



Smile Update



Our Patients!

Produced to improve your dental health and awareness

Fall 2010

Dear Patients, Colleagues, And Friends...

This is hard for me to believe, but I have just completed my 30th year in private practice! (I had received additional dental training and practiced as a Captain at the Bergstrom USAF Hospital in Austin, Texas, for three years following dental school at *The Ohio State University*). For the past twenty years, we have been fortunate enough to be at our present location at Brainard Place, following ten years at our Cedar-Green location after my father, Dr. Sam Marsh, retired. Interestingly, there are a number of patients who have been in both of our practices, some for their entire lives; for that, I am truly grateful.

(See the accompanying photo; that's me with the hair).



It's also appropriate for me to thank my staff. Wendy (my wife, a hygienist) and Shirley (on Saturday) have worked alongside me all this time. Marilyn has been assisting me for twenty-four of these years, while Afsaneh, Karin, Amy, have been with us for nearly five each. Barbara, Shelley, and Jill, our part-time hygienists, are also valuable parts of our team. The loyalty of this group has not been lost on many of you



Our staff with WKYC/NBC News/Health Anchor, Monica Robins

who have taken time to comment on this, noting that it does give a "family feel" and sense of constancy and comfort to the practice.

I would also like to thank others in dentistry who have played a role in our success. Included in this group are the other dentists and mentors that I have learned from and associated with, including the specialists we often rely on for their expertise in order to provide the best care for our patients. Other friends include our dental supply representatives and certainly the dental laboratories who provide our patients with the best in restorative work, from veneers to crowns, with special thanks to Dental Ceramics, Inc., and the DaVinci Laboratory.

Most importantly, I would like to thank you, our patients, for the confidence you have shown in our ability to take care of your dental needs. I had quite a legacy to follow, and I will continue to practice dentistry in the manner that my father taught me, and by the words my mother, Helen, taught me: "to treat others the way they would like to be treated."

Sincerely,
Dr. Steve Marsh
Steve Marsh, D.D.S.

Watch Or Listen For Us!

We're excited to share exciting news with you!

We will be on *WVIZ/PBS* and *90.3 WCPN ideastream®'s* documentary, *Watch Your Mouth*, on **Thursday, September 30, 2010, at 8:00 pm.**

During this episode we, as one of a few selected dental practices, will share important information about how oral health can affect overall wellbeing. Our feature will showcase patient Ms. Tronzo who was extremely anxious about having dental care, and how we provided an experience that made her comfortable.

Want to see more?

We are also featured bi-monthly on NBC's *Golden Opportunities* Sundays at 12:30 pm before the Browns' football games.



Visit our updated website at www.ClevelandSmiles.com.

The Game's Afoot Go green & have fun!

Green gyms are in, and it's a growing movement. Traditional gyms use a lot of electricity, and increasingly providers are looking at how they can become more energy-efficient. In the meantime, consider working out on your gym's self-powered equipment instead of the energy-hogging ones.

Another way to reduce your eco footprint is by being more active outside in every season...

- | | |
|---|--|
| <input type="checkbox"/> Garden | <input type="checkbox"/> Play tennis |
| <input type="checkbox"/> Use a push mower | <input type="checkbox"/> Swim |
| <input type="checkbox"/> Canoe or sail | <input type="checkbox"/> Snowshoe or ski |
| <input type="checkbox"/> Walk | <input type="checkbox"/> Run |
| <input type="checkbox"/> Bike | <input type="checkbox"/> Hike |

And what about this? By participating in conservation activities like trail building, you can stay fit, connect with the environment, and help your community.



Whitening & Veneers



Fast Track – Fast Results ▶

There are some claims you can believe in

When an employer or prospective client has to make a choice and all else is equal, your appearance and grooming could make or break your chances. So it's only reasonable that you want to look your best. It's good to know that while many products promise more than they can deliver, you can count on cosmetic dentistry to give you long-lasting results you'll be proud of.

We'll be happy to talk to you about affordable non-surgical treatments like whitening, recontouring, bonding, and veneers that can literally transform

your smile, often within only one or two visits.

- **Whiten your smile** by as many as eight shades with safe reliable dentist-supervised teeth whitening.

- **Brighten your smile** with enamel-colored fillings to replace older metal and stained white fillings.

- **Re-shape teeth, close spaces between teeth, repair chips and fractures, and strengthen teeth** where enamel has been lost with bonding or beautiful translucent hand-crafted porcelain veneers.

Cosmetic dentistry means more

than camouflaging smile flaws. Sure, permanent **dental implants** that replace lost teeth will keep you looking good, but they also prevent tilting and shifting teeth that will both alter your bite and your ability to speak, eat, and chew. **Gum recontouring** can restore balance and symmetry to a too-gummy smile or uneven gumline that detracts from otherwise healthy beautiful teeth.

In the competitive world of business where opinions are formed in only seconds, we're proud that we can help you feel self-confident – and confident in us.

