

The Centrepiece

Spring 2003

News from The Centre

Special points of interest:

- **Whiten Your Smile and Help a Child Smile for Life**
- **The Centre as a National Leader in fund raising**
- **How you can help**



See page 6 to view the significant changes made for this bride to be!

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There's never been a better time to whiten your smile than now

The dentists and assistants at The Centre for Dentistry need your help. Our 2003 Smiles for Life campaign is about to start. The dollars raised through Smiles for Life go to children's charities throughout the US. Locally our money goes to help children with obscure cancers at the oncology unit at Children's Hospital of Philadelphia, and to the Juvenile Diabetes Foundation for research. To maintain our reputation as a national leader in donations, we can really use your help.

"What can I do?" you ask. First, you can **forward this email** to as many of your friends as possible and let them know that there's never been a better time to whiten your smile than now. We're doing it at a tremen-

dous discount, and all the money raised goes to children's charities.

That's right. And, unlike many other causes, **100% of the dollars** raised goes to help children. The charity is set up so that it has no costs involved whatsoever. Everyone who makes a donation (\$295 in our office) gets their teeth professionally whitened with a Discus dental whitening gel – the best of all the materials out there – at a substantially reduced price (normally \$550). You also get to write a tax-deductible check to the Smiles for Life Foundation.

Call the office today and schedule your new bright white smile!



Dr. Markus with Garth Brooks at a recent Smiles for Life Event. The Centre has been a national leader. If you can put up a poster at your office announcing our campaign, please call us. As an added incentive, anyone who whitens their smile this year will also receive a free tanning session complements of **Hollywood Tans**, and a 10 day membership to the **Cherry Hill Aquatic and Fitness Center** or 7 day membership at **Royal Courts**.

Our Other Charitable Campaigns

Gloucester City, NJ – January 25, 2003 On behalf of the patients of The Centre for Dentistry at Haddon, Haddon Heights, NJ Dr. and Mrs. Steve Markus presented checks totaling \$2500 to each of the families the three firefighters who died tragically on July 4th weekend in

Gloucester City. The Centre for Dentistry in Haddon Heights has long been a leader in giving back to the community that which it could to help those less fortunate. If you become aware of others who could benefit in the future, please let the office know.



At the Gloucester City Fire Hall, the former fiancée of Thomas G. Stewart, Gail Markus, widow and son of John D. West, Dr. Steve Markus, widow and daughter of James E. Sylvester

Introducing the Diagnodent

The Diagnodent is a small, hand-held laser which has totally revolutionized the diagnosis of dental decay.

Throughout history, dentists have used a dental explorer (that instrument with a sharp hook on the end of it) to check for dental decay.

The drawback to this is that one never knows whether the hook is sharp enough to enter the small fissure on the biting surface of the tooth to find the decay.



The Diagnodent Laser.

Dental x-rays are still essential to check for decay between teeth, but biting surface decay, where decay usually first gets started often is not seen on an x-ray until it has penetrated the dentin.

The Diagnodent works by measuring how solid, or hollow the structure of the tooth is by measuring how light is reflected back at it.

We now have a way to track the progress of decay. Decay which appears very shallow at first, can be re-measured at subsequent check-ups. If the measure-

ment appears to be worsening, decay can be removed early, preventing the need for larger fillings which can undermine and weaken teeth.

The Diagnodent also eliminates the need for diagnostic x-rays in some areas.

All of our hygienists have a Diagnodent at their disposal, and all measurements taken will be recorded in your dental record for future reference.

We have found the Diagnodent to be an indispensable tool in our office.

Team News - Michele Named Employee of the Year -

Second time she's won this coveted award.

Our annual Christmas party was different and fun-filled this year. Dr. Markus became Monty Hall, and the entire team was involved in our own little version of Let's Make a Deal!

We also played Win Lose or Draw. Some fantastic prizes were won. We then went across the street to Francesca's Room for dinner and then

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Areturned to the office for a Karaoke contest. Everyone had a wild and crazy time. mouthwash that contains a modified Betsy O'Brian-Sides was honored for her 25 years of service. Dr. Markus is sending Betsy and Frank on a cruise to Bermuda this spring!

