



absolute dentistry

January, 2007

Dr. Charles Brown

Dr. Gerald Kushner



Don't Let Insurance Dictate Your Health

We often hear our patients say "If the insurance company won't pay for the procedure, it must not be necessary," or "If it's not covered by insurance, I won't do it." We are concerned about this faulty thinking. Patients are often willing to spend thousands of dollars out-of-pocket on LASIX or on cosmetic surgery, but not on their dental health.

Many diseases start in the mouth. There are dental procedures that can identify and help nip these diseases in the bud. Whether or not the insurance company will pay, should not be the issue. Isn't it worth it to take care of *your* health? Consider it an investment in your future well-being.

The primary business of insurance companies is their bottom line. When it comes to dental insurance, their main focus is preventive; the insurance covers you once your mouth is in good oral health. Getting to that point is your responsibility.

When it comes to "covered" dental procedures, the insurance companies usually pay for the least costly alternative; comfort, dental function, and aesthetics are not a consideration. For example, most insurance companies will pay only for the cost of mercury/silver fillings (which are illegal in Europe). A patient who wants the durability and aesthetics of a porcelain, tooth-colored filling must pay the difference. This is also true for patients choosing dental implants instead of plastic partials or bridges, which wear down neighboring teeth.

Drs. Brown and Kushner would never recommend unnecessary dental work. So, the next time we suggest a procedure to you that is not covered by dental insurance, take time to evaluate all your options. Then, don't let the insurance company dictate your health - *you take charge!* The best gift you can give yourself is the gift of health.



Refer a New Patient - Get Dinner on Us!

From January through March, when a new patient you referred to us mentions your name, we'll give that patient \$25 of free dental services and we'll send you a \$25 gift certificate to the Cheesecake Factory.

Spotlight on Our Patients



In past issues, we have introduced you to our staff. In this issue we'd like to spotlight one of our patients.



Jeremy with NPR's Marian McPartland

We have watched Jeremy Siskind grow up. He has been our patient since he was six years old. Now, he is a 20-year old junior at the well-known Eastman School of Music in New York where he is studying jazz performance and music theory.

Jeremy, who has been playing piano since he was four years old and composing music since he was six, graduated from Irvine High School in 2004. There he was the pianist for the high school jazz ensemble, had his own combo, and was chosen to perform in several all-region jazz bands. He was named Best Soloist at the Fullerton Jazz Festival, Best Rhythm Section Player at the Reno Jazz Festival, and twice was the pianist for the All-Southern Jazz All-Stars.

Jeremy has also won awards for his musical compositions. In 2000, he was the sole United States representative at Yamaha's annual, international Junior Original Composition Concert in Japan where he performed his eight-minute piece, "Mashed Potato Jazz." In 2002, he won ASCAP's Young Jazz Composer Award.

While visiting the Eastman School of Music last year, Marian McPartland of the National Public Radio show, *Piano Jazz*, met Jeremy and invited him to be on her show. He recorded several pieces with her last March, and was featured on her show during December. He was one of the youngest guests ever on this NPR show.

Jeremy recently finished recording an album called *Prophecy* that was released for Christmas. This summer, he is excited to lead his trio for a month at the Grand Hotel in Macinac Island, Michigan and then accompany vocalist Lea DeLaria in Provincetown.

We are proud of Jeremy and pleased to count him as one of our patients.



Office Happenings

Community Service

As part of our efforts to contribute to our community, we recently used several staff meetings to put together blankets for infants and toddlers who have cancer. Some of the staff crocheted, some knitted, while others put together pieces of fleece to create some warm, comfort for these children. The blankets were donated through Tall Mouse Arts and Crafts to Children's Hospital of Orange County.



Annual Holiday Party

In early December, we had our holiday dinner party. We got tickets to see Jay Leno, who was fabulous. We all enjoyed the dinner and the show. We are so thankful that we all could enjoy spending a relaxing evening together.

We wish all of you a happy and healthy New Year. Thank you for allowing us to keep your smile bright!

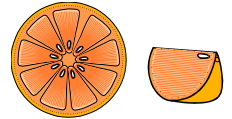


Protecting Your Teeth From Holiday Gifts



During the holidays, many people receive gifts of fruit - baskets of lovely oranges and grapefruits, perhaps a pineapple from Hawaii. As healthy as eating fruit may be, consuming an excess of these acidic fruits can damage tooth enamel and cause sensitivity.

To prevent such damage, be careful not to over-indulge. To counteract the effect of these acidic fruits, be sure to brush your teeth immediately after eating them. If this is not possible, at least rinse your mouth with water. And if your teeth do develop a sensitivity from eating too much fruit, use a toothpaste for sensitive teeth. Continue to use that toothpaste until the sensitivity subsides. This may take a few days to a few weeks.



*absolute
dentistry*



Drs. Charles Brown & Gerald Kushner
16100 Sand Canyon Avenue Suite 380
Irvine, CA 92618

PRSR STD
US POSTAGE PAID
IRVINE CA
PERMIT NO. 113