. They were able to experience the start of Ramadan and even shared traditional Iftar meals with some of the locals. Their week there sounded amazing. Natalie then came home after dropping Julia in Alicante, Spain.

Julia is doing a semester abroad, concentrating on Spanish. She begins her senior year at the University of Michigan in the fall. I can't believe she is almost done! She is thinking about a master's degree in epidemiology (public health), but she may take a "gap year" before beginning her next degree.

Natalie is still working on her education degree at Oakland University. She also nannies for some families and is continuing her math-tutoring job at Mathnasium.

Daniel is an architectural designer at RRM Architects in San Luis Obispo, Calif. He is loving it out there and seems to be making a lot of friends. I have to think that boy is not ever coming back from sunny Cali.

Peggy and I spent a few days out there in March. Here we are on a hike with Daniel and his girlfriend, Casey (like Daniel, a former soccer player).



I miss my parents, both departed two years ago, daily. Fortunately, Peggy's folks are in great health and are a big part of our lives, as are our friends and family in the area. ***We are old enough to know better, but still young enough to want to learn more.*** We are close to having the kids "off the payroll," but young enough to still enjoy our professions and are looking forward to long careers. We still ski the same crazy mountains that we have done for 40 years; we just maybe move a little more carefully down the slopes. Life is good ... and getting better!

I greatly appreciate all of you, my dear patients, who have allowed my staff and me to take care of you through the years. Especially in the dental practice, this is the best time yet.

Dr. Dave

Teaching and Mentoring Remains Part of My Mission

For years I have been able to play a role in the career development of many young folks, and it is a role I enjoy and am proud of. Think about this fact: This coming year there will be someone I mentored in four different dental schools and four different classes. There will be a senior at Rutgers, a junior at the University of Michigan, a sophomore at Penn, and a freshman at the University of Detroit. Another young lady just graduated from the University of Michigan in pharmacy.

In October, I will be attending the wedding in Dallas of a former employee of ours, Krystle, who is now a dentist in the Lone Star State. She graduated from Tufts a couple of years ago. I was honored to have helped all of these folks get into dental school (or pharmacy) with letters of recommendation and observation time, and I provided continued counsel through the often difficult dental school years. They are already helping each other as well; many of the older students have been helpful to the younger ones, even though they go to different schools.

There are a couple dozen other young dentists I have met through the years, mostly in the classes I teach at the PCC (Practical Clinical Courses) center in Provo, Utah, with whom I correspond. I have helped some of these folks with buying dental practices, purchasing new equipment, learning new techniques, or just with the challenges of running a practice.

All this is a little bit of “paying forward” some of the invaluable help older dentists gave to me. I can never thank people like 84-year-old Gordon Christensen enough, whom I still work with in my teaching and research. Several of my mentors have retired or passed away, but they are not forgotten. They all made me who I am today, and for that I am very grateful. I am sure many of you have had similar experiences mentoring young people. When I hear negative talk about Gen X, Millennial, and Gen Z people, I just shake my head. I am always impressed by these next generations. When I see their passion and persistence for excellence, I come away thinking that our future is very bright!

Dr. Dave



Another State-of-the-Art Treatment First

We were among the very first general dentists in Oakland County to have a cone beam computed tomography X-ray unit. These amazing 3D X-rays allow us to view jaws and teeth

in all cross sections; to measure the depth of bone instead of just the height (as in traditional X-rays); and to find things in teeth, such as fractures and extra pulp canals, that could never be seen before. Most GP dentists do not want to hear this, because they do not want to spend the \$70,000 to \$140,000 necessary to buy one of these machines, but these units will be standard practice within 10 years. They simply allow us to see things that we never could see before. They allow certain procedures, such as implant placement, to be much smaller, simpler, and even safer surgeries than they were in the past.

We promise to always do our best to offer you the most state-of-the-art equipment and techniques possible, so as to ensure your safety and treatment success.

This machine sits where the old panoramic X-ray machine sat, and it also takes panoramic films (2D for the whole jaws) as well as external bitewings (replaces many of the films that go IN the mouth). So, though the same piece of equipment has many functions, it does all of them better than previous versions, and with less radiation. Most of these radiographs deliver fewer X-rays than you will receive walking to your car in the parking lot after the dental visit.