Congratulations to our hygienist Cindy Kelly and her husband Jared on the

Introducing Melissa, Dot and Kelly

After six years of service in our hygiene department, Dodie Vecchione has moved with her husband Vince, to pursue a new career in Ohio. We were all privileged to have known Dodie. She was an excellent hygienist and an innovator and implementer of new ideas in our practice. We are in-



Gentle Dental Hygienist, Melissa Faro has joined our

deed fortunate to have found and hired Melissa Faro, whom we know you will all embrace the same way Dodie was loved by her patients.

Dot Herron, a Bellmawr resident, was trained by our office and is a certified dental assistant. As

our practice continues to grow, we have also added Kelly Kane. Kelly is our receptionist Shannon's sister and will be our first sterilization assistant. She is responsible for the sanitization of all aspects of your treatment at "The Centre". We know you will enjoy meeting all of our new team members.

Ben Franklin— Biz Wiz

We know Benjamin Franklin as the source of many proverbs (“Early to bed, early to rise...”) and maxims. Here are 10 maxims attributed to Ben Franklin from 1756 about the conduct of business, still pertinent after two-and-a-half centuries.

- 1) Your first ambition should be the acquisition of knowledge, pertaining to your business.
- 2) During business attend to nothing but business, but be prompt in responding to all communications, and never suffer a letter to remain



Caption describing picture or graphic.

- without an answer.
- 3) Never fail to meet a business engagement, however irksome it may be at that moment.
- 4) Never run down a neighbor’s property or goods and praise up your own. It is a mark of low breeding and will gain you nothing.
- 5) Never misrepresent, falsify, or deceive; have one rule of moral life, never swerve from it, whatever may be the acts or opinions of others.
- 6) Be affable, polite and obliging to everybody. Avoid discussions, anger and pettishness, interfere with no disputes the creation of others.
- 7) Endeavor to be perfect in

- the calling in which you are engaged.
 - 8) Make no investments without a full acquaintance with their nature and condition; and select such investments as have intrinsic value.
 - 9) Never form the habit of talking about your neighbors, or repeating things that you hear others say. You will avoid much unpleasantness, and sometimes serious difficulties.
 - 10) Be economical; a gain usually requires expense; what is saved is clear.
- from *PHC Profit Report* (800-837-8337; www.bnpc.com/phc)
- area that will allow more confidential meetings.

During the winter, fresh coats of paint have been added to many of the areas

Fourteen things that it took over 50 years to learn

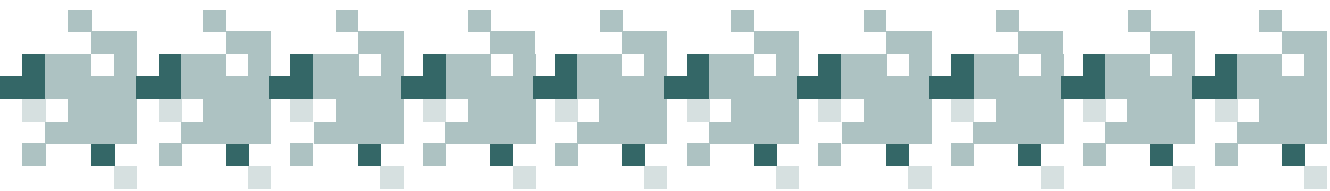
birth of their second daughter, Jordyn.

By Dave Barry

- 1. Never, under any circumstances, take a sleeping pill and a laxative on the same night.

- 2. If you had to identify, in one word, the reason why the human race has not achieved, and never will achieve, its full potential, that word would be "meetings."
- 3. There is a very fine line between "hobby" and "mental illness."
- 4. People who want to share their reli-

- gious views with you almost never want you to share yours with them.
- 5. You should not confuse your career with your life.
- 6. Nobody cares if you can't dance well. Just get up and dance.
- 7. Never lick a steak knife.



- 10. You should never say anything to a woman that even remotely suggests that you think she's pregnant unless you can see an actual baby emerging from her at that moment.
- 11. There comes a time when you should stop expecting other people to

- make a big deal about your birthday. That time is age eleven.
- 12. The one thing that unites all human beings, regardless of age, gender, religion, economic status or ethnic background, is that, deep down inside, we ALL believe that we are above-average drivers.

