



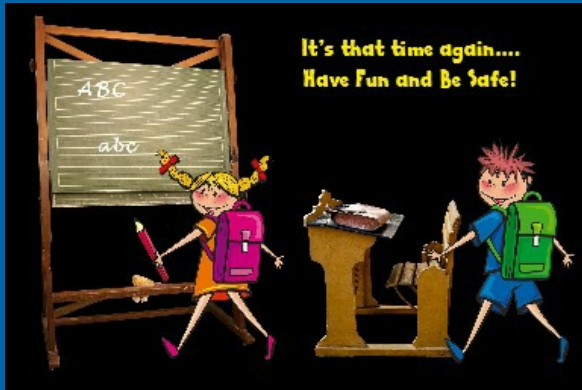
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August 2018



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**FIVE STAR
CUSTOMER RATING**

Our Promise to You

Your Family is Our Family.....

We are committed to providing our patients with high quality dental care set in an atmosphere of trust, respect and professional excellence..

We will strive to establish a long term relationship among our team members and patients.

Our goal is to provide the knowledge necessary for our patients to make informed decisions about their dental health.

**We Welcome New Patients!
There is Always Room for Nice
Patients Like You!**



We are Preferred Providers with several insurance companies.

See the complete list on our website:
Smilesbydrbob.com

Procrastination Can Be Life Threatening

Looking back three years today, July 15th, I lost a dear cousin to Oral Cancer. We are not talking about a senior; we are talking about a vibrant individual who lit up the lives of all he met. At the ceremony in Plano, Texas, a suburb of Dallas, the packed service attended by so many friends and family attested to that. People were standing because there was not enough seating; they ran out of memorial cards. Not disorganization of the service; just an unexpected outpouring of love.

The sad fact about my cousin, Bruce, is that his dentist found a lesion. Like so many other people, Bruce thought it "would go away." His wife, Jan, told me that Bruce did not want me to know about it. That saddened me because I thought I could make a factual urging that would prompt Bruce to find an oral surgeon to have a biopsy of the lesion.

Why didn't Bruce visit an oral surgeon? Was he so busy that his "life got in the way"? Was he afraid of the outcome? From my experience and those of my colleagues, the majority of lesions of the mouth are benign. Why didn't he want me to know? Again, fear may have been the culprit.

I have always thought that the oral cancer examination is one of the most important facets of the dental exam. I bought equipment that helps me identify possible areas before they appear visually in the mouth so that I can recommend a referral for a consult with an oral surgery specialist, if necessary. I offer this at no charge because I care about my dental family.



Another essential part of a complete dental evaluation is the periodic panoramic x-ray. There are several reasons to take this x-ray, but certainly one is the detection of cancer. You will note the image that I have embedded in this blog of a healthy nineteen-year-old adult with no visual problems, but lurking underneath is this enormous growth. Wouldn't you want that out, and wouldn't you

want to know if it was cancer? If you were my family, and you are, I would certainly recommend it.

GO BACK TO SCHOOL?

IT CAN'T BE TIME YET!

I HAVEN'T FINISHED MY
SUMMER READING!



We Need Your Help

If you have dental insurance with Delta Dental, could you please give us an endorsement on their website?



We noticed we don't have a single one.

It is through referrals that our practice continues to grow.

Thanks for your Help!



Black Berry Mojito

Ingredients

- 1/2 c. blackberries
- handful fresh mint leaves
- Juice of 2 limes
- 1 tsp. Sugar

- 1/2 c. light rum
- Crushed ice
- club soda

In a small bowl, muddle blackberries. Set aside. Place mint leaves in bottom of glasses. Divide and spoon blackberry mixture on top.

Add rum, sugar, and lime juice and stir to combine. Top with crushed ice.

Add club soda and garnish with mint leaves and more blackberries.

Recipe from Delish.com

Dr. Bob's
Dental Smile
Plan

**No Insurance?
No Problem!**

Brought back by popular demand, this non-insurance benefit plan is perfect for those who have terrible insurance or none at all.

The plan covers diagnostic and preventive at 100% and all other procedures are discounted by 20%.

There is no deductible, no missing tooth clauses, no predeterminations required, and no yearly maximums.



To Thine Own Self Be True.

W. Shakespeare

Patient of the Month

We would like you to meet a favorite second generation patient of ours.

Elizabeth Perusse came to us first as a tiny person, about ten years old. She has had a lot of growing up to do since that time.

As a Human Resources Business Partner of Roche Genentech, she is quite busy. Even though she works in San Francisco, she visits us when she is in town. The company she works with has done amazing feats in research that addresses the need for personalized vaccines in the fight against Cancer. Their research involves the process of activating the immune system based on a tumor's molecular fingerprint. By combining a personalized cancer vaccine, they may create a regimen that's even more effective than existing therapies at eliminating the terrible disease. That would be a great achievement. Important work for sure. Elizabeth says she is so happy to be there.

Elizabeth enjoys exercise, reading, spending time with family and friends. Georgia Tech is her team, especially basketball. She has been enjoying today's pop music, but her go-to band is Train. Reading is also a hobby of hers.

When we asked why Elizabeth comes to see us, she said that she trusts Dr. Bob's extensive dental knowledge, and she enjoys the empathy and generosity of his dental team.

Congratulations, Elizabeth! We are a fan of you as well.