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DAVID A. WRIGHT

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New patients
welcome



Chaos can be fun: A Wright Thanksgiving tradition

One of the cherished gifts of the holidays is a chance to establish, and follow, traditions. When I was a kid, my mom always made Eggs Benedict for one or two holidays per year (usually Christmas and Easter). Her version had English muffins, fresh-sliced ham, a poached egg, and her hollandaise sauce. The key, really, is the hollandaise sauce. Heck, you could probably put hollandaise sauce on cat food and it would be sensational... you just don't want to spend too much time thinking about what is in it (mostly egg yolks, butter, and salt, with some lemon juice and cayenne for "zing").

I learned how to make this sauce from my mom, and we established our own tradition of having whatever family we weren't seeing for Christmas dinner (we rotate between the Schmidts and the Wrights) over for Christmas breakfast. Of course, the main point of convening is to devour Eggs Benedict. Yum!

Several years ago we started a new tradition: Thanksgiving morning Eggs Benedict for the neighbors, the kids' friends, out-of-town or dislocated people, and whatever family wants to happen by. It is a bit of a carnival. I write this going into Thanksgiving...it will be over by the time you read this, but I expect a nice crowd. Natalie, a junior at Oakland University studying elementary education, will be there with friends. I will make a vegetarian version of the "Bennie" for her and for our kosher friends. Daniel, our sophomore Buckeye, will be home and will have many friends over, including some from MSU. I am sure that a certain recent football game will be discussed. (As a Michigan fan, I will avoid any football talk.) Julia, a junior at Birmingham Seaholm High School, will certainly have her gang over. Peggy, my wife of 27 years, will have some of her friends and family over, too. It will be great

to have a house full for a change! It is so incredibly quiet with just Julia home, and soon she will be off to college, too.

How do we make 50 or so Eggs Benedict servings simultaneously? Well, that is the fun part for me. I start by grabbing the least likely people to cook at home. And yes, most are male. I have designed the process to have five stages that need to all be completely coordinated, but none need a lot of cooking skill. It kind of reminds me of a late-night talk show that has Martha Stewart on for a cooking segment, only I am a bit of a drill-sergeant Martha Stewart. There are people poaching eggs in large electric frying pans, 20 per pan, as well as folks putting trays of English muffins into the oven to be toasted, buttering them and then putting the ham on top. (I slice the ham ahead of time and warm it in the oven.) Others build the vegetarian version (avocado and spinach are featured). While all the clamor and chaos ensue, I make the hollandaise sauce (a blender version that has to be used minutes, even seconds, after completion). A little paprika on top and voilà! Breakfast is served!

Folks who usually cook at home are not allowed in the kitchen during this chaos, but we certainly welcome their help for cleanup, and MAN, what a mess we make! Everyone has a great time, and it is a perfect start to a weekend based around being thankful. I am SO very thankful for having the family that I do, for having friends who are like family, and for having a family of patients who have supported us for nearly 30 years. Thank you for everything that you have done for me and my family, and I wish you the best during these upcoming holidays. May 2015 be a tremendous year for us all!

Produced for the
patients of
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4152 Sashabaw Road
Waterford, MI 48329

Winter 2014/15

DENTAL TEAM

Office Manager:

Julie

Front Desk:

Barb

Kara

Hygienists:

Mary

Michele

Jennifer

Nichole

Ashley

Susan

Elizabeth

Heather

Dental Assistants:

Kara

Heather

Lisa

Terri

Lacey

Alaina

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Thank you for all your referrals. We appreciate them!

Thanks for accepting our coaching!

When a new hygienist starts in our office, they often will say something like, "You guys are SO LUCKY; your patients have the healthiest gums that I have ever seen." They are really impressed that this randomly selected group of folks with great teeth and gums just happened to become our patients. Oh, if that were the case!

