

OCTOBER *Magical Smiles Newsletter*

Bradford Family Dentistry

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Dr. Jesse Chai

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Your Gateway to Better Health



“Times they are a Changing”: I can’t remember what song this line is from but I thought it was a fitting. With the leaves changing colours and the cooler weather settling in, times are certainly changing. As you may have notice we have changed the newsletter format once more. I’ve decided to simplify my life and just keep everything a little more simple and less complicated. There has been some positive changes going on in the office as well with the return of some key staff members.

Welcome Back: Many patients were really happy to see Alice back at the practice on a more full time basis. She certainly misses Evan having spent the last 20 months with him almost every waking hour, but she’s enjoying seeing and catching up with all our fantastic patients.

We also welcomed back Sarah to our office who was on a 2 year hiatus attending Hygiene school. Currently Sarah is helping Alice in the reception area, but will soon join our Hygiene team so we can offer more evening and weekend appointments. Sarah has done very well since she has been in school and graduated with honours and we are happy she has returned.

What’s Evan up to? Evan has been spending a lot of time with his Grandparents these days while mommy and daddy are at work. He’s adapted quite well to the change. His personality is really coming to light and he just loves having fun, interacting and trying new foods. He’s talking a little more...mostly words we can’t understand, but he understands “bye bye” and does the wave too. Evan would like to wish everyone a safe and Happy Halloween and looking forward to wearing his Flash costume that mommy bought him.

What’s going on with the Building? It seems we’ve grinded to a halt with the building we were planning to move to. It is quite apparent that the real estate broker that approached us about the building promised us a lot of things but never relayed that to the builder so what we thought we were building (a dental office) and what the builder thought he was building (designs for a bakery) were very much different. So after a few months of trying to get this back on track, the deal is for all intensive purposes dead. It is a great disappointment to me as I have invested a lot of time and energy designing my ideal office on paper for the new building. On a positive note, I have a much clearer vision of what I want my ideal office to look like and how I would like it to run so I’ll be ready when the next opportunity arises. My search will continue for new opportunities to expand and grow the practice to better serve our most important people... you, our patients.

Stop Procrastinating - Use up Your

Insurance: It happens almost every year. People rushing to use up their insurance at the last minute before they lose hundreds possibly thousands of dollars of insurance money they could have used to treat their mouth and avoid needless suffering. Sometimes we can accommodate them, but there are those we can’t because they acted too late.

If you already used up your insurance for the year treating your mouth, pat yourself on the back for making use of your insurance as not many people do. If you have been putting off treatment because you cannot find the time... well time is running out. You have less than 10 weeks left to act before you lose the benefits for the year.

I always get people in the New Year needing thousands of dollars of dental work due to neglect and kicking themselves that they didn’t use their insurance all along as now the work they need far exceeds what their insurance will cover. But if they had spread it over two years, it would have all been paid for by the insurance which you have already paid premiums on.

Don’t let this be you. To help you out see the very special offer on the next page to help give you some more motivation to act now before it is too late.

WOW Referral Contest:

It has been awhile since we ran a contest. With Christmas coming I thought it was a perfect time to start running them again. From October 12th to December 15th we are having a special raffle contest with a chance to **Win a Nintendo Wii or a large Flat Screen TV.**

Here’s how the Wow Program works: Every person that refers a friend or family member that comes in and does some work with us will get a special thank you gift from me just for having the confidence in us to recommend us to your friends. You will also be automatically entered to win the Nintendo Wii. When we reach 30 or more referrals between now and December 15th in total from all our patients, the prize will upgrade to a large flat screen TV of at least 40 inches. If we get 40 or more we will raffle both a Nintendo Wii and the TV and have 2 winners for Christmas! If we hit 50 referrals, I’ll upgrade the TV to a whopping 50 inch large screen TV.

Contest ends December 15th.



With Heartfelt Thanks For Your Referrals

There's no question that I have the BEST patients on the entire planet.

My business is built on word-of-mouth advertising and I'd like to thank the following people who were kind enough to recommend my services to their friends and family.

Thank you sooooo much!

Sajeev B, Adrianna G, Martin P, Linda B, Sandra P, Antonella V, Sheila C, Laurie B

(Ask about our WOW REFERRAL PROGRAM!)

Welcome New Patients

Here are the new patients that became members of our practice family this last month! We'd like to welcome you publicly, and wish you all the best!

Shalini B, Stacy Z, Adam R, Alex R, Margaret D, Sylvia G, Ted B, Stephanie H-P, Nicole T, Jennifer R, Mary L, Nicole M, Brandon V, Mark V, Sandra P, Karen D, Lorena P, Karen B, Amber G, Andrea B, Gary B, Brian C, Kelly W, Lisa N, Nico F, Kayla D, Evan F, Brooke D, Vivian W, Reaghan D, Barbara O, Joanne W, Rachael W, Lindsay E, Heather A, Sabrina V, Arthur M, Dan M, Mary H, Doreen H, Courtney P, Brian G, Adele W, Kevin S, Justin H, William W, Valerie V, Nelson G, Jamie C, Robyn Nicole B, Stefanie C, Bui K, Robert F, Janet Y, Walter S, Kristina O, Madison V

We love giving recognition to our new friends and to our wonderful existing patients who are kind enough to refer their friends and relatives to us! We're all helping each other, which is the whole point of all this! Right?

9 WAYS WE CAN HELP YOU

- SLEEP through your visit and Remember NOTHING** – Sedation dentistry is becoming more and more popular for people who have anxiety or a deep seeded fear of the work that we do.
- A Brand New Smile in One to Two Visits** – whether through Bonding or Veneers you can look amazing in one to two visits!
- Beautiful Straight Healthy Smiles** – with our full face approach to **Orthodontics** we don't just straighten your teeth and smile, we make you look and feel amazing. Now offering Clear braces and "invisible braces"
- Tooth Coloured Porcelain Fillings and Crowns in just one appointment** – using Advanced computer technology
- NO more LOOSE DENTURES** - secure those annoying loose dentures with **IMPLANTS**
- NO More GAPS** – if you are missing teeth, we can replace them with **IMPLANTS**, and Bridges.
- Get rid of that annoying HEADACHE** – Get rid of the pain. We treat headaches, migraines & jaw problems.
- SLEEP soundly again** – get a quiet, restful sleep and live longer and healthier with our snoring and Sleep Apnea appliances that can replace those annoying CPAP machines.

USE UP YOUR INSURANCE SPECIAL:

We are putting \$100 credit on your account towards any Crown, Bridge, Veneers or Cosmetic Orthodontic Treatment, when you pay in Full and schedule to come in before November 30th. **Use it before it is gone forever!**

Call Dr. Chai today at **905-775-5307** to take advantage of this amazing offer!

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Quote of the Month

"Do the thing you fear most and the death of fear is certain". – Mark Twain

Riddle of the Month!

Last Month's Quiz Question!

What do you call a scared dinosaur? **Answer:** A Nervous Rex!

This Month's Quiz Question:

How do you fix a jack-o-lantern?

(Be one of the first 10 people to call with the correct answer to the quiz for a special prize)

Team Members:

Dentist: Dr. Jesse Chai
Office Manager: Alice
Hygienists: Suada, Ashley
Restorative Hygienist: Linda
Dental Assistant: Colleen, Antonella
Receptionist –Sarah, Kelly

