

SMILES TO YOU....

VOL.3

# WE BELIEVE IN YOUR DENTAL WELLNESS



The transition to the new office is well behind us now. We've adjusted to our new surroundings and it's hard to believe that we've been here for over a year already! It was very important to us to create a new dental home that would feel as inviting, yet would provide the improved benefits we believe our patients deserve. ... Welcome to 11 Friends Lane, Suite 100 in Newtown, Bucks County! Your dental wellness was our consideration....A quick medley of before and after photos follows:



Our Entry Way



The creation of the Greeting Desk, Hall, and Sterilization Bay below



**Caring Professionals Providing Exceptional Dentistry**

ROBERT A. LANTZY, DMD, LLC

## YOU ARE THE REASON FOR THIS STATE-OF-THE-ART DESIGN...

A hallmark of any quality health facility should be it's standard measures for disinfection and sterilization. Thanks to great teaching at Pitt Dental School, we entered our business with great knowledge about microorganisms and the need to stop cross contamination. Our sterilization procedures were set high above the standards of the times as we opened Sycamore Street. When sterilization and disinfection became the hot topic during the early 90's, as HIV and Hepatitis were becoming known threats, we were well ahead of the curve and already prepared. In this same way, our concern and thoughtfulness for you has continued to evolve...as new technology is available, we are interested in improving. In the new office, counter surfaces became available in a non porous material to further minimize contamination and so our design for the treatment areas and sterilization bay utilized this new material. We coupled this measure with the addition of foot controls to operate sinks and sterilization bay cabinetry where instruments are brought before going through rigorous sterilization procedures. This improved measure further eliminates

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# WHAT MAKES A GOOD DENTAL INSURANCE?

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## **We are often asked, “What’s a good dental insurance”?**

Very LITERALLY; there really isn’t a good “DENTAL INSURANCE” plan and here’s why: The term “Insurance” relates to a concept known as SHARED RISK. The term “insurance” from one perspective means to protect from excessive losses. From another perspective (the Insurance Carrier’s perspective) there must be minimal risk involved. This translates into minimal use of the insurance by you. Herein lies the contradiction named “DENTAL INSURANCE”. Most individuals use their “dental insurance” thus there is more risk to the carrier. This is what forms the need for plan restrictions, so that there will be limits to the carrier’s margin of risk. Limitations are a common element of dental plan designs. A dental plan is the result of the decision process and a compromise between an Insurance Carrier and a Purchaser. Beware of new scams that tout the benefits of low cost, Discount Dental Plans. These plans use familiar Carrier names but are not associated with the Carriers they name. It is often hard to find quality offices that really participate... Rule of thumb: Generally, the less expensive the plan, the less it will cover or the less freedom one has when seeking proper care.

## **Don’t I need insurance to protect myself from excessive costs? What if I need a lot of major treatment?**

Most plans contain an annual benefit limit and most will limit benefit for major services to 40- 50%. By the nature of “insurance”, dental insurance plans will never cover 100% of your dental services...there will always be a patient participation required.

If you don’t have coverage or if you want to supplement the coverage you have, please ask us more about optional financing, there are a number of options available to fit a variety of budgets.

The greatest asset for optimal oral health and overall wellness, whether you have dental insurance or not, is to maintain your health with preventive dental health visits at least twice per year. These preventive dental health visits reduce the need for major services and save you from painful emergencies. In our office, our value added care and monitoring during the dental health visit requires an investment of ~\$27/ month!

## **How do you help me with my insurance plan?**

When you provide us with your dental insurance benefit information, we will call the carrier and ask a survey of questions to get a good picture of the plan’s design. There are numerous carriers and each carrier’s umbrella contains a bevy of individual plan designs...We depend on you to keep us aware of changes so that our discussions with you regarding care and estimates remain as accurate as possible.

So long as your plan allows the assignment of benefit to our Office, we are happy to accept that benefit on your behalf and apply it as payment toward your services. We file the claim and attach any necessary radiographs and narratives required by your plan. Our fees are a reflection of who we are and what we offer...evidence is seen in the measures we take to provide safety, state-of-the-art dental care with individualized attention by knowledgeable, caring professionals. When it comes to advocating to the insurance carrier on your behalf for a benefit you are truly supposed to have, many of our patients have witnessed our passion. This is an exceptional service to our patients! We care and it shows!