It doesn't take long, though, for them to see what is happening in our office. We are totally committed to prevention and to coaching our patients toward greater dental health. Frankly, I know that we are a pain sometimes. We are demanding, and like any personal trainer, we don't want to settle for a poor result. I am very grateful that you folks allow us to play that role. I know with certainty that we are saving you money, time, and discomfort by not allowing problems to occur. Day after day I do examinations on folks who have converted their mouths from areas of great disease (and great expense) into perfectly healthy areas. We all get VERY pumped up to know that our patients are following our coaching! Honestly, at this point in my career, it is my greatest joy.

I know through my teaching AND my own continuing education that the biggest challenge dental offices have is this "coaching." I attended the American Dental Association (ADA) annual session in San Antonio in October, and during an address to about 15,000 dental types, the President of the ADA admitted that he wished that he could get most of his patients to just floss once a day. That was quite an admission, and it showed the general frustration with "coaching" that most dentists have...many have given up even trying. We know, in our office, that flossing once a day is a start, but we find that RotaPointing three times a day and flossing once a day is the program that brings health to our folks. At this point, I have hundreds, even thousands, of you doing this. (See the article on the RotaPoint.)

We know that eliminating (not just reducing) sugars between meals CAN be done, and is essential to avoiding dental expense. We know that people with signs of acid erosion (which can be diet-related but often is associated with gastric reflux disease, or "GERD") need to alter the pH of their mouth by avoiding acidic drinks and eating more "basic" foods like cheddar cheese and almonds between meals. These folks also need to be evaluated by a Gastroenterologist physician, as GERD can lead to esophageal cancers. Moreover, there are very effective and easy-to-take medications that can help treat this condition. We know that the 20 percent of Americans who grind or clench their teeth can be helped by wearing a protective device at nighttime (known as a bite splint) so that they can avoid the decade of tooth wear and breakage that is happening monthly.

Our practice is full of folks who have eliminated sugars and acidic beverages. It is full of bite splint wearin', RotaPoint pickin', flossing fools. The fact that we have such a dedicated patient base says a ton about all of you, and we are incredibly grateful that you have worked together with us to get to this point. I love you guys! Now give me 50!

Dr. Dave



Rebound

Many of you know that I teach at a center in Utah that focuses on giving dentists advanced skills. Three or four times a year I head out to Utah for a two-day class. Among the classes that I will be involved with in 2015 are classes on implant surgery, interpreting 3D X-rays, and cosmetic dentistry. The participants in these courses come from around North America and sometimes from much farther away. We spend two days straight together, including dinner on the first day, so I get a lot of one-on-one time with these dentists. I enjoy this very much.

Once I introduce myself at the beginning of the course as being from the Detroit, Mich.,

area, I know that I will have a constant stream of questions over the next two days. How is the economy? Are things REALLY that bad? What has the bankruptcy been like? I know that most of you get the same questions from coworkers, family, and friends who live elsewhere. How do you answer them?

I try to be realistic, but I can't help feeling more optimistic lately. Yes, Detroit is a city of about 600,000 that should be about 3 million to support the infrastructure that is in place. Furthermore, a great number of these residents are below the poverty line, so they cannot help pay the city's bills. Yes, the majority of cities in the world have their most valuable real estate at the center of the city, and prices decline as you move away from that center. We are more like a donut, with the most valuable real estate forming a ring around the city, with no filling of any substance. Yes, the city is bankrupt, economically, and at times, it seems, morally as well.

That is all old news. It isn't going to happen quickly, but I think, for the first time in my life, things are changing for the better. I have been amazed at what Mr. Orr has been able to do with regard to expediting the bankruptcy. I think that Mr. Dugan shows great promise in ridding the city of the ineptitude and corruption that has become the norm. I am in awe of what Dan Gilbert and the Ilitches have as their vision for their upcoming



RotaPoints: Simply the best!

Tina Turner's song "Simply the Best" should be the sound track to this article about RotaPoints. Most of you know about the little white picks, and many of you are following our advice for using them three times a day while also flossing at least once a day. Combined with good toothbrushing, this program has, over the years, allowed thousands of our patients to achieve excellent dental health. (See my article in this issue on "Coaching.")