Pregnancy Perio Risk

Oral health could affect you & your baby

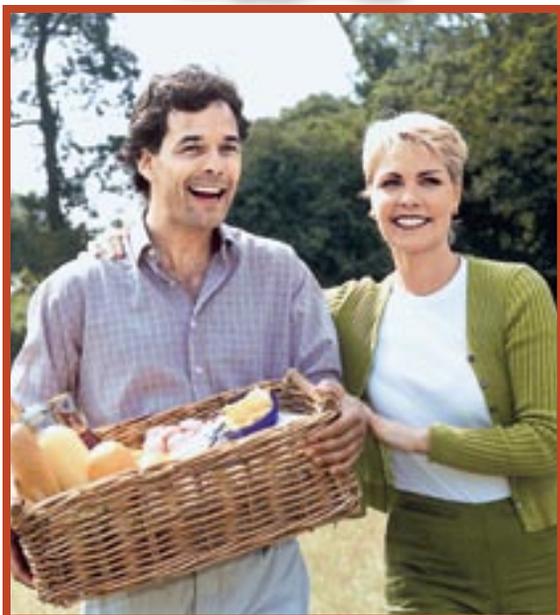
For some time, advanced gum disease, called *periodontitis*, has been linked to complications of pregnancy including premature birth, low birth-weight, toxemia, and gestational diabetes. Research has strengthened this association by showing that gestational diabetes appears in women with gum disease – even if they don't smoke or drink. Gestational diabetes usually disappears once the baby is born, but it places you at a greater risk of developing Type 2 diabetes later on.

So how to prevent gum disease? The best prevention is regular dental care and thorough daily brushing and flossing to remove the buildup of plaque, the natural biofilm that is always present in your mouth.

Pregnancy is a time of hormonal fluctuations that can alter the bacterial and acidic balance in your mouth and leave you a little more susceptible to gum disease. That's why, during your pregnancy, we may suggest more frequent follow-up than you're used to. Yet everyone at every age needs to maintain their oral health because gum disease has also been linked to cardiovascular diseases, osteoarthritis, kidney disease, cancers, respiratory diseases, and diabetes in the general population.

No matter what your stage of life, don't wait until you see symptoms of inflammation including redness, puffiness, or bleeding gums. Even if you think you are problem-free, don't skip your recall visits.

We screen for gum disease at every visit ...because we like to see you smiling.



Easy On You

Easy on your wallet

Here are some budget-friendly ways to de-stress:

Picnic in the park. Relax, dress casually, and don't worry about which fork to use. Take a simple pre-prepared meal with you.

Dine at home. Have a special family meal. Let everybody pitch in. It's fun to share the cooking (and cleaning!), and even little ones can help.

Step back. Back in the day, a leisurely car ride to the countryside or a long meandering walk through the neighborhood were simple and affordable ways to stay tuned to nature, community, and family.

Create a home spa. Alone, or with friends and family at your "spa," create a custom facial, manicure, and pedicure. Raiding your fridge and cupboards for natural spa ingredients just adds to the fun.

Just Lose Five

Drop these now...

Using tools on teeth

Ouch. Knives, forks, keys – our inventiveness is legend. You risk damaging teeth and gums! Carry dental floss instead.

Using teeth as tools

Tearing food packets, prying off container lids and bottle caps, and chewing pens and pencils can lead to cuts, damaged jaw joints, or chipped and broken teeth.

Using tobacco products

Smoking cigarettes and cigars, or chewing smokeless tobacco, can lead to oral cancer as well as gum disease, tooth loss, and unattractive staining.

Indulging your sweet tooth

Too many sugary soft drinks, acidic power drinks, candies, and other sweet treats are well-known culprits.

Avoiding routines

Don't skip brushing and flossing your teeth or your regular dental visits. Avoid costly dental bills instead by preventing tooth decay and gum disease with excellent home care. You'll also be keeping your breath fresh and your smile white and appealing.

Dedicated To Education Providing job shadowing experiences

It's very gratifying that we frequently have students who want to observe or spend a day exploring dentistry. In fact, in the past month we have had the privilege of enjoying these experiences with a junior high student, a college student, and one dental hygiene student. We hope that sharing our passion for dentistry was just as rewarding for them as it was for us. We would like to share a letter we received from a 3rd year student from Emory University in Atlanta, Georgia.

Dear Dr. Marsh,
 I want to thank you very much for the opportunity you gave me in your office. You were always very considerate of me, making sure that I understood every decision you made. It was a great experience for me in every way, and I am certainly considering dentistry as a career choice. I will do my best to keep in touch and update you with my progress.
 Thank you,
 Jordan

Please know that if you have any young people in your family that are considering a career in dentistry – they are always welcome to spend some time in our office. Just give us a call!

Our staff would like to CONGRATULATE Dr. Marsh on being selected (by a vote of his peers) as one of the 2010 Cleveland/ Northern Ohio TOP DENTISTS, featured in the October issue of the Cleveland Magazine!

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Staff

Amy Dental Hygienist
 Marilyn Certified Dental Assistant
 Afsaneh Practice Administrator
 Karin Front Desk/Assistant
 Shirley Front Desk Saturdays 8-12
 Wendy Insurance Specialist
 Barb, Shelley, Jill
 Part Time Dental Hygienists



**Please visit our web site:
www.ClevelandSmiles.com**

Don't Fall Behind!

Use your benefits

We know that by now, you understand that any advice we give to you is out of genuine concern for your well-being. Whether we recommend a treatment plan, suggest a lifestyle change, or encourage you to use up your annual insurance benefits, our sole motive is to help you achieve optimal oral health.

As we get further into the year, time starts to run out for you to make the most of your insurance before it expires on December 31st. We will start to remind you more often as the days pass, but only because we don't want you to lose valuable benefits which won't carry over to next year.

Please take a moment to check your remaining insurance benefits ...then book an appointment to make the most of them!

Your Referrals Matter *Thank you!*

One of the things that our patients do – something that makes us feel great and confirms that you think we're doing a great job – is referring friends, family, and colleagues. A thriving practice allows us to re-invest in new technologies and continuing education.

If we don't ask for your referrals very often, it certainly doesn't mean that we don't care. It simply means that our team doesn't want you to think that we take your recommendations for granted. We consider it an honor every time you express your trust in us by sending someone to us for their oral care.

Thank you for all of your past referrals, and a special thank you in advance for your future referrals. We really do appreciate them!

