



Family & Cosmetic Dentistry of Nashville, PLLC

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Dear Patient:

This is the time of year that we contact all of our patient families in the event that either you or one of your family members has postponed needed dental treatment: either due to a busy schedule, financial considerations or insurance limitations.

If this is the case, please understand that this delay is not in the best interest of your dental health. Many times putting off needed treatment will result in a deterioration of an existing condition, which will result in more time in the dental chair and or more expensive procedures than originally planned.

Please let us know if we can assist you in any way, either with scheduling a convenient time for you or to discuss any needed financial arrangements. **If you do have remaining insurance benefits for 2009, this is the time of year you must schedule to use those benefits as most policies expire on December 31, renewing on January 1.** Benefits do not carry over to the New Year and will be lost. Often, we can plan to maximize your benefits over a two year period, but we must do that at this time in order to help you. When your treatment is completed ask for your free Crest Strips Professional 21 day dental bleaching system or with this letter, a complete home bleaching system with trays for only \$ 150.00, (a \$ 500.00 value).

We are sure you have heard about the medical link between gum disease and heart attacks along with other systemic diseases, (see enclosed letter for more detail). The increase of periodontal disease is a problem that can affect both children and adults. Please keep up with your regular 6 month dental check-ups. Many traditional policies cover preventative care at 100%. We have recently updated our hygiene department, which will make your cleaning visits more comfortable and efficient.

Thank you for your time and the opportunity to be of service to you. Please call our office if you have any questions regarding insurance, needed dental treatment and to schedule that needed appointment before this year is over! I would also like to take this time to wish you and yours a healthy and happy holiday season.

Best Regards,

Dr. Ralph J. Sharow and Staff



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May, 2009

Dear Neighbor:

If you are an existing member of our family or are considering joining our practice, Family and Cosmetic Dentistry, this letter is for **YOU!** Our main goal is to ensure each and every one of our patients receives the proper care they deserve. Dr. Ralph J. Sharow has over 20 years experience practicing as a general dentist, which includes dental treatment for children as young as three years old through mature adults of all ages. Consumers' Research Council of America has selected Dr. Sharow as one of the *top dentists in America for 2009*. Additionally, Dr Ralph J. Sharow strongly believes in teaching and sharing his knowledge to promote healthier oral care. We would like to take this opportunity to educate all of you in some very important and necessary treatments while keeping your best interests in mind.

Dr. Sharow firmly believes in sealants on both primary and permanent teeth especially for children and young adults. Sealants are vital for long lasting and effective preventative treatment against decay. A sealant is a plastic material that is applied to the chewing surfaces of healthy, cavity-free back teeth where decay occurs most often. The coatings act as a barrier, protecting the decay-prone areas from plaque and acid attacks. These chewing surfaces have the highest risk of tooth decay. They are easy and painless to apply. Dr. Sharow feels sealants are so important he has **not raised the cost of a sealant in over 20 years.**

After being seen by Dr. Sharow, some needed restoration work may be required. This is the dental specialty that involves repairing decayed or fractured teeth. These procedures are usually done through restorations (fillings), inlays, onlays, porcelain crowns and even veneers. If a portion of the tooth is decayed or missing, it will be replaced with a tooth colored restoration; **no amalgam or silver fillings containing mercury will be used.** The types of material that Dr. Sharow will use are known as composite, bonding and porcelain; they are also used to correct and beautify your teeth for a more attractive appearance.

Did you know that there are no regulations as to how insurance companies determine reimbursement levels, nor are they required to disclose how they determine "reasonable charges"? Your dental coverage is not determined by your dental needs, but by how much your employer contributes to the plan. *Dr. Sharow invites you to contact our office to discuss how we can work with you and your insurance company, whether we are an in network provider or not, to best meet your dental needs. Our office is now accepting more insurance policies increasing your convenience by further assisting you with paying for your dental treatment. PLEASE CALL US TODAY!*

We hope you found this letter informative as we have enjoyed taking the time to share this information with you. Please remember good oral hygiene is important to living a happy healthy life. Please contact our office at anytime for any and all questions about your dental care. **From all of us at Family and Cosmetic Dentistry, we thank you for being a member of our family, and we look forward to working with you to take care of all of your dental needs.**

Sincerely,

Dr. Ralph J. Sharow and Staff