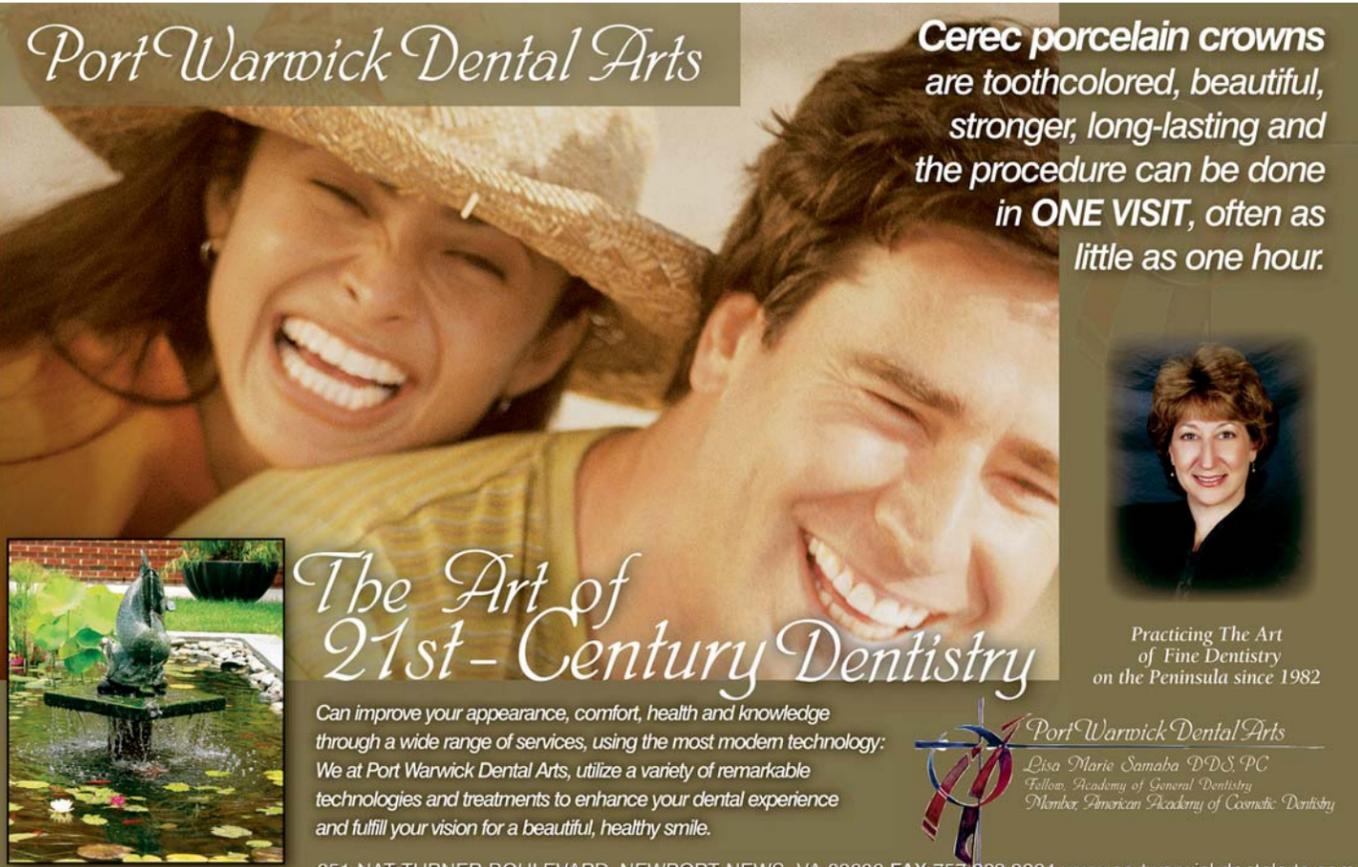




Port Warwick Dental Arts
 Lisa Marie Samaha, DDS, FAGD, PC
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 Website: www.pwdentalarts.com
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Personal Invitation
 Enclosed



Port Warwick Dental Arts

Cerec porcelain crowns are toothcolored, beautiful, stronger, long-lasting and the procedure can be done in ONE VISIT, often as little as one hour.

