

# News *from the* Office™



**Rauchberg**  
DENTAL GROUP

973-755-9390

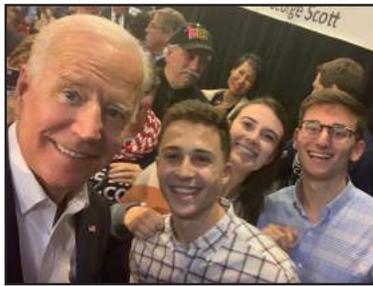


Volume XII, Issue 11

## What's Happening A Rauchberg Family Snapshot



Dr. Rauchberg and his wife Maureen visiting their sons, Cameron and Jake at Franklin and Marshall College in Lancaster, Pa.



Dr. Rauchberg's sons Jake and Cam with former VP Joe Biden in Harrisburg.

Dr. Alan Rauchberg and his daughter Jessica at the Tampa Museum of Art.



Dr. Alan Rauchberg and Maureen spending time in Napa.

A hotel in Lancaster Pa. was a renovated cigar factory from the 1850's. Hence what Dr. Rauchberg is sitting in!



## *Kids and Colds* **IT'S INEVITABLE**

Parents won't be surprised to hear that kids get a cold five to seven times a year. And the annoying thing is that nothing can really be done about it.

According to WebMD, kids are more susceptible to colds because their immune systems haven't fully developed. Also, because kids are kids who touch everything, wash their hands infrequently and sneeze or cough with abandon. Plus, they are around other kids who do the same.

There isn't much parents can do besides treat symptoms. Saline sprays keep noses moisturized. Acetaminophen or ibuprofen relieve body aches. Sometimes a warm bath does the same. Try petroleum jelly to soothe raw noses.

Perhaps the second most common problem with little ones is gastroenteritis, more commonly known as the stomach bug. As with the cold, the best medicine is rest and fluids to prevent dehydration. Avoid sugary drinks like sports drinks or juice. Once the vomiting and diarrhea pass, introduce easy-to-digest foods like bananas, rice, applesauce, and toast.

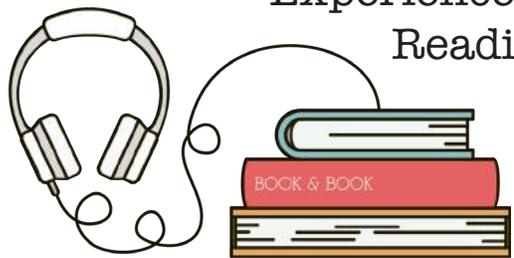
***Remember, you will not be charged if you need to reschedule your or your child's appointment due to illness.***

## Thank You!

The highest compliment we can receive is knowing that you have the confidence to refer us to a family member or friend. We welcome new patients who are excited about improving their dental health. If you have a family member or friend who is looking for a new dentist, we would love to have them join our practice.

We invite your family and friends to join our practice. It would be an honor to meet them and together would could address their needs.

## Audiobooks Provide Similar Experience to Reading



Audiobooks have become a popular alternative to traditional and even electronic books over the years because they can be consumed while a person is performing other tasks and their sales more than doubled from 2012 to 2016, according to Statista. On the whole, they can provide a similar experience to actual books in the areas of comprehension and emotional response while also providing a few extra benefits to the listener.

According to the personal blog of Daniel Willingham, psychologist at The University of Virginia, listening to an audiobook requires the brain to do much of the same work to interpret the information as reading does with one small caveat. Both forms force the mind to process the language of the story to discern its meaning, but reading requires the additional step of 'decoding' the text into language before it can be processed, making the brain work harder. After about the fifth grade, however, most people are such fluent decoders that there isn't much difference in activity. In fact, comprehension is very similar between the reading and listening groups of adults. The decoding element shows up more when testing children.

Much of the difference between reading and listening to audiobooks is more of a subjective response to the experience of reading or listening, according to Book Riot. Readers are hearing the story in their own voice, rely on themselves for pronunciation, and can stop and ponder about a particular passage or meaning. Those listening to audiobooks, meanwhile, have the benefit of hearing the story precisely as it is meant to through the emphasis, inflection, and tone of the narrator and don't have to worry about mispronouncing a character's name.

## Dental Insurance... Use it or Lose it!

The end of the year is almost here! And with the end of the year, comes the end of your yearly dental insurance benefits.

We want to make sure that you take full advantage of any remaining benefits you may have.

Please give us a call if you have questions about your remaining coverage. 973-755-9390

### Time For Our Team...

Dr. Alan Rauchberg, Lori, Jovana, Christina and Anna at their quarterly leader meeting to enhance patients' experience!



## BRACE YOURSELF FOR STRAIGHTER SMILES!

*Now, there's a better, more convenient, private way to straighten crooked or misaligned teeth... And, with Invisalign aligners it'll be our little secret!*

**Removable:** You can eat and drink whatever you want when using *Invisalign* aligners. In fact, you're required to remove your aligners to eat and drink. So, unlike traditional treatment using wires and brackets, there is no restriction on any of your favorite foods and snacks unless instructed otherwise by your doctor.

**Invisible:** *Invisalign* aligners are practically invisible. You'll be able to show off your smile because most people won't even notice you're wearing them.

So, whether it's time for your kids to start thinking about braces, or you're looking for a straighter smile yourself, *Invisalign* might be just right for you.

This publication is provided as a courtesy/gift subscription to the patients and friends of:

Rauchberg Dental Group, 199 Baldwin Road, Suite 120, Parsippany, NJ 07054 • Phone: 973 755 9390 • [www.Rauchberg.com](http://www.Rauchberg.com)

Questions and comments on the material in this publication should be directed to our consumer affairs hotline via fax: 1-503-218-0557.

The goal of **News from the Office™** is to provide information to the general reader on living a more rewarding life through better physical, mental and financial health. This publication is not intended to provide individualized advice, which should be sought from licensed professionals such as dentists, physicians, attorneys, and/or accountants.

© 2018 All Rights Reserved. • **News From The Office™** • ISSN 2154-4182

**Rauchberg Dental Group • 199 Baldwin Road, Suite 120 • Parsippany, NJ 07054**