Cleaning completely around the teeth, especially BETWEEN the teeth, is crucial if you want to stay out of the dental chair. The benefits don't stop with the oral area, though. Most of you have heard me talk about the growing medical evidence that the infection between the teeth can be related to higher rates of many serious diseases, including cardiovascular disease, diabetes, complications during pregnancy, etc.

In my 30 years in dentistry, I have tried almost every dental gadget or trinket in my own mouth and in my patients' mouths. What I have found is most of these trinkets are fairly ineffective because people are not successful in getting all of the plaque cleared away. Floss, for instance, works well to clean the contact point (where teeth touch each other) but is only so-so for cleaning the rest of the "between the teeth" area for most people. The other key is frequency; bacteria can replicate so fast that you can go from one bacteria to a million in about six hours! We need cleaners that allow us to easily sweep away plaque many times during the day.

RotaPoints have been SUPER successful for this in my mouth, and in my patients' mouths, for over 25 years. For that reason, I now consider them to be the standard and all other "interproximal" (or "between the teeth") cleaners to be inferior. Since they don't clean the small area where the teeth touch, they still need to be partnered with floss to be maximally effective.

We buy them in bulk so that we can provide them to you for \$3



a box. (I checked Amazon for this article, and they had them for \$4.81 plus shipping.) You can use a single RotaPoint over and over, so they are efficient, too. Some people balk at this and worry that reusing will lead to the spread of infection. I'll tell you this: I see gross pus and infection between the teeth of many people who are not using them, and little to no infection in dedicated users, even if they use the same one for days or weeks. I promise you that the \$10 a year or so to keep you in RotaPoints are the best dollars that you will spend on your health.

I recommend "building them into your lives." Note the places where you will be each day and keep the RotaPoints there. The nice box that they come in helps with this. For some folks, that place is a favorite chair; for others it is the car (please be careful to not be distracted while driving!); for others their desk at work. I use mine on the way to work, on the way home, and before I go to bed. Remarkably, I have had a hard time convincing many other dentists to use these. Frequently they respond with, "Oh yeah, I've tried stuff like that; they don't seem to work for my patients." When I ask them what they recommend, usually it is floss...which, alone, we know just doesn't work for most folks. It simply is just too hard to use to clean all of the areas that need cleaning. Einstein said that the definition of insanity is doing the same thing over and over, and expecting a different result. Hmmm, sadly it seems like insanity rules in many dental offices.

I personally want to thank you for opening your minds to our experienced recommendations for improving your dental (and general) health. And thanks for using RotaPoints instead of buying into "the insanity." You, too, are *Simply the Best*.

Dr. Dave

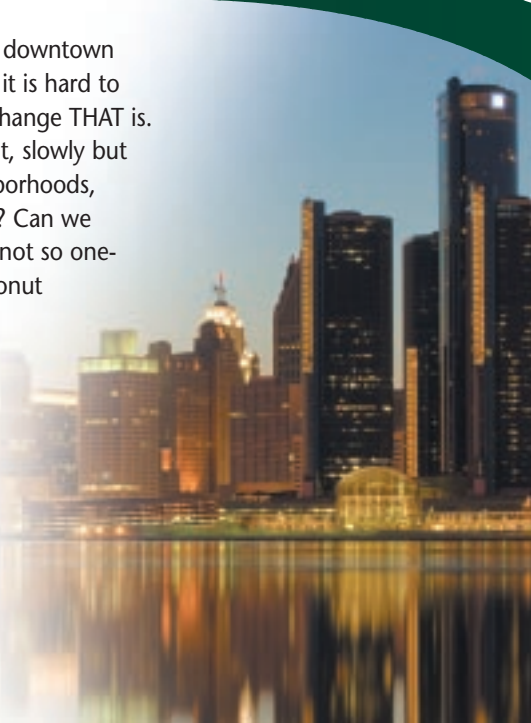
projects. I recently went on a scavenger hunt, for charity, that started in the old Cass Corridor and snaked through downtown Detroit. You couldn't have made me go to these areas 10 years ago, but it was really great! SO much good is happening in that area that I was astounded. In the past year I have been to the Opera House and the Max (Orchestra Hall), as well as to countless Tigers games, and the restaurants and bars are coming alive. If the Campus Martias area can connect seamlessly all the way to the Midtown area, and people begin to CHOOSE to live there, look out.

