

# News *from the* Office™

Volume X, Issue 8



## Rauchberg

DENTAL GROUP

199 Baldwin Road, Suite 120 • Parsippany, NJ 07054 • 973-453-2810



## SEND US YOUR FRIENDS & FAMILY

Our practice continues to grow every day and we recognize that our best patients come from your referrals. To show our appreciation, you will receive a \$100.00 credit on your patient account every time you refer a friend or family member to us! As always, thank you for your continued confidence and support.

## PATIENT PRAISE

At Rauchberg Dental Group, everyone is always so friendly that it feels like I am visiting friends while getting some dental work done. Also, I rarely have to wait when I arrive for my appointment. When I do, it is not for long and the waiting room is inviting with cable TV, current magazines, coffee and treats. *-Luis*

## HAPPY MEMORIES

Can a picture or memory of a happy event change your mood?

Researchers think that is possible. University of Massachusetts Amherst researchers found that people with good memory for details recovered more completely after seeing negative films and photos.

According to the Journal of Experimental Aging Research, new research will focus on whether memory impairment in older adults might be associated with incomplete recovery from emotional experiences.

## WE'RE WELCOMING ANOTHER NEW ASSOCIATE



LAJJA PATEL, DDS

Our growing patient roster has Dr. Alan Rauchberg welcoming yet another new associate. Last month Dr. Lajja Patel joined the team, a general dentist specializing in all aspects of oral health with a particular focus on restorative care.

After Dr. Patel received her Doctorate of Dental Medicine from Temple University in Philadelphia, she completed a general practice residency at Morristown Medical Center and pursued higher-level continuing education in smile aesthetics. "I believe in building confidence by improving a person's smile and providing customized dental care that exceeds my patients' expectations," says Dr. Patel, who takes pride in promoting excellent oral health and attends to even the smallest of patient needs.

Dr. Patel is a member of the American Dental Association, the Tri-county Dental Society and the Academy of General Dentistry. She is also a licensed Invisalign® provider.

## MAKING CARE AFFORDABLE

Did you know that Rauchberg Dental Group participates in most major dental insurance plans and also offers a dental savings program for those without insurance? This means we not only help you maximize your coverage, but we also work with you to find ways to make your dental care affordable and possible. If you don't have dental insurance, ask to see our Dental Health Care Club brochure!



## COMFORT IS KEY AT RDG!

If you haven't been into the office lately, you may not know how hard we've been working to make every patient's visit as pleasant as possible. Be sure to check out our new comfort menu the next time you're here — it offers a host of little 'extras' that we know will help you settle in and relax while you're in our care.



## PATIENT APPRECIATION DAY

For those of you who joined us for the showing of Ghostbusters at the Parsippany theater, we hope you enjoyed your day! It was just a small way for us to show the gratitude we feel towards you — our patients.

Ghostbusters

## IN THE NEWS

### 'DON'T STOP FLOSSING' SAYS LOCAL DENTIST



The U.S. Department of Health and Human Services announced this month that it no longer recommends daily floss-

ing as part of basic oral hygiene practices. This decision is the result of a lack of scientific evidence that confirms flossing helps to improve oral health. But the declaration has one Parsippany dentist, Dr. Alan Rauchberg, speaking out with a strong difference of opinion.

"My staff and I have always encouraged our patients to floss daily and we will continue to do so despite this recent announcement," says Dr. Rauchberg, owner of the Rauchberg Dental Group in Parsippany and president of the American Academy of Dental Practice (AADPA). "Studies have shown that regular flossing can help prevent tooth decay and gum disease – conditions that have been linked to heart disease and Alzheimer's." Dr. Rauchberg also explains that flossing not only helps to remove the food particles that get stuck between teeth, but the flossing motion also creates air pockets within the tight spaces between teeth which help kill cavity-causing bacteria.

According to the American Dental Association (ADA), flossing regularly has been proven to prevent plaque buildup, gingivitis and tooth decay, all which can lead to periodontal (gum) disease. Despite these findings, the ADA reports that only four out of ten Americans floss at least once a day, and 20 percent don't floss at all.

"Of course we want more people to take flossing seriously," says Dr. Rauchberg, who educates his patients about the 'big 3' when it comes to good oral health: daily brushing of the teeth and tongue; daily flossing between teeth; and visiting the dentist twice a year. Unfortunately, Dr. Rauchberg is concerned that the U.S. Department of Health and Human Services' announcement could have an impact on the already low percentage of people who do include flossing in their daily oral regimen.

A leader in dentistry for over 20 years, Dr. Rauchberg knows that most medical professionals share his perspective about flossing – and all of its benefits. "Experts in our field, whether they're general dentists or specialists, agree that flossing needs to be part of our basic clinical recommendations," he says, noting that this will be a discussion topic at future AADPA meetings. "We know there's a strong correlation between flossing and healthy teeth and gums, so my colleagues and I remain confident in advocating that people continue to floss every day."

## DENTAL IMPLANT Q&A WITH

*Dr. Alan*

Keep the questions coming! If you're considering a dental implant, read on, and plan to attend our next seminar so I can respond to your questions too.

Hope to see you in the office soon,

*Dr. Alan Rauchberg*

### Why Consider Dental Implants?

If you're dealing with a situation where both the root and the tooth are damaged, the best permanent replacement is a dental implant in conjunction with a ceramic crown. Without the root structure of a natural tooth, the jawbone can shrink and make your face look older. Dental implants are stable and comfortable, and look just like a normal tooth. They help you eat, chew, talk, and smile completely naturally. And best of all, the implant will typically last a lifetime!

### NEXT DENTAL IMPLANT OPEN HOUSE

**Tuesday, August 30th at 5:45 PM**

at the Holiday Inn

707 Route 46 East, Parsippany  
*Free buffet dinner will be served,  
register today!*

**Call 973-453-2810**

**to Reserve Your Seat!**

*Win A Free Dental Implant!*

### What's Involved In A Consultation?

When evaluating for dental implants, we use a Dental 3D Scanner to get a complete picture of the patient's underlying bone and tissue. This state-of-the-art-technology shows a detailed, 3-dimensional cross section of the area being scanned. Along with standard X-rays, it provides necessary information for safe and efficient treatment planning. Getting a CT scan is easy, quick and comfortable. Patients stand allowing for their natural posture and jaw positioning. We have performed over 1000 implants to date!



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