

Highlights

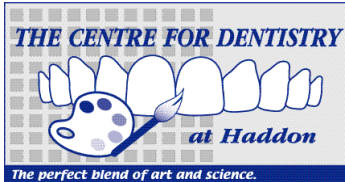
- Smiles for Life is underway.
- Dr. Markus addresses Waterline Safety
- Digital X-Rays

Inside

- 1 Tributes to New Patients and their Referrers
- 2 Congratulations are in order
- 3 Visit us on-line at www.cent4dent.com

The Update

*For our Patients and
Neighbors
Inspired Ideas
Spring / Summer
2000*



NEW LOGO FOR NEW MILLENNIUM

Our new logo was designed by our neighbor, and patient, Adrienne Geffen.

Cosmetic Corner



Before: Teeth were crooked, mottled and stained.

After: The six Empress veneers have straightened the smile, crowding is miraculously gone, and the teeth are Hollywood White!



www.cent4dent.com NEWS

Our website is under constant evolution. Look for our new sleek-look home page to be unveiled sometime this spring. We have received substantial favorable commentary from patients and other dentists, and we are really proud to have been on the cutting edge of the e-commerce revolution. Dr. Markus has added several new pages to the site including a page with pictures of the staff, and another with pictures of the office. He immediately responded to issues raised on 20/20 about problems with dental waterline contamination. - (see Page 3) [cont'd back page](#)

Dr. Markus Will Fly You Anywhere

*Refer Smiles for Life Patients and Win
Free Roundtrip Flight!*



The 2000 Smiles for Life Campaign is underway. We know there are many of you who had friends who wanted to get in on it, but were too late last year. As you are probably aware, our office raised over \$30,000 last year (#6 office nationally). This year, we hope to raise \$100,000. We know we can do it with your help.

This year the Smiles for Life campaign has teamed up with Garth Brook's Touch 'em All Foundation and 100% of the proceeds will go directly to both charities. We are also lucky to have enlisted the help of many other celebrities like Rosie O'Donnell and Hunter Tylo

This year, to encourage your referrals, Dr. Markus is offering two prizes. There will be a random drawing around Memorial Day of all individuals who have donated \$200 or more to the campaign. The winner will have a choice: A round of golf with two friends, and Dr. Markus at Little Mill CC, or a \$300 gift certificate to their favorite restaurant. The person who refers the most patients to our office to have their teeth bleached will get to fly, roundtrip, anywhere in the Continental US that Dr. Markus' USAirways frequent flyer miles will allow them to go. For more information contact the website or the office (546-0665).

Brooks and Dunn Break-up, It's now Brooks and Markus!

- In 1971, Steve Markus married Gail Brooks. In Y2K, he has teamed-up with yet another G.



Brooks! Dr. Markus traveled to San Antonio, Texas at the end of January for the kickoff of the 2000 Campaign. The executives of the Crown Council announced at that conference, its alliance with Garth Brooks' Touch 'em All

Foundation. As one of the top ten fundraisers in the nation, Dr. Markus was invited to a private luncheon with Garth Brooks, and Dr. William Dorfman, the founder of Discus Dental (and the donor of all the dental bleach, which makes this fund raising event possible).

The proceeds from this year's campaign are expected to be over \$5,000,000. The Smiles for Life Foundation with the help of Garth Brooks' Touch 'em All Foundation will donate 100% of the contributed funds to benefit kids. At the time this newsletter went to the printer, contributions were THREE TIMES MORE THAN LAST YEAR!

The dentists who are donating their services to this cause are members of the Crown Council. The Crown Council is an alliance of dedicated, leading-edge dentists located throughout North America who subscribe to a continually rising standard of dental care.

The teeth-whitening procedure involves preparing a mold of the patient's teeth so that a customized whitening tray can be created and worn at home. Discus Dental, manufacturer of Nite White and Day White, is donating the whitening product to dentists participating in the charity campaign.

