

COLUMN

Is Your Dentist Telling You Everything You Want to Know?

I love being a dentist. I have a job that I truly enjoy doing. However, it is common knowledge that the majority of dental patients do not enjoy going to the dentist. Therefore,



Dentally Speaking
by Jeffrey S. Haddad D.D.S.

my philosophy is to make all dental experiences in my office as comfortable, and enjoyable, as possible. I have always built my practice on nurturing strong relationships with my patients. I have always believed that one of the most important and rewarding goals in my business life are these positive relationships. I want to earn my patients' trust, and then continue to uphold that trust into the future. However, according to a recent study, relationships may not be the only thing that patients place value on when evaluating their dentist. Despite, how much a patient trusts their dentist, people still want information to put them at ease and facilitate a positive experience in the chair. They are looking for the proper facts that will alleviate any fears they may have. This study that examined patient satisfaction in restorative dentistry made me realize that even those people who have trust in their dentist still want all the facts and information on any dental work they may need.

According to a new study, "there is a significant disconnect between the provider and the patient regarding adequate information (informed consent) about the procedures before the treatment," says Patrick J. Roy D.D.S who worked on the study. As a dentist who is passionate about dentistry and giving my patients the highest quality care, this was very surprising to me. I feel that I go out of my way to educate my patients about

the care I can provide them, and as importantly, the consequences they may experience if certain dental work is not completed. My goal, at all times, is to provide my patients the information they need to make the right decision for them. I never want to "dictate" treatment to my patients, making sure that they are part of the decision-making process as much as possible. So the question is: "have I been accomplishing this goal?"

There are 3 reasons why people avoid their dentist: Time, Fear and Money. So if these are the main issues with patients seeking or completing the necessary dental work they need, then are we as dentists providing the necessary information patients need to overcome these obstacles? According to this research, they concluded that "with limited technical knowledge of dentistry, patients rely on a combination of perceptions regarding personal interactions, comfort during treatment, and post-treatment sensitivity when determining their satisfaction." Therefore, providing high quality dental work and making my patients as comfortable as possible is essential. It became apparent through this study that providing the necessary information to patients will improve relations and experiences even further. Let's examine ways that information can help alleviate the above-mentioned 3 reasons people avoid the dentist:

Time: Life is busy. Time is a very precious commodity in the lives of people these days.

- Our office offers a variety of hours to accommodate almost any schedule. In addition, we hold specific times for patients whose travel schedule or work schedule doesn't allow them the flexibility to come in.
- Another important thing we make clear to patients is

that we maximize our chair time for their benefit. If a patient needs several teeth addressed, we will offer to restore all of these teeth in one visit. This avoids re- numbing the patient and bringing the patient back for several other appointments.

Fear: Dental Fear is a very real problem for many people. However, most fears can start because of the unknown.

- My favorite saying is "information is power!" I have always believed that education is the key to alleviating fears in my patients. Once you explain exactly what will be done, the time involved, and what to expect following the procedure, patients' anxiety levels decrease.
- We are also very clear with our patients about the different ways we can accommodate their fears. These include nitrous oxide, sedation dentistry, and other calming amenities.

Money: Finances are always an important factor in our patients' lives. With the decrease in insurance benefits and increased cost of materials, dentistry has become a very expensive service.

- I do NOT like surprises, and I always want my patients prepared for any monetary commitments for procedures. Therefore, before any work is ever completed in our office, our patients receive a detailed plan including all financial responsibilities associated with each appointment.
- We offer many payment options and plans including outside financing through CareCredit.

Consequently, dentists can improve patient satisfaction or avoid dissatisfaction through patient education, appropriate changes to office policies or procedures, or adjusting his or her interpersonal approach.

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2020

Community Outlook Breakfast

Rochester, MI - The 2020 Community Outlook Breakfast hosted by the Rochester Regional Chamber of Commerce will be on Monday, February 24 on the campus of Oakland University. We are thankful for our 3 presenting partners Ascension Providence Rochester, First State Bank, & Mocerri Companies.

The event will feature regional updates from Rochester, Rochester Hills, Oakland Township, and Rochester Community School leaders. Judge Julie Nicholson of the 52-3 District Court will serve as guest moderator for event panelists. We look forward to an informative and inspiring morning:

8:00 AM - Pre-event Press Conference with Chamber Partner News

8:30 AM - Networking

9:00 AM - Breakfast

9:30 AM - Program Begins

Cost to attend is \$40 for Rochester Regional Chamber Members or \$50 for future members. Tables of 10 can be purchased for \$400. Please register at rrc-mi.com or call 248.651.6700 to save your seat.

The Rochester Regional Chamber of Commerce is privileged to have eleven community-minded businesses and organizations that are significant supporters of the Chamber. Thank you: Ascension Providence Rochester Hospital, Oakland University, Chief Financial Credit Union, Shelton Buick GMC, Bellbrook, Fox Automotive, Mattina, Kent & Gibbons; First State Bank, PAR Pharmaceutical, Rochester University, and Mocerri Companies. We appreciate your support.

The Mission of the Rochester Regional Chamber of Commerce is to provide leadership and resources to advance business development in partnership with civic, cultural and educational interests for the benefit of its members and the community.