We promise to always do our best to offer you the most state-of-the-art equipment and techniques possible, so as to ensure your safety and treatment success. Many dentists drive fancy new sports cars. I buy used cars but have cutting-edge dental equipment. What a nerd!

Dr. Dave

Cosmetic Dentistry Is Back!

The late 1990s and the early 2000s was the Age of Cosmetic Dentistry. Changing one's smile made it to the forefront of American culture with shows like "Extreme Makeover" educating patients to the radical, and wonderful, things that we dentists could do. Almost every day I was doing porcelain veneers, adult orthodontics, or periodontal esthetic procedures that were part of cosmetic dentistry treatment.

Then 2008 and the Great Recession happened, and cosmetic dentistry shrunk to a fraction of what it once was. Not only were most people dealing with less disposable income, but those who had no interruption to their income often felt that it was unseemly to be doing elective treatment when others were suffering. I still did a lot of adult orthodontics and implants (most of these treatments have as much to do with good function as esthetics), but the number of restorative and surgical cosmetic cases dropped precipitously.

During the last couple of years, there has been a surge of interest in cosmetic dentistry again, both nationwide and at my practice. Appearance change is the most common reason for new

patients to choose our office, although we always get their mouths healthy first before embarking on any cosmetic changes.

We can offer you the full range of treatment options, including orthodontics, whitening, gum changes, and tooth changes (such as porcelain veneers). Most dentists have to refer many of those services out to specialists; I have the training to do all of that "in house," and therefore **I can usually do these treatments faster and at a much lower cost to you.** Many dental offices try to "sell" these procedures to their patients; I have always rejected that approach as unprofessional. **However, please know that we are here to help you, and I would be excited to sit down with you to discuss ways to change your smile.** I don't charge for these discussions (and have a chat like that at the end of virtually every day). Talking about treatment options is very fun for me! I am excited about what modern dentistry allows us to do. If you would like to consider some options for your smile, **please let us know!**

Dr. Dave



4152 Sashabaw Road
Waterford, MI 48329

PRESORTED
FIRST CLASS
U.S. POSTAGE PAID
LANCASTER, PA
PERMIT NO. 23

Office Hours

Monday 10 a.m.-7 p.m.
Tuesday 8 a.m.-5 p.m.
Wednesday 8 a.m.-5 p.m.
Thursday 8 a.m.-2 p.m.
Friday 8 a.m.-2 p.m.
Saturday 8 a.m.-2 p.m.

Appointment and Emergency Phone:

(248) 673-0505

Dental Team

Office Manager:

Kara

Front Desk:

Barb

Hygienists:

Mary Elizabeth
Michele Heather
Nichole Ashley
Marisa

Dental Assistants:

Heather Marisa
Julia

Website: www.waterfordclarkstodentist.com

Pardon Our Dust!

You may have noticed some changes in our office if you have been in lately. I designed the original build-out **31 years ago** and, surprise, surprise, it now looks very dated. I have always kept our dental equipment on the cutting edge, with 3D X-rays, CAD/CAM dentistry, optical scanners, lasers, digital radiographs, etc., but I have not done as good a job with keeping the office looking fresh.

We are changing the reception room, with new countertops, wainscoting, flooring, and paint. The opening to the front desk is now wider and more welcoming—more in step with current design of such spaces. The rest of the office will get new flooring and paint over the summer, and we will have new seating in the reception room by the end of the year. My plan is to continue to use my photography to brighten the walls; most folks seem to enjoy these photos (and it gives me a smile every time I walk by them ☺).

Kara, our office manager, has done a wonderful job as construction manager for all of this. I appreciate her organizational skills. Please let her know if you have any thoughts on our projects. We certainly thank you for ignoring the dust as we work our way through these changes, and we hope that you enjoy the new surroundings once we have completed everything. I don't know if this iteration of the office will make it another 31 years ... but hopefully this will create a setting that reflects our state-of-the-art dental care.

Dr. Dave

