



Welcome to our second ezine!



Happy Easter!

Every Easter, about 80 million Easter eggs get eaten but this can be bad news for teeth! If you are tempted by chocolate, and most of us are, try to eat it at one time and after a meal if you can, rather than throughout the day. This limits the amount of time that sugars and acids are in contact with your teeth. Sugar encourages the production of bacteria within the mouth, which can lead to tooth decay.

NO SUCH THING AS 'JUST A CHECK-UP'!

Our priority at Coach House Dental Practice is to keep you as healthy as possible. In this way we can reduce the risk of you experiencing problems and requiring treatment. It's a bonus if we can help improve your appearance while doing so!

When you attend your check-up appointment, you may not be aware that our dentists will assess the overall health of your mouth by checking the following 16 areas:

- Ask how healthy you feel your mouth is
- Discuss any concerns you may have
- Review your medical history to determine if there are any factors which may influence your care and treatment
- Ask questions to find out if there are any lifestyle factors which may influence your dental health
- Check that you are satisfied with your dental appearance
- Check how healthy and strong your teeth are
- Check for the strength and stability of any restorations (fillings, crowns, etc)
- Assess the level of tooth wear you are experiencing in order to determine the cause
- Check how healthy your gums are, as we know this is crucial in helping you keep your teeth for life. Recent studies have also shown that gum disease may influence your general health by increasing your risk of heart disease, stroke, etc
- Check for the level of bone that supports your teeth*
- Check how healthy the areas under, between and inside your teeth are*
- Check that your tongue, lips, cheeks, roof of mouth and throat are all looking healthy (oral cancer check)
- Check for the presence of soft and hard plaque as there is a direct correlation between this and the level of dental disease you will experience
- Check the health of your jaw and jaw joint whilst looking for any abnormalities of the skin in the facial region
- Check the health of lymph glands in the neck
- Note any improvement/deterioration since last visit.

*In certain circumstances, this may require the taking of x-rays.

So, protect your dental and general health by choosing to make a six monthly dental health check part of your healthy lifestyle routine.

THE PERILS OF TOOTHACHE

In 1898, a pair of male lions killed 135 workers constructing a bridge in Africa, halting production for months. The big cats attained a mythical status. It was suggested the lions had supernatural qualities that made them virtually invulnerable. A much more likely explanation, found from examining the lions' skulls, was that the cats suffered from dreadful dental decay which caused them incredible pain whenever pressure was applied! Normal prey like buffalo and zebra have tough hides, large bones and a dense network of muscles – too much for the lions' teeth to bear, so they switched to humans who were considerably weaker and softer! In essence, the condition of their teeth affected their behaviour.



If the condition of your teeth is getting in the way of your leading a normal life, **book an appointment to see your dentist today.**

Good news! Members of our dental plans require 30% less treatment!

As we hope you have already experienced, we aim to provide all our patients with the highest quality dental care and treatment. This involves us being proactive in helping you achieve and maintain good oral health. The surest way to do this is by encouraging you to attend regularly for dental health checks and convincing you of the importance of following a preventive approach to dental care by both visiting the hygienist and adopting the measures recommended by them.

In January 2012 we undertook a survey in which we compared 50 'pay-as-you-go' patients with 50 Maintenance Plan patients of a similar age. All the former had been patients of the practice for over three years and all 50 Maintenance Plan patients had been members for more than three years.

Our results revealed that the Maintenance Plan group required on average 30% less treatment than the pay-as-you-go group over the same three year period!

This is why we recommend membership of our dental plan(s). As well as being entitled to a dental and hygiene appointment every six months*, you also benefit from:

- Regular 16 point dental health checks
- Regular removal of soft and hard plaque
- Personalised guidance on home care routine and preferred products.

Which ensures that:

- Your gum health is maintained
- There is early diagnosis of any problem developing
- You require less complex and, therefore, less expensive treatment.

*Subject to receipt of six consecutive monthly payments.

Other benefits include:

- You do not need to be dentally fit to join the plan
- You receive 10% to 15% discount on all treatment**
- Worldwide Dental Trauma and Emergency Callout Insurance
- Redundancy protection for your monthly payments for up to 12 months.

**Excludes treatment which requires specialist referral.

Why not find out more about how you can improve your dental health while saving money by contacting the practice by telephone or email and asking to speak to one of our Treatment Coordinators. They will be delighted to help.



Welcome back!

We often see patients in pain who require emergency treatment. Very often, they say that the reason they hadn't been to the practice in some time was because they were embarrassed at not having been for so long. We would like to assure you that all our patients receive a warm welcome and would urge you to seek help before a niggling pain becomes a full-blown emergency.