The Art of 21st-Century Dentistry

Can improve your appearance, comfort, health and knowledge through a wide range of services, using the most modern technology: We at Port Warwick Dental Arts, utilize a variety of remarkable technologies and treatments to enhance your dental experience and fulfill your vision for a beautiful, healthy smile.

Practicing The Art of Fine Dentistry on the Peninsula since 1982

Port Warwick Dental Arts
 Lisa Marie Samaha, DDS, PC
 Fellow, Academy of General Dentistry
 Member, American Academy of Cosmetic Dentistry

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The Art of Fine Dentistry

Fall 2005

Dear Friends and Patients,

How excited I am to tell you of the new and exciting advances that are being made at Port Warwick Dental Arts! Those of you who have had appointments in the past few weeks have become aware of some of them.

As many of you know, we have been blessed with minimal changes in staffing over the 23+ years I have been in practice. Lately, that has been different. And although a few of the faces in the office are new, our philosophy of excellence in care and personal attention will always remain unchanged. In as much as we have been sad to see some of our long-time devoted team members leave to pursue other areas of interest, we are happy that they have made decisions that have allowed them a better balance in their lives, spending greater amounts of time caring for their children and grandchildren, pursuing their hobbies or supporting their military husband in times of transfer. We are in touch regularly, and they do enjoy receiving word that they have been missed by us all.

Exciting Changes

One thing I know for sure is...life *is* change! And with recent change, we have had the blessing of a refreshed vision to take us to an even more enriching level of practice. Ours is a vision that has been unprecedented in the field of dentistry, and is already receiving national recognition. (More on that later.) Although this letter is rather lengthy, I hope you will take time to review it, as we are pleased to have an opportunity to share our vision and excitement with each of you.

Your Feedback
 Is Important To Us

Please know that we are aware change is often challenging. Your patience, as we accommodate our new vision, is most appreciated. We will continue to work our hardest and our best so that we do not let you down. You are encouraged to send a confidential email directly to me at samahadds@pwdentalarts.com if the care and attention you receive in our office does not meet your expectations. You may also leave a confidential voice mail message on my office phone by calling 223-9270. Your patience and your honesty will help each of us improve our ability to not only meet, but exceed your expectations. In turn, we will look forward to hearing about your positive experiences as you receive exceptional service by members of our team. Each member of the PWDA team is hand-chosen by me, with the goal of delivering incomparable service to each and every patient. I will not settle for anything less.

New Procedures
 in Less Time

Many new procedures are being offered at PWDA. And others are being offered even more efficiently and more comfortably than ever before! What this means is that your time in the dental chair will be further minimized as we continue to invest in technology and educational pursuits that allow us to do finer dentistry in even shorter amounts of time. Our VIP appointments of one-on-one patient care for the day (usually Wednesdays), are scheduled far in advance. As some of you have experienced, this unique approach allows us to incorporate many



days of appointments into one day, often permitting the completion of highly complex care in a day or two, as opposed to many months of treatment. This is how we are able to efficiently care for patients who visit us from all over the world. Due to the increasing popularity of this level of comprehensive care, next year might find us scheduling a second VIP day each week. **For now, should you desire one of these extensive VIP appointments, please call the office and schedule your day as soon as possible.** This is the time of the year that is the busiest as patients are looking toward moving into the holidays with a strong, healthy, and refreshed smile. Others are looking forward to a renewed sense of confidence in a brand new beautiful, custom-designed smile. Call to schedule your unmet dental needs now so that you do not lose the opportunity to choose your preferred appointment time. You may also have remaining insurance benefits to use before the year's end.

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Creating Masterful Smiles

As many of you know, when it comes to creating masterful smiles, PWDA enjoys unparalleled success. A professional artist, as well as a cosmetic dentist, I enjoy the privilege and opportunity to work with the most elite smile design teams in the world, one of which is Da Vinci Dental Studio, of the popular television show, "Extreme Makeovers" and "The Swan." I am now collaborating with the designers who create smiles for the top models in the country and am always intimately involved in designing the most natural and pleasing smiles for our own patients. **Imagine, if you so desire, you can have the same beautiful smiles as the most beautiful people in the world!**

Beautiful Crowns in One Hour

PWDA is one of the few offices in the area which has CEREC 3D technology, allowing us the opportunity to create **long-lasting, brilliant and beautiful crowns and porcelain fillings in one appointment.** This means no uncomfortable, gooey impressions and plastic temporaries that have to be worn for weeks while your restoration is being processed at the dental lab. **We will create an expertly fitted crown or porcelain filling for you in about an hour!** We have now made over 1500 of these restorations with outstanding success. Our Clinical Assistant, Michael Monday, is a masterful Cerec designer as well a talented all-around assistant. You will surely come to enjoy his warm presence and very capable, professional skills.