- 13. A person who is nice to you, but rude to the waiter, is not a nice person. (This is very important. Pay attention, it never fails.)
- 14. Your friends love you anyway.

What makes golf such great sport?

► Ever wonder why golf is growing in popularity and people who don't even play go to tournaments or watch it on TV? These truisms may shed light on reasons why:

- Golf is an honorable game, with the overwhelming majority of players being honorable people who don't need referees.
- Golfers don't have many of their players in jail every week.
- Golfers don't go into drug rehab. You can't play this game stoned.
- Golfers don't kick dirt on, or throw bottles at other people.
- Professional golfers are compensated in direct proportion to how well they play.

► Golfers don't get per diem and two seats on a charter flight when they travel between tournaments.

- Golfers don't hold out for more money, or demand new contracts, because of another player's deal.
- Professional golfers don't demand that the taxpayers pay for the courses on which they play.
- When golfers make a mistake, nobody is there to cover for them or back them up
- The PGA Tour raises more money for charity in one year than the National Football League does in two.
- You can watch the best golfers in the world up close, at any tournament, including the majors, all day, every day

for \$25 or \$30.

- The cost for a seat in the nosebleed section at the Super Bowl will cost around \$300 or more.
- You can bring a picnic lunch to the tournament golf course, watch the best in the world and not spend a small fortune on food and drink. Try that at one of the taxpayer funded baseball or football stadiums.
- Golf doesn't change its rules to attract fans.
- Golfers have to adapt to an entirely new playing area each week.
- Golfers keep their clothes on while they are being interviewed.
- Golf doesn't have free agency.

Get Rid of Unwanted E mail

We continue to get a bucket load of e-mail every night promoting everything you can imagine. Most of it unwanted e-mail. We've finally found a solution that seems to work....and it's FREE.

If you're interested, go to:
www.download.com

search for "mailwasher"

Download this simple program (mailwasher Pro 3.0). This simple program installs in front of your regular e-mail program. It allows you to look at your e-mail before it goes into your regular e-mail program and decide if you want to "bounce" the e-mail back to the sending. By bouncing the e-mail, it tells the sender you aren't there.

Often if you choose to "unsubscribe" they just send you more e-mail because they now know you're a real person and you are reading your e-mail.

So...if you have the same problem we do, you might give this solution a try. It's reduced our unwanted e-mail by about 90% over a ten week period.

E Mail Hoaxes some sites to keep you from sending erroneous information

Not a week goes by, where I don't get an email that is an obvious hoax. We all have probably experienced the email that suggests a certain .exe file be deleted, or the one about the cancer patient in Atlanta who is collecting business cards, or the recent one that pre-supposed the pictures of the explosion of the



Pictures like this made for bad information transmission

space shuttle that was really from the movie Armageddon.

Here is the message I send back:

Before anyone decides they are a systems administrator, and dispenses erroneous virus

information they must go to a website like:

<http://hoaxbusters.ciac.org/>

<http://www.symantec.com/avcenter/hoax.html>

<http://urbanlegends.about.com/?once=true&>

For \$2,000, This Physician is Always In

**By Karl Stark
Inquirer Staff Writer**

The doctor makes house calls. His patients can call his cell phone at night. And his office has no waiting room. Patients who phone in the morning can see him the same day. Welcome to the concierge care of Robert Weiss, whose Bala Cynwyd practice offers unheard-of attentiveness - for a price. An adult patient pays \$2,000 a year up-front for the privilege of belonging to Weiss' boutique practice, which he believes is the first of its kind in the area.

In 1988, Dr. Markus warned all his patients about the coming crisis in Healthcare. This is what managed care has begotten.

The large fee, which is paid before co-pays and other charges, is the lubricant that allows Weiss to practice in an old-fashioned way.

Instead of seeing 30 to 40 people a day, Weiss meets with just six or eight, spending an hour or more with a patient. The money enables the general internist to give the kind of intimate care

he thinks is missing from the health system.