Because of Garth Brooks' connection to baseball, he has been able to enlist the aid of a group of major league baseball players who have agreed to add \$1,000 to the charity fund for every home run the player hits or \$100 per base hit. Pitchers donate for every strike-out, etc. Each participating baseball player will have a celebrity sponsor to match the contributions of his/her sponsored player

Is Tooth Whitening Fully Tax Deductible?

By Dr. Mark Scott

Smiles for Life is a national campaign sponsored by the Crown Council, an affiliation of 700 dental groups, with a goal of raising \$5 million for pediatric cancer research at St. Jude's Hospital, for Garth Brooks' Touch 'em All Foundation and Steven Spielberg's Starbright Foundation. This is how it works. Discus Dental, a leading manufacturer, will donate the tooth whitening supplies. Our staff will donate our time by screening patients, taking impressions, pouring models and making the bleaching trays. The minimum donation is \$225.00 (our normal fee is \$450.00) and 100% of the donation goes directly to the charity. Your check will be made out directly to Smiles for Life as a (tax deductible) contribution.

We also need your help promoting this event with your friends, family, and co-workers. We have posters you can hang at work, display cards for check-out counters, and introductory offer cards for you to hand out. The only way we can help the kids is your word of mouth advertising.

New Technology -

A NEW FASTER, SAFER ERA FOR
X-RADIOLOGY IN THE DENTAL PRACTICE
By Dr. Dawn Phillips

The Centre for Dentistry continues to look for new ways to improve the practice by keeping abreast of the latest technology. In February, **Computed Digital Radiography** was introduced into the practice. Digital Radiography has many advantages with the main benefit being the ability to produce faster and safer radiographic images. Digital x-rays dramatically decreases radiation exposure by 60-80% compared to conventional films. Radiographic images can also be sent electronically between dental offices and insurance companies via the internet. These x-rays are also of higher diagnostic quality because they can be magnified from the current size of 1" x 1.5" to the full size of the computer screen. Another benefit includes the elimination of darkroom chemicals decreasing the concern about disposal of processing waste.

Our On-going Education

At the Centre for Dentistry we strive to keep up with all the latest procedures in dentistry. Since the fall newsletter was published, Dr. Scott and Gloria McCormick attended a seminar on **Managing Medical Emergencies**. Dr. Scott attended two seminars, **Dental Pharmacology and Strategies in Dental Diagnosis and Treatment Planning**. Dr. Scott has also attended a seminar in **Prosthodontic Techniques and Esthetic Dentistry in the 21st Century**. Dr. Markus, Dr. Phillips, and Dr. Scott regularly attend the **South Jersey Implant Study Club** meetings. Drs. Markus, Scott and Phillips attended a seminar on **Adult Orthodontics** in conjunction with **Restorative Dentistry**. Drs. Markus and Phillips, Rich Ploski, and Gloria McCormick attended a seminar in September on **Occlusal Science-Theory and Practice**. Dr. Phillips and Gloria annually attend OSHA seminars. Dr. Phillips, Rich Ploski and Beth Starr attended a seminar on **Provisionalization in Implant Dentistry**. Dr. Phillips has attended numerous seminars on implant studies and osseointegration. Dr. Markus presented his latest paper, **"Interim esthetic restorations in conjunction with anterior implants"** from the Journal of Prosthetic Dentistry (8/99) to the South Jersey Implant Study Club. Dr. Markus and his assistants attended a course given by one of the foremost dental experts, Leonard Abrams, one about **Tooth Hypersensitivity**, and another on **Risk Management**. Dr. Markus attended the three-day annual session of the **Crown Council**. He will be travelling to San Francisco for the 5-day **American Academy of Cosmetic Dentistry** meeting this spring.