Last year I took a class in downtown Pittsburgh that had me staying downtown for parts of three weeks. I didn't know the town before this, and I was simply amazed at how active and how entertaining downtown Pittsburgh has become. By all reports, it was every bit as distressed as Detroit in the early 1980s.

Now, in my lifetime I don't foresee the entirety of Detroit bouncing back. That would take about 2 million employed folks to make that kind of change; where are they going to come

from overnight? But if the downtown keeps improving as it has, it is hard to ignore what an amazing change THAT is. Will this change spread out, slowly but surely regentrifying neighborhoods, much as it has in Chicago? Can we develop a job base that is not so one-dimensional? Could our donut finally have a substantial, nutritious filling, at least in the Downtown sector? Two years ago I would have said, "No way, not happening." Now I am beginning to believe that real change is possible. How about you?

Dr. Dave



What a nerd!

Most of you know that Dr. Wright is a major nerd. A dental nerd. Luckily, with the "Big Bang Theory" as one of TV's most popular shows, and Rick Snyder as our governor, nerds are in. Dr. Wright has averaged over six times the "required" amount of continuing education over the past 20 years. He achieved a Fellowship in the Academy of General Dentistry back in the early 1990s, a certification that only about 5 percent of general dentists achieve. He is on track to better that, though, as he is nearing completion of his Mastership in the Academy of General Dentistry in the next year or so. Less than 1 percent of general dentists receive their Mastership. Among other things, it requires over a thousand hours of continuing education, split among every conceivable area in dentistry. What a nerd!

His next project is to receive a Fellowship in the AAID, the largest implant dentistry group in the world. He has been involved

in implant dentistry since 1988, but achieving this Fellowship is not unlike stepping up to a higher level. There is no "specialty" in implant dentistry in the United States or Canada, so these Fellowships show that a dentist has gone well beyond the norm and has passed competency testing by an international group.

Dr. Wright will start a yearlong "Maxicourse" in the AAID in September of 2015, hoping to achieve this honor in 2016. This will require weekends away from the office (and his family) for a year. Thanks for understanding if you are hoping for a weekend appointment, but it is on one of his "Maxicourse" weekends. However, the office will still be open one or two Saturdays a month for your convenience. If you see him in the airport en route to the Maxicourse or one of his teaching weekends, please don't stare. You know how self-conscious nerds are.

Office Hours

Monday	10:00 a.m.-7:00 p.m.
Tuesday	8:00 a.m.-5:00 p.m.
Wednesday	8:00 a.m.-5:00 p.m.
Thursday	8:00 a.m.-2:00 p.m.
Friday	8:00 a.m.-2:00 p.m.
Saturday	8:00 a.m.-1:00 p.m.

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Some more great Wright orthodontic smiles!

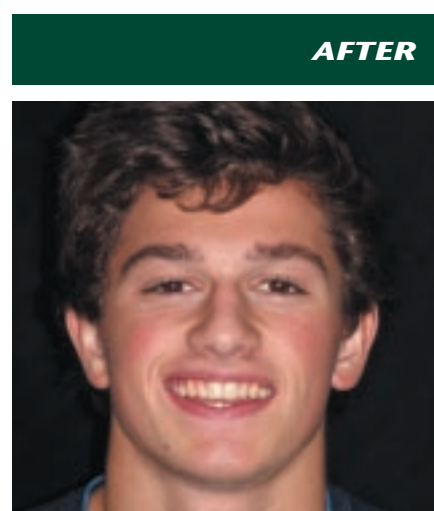
We thought that you would enjoy some recently finished orthodontic smiles from our office. Now, we can't promise you that Dr. Wright can help you find Mr. Right, but it seemed to work for one of our patients.



Congratulations, Heather!



BEFORE



AFTER