That kind of reassurance has helped attract 300 patients since the practice opened in November.

"I'm offering a level of service that is not available," said Weiss, a lanky, energetic sort who is looking to add to his patient rolls. "It's wonderful for me, and it's wonderful for the patients." An estimated 200 doctors nationwide have opened up boutique practices charging from \$1,500 to \$20,000 a year for ultra high-end service.

While Weiss is believed to run the first medical boutique in the Philadelphia region, a competitor called MDVIP, is negotiating with a doctor in Cherry Hill and is planning to opening a practice soon in Monmouth County, N.J.

For the full text of this article: <http://www.philly.com/mld/inquirer/2003/02/23/news/>

Received by E-mail

In this article, and on the following pages are but a smattering of some of the more interesting emails I have received recently. Please feel free to email me back with your comments about what you found interesting, and what you would like to see in forthcoming newsletters.

Email Dr. Markus—
drmarkus@cent4dent.com

Cruise Control:

An individual had a wreck a couple of weeks ago and totaled their Lincoln Town Car. She hydroplaned on Hwy. 135 between Gladewater & Kilgore, Texas. She was not hurt, just emotionally rattled! She learned a lesson I'd like to pass on to you. You may know this already -- but the highway patrolman told her

that you should NEVER drive in the rain with your cruise control on. He said if you did and hydroplaned (which she did) that when your tires were off the road your car would accelerate to a high rate of speed (which it did). You don't have much, if any control when you hydroplane, but you are totally in the hands of God when the car accelerates. She took off like she was in an airplane. She is so thankful she made it through that ordeal. Please pass the word around

Jewelry for Your Teeth

Tooth Accents, a totally reversible way to adorn your body, are now available.

We can place them almost anywhere on natural teeth (not available on crowned-teeth).



Michele opted to have a Swarovski crystal placed.

SmileAccents, consisting of Twinkles and Crystals, have become wildly popular in Europe and are catching on fast here.

They are bonded onto the tooth, and can be removed by the dentist in about 2 min-

utes. Unlike tattoos and piercings, these adornments are easily reversible.

The cost is \$125, which includes their removal when you decide to change your look. Ask us about them the next time you are in the office.

Smile Accents
EXCLUSIVELY BY MASEL

CentrePiece Smiles— THE SMILING BRIDE

Three weeks before her California wedding, this lovely nurse came to use by way of the internet. Obviously she needed braces. Obviously there wasn't time for that. Dr. Markus took one look at her teeth, and his creative juices started flowing.

Could there possibly be a way to make her smile more attractive in time for the wedding?

With time limited, our lab technician, Elie Malka worked overtime to complete the cosmetic sculpture, and Dr. Markus was able to complete her treatment and flew back to California, two days before her wedding.



Severe crossbites on both laterals



Smile Before...



.... And after



Natural All Empress Porcelain

CentrePiece Smiles— ZOOM, WHITENING IN TWO HOURS.

This is a dark picture, but you will be able to see in the next picture, how truly dark his teeth were.

The crown, obviously did not lighten, so you can see how much whitening can occur in one visit using the **Zoom!** Whitening System

With a new crown on the front teeth, this smile was rejuvenated in just two easy visits.



I Will be Happy When (another email we enjoyed)

We convince ourselves that life will be better after we get married, have a baby, then another. Then we are frustrated that the kids aren't old enough and we'll be more content when they are. After that, we're frustrated that we have teenagers

to deal with. We will certainly be happy when they are out of that stage. We tell ourselves that our life will be complete when our spouse gets his or her act together, when we get a nicer

car, when we are able to go on a nice vacation, or when we retire. —> The truth is there's no better time to be happy than right now. If not now, when? Your life will always be filled with challenges.

Teachers—Definitely Underpaid

After being interviewed by the school administration, the eager teaching prospect said, "Let me see if I've got this right. You want me to go into that room with all those kids and fill their every waking moment with a love for learning. And I'm supposed to instill a sense of pride in their ethnicity, modify their disruptive behavior, observe them for signs of abuse and even censor their T-shirt messages and dress habits.