Congratulations to

Kristina and Scott Broderick on the birth of their baby. To **Bartley Williams** on the birth of his baby girl. To **Charlie and Kathy Sullivan** on the birth of their son Michael Patrick. To **Mark and Carrie Zehfuss** on the birth of their daughter Emma. To **Dan and Lucy McHugh** on the birth of daughter Emma. To **Greg and Silvana Poletajev** on the birth of their daughter Gabriella. To **Harry Ackroyd** on the birth of his daughter Elizabeth. To **Steve and Karen Farley** on the birth of their daughter Marissa. To **Kristin and Greg King** on the birth of their son Benjamin. To **Vince and Terry Casanova** on the birth of their daughter Elizabeth. To **Scott and**

Peggy Murphy on the birth on their son Liam. To **Joel Taylor** on his marriage. To **Mary Beth Evans** on her marriage.

Winners: Congratulations to **Patrick Steelman** who was the winner of our Website CD Contest. To **Lou Monte, Katie Ellershaw and Taylor Vandall** who each won gift certificates to **Zany Brainy**.

Congratulations to **Dodie Newcomb**, who was named our 1999 Employee of the Year and **Gloria McCormack** who received the "Josie" Award, in loving memory of **Joanne Sossiau**.

Dental Waterlines:

With the recent story on ABC's 20/20 on Friday, February 19, 2000, and the response we've had from our patients to it, I felt it prudent to address this issue that seems to be concerning a lot of people. Organized dentistry has been well-aware of the potential bio-hazard that dwells within the thin water pipes inside the dental chair. There is a concern that a scum develops on the inside of these lines, and has the potential to infect patients who are "at risk" (immune system depleted).

One of the aspects of our Mission Statement has always been that we would perform dentistry for you the same way we would want it done in our own mouths. That not only references techniques and materials, but also the sterilization level of the instruments used. Consequently, some time ago, at considerable expense, we had the water delivery systems at all nine of our dental chairs bypassed, and a stand-alone, purgeable distilled water delivery system was added to each.

In actuality, this biohazard should be low on your list of concerns. Foremost has always been the risk of transmission of contagious diseases like Hepatitis and AIDS. Those of you who have been patients at "The Centre" for a long time recognized the fact that 10 years before the American Dental Association suggested the implementation of "universal precautions" (gloves, disposable products, disinfection of surfaces, etc.) we were wearing gloves and treating each person as if they were potentially infected.

When the madman Dr. David Acer deliberately infected Kimberly Bergalis, and others, with AIDS in the late eighties, there was a sudden rush of purchases of sterilizable dental drills. We had begun utilizing them on all patients in the early eighties. We have continued to maintain our equipment and techniques at the highest levels possible.

We are proud that we have not had to respond to any of these "crises" in the past by saying, "Whoa, we'd better start doing that!" We have always stayed far ahead of the pack, and will continue to do so. Dr. Markus stopped placing amalgam fillings almost ten years ago. When he built the new office, he installed filters that remove mercury (coming from fillings we've removed) from the wastewater that leaves the building, before it has a chance to get out into the environment. There have been no warnings about these issues yet, just rumblings of thunderclouds building on the horizon. Many European and Scandinavian countries long ago mandated the filters and banned the use of mercury.

When that storm hits, you will be proud, once again, about your decision to be treated at The Centre for Dentistry at Haddon. If any of these issues comes up in conversation, you will be able to recommend to your friends that they consult with us. We will definitely treat them the same way we know we would want to be treated ourselves. If you have any questions, you can contact us by email, or, at 856 546 0665.

Our Family Grows!

Space will not allow a full listing of all new patients referred since the last newsletter. Every month we average 30 new patients referred by existing patients so we know you appreciate the Five Star Service the staff is constantly striving to give. **Everyone who refers a new patient should have received a gift of movie tickets or a meal at A Little Café.**

We would like to thank the following patients for their referrals. **David Robinson** referred Diane Adams. **Darlene Alexander** referred her sons Nicholas and Timothy. **Bruce Allen** referred his wife Cheryl and son Jonathan. **Elizabeth West** referred Darlene Angelozzi. **Jack Baptiste** referred his mom Betty, his sister Terry, and niece Katie Jeckot. **Bryce Palmer** referred Marlene Barascout. **Stephanie Beeston** referred her husband Robert. **Nalone Pullia** referred Arounpheth Boriboun. **Curt Stuart** referred his mom Rita Burke. **Christina Burns** referred her mom Rita. **Renee Skoruk** referred Maxine Brown. **Greg Markus** referred Robert Brown. **Rich Brunett** referred his son Patrick. **Jane Caputo** referred her son James. **Jeff Low** referred Stacy Carlucci. **Jim Christaldi, Jr.** referred his dad Jim. **Mike Collins** referred his daughter Kathy. **Minda Elias** referred her brother Darren. **Evelyn Humley** referred Margaret Felder.

