

New advances are taking the “fear” out of dentistry

Do you look forward to going to the dentist? For the majority of people reading this, my guess is a resounding “no.” In fact, I would like to confess something to you...I am one of those people! For those of you who have had or needed substantial dental work in the



Dentally Speaking

by Jeffrey S. Haddad D.D.S.

past, you may be familiar with this dreaded feeling. Research shows that over 30 percent of the population avoids going to the dentist due to fear. Dental phobias can be a result of a multitude of things, including having a previous traumatic experience at the dentist, feeling extreme discomfort while having a dental procedure, or maybe just the overall noises and tastes involved in dental procedures. The good news is that dentistry has changed so drastically in the past decade that many of people's fears and discomforts have been alleviated. In fact, many people are able to have all of their dentistry completed in as little as 2-3 visits, and under minimal sedation if they prefer, where they barely remember the procedure at all.

1. Fear of Pain: First and foremost, dentistry should NOT hurt! The effectiveness of today's anesthetics will make any procedure painless. I make sure that if any of my patients are feeling discomfort to let me know and I immediately stop and give more anesthetic. There is no reason why anyone should be “white knuckling” it throughout a procedure. Not only is this avoidable for our patients, but it is extremely stressful for your dentist, so please let your dentist know if you are uncomfortable or not numb enough.

2. Fear of “The Shot”: Just the fear and anxiety anticipating “the shot,” can keep people away from the dentist. One traumatic den-

tal experience in someone's life can cause a lifetime of fear and anxiety. Luckily, many improvements have been made to avoid the pain of a dental injection. The topical anesthetics we use in our office are the some of the strongest topical ointments used in medicine. Not only

do they work amazingly, but we use them on EVERY patient and allow them to start working before we perform our injection. The majority of our patients actually comment about how much dental injections are “painless.”

3. Fear of Gagging: A recent study concluded that patients who have a higher frequency of gagging problems during a dental visit are more likely to experience higher levels of dental care-related fear, as well as more overall negativity towards dental professionals. Furthermore, a sensitive gag reflex may be a sign of an airway problem like snoring or sleep apnea, which are both very serious health issues. If we suspect a possible airway concern, we can utilize a home sleep monitor that can identify a snoring or sleep breathing disorder. For our gagging patients, we have many solutions that can put them at ease. Nitrous oxide (laughing gas) is an excellent remedy for patients who have a bad gag reflex. Not only does it relax these patients, lowering their anxiety, but it helps them concentrate on breathing through their nose which can be difficult for gaggers because they are primarily mouth breathers. In addition, we have computerized scanners for taking impressions of your teeth. No more gooey “goop” in your mouth that can aggravate gaggers.

4. Loss of control: Fear of dentists stems not so much from the experience of pain as from the lack of control

that patients experience in the dentist's chair, says Ellen Rodino, PhD, a psychologist in Santa Monica, Calif., who has studied dental fear. “You're lying prone, a dentist is hovering above you, and he's putting you in a situation where you can hardly talk or respond. That creates a lot of anxiety for some people because they don't feel in control.” This is where communication is key between the dentist and his or her patient. Making my patients aware that they can take the necessary breaks they need, whether it is just to rest their jaw, or to go to the restroom is very important. This is also reinforced when patients make me aware of any discomfort that they are feeling and we stop, make them comfortable, and then continue with the procedure.

5. Overall “hatred” of dental noises, smells, and sights: This is where conscious sedation could be the key for certain patients. What if we could make a

procedure feel like it was completed in half of the time and you had very little memory of it at all? This is not only possible, but completely safe and predictable. This also allows us to complete more dentistry

in less visits which is very appealing to busy patients who don't have the time to take away from their work and family.

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Congratulations 2020 Sunrise Pinnacle Winners!



Mary Lee Kowalczyk
LIFETIME ACHIEVEMENT

Rochester, MI – The 15th annual Sunrise Pinnacle Awards, with presenting partner PNC Bank, is the greater Rochester community's premiere celebration of the area's visionary entrepreneurs, leaders, exemplary corporate citizens, and their achievements.

The Rochester Regional Chamber of Commerce is excited to announce the 2020 Sunrise Pinnacle Award Winners, who were honored in a Livestream Premiere on Monday, November 2, 2020.

BUSINESS AWARDS: Prefix Corporation won Business of the Year Award - sponsored by Mocer Companies, for adapting during the pandemic to make over 100,000 PPE items to donate to our community.

Felicia Harris, Everything HR & Everything HR Financial Services won Business Woman of the Year Award - sponsored by PNC Bank, for her contributions of free resources to business owners during the pandemic.

Tenita Johnson, of So It Is Written, won the Diversity Award - sponsored by Flagstar Bank, for her commitment to the progress of minority and women-owned companies.

Corrin Barnett, of Coco-Ray Boutique, won Entrepreneur of the Year Award - sponsored by Mattina, Kent & Gibbons P.C., for her actions of raising awareness and donating to local nonprofits through her business sales.