"You want me to wage a war on drugs and sexually-transmitted diseases, check their backpacks for weapons of mass destruction, and raise their self-esteem.

"You want me to teach them patriotism, good citizenship, sportsmanship, and fair play, how and where to register to vote, how to balance a checkbook, and how to apply for a job. I am to check their heads for lice, maintain a safe environment, recognize signs of antisocial behavior, offer advice, write letters of recommendation for student employment and scholarships, encourage respect for the cultural diversity of others, and, oh yeah, always make sure that I give the girls in my class 50 per cent of my attention .

"My contract requires me to work on my own time after school and evenings grading papers. Also, I must spend my summer vacation at my own expense, working toward advanced certification and a Master's degree.

And on my own time you want me to attend committee and faculty meetings, all PTA meetings, and to participate in staff-development training. "I am to be a paragon of virtue, larger than life, such that my very presence will awe my students into being obedient and respectful of authority. And I am to pledge allegiance to family values and this current administration. You also want me to incorporate technology into the learning experience, monitor web sites, and relate personally with each student.

That includes deciding who might be potentially dangerous and/or liable to commit a crime in school. "I am to make sure all students pass the state-mandatory exams, even those who don't come to school regularly nor complete any of their assignments. Plus, I am to make sure that all of the students with handicaps get an equal education regardless of the extent of their mental or physical

handicap. And I am to communicate regularly with the parents by letter, telephone, newsletter, and report card. "All of this I am to do with just a piece of chalk, a computer, a few books, a bulletin board, a big smile.

All this on a starting salary that qualifies my family for food stamps!

"AND You want me to do all of this and you expect me NOT TO PRAY?"

I am to be a paragon of virtue, larger than life, such that my very presence will awe my students

It's best to admit this to yourself and decide to be happy anyway. Happiness is the way.

So, treasure every moment that you have and treasure it more because you shared it with someone special, special enough to spend your time with... and remember that time waits for no one.

The truth is there's no better time to be happy than right now.

If not now, when? Your life will always be filled withfilled with

challenges.

Happiness is a journey, not a destination.

So work like you don't need money,

Love like you've never been hurt,

And, dance like no one's watching. -

original author unknown

What in the World?

What's this world coming to when the best rapper is a white guy. The best golfer is a black guy. The Swiss have the America's Cup. The French call the US arrogant, and the Germans don't want to fight?

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THE CENTRE FOR DENTISTRY

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www.cent4dent.com

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The perfect merger of art, science and comfort.

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Our Pledge to Our Patients

- You will always be treated with genuine respect
- You will never have to wait for an appointment
- You will always be well known and coddled by me and my staff
- You will always have access to me and have your calls returned with 30 minutes
- You will improve your health, not just be treated for illness
- You will always be treated according to the latest treatment guidelines
- You will never wonder whether something was important missing your evaluation or treatment
- You will always have peace of mind knowing you've had thorough health screening
- You will never have to run around trying to coordinate your specialty care
- You will always have enough information to make good decisions about your health

The Last Word

It's not easy putting one of these newsletters together, but with the help of Microsoft Publisher, and our patients, it becomes a lot easier. I would like to thank everyone who has sent me an email that I ended up using in this newsletter. Joe Capik and Kim Mather have been exceptionally helpful, in delivering some interesting material.



Sent by Joe Capik

WHAT SEX ARE THEY?

ZIPLOC BAGS - male, because they hold everything in, but you can always see right through them.

SHOE - male, because it is usually unpolished, with its tongue hanging out.

TIRE - male, because it goes bald and often is over inflated.

HOT AIR BALLOON - male, because to get it to go anywhere you have to light a fire under it ... and, of course, there's the hot air part.

SPONGES - female, because they are soft and squeezable and retain water.

SUBWAY - male, because it uses the same old lines to pick people up.

HOURLASS - female, because over time, the weight shifts to the bottom.

HAMMER - male, because it hasn't evolved much over the last 5,000 years, but it's handy to have around.

REMOTE CONTROL - female !
Ha! You thought I'd say male. But consider, it gives men pleasure, he'd be lost without it, and while he doesn't always know the right buttons to push, he keeps trying