Migraine Treatment

As hundreds of you have experienced, our expertise in the treatment of TMJ pain, head and neck pain, and migraine headaches has been ongoing and nearly 100% successful. **We continue to receive referrals from relieved patients and their amazed physicians on a weekly basis.** Even without medication, **we are often able to gain relief for our patients overnight.** We are always available to your friends, family and coworkers for a complimentary Neuromuscular

Evaluation so that I might determine how I might help them eliminate their headaches and/or head and neck pain.

New Oral Cancer Screening

With regard to oral cancer, each of you is used to me performing a Head and Neck Cancer Screening during every Preventive or Periodontal Maintenance appointment. I have always offered these screenings on a complimentary basis and will continue to do so. Because of the very aggressive nature of oral cancer, dental researchers have worked diligently to find an even earlier and more successful means of detecting oral cancer. This year, **a new 5 minute painless test known as a ViziLite Screening became available and is now a part of our customary evaluation.** The guidelines for use of the screening include a once-a-year evaluation of all patients who smoke, regardless of age. **75% of all oral cancer patients are smokers, yet 25% have no known risk factors.** Therefore, the ViziLite Screening is also indicated once a year for all patients, smoking or non-smoking, age 40 and above. The fee for the test is 51- and we are prepared to offer it at your next visit, per your request. **Oral cancer remains one of the most aggressive and devastating of all cancers. Therefore, early detection is the key to successful intervention.** We are pleased to offer this service.

Periodontal Disease & Systemic Disease

As you know, I remain fascinated with and devoted to the topic of periodontal disease and its effects on the human condition. My momentum in the field of Periodontal Medicine is constantly fueled by the new and exciting research that becomes available almost daily regarding the serious effects of periodontal disease on our systemic health. It has now been documented that over 1,000 systemic diseases are caused by or worsened by periodontal disease. We believe that periodontal disease is one of the most significant risk factors for cardiovascular disease. Not only can it increase diabetic complications, it can actually cause diabetes. As some of you already know, **at PWDA we have been**

involved in developing and performing ground-breaking clinical trials with regards to both of these issues by monitoring high sensitivity C-Reactive Protein and hemoglobin A1C levels as we take our patients through their non-surgical periodontal care. The results of this research are proving to be highly significant in the prevention of heart attack, stroke and diabetes. We have already been asked to present our research next year at major national dental conferences and in numerous professional journals. I will be pleased to share our results with each of you as we move forward in this important work.

Periodontal Disease Will NOT Go Undetected At Port Warwick Dental Arts

Alarming, periodontal disease affects nearly 85% of the American population and is characterized by the fact that it is almost impossible for an individual to be aware of its presence in the early, yet still dangerous, stages. As my patient, you have my promise that once detected, a regimen for eradicating it will be carefully presented and with your permission, the disease will be swiftly treated. **No one need have this insidious and life-threatening disease.** Amazingly, at PWDA we have found that **we are able to treat the majority of periodontal disease non-surgically if we incorporate the right combination of quality nutritional support (to combat the disease from the inside-out), conscientious oral hygiene and meticulous professional care (to combat it from the outside-in).**

More on Nutrition and Periodontal Health

Each of you know how committed I am to achieving and maintaining health through sound nutritional support. The research that's now available relating the importance of nutrition to periodontal (gum tissue) health is staggering. Some of you might recall that about 15 years ago I first began researching, lecturing,



writing and teaching about the importance of optimal nutritional support in order to maintain optimal periodontal health. At that time, the dental literature to support my research was virtually non-existent. Recently, I did a web search on nutrition and Periodontal Disease and found a staggering 170,000 submissions! *Wow!* Was I pleased and impressed! However, I still find that **very few dental health practitioners are aware of the vital connection between nutrition and periodontal health. As my patients, you do know the importance and you can be assured that my research in this area is ongoing.** You can also be assured that I will introduce you to new research as it becomes available.

