

ROOT WORDS

Promoting just a little bit of knowledge...and a whole lot of Healthy Smiles

Mission Statement

To provide excellent endodontic care in a professional, friendly environment by a highly trained and motivated team!

We work to fulfill our mission by making patient care our #1 goal.

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One Web Address You'll Want to Keep Bookmarked

At Endodontic Associates, we know that technology has really improved the ways in which we can help your patients, and not just in the operator.

Using the technology on our web site can benefit your patients as well!

If you are not familiar with our web site or would simply like to take advantage of more of the opportunities it provides for saving your valuable time, we have an offer you won't want to refuse!



During the past few months, our marketing coordinator LaDonna Williams has visited a number of offices, providing lunch while she talked to referring doctors and their staff about the many advantages cyber technology provides.

Please share this fun and helpful information with your staff by passing on *ROOT WORDS!* If you would like additional copies of this newsletter, please call LaDonna at Endodontic Associates, (405) 748-6000 or (800) 522-9609.

- You can refer a patient without even picking up the phone or—better yet—without having to take time to discuss our fees with your patients. We'll be glad to do all of the work.
- Using our web site frees up your receptionist from being on the phone with our office. We will call your patient directly, scheduling their appointment and then letting your office know when they are scheduled (or if they choose not to have endodontic treatment).
- Your office can print patient information sheets, health histories and financial arrangements directly from the web site. Your patients can then review the forms and fill them out at home, prior to their appointment. They will appreciate not having to come in early just to fill out the necessary paperwork.
- Even if your office does not have internet access, your patients might. There is a "Patient Entrance" to the web site where they can easily download directions and a map to our offices, get answers to the most commonly asked questions, review our fees and—of course—print out our office forms.

LaDonna would love to visit your office and show you the benefits of using our web site...and she'll even bring lunch! Call her at 748-6000 to schedule a time convenient for both you and your staff. ***It will be time well spent!*** ■

Quality Patient Care in a Comfortable Environment

We are lucky to have so many dedicated employees at Endodontic Associates...individuals who have been with us for a long time. Reba Creech, who has been



Reba Creech
Endodontic Assistant

Staff Vitals

Reba Creech

an endodontic assistant for the past 11 years, is definitely one of those people!

It's hard to believe that more than a decade has passed since Reba first joined our EA family. When her youngest child, Kate,

was 3 1/2 years old, Reba gave up being a stay at home mom and re-entered the work force. Now, Kate is 15 and a freshman at Yukon High School. Older sister Lara is 17 and a high school junior, and Kyle is 19 and a freshman at OSU. Reba also has three stepchildren, two of whom are older and living on their own, and Candace, a 17-year-old junior at Yukon High School.

Anyone who has ever had three teenage girls under one roof knows what a challenge that can be for Reba and her husband Perry.

Thankfully, Reba has lots of energy and takes it all in stride. She spends dozens of hours on the road, driving her daughters to soccer

games, and enjoys working in the yard or going to dinner and a good movie with her husband.

For a special treat, and as long as her schedule and budget permit, Reba loves to attend estate sales and bargain shop. Her pride and joy is a beautiful Thomasville Rocker that she bought for \$15. "It's more than 100 years old," said Reba, "a real treasure. I've had it restored and plan to pass it down to my children."

Over the years, Reba has seen a lot of positive changes at Endodontic Associates. "I love working for the doctors," she said, "and my co-workers are some of my closest friends. The best part of my job is getting to know new people. Someone will ask me, 'Do you know that patient you were just treating?' I tell them, 'No, but we're best friends now!'" ■

Congratulations

- To Justin and Kerri Beasley on their recent marriage...



We wish you MANY years of happiness!

Please put the following date on your calendar:

 **Friday, June 10, 2005**

Endodontic Associates and Caulk Dentsply are again joining forces to sponsor an exciting, information-filled summer seminar. This year, our speaker will be **Dr. Ross W. Nash**. His topics will include conservative tooth preparation, skills in presenting treatment to patients, and contemporary materials for esthetic and functional dental treatment. We think you will benefit tremendously from attending. The seminar will be held at the Central Oklahoma Homebuilder's Association at 625 NW Grand Blvd.

This year's seminar will be much more "hands on" than in the past, which means that the seats available will be limited to our referring doctors. We wish we could accommodate members of your staff as well, but think you will appreciate having more time for questions and answers. Each participant will receive eight hours of clinical continuing education.

A "Hold the Date" announcement will be mailed in the near future. In the meantime, please feel free to contact our marketing coordinator, LaDonna Williams, at 748-6000 if you have any questions.