Thomas Gallagher referred his wife Emilie. **Theresa Galunic** referred her son Nicholas. **Lita Garris** referred her husband Barry. **Keith Kovalevich** referred Rob Gordon. **Kathy Gorman** referred Edward and Brendan. **Barbara Grayce** referred Jennifer. **Schuyler McClain** referred Lorraine Haddock. **Beth Thomas** referred the Hagerty family. **Bob Heiser** referred his wife Anita. **Sheree Herubin** referred her husband Michael. **Edward Hetrick** referred his wife Diana. **Robert Longo** referred his dad H.F. Hines. **Brian Anastasia** referred the Hunt family. **Larry Barber** referred Craig Johnson. **Don Tyler** referred his wife Ingrid and son Andrew. **Mitch Kowal** referred his wife Eileen. **Gerald Keresty** referred his wife Chong. **Eric Landgraf** referred his dad Fred and daughter Paige. **Deanna Lucas** referred Vince. **Linda Ellison** referred Kay Lario. **Sam Leone** referred his wife Cheryl. **Francis Leonetti** referred Amanda. **Mark Lombardo** referred his wife Shannon. **Kathryn Long** referred her husband John and sons Alex and Andrew. **MaryBeth Lynch** referred her husband Philip. **Lois Cuthbert** referred her daughter Lois Mammucari. **Diane Marini** referred her mom Rosella Marini. **Joe Puzzeni** referred Marlys Mead. **Ken Wallace** referred Joseph Merek. **Karen Merlino** referred her husband Don. **Dave Merryfield** referred his son Brian. **Mary Beth Charlton** referred Louis Mueller. **Monica Enriquez** referred Alberta Neville. **Carl Klese** referred Mark O'Connor. **Dan O'Pella** referred his wife Jeanne. **Anabella O'Brien** referred her son Christopher and daughter Natalie. **Dan O'Pella** referred his wife Jeanne. **John Foster** referred Bryce Palmer. **Michele Theoharis** referred the Quinn family. **Wayne Razzi** referred his wife Mimi. **Theresa Richter** referred her daughters Lori and Katie. **Sonia Rodriguez** referred her son Luis. **Robert Rosemiller** referred his wife Mary. **Lisa Rossi** referred her husband Terry. **Katie Richter** referred John Ryan. **Minda Elias** referred Nancy Sanchez. **Ruthann Johnson** referred Jennifer Smith. **Stephanie Stolinski** referred her son Ryan. **Richard Sullivan** referred his wife Dot. **Kari Sweeney** referred her husband Charles. **Beth Thomas** referred her daughter Emma. **Regina Wyatt** referred her brother John Underwood. **Jonathan Wells** referred WenQi Wang. **Linda Weber** referred her husband George. **Mary Beth Charlton** referred her parents Betty and James West. **Aida Rivera** referred her sons Dana and Aaron Williams. **Sherry Walichnowski** referred Jeffery Winters. **Harry Brooks** referred the Zelnick family. **Robby Nizzardardi** referred Joe Scriboni. **Rita Mosko** referred her sons Matthew and Timothy Smith. **Julie Smith** referred Joan Taylor.

Continued from front page:

Dr Markus has also created a page of links which will connect you with dental reference information, as well as general information such as local news and concert info. That page is constantly evolving. If you have a favorite site, e-mail it to Dr. Markus (drmarkus@home.com) for possible inclusion on the links page.