Total Health

To further emphasize my commitment to your total health, I have established a protocol unprecedented in the dental profession. In addition to being a **Center for Cosmetic Dentistry,** we are truly a **Center for Dental Medicine.** **I have recently hired a licensed Physician Assistant who will help monitor patient health and assist in evaluating the results of our clinical trials on periodontal disease and its effects on cardiovascular disease, diabetes, pulmonary disease, pregnancy and other conditions.** So one of the new faces you will see during your next visit to PWDA is our Physician Assistant, Jim Linn. Jim is a Retired Air Force Officer whom I have known for many years. His clinical care, expertise, and attention to detail afforded him the honor of developing the Medical Readiness Program for the United States Air Force during his last assignment. Most of all, Jim, or "JC", as he is professionally known, has received accolades for his gentle and conscientious attention to patient care. Please know that Jim's services relating to your dental healthcare condition cost you nothing additional. I have made the decision to continue to invest my resources in the development of a broader definition of patient care. With your permission, Jim will be able to facilitate improved communications between our office and your other medical offices so that we might better support your overall health.

Dental Needs at Every Age

It is becoming clearer to me that as I get older, so do many of my patients. As we age, our physical health becomes more complex. We would all like to save the teeth we have and as we age, our risk of periodontal disease becomes greater. That is another reason PWDA remains vigilant in our fight against this destructive, and often silent disease.

We receive many referrals from physicians each week for complete care of their patients. They are trusting that I am attending to their patients' health with diligence and care. **I will not let them down and I will not let you down.**

Additionally, I am equally committed to attending to the oral health needs of your young children. As many of you have seen, we are committed to teaching children about gum disease from an early age and making sure they understand the importance of good nutritional support and meticulous oral hygiene. **Our hope is that by establishing meticulous habits early, your children will not ever be faced with systemic concerns that have originated from periodontal disease.**

Streamlining

In order to continue with my vision of comprehensive excellence, I am asking for your assistance in helping us streamline our financial policy. The majority of you have already complied with our request that payment be made, in full, at the time services are rendered. We thank you for your support in this way. We have comfortable payment plans, often interest free, to help if necessary. As a service to you, we commit to filing your insurance promptly so that within a few short weeks, your insurance company should directly reimburse you for their portion. This slight change will reduce the need for a full-time Insurance Coordinator. Annette's smiling, efficient, energetic presence is still available to handle any financial or insurance concerns you might have.

Our New Website

Our new, extensive website (85+ pages!) **www.pwdentalarts.com** will be completed soon and promises to be one of the finest dental sites in the world. It will not only be a resource for patients, but an extensive resource for the dental and medical professional. I have spent the past 4 years creating this site and am proud to say it will soon be released. I encourage you to forward our site to your friends and relatives, no matter where they live, so that they might benefit from the valuable information contained therein. Each of you know how dedicated I am to furthering patient and professional education. Please join me in my efforts to spread the word about the important and far-reaching role that dental health plays in our lives. Please contact us at pwdentalarts.com with "Your Patient" in the subject box along with your email address so that we can keep you well informed.

Don't Keep Us a Secret!

I would be most honored to extend a **Complimentary Consultation to your friends, coworkers and family members if they contact us by October 30, 2005.** Beyond that, our schedule for the rest of the year will most likely not permit me the opportunity to meet with them on a complimentary basis. Please ask them to mention your name when they call so that I might properly thank you for your kind display of confidence.

Thank You!!

More than anything, I thank you for the honor and privilege of caring for your comprehensive dental health care needs. Each of you mean so much to me. And although you will see some new faces upon your return to the office, they will be warm and friendly, as always. You can rest assured that I remain ever-protective of your care and will continue to choose quality health care professionals who are dedicated, skilled and committed to serving you at the highest level possible.

Always, my warmest and my best,

Lisa Marie Samaha DDS

Lisa Marie Samaha, DDS, FAGD, PC
Fellow, Academy of General Dentistry
Member, American Academy of Cosmetic Dentistry