## **We don’t see your name on the carrier’s list; why not? Isn’t dentistry like medicine?**

Dentistry *is* different than medicine. A typical dental office requires specialized equipment and carries an overhead at 65%. Our counterpart in medicine requires little more than cabinetry and an exam table to perform. Therein lies the problem with delivery of care as network contracts discount their benefits by 35-40% of what is realistic. As enticing a carrier’s claim to “come into-the-nets to grow the business” and they will do a good job of asserting that patients should stay in-network for the “best deal”, it is more a decision about sustaining quality of care. Additionally, these carriers pay customary and reasonable “market rates” for out-of-network providers and a patient’s bottom line remains comparable to in-net. Participation may sound good at first, but has negatively affected medicine in our society...unrealistic, contracted payments for some and inflated costs to others to make up for imbalance... By staying out-of-the-nets, we aim to control our fees for all citizens. Dentistry does not need to be catastrophic care; it is up to you to make dental health a priority!

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## WELLNESS RAFFLES!

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As early as infancy, the smile helps to express emotions of happiness, sadness, silliness and love. Providing the first step in digestion, our choppers provide a gateway for total wellness...providing nutrition to the body! The complete smile helps pronounce words and although it's darling to hear the 6 year old who's missing front teeth speak the words "Thanks!", or hear them say, "I've lost my front tooth!"...the annunciated sounds are not complete and the sound comes out something like, "FANKS!" or "I'VE WOSS MY FWON TOOF!" For the 6 year old there are no worries because the permanent teeth are on their way in and soon the sounds will be complete again! For the adult though, a complete healthy smile means confidence in speaking and self expression.

"YOUR SMILE WILL LAST A LIFETIME" has been our mantra for over two decades and we see positive proof in our office demographic. Many of the children are now young adults and they are moving ahead so confidently in this world, many cavity free! (We're so proud of you!!!) Through continued care and attention, your smile and the gateway to your total health, will be maintained! Remember to take the time and maintain the care for this special part of YOU!

Barriers to obtaining optimal dental care have been eliminated for you...welcome to a clean, relaxing environment, where state-of-the-art measures are taken to provide an exceptional standard of dental care. Your professionals continue to expand their knowledge and most importantly, take the time to focus on you! We enjoy the opportunity to offer "smile coaching"; providing you with helpful tips that benefit you throughout each stage of your life.

Over these past twenty-two years, we have witnessed that those who have taken the preventive focus for their smiles are the patients who have experienced good general health and no painful emergencies. Congratulations to all of you! Our Raffle is a way to further reward our preventive focused patients. Each visit, a ticket is entered into our drawing and every six months a raffle winner is chosen!

Congratulations to Nancy Penney and Stanley Roth, our most recent Raffle winners, shown below. Our Holiday Contest pie winners were Jordan Upmalis and James Bryson. They had the knack for making the closest guess without going over for the weight of the Halloween pumpkin and number of candy canes in our holiday decoration! ...By the way, we had to tape that lid down ..some folks actually thought we were offering candy canes as a give away!



Nancy Penney  
won a digital camera and  
Stan Roth won a Sony PSP



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**...IF EYES ARE THE WINDOW TO ONE'S SOUL, THEN,  
SMILES ARE THE REFLECTION FROM ONE'S HEART...**

Continued from front page

cross contamination.

The state-of-the-art Vista Pure System, specifically created for dental offices, provides purified water to treatment rooms. This water system along with thorough maintenance measures assure the prevention of harmful biofilm. Biofilm is a term associated with a matrix of bacteria. Biofilm can form and linger in some waterlines and can be harmful if passed along. Equipment and systematic measures must be taken and we are happy to relay that our treatment room delivery systems are state-of-the-art for your safety!

The Americans with Disability Act (ADA) provide regulations for wider hallways, a service desk, bathroom facilities and larger treatment rooms for wheelchair accessibility. Although it may not be something we like to dwell on, it's good to know that our facility is fully compliant and accessible for Americans with disabilities.

....Comfort...How often do you associate this with a dental office? Not very often I suppose... and yet it has been a hallmark of our care to serve you in a clean, comforting setting that welcomes both you and your family. In your new setting, we added restful cushioning and luxurious reupholstering to treatment room chairs. We created a room with a brand new, ultra comfy dental chair that features a gentle massage!

Presently, the room is set aside for patients having extended treatment affording them the extra comfort and peace during their stay. We are delighted and know that patients have had a relaxing experience when we hear comments like, "Wow, I feel so rested for being here in this dental office!" Truly, this is what we hope for! State-of-the-art designs are abundant throughout, from color-correct lighting, chair side monitors for patient education and an email courtesy reminder system, to the technology we have used for nearly a decade, such as Digitized Radiographs, which offers 90% less exposure than standard radiographs and Image Cam, giving you the ability to see what we see on screen!

It is our mission to continue our education; to bring you the techniques and technology that will deliver you an exceptional dental experience. ....We believe in your dental wellness!