

STYLE YOUR SMILE

VOLUME 2, ISSUE 1 OCTOBER 2009

INTRODUCING ALABAMA SMILE BUILDERS, P.C.

DATES WE WILL BE CLOSED

We are proud to present Alabama Smile Builders, P.C. We are so excited about this change and we hope you will be too. This change has been a year in the making. We knew we wanted to begin marketing our practice through billboard and newspaper advertisement. Unfortunately any marketing materials we were using were standard from a printing company and were only authorized to use on their materials. We also knew that other dentists could use those materials just by ordering from the same company. We needed something unique. A name and a logo that was uniquely ours. Last October we began the process at our quarterly team meeting. Dr. Bishop asked us to brainstorm different words we would like to see as a name for a dental practice. We voted on those we liked best, narrowing it down to the most liked words. Dr. Bishop was able to take our suggestions

and put together our new name Alabama Smile Builders, P.C. As soon as we finished the arduous task of creating our name; Greg Lane, with Inspired Logo and Design, created several logos for us to look over. After several weeks and many designs we decided something simple suited us



best. We asked for a logo designed around the initials of our new name. He created the logo you see above and we all agreed it was the best design yet. We finished up with Greg designing our new letterhead and new business cards. We started in May with Greg and finished up in August. Working with him was a wonderful experience. Finally

after almost ten months we have settled into our new name. Please understand nothing has changed about our practice except our name. Dr. Bishop is still our dentist with no plans to change that anytime soon. We still have the same friendly staff who will work hard to assist you in your dental care. Our name change will not effect your insurance or our preferred status. If you have questions about any of this please let us know. Alabama Smile Builders, P.C. is an exciting change for our practice and our future. We are working to update our website but you can check it out at

www.AlabamaSmileBuidlers.com Thanks again for letting us style your smile.

-Beth

- October 1, 22
- November 25, 26
- December 22, 23, 24, 30, 31

Please call during those times if you have an emergency. We are always available

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DENTAL DIGITAL OFFICE PHOTOGRAPHY

Have you ever noticed our wall of fame? We created this wall to showcase some of the cases we have done in the last few years. Usually these cases consist of complete smile makeovers for a patient. We have been able to transform our patients' smiles and we are so proud of the end results. About six months ago we started to wonder what we could do to have a more professional picture of our patient to capture the essence of their excitement about their new smile.

Dr. Bishop and I started researching cameras that would be versatile, making both photos of the mouth and patient. We wanted a camera that would do beautiful pictures inside the office and outside. Once we purchased our camera the next step was to decide how we would handle backdrops. We found a company that offered a backdrop kit complete with lights. Beth and I decided we needed a practice run. Our staff photos on the wall looked like a great place to start. Each staff member posed for a new photo to go in our clinical rooms. When those

turned out great we decided to try photos of a patient. Our patient was gracious enough to let us be beginners. We posed her in different setups and our results were wonderful. Who knew dentistry could lead to photography? You should begin seeing the results of our photo session on our website (www.AlabamaSmileBuilders.com) and around the office. Thanks for letting us style your smile. -Magen

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STYLING YOUR SMILE WITH A FOCUS
ON CHRIST.

Thanks for all your support with our flip-flop drive, our school supply drive and our pancake breakfast at Applebee's. If you haven't had a chance to donate we are still accepting donations until we leave in February for Belize.

HAVE YOU EVER WONDERED?

Have you ever wondered about things in our office but didn't ask? Little questions like when does my insurance policy start over with my benefits; when do I bring my toddler in for their first visit; or what type of filling does Dr. Bishop do. These are random questions people ask all the time over the phone and I am sure there are many more we aren't asked. Let me try to answer these few and if you know of more let us know.

First, insurance benefits usually start over in January. Some policies have a different start month but most begin again at the first of the year. Some of you may ask what does that mean for me. Your insurance policy allows you a certain dollar amount to use toward your dental work in a given benefit year. Most policies are either \$1000.00 or \$1500.00 per year. Once you exhaust that dollar amount your insurance

will not pay anything else until your benefits start over. In addition to that if you do not use your full dollar amount allotted you will lose it at the end of the year. Please call us to find out how much of your benefits are left so we can use it before you lose it in December.

We receive many questions concerning bringing in your child for their first dental visit. Most people want to know how old their child should be at the first visit and how we handle nervous patients as well as parents. We usually ask that your child be at least 4 years of age. We try to complete a full cleaning and checkup but we realize that might not be possible depending on how apprehensive a child is about being in the dental chair. Parents are encouraged to come with their child to our clinical rooms. We try to make the experience as comfortable and light-hearted as we can. If you have questions

about bringing your child please let us know.

Usually patients ask us what type of filling does Dr. Bishop do, a white or silver filling. Since Dr. Bishop only recommends what he believes will be best for the patient; we only do white fillings. Insurance however will sometimes only pay for a silver filling, especially on a molar tooth. They will still pay toward the treatment but usually at a lesser amount. If you have questions about how your insurance company considers claims concerning your fillings let us know.

We hope this answered a few of your questions. Let us know other quick topics you would like answered in later issues.

-Beth