UPCOMING EVENTS:

- 1-27 Member Orientation 101.....8:45 am - 10:00 am
Rochester Regional Chamber of Commerce, 71 Walnut, Suite 110 Rochester
Sponsored by Erika Sklar of the Crawford Insurance Group
- 1-27 Member Orientation 101.....2:45 pm - 4:00 pm
Rochester Regional Chamber of Commerce, 71 Walnut, Suite 110 Rochester
Sponsored Chief Financial Credit Union



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Dr. Haddad, *continued from page 21*

This was a good reminder for me to always ask my patients if they have any other questions prior to any procedure. In the end, I want to make sure that my patients are comfortable and informed prior to any dental work we provide.

Jeffrey S. Haddad, DDS of Doolin & Haddad Advanced Dentistry, completed his dental education at the University of Michigan in 2001. Dr. Haddad is a fellow of the prestigious Las Vegas Institute for Advanced

Dental Studies.

He lectures nationally on cosmetic dentistry, TMJ and sleep disorders and dental implants. For more information, visit www.rochesteradvanceddentistry.com.

Sports, *continued from page 16*

Junior Ben Chermiside (5-8) is the new point guard after starting on the junior varsity last season. Sophomore forward Joni Ursay (6-4), sophomore guard/forward Jacob Durand (6-3) and sophomore center Alex DeGriek (6-5) have all started games, while junior three-point specialist Andrew Brown (6-2) and sophomore forward Justice Mims (6-2) have provided some depth.

ROCHESTER STONEY CREEK

A middle of the pack finish in the OAA White Division and a 10-11 overall record is not what Steve Norgrove envisioned during his ninth season at the helm of Rochester Stoney Creek's boys basketball program.

Although talented, the Cougars were inconsistent at times and that showed to the very end — a 49-48 defeat to Utica in a Division 1 district semifinals.

"We played some tough teams. But there were some games where we played very well and other games where we didn't," said Norgrove.

Stoney Creek is off to a 5-4 start as of Jan. 18, including 1-2 in the OAA White Division. The Cougars lost to state-ranked Okemos and to OAA-White frontrun-

ners Troy and Farmington amongst its nine games.

The Cougars graduated two starters and six total players from last season and feature a roster this year of two seniors and 11 juniors this season.

"We've played a tough schedule so far this season," said Norgrove. "You look at our losses and Okemos is very good. Troy and Farmington, we lost to them by 10-12 points and they are the frontrunners in our league. We also looked good in some of our wins. We've played a challenging schedule for the most part and I think that is a big reason where we're only 5-4."

Junior point guard Trevor Smith (6-0) is "as tough as nails," according to Norgrove, and is not only the key distributor for the Cougars, but also is an elite on-the-ball defender.

"He is a very good player. He not only helps run our offense, but he usually defends the other team's best player, regardless of position," said Norgrove of Smith. "He's an underrated player.

"After him we had a nice core coming back," continued Norgrove. "We have six guys back that played minutes

and we have a lot of new juniors that are trying to work their way into the rotation. They are working hard. We're waiting to see how many emerge as capable (reserves) off the bench."

Junior forward Alex Reiter (6-4), junior guard Lance Fogelberg (6-0), junior guard Zach Jones (6-2), senior forward Jack Roehrig (6-4) and senior forward Ethan Smydra (6-4) are all back after playing significant minutes in the rotation last season.

Of the junior newcomers, shooting guard Jacob Felton (5-11) is a three-point marksman and has been a steady contributor off the bench.

"There is still time," said Norgrove. "There's a lot of basketball to be played and plenty of time to keep working hard and improve. Maybe the second time through the league schedule we can steal a win or two of games were not favored in and in the games we are favored. We can still climb the standings."

Contact Dan at dan.stickradt@northoakland-sports.com. Follow him: Twitter: @LocalSportsFans; Insta-gram: [stickradtdan](https://www.instagram.com/stickradtdan/); snapchat: DanStickradt.

COMMUNITY HAPPENINGS

ORGANIZATIONS

Codependent Anonymous

7:30 p.m. Mondays
The Lutheran Church of the Abiding Presence hosts Codependent Anonymous Meetings. Located at 1550 Walton Blvd., Rochester Hills. Contact Grant H. at 248-561-0028.

Needlework and Textile Guild: The NTFG includes

members whose interests range from quilting and embroidery to weaving, beading, wearable art, and fiber sculptures. Meetings take place at St. Stephen's Episcopal Church, 5500 N. Adams Road, in Troy. For more information, call Barbara Gash at 248-338-3011 or visit www.NTGM.org and www.jennyschu.net.

Compassionate Friends

Meetings take place the third

Thursday of each month at 7 p.m. at St. Paul's United Methodist Church, 620 Romeo Road in Rochester. The mission of The Compassionate Friends is to provide highly personal support to those experiencing the death of a loved one. Email: tcf.troychapter@gmail.com or visit <http://www.tcftroychapter.org>. Contact: Tina: 586-634-0239.

Email your events to community-lifestyles@inbox.com.

Enter Community Lifestyles' PET PHOTO CONTEST

ENTRY DEADLINE - FEBRUARY 15

EMAIL ENTRIES TO:

communitylifestylescontests@gmail.com

Digital entries only (.jpg format)

ONE PHOTO PER ENTRY PLEASE!

Be sure to include:

• *pet's name* • *owner(s) name* • *city* • *phone number*

AND be sure to tell us which *Category* your are entering!

All the Winners will be featured on the Cover of the February 24th Issue!

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about me:



A sweet but shy older cat, Johnny cat is looking for a quiet and low traffic home where he can take lots of naps in the sun and enjoy time with his people. He'd prefer a home where he is the only pet and with adults or older children.

Age: 10 year

Breed: Domestic short hair

www.michiganhumane.org/adoption