CHAMBER AWARDS: Marie Orzel, The Intelligent Office, won Ambassador of the Year Award - sponsored by Bellbrook, for her active commitment to sustaining and enhancing the mission of the chamber.

Lori Asmer, Flagstar Bank, won Leadership Greater Rochester Graduate Award - sponsored by PAR Pharmaceutical, for being instrumental in the Embrace Program at ACE High School, which teaches monthly classes on finance, job interviews, and more. Lori is a 2017 graduate of the RRC Leadership program.

Drew Grabinski, Sinclair Wealth Management Group of Raymond James, won Young Professional of the Year Award - sponsored by Chief Financial Credit Union, for his outstanding leadership and commitment to our community as an RRC Ambassador, YP Chair, and avid volunteer.

Judge Julie Nicholson, 2019 Board Chair, won Board Member of the Year Award - sponsored by Pixley Funeral Home, for her years of leadership and for serving as the Chair of the Board of Directors in 2019.

COMMUNITY AWARDS: Kristi Trevarrow, Rochester DDA, won the Community Hero Award - sponsored by Oakland University, for her efforts to support local businesses through the Love Local Rochester campaign.

Oakland University (Oakland Center Student Union) won Front-Line Leader Award - sponsored by Ascension Providence Rochester Hospital, for their active leadership throughout the pandemic to provide vital food supplies to help our most vulnerable citizens.

John Lyman, Rochester Hills Fire Department, won the First Responder of the Year Award - sponsored by The Crawford Insurance Group, for his creative efforts utilizing digital platforms, during the pandemic, to educate students about fire safety and more.

Ellie Saxson won the Volunteer of the Year Award - sponsored by Shelton Buick GMC, for her nearly 55 years of volunteer work at Ascension Providence Rochester Hospital.

LIFETIME ACHIEVEMENT AWARD: Mary Lee Kowalczyk won the 2020 Lifetime Achievement Award - Sponsored by First State Bank, for her commitment to supporting the community, specifically non-profits, through the Community House.

After fundraising, the Community House opened on July 23, 1975, where Mary Lee served as executive director for 30 years before retiring in 2018.

Throughout the years, she led many community and nonprofit events at the Community House, including enrichment and education classes, children's lunches, youth leadership programs, and room rentals for life events. Also, Mary Lee started a food pantry and held monthly dinners for low income residents for many years.

More about the Chamber: The Rochester Regional Chamber of Commerce is privileged to have eleven community-minded businesses and organizations that are significant partners of the Chamber. Thank you: Ascension Providence Rochester Hospital, Oakland University, Chief Financial Credit Union, Shelton Buick GMC, Bellbrook, Fox Automotive; Mattina, Kent & Gibbons P.C.; First State Bank, PAR Pharmaceutical, Rochester University, and Mocer 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.

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Visit our website: www.rrc-mi.com

Dr. Haddad *Continued from page 21*

Dentistry has found many ways to improve the overall dental experience for patients. Hopefully, this will inspire some of you who have been avoiding the dentist to give dentistry another opportunity.

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 In-

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

Foundation, *Continued from page 13*

Chief Cares 2020 is a new Chief Financial Credit Union contest that local 501(c)3 organizations entered to collect votes toward a grand prize donation of \$10,000. The top five organizations with the most votes after the first round will move on to the second round of voting. The organization with the most votes in the second round will be awarded \$10,000 on Giving Tuesday.

"It's a core part of our mission to inspire philanthropy," said Chief Financial

President and CEO, Tom Dluzen. "Our Chief Cares 2020 Contest is a way for us to give back to one deserving nonprofit, but also to highlight so many nonprofits that truly are on the frontlines supporting our communities."

To vote for Next Steps 4 Seniors Foundation visit contest.chiefonline.com.

About Next Steps 4 Seniors Foundation

Next Steps 4 Seniors Foundation is dedicated to improving the lives of low-income elderly adults

who are unable to acquire the care they need to thrive in a safe environment. The mission of the Foundation is to support financially, assist physically and share spiritually to ensure low-income seniors can live out their years with dignity and grace. For more information, please visit www.nextsteps-4seniorsfoundation.org.

For more information about Chief Financial Credit Union, visit www.chiefonline.com

COMMUNITY HAPPENINGS

ORGANIZATIONS

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 Compas-

sionate 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.tcf-troychapter.org>. Contact: Tina: 586-634-0239.



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The Rochester Symphony Guild monthly meetings The Rochester Symphony Guild (RSG) was formed in 1978 to promote and support the artistic endeavors of the Rochester Symphony Orchestra through fundraising events and community involvement. Guild membership is open to anyone interested in furthering these goals while meeting interesting people. For more information, call the RSG membership chairperson at 248-340-9215.

The Alzheimer's Association Caregiver Support Group The Caregiver Support Group meets the third Thursday of each month at 6 p.m. at the Auburn Hills Community Center. Led by trained facilitators, the group provides an opportunity for caregivers to discuss caring for someone with Alzheimer's. For more information, call Annette Werner at 248-840-5169 or Cindy Morley at 248-875-2052.