

# 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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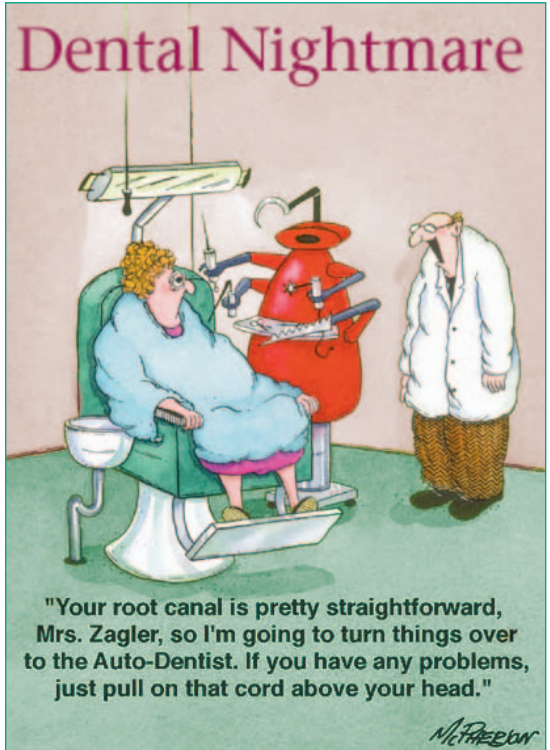
[www.eaokc.com](http://www.eaokc.com)

## AAE to Launch Root Canal Awareness Week

**E**ver heard someone say they would rather have a root canal than do something they really hate? How about the wide-eyed look you get after just mentioning the words "root canal" to a patient? It's no secret most people dread going to the dentist for any reason, but the mere mention of a root canal can scare some patients away for good!

Why are people so afraid of root canals? What can we do to change attitudes that have existed for decades?

Beginning April 1st, the American Association of Endodontists will launch **Root Canal Awareness Week** in hopes of dispelling the negative image endodontic treatment has acquired over the years. It is on a mission to help the public not only understand what a root canal is, but also to calm fears and



clear up common misconceptions patients may have.

The AAE will be using national media to get the good news out about how-through the development of new technologies combined with highly skilled endodontists-patients can have a virtually painless treatment.

You can get more information about **Root Canal Awareness Week** by visiting [www.rootcanalspecialists.org](http://www.rootcanalspecialists.org) ■

Thanks for using our web site... **[www.eaokc.com](http://www.eaokc.com)**. You can enter the "Professional Entrance" by typing "ea" as the user name and "endo1" as the password. Your patients can use the patient side to download forms, learn about our office and endodontic treatment, and obtain directions and maps ■

## Mark Your Calendars!

*Endodontic Associates presents Dr. Jeff Blank, featured speaker at this year's Summer Seminar. The annual event is scheduled for June 1st.*

*Dr. Blank will be speaking on two topics of great interest: "Basic Principles of Adhesion: An Intimate Connection" and "Creating Beauty with Your Own Bare Hands: Direct Composite Veneers." Please mark your calendars to join us and earn CE credit. Hold-the-date reminders will be mailed in April.*

Quality Patient Care in a Comfortable Environment

We would like to welcome **Tori Tiffie**, who joined our team as an endodontic assistant this past January!



**Tori Tiffie**  
Endodontic Assistant

## Staff Vitals Tori Tiffie

Tori first learned about our office in 2005 when she was a patient. During her treatment, Tori mentioned that she had completed Demarge's dental assisting program. She was not looking for a job at the time but instead referred her good friend Melissa, who came to work at EA in July.

When another opening became available, Melissa successfully recruited Tori.

Tori grew up in San Francisco where she stayed busy with ballet, pageants, surfing and exploring her love of music. She actually sang in a rock band in Tulsa for a short time, but decided against a

career in music after realizing that her stage fright wasn't going to go away!

Spending time with her husband Colby and two sons—Cameron (age 5) and Christian (3)—is her favorite past time. She loves the funny things her boys say and do, and really enjoys watching them grow and change. They have three pets...a cat named Isabelle and two indoor ducks, Wren and Bruiser. And yes, you read correctly...ducks! ■

## Bravo

- Congratulations to **Lyni and Jeremy Gregory** on the birth of their baby boy, Jase Bratcher. Jase was born on Dec. 27, weighing 4 pounds 15 ounces and measuring 18 inches long. Lyni works for **Dr. Mike Majors**.
- Our best wishes go out to **Drs. Rick Willingham and David Reiter** of Yukon who moved into their brand new building in early February.

## Congratulations...

### February Lottery Winners



**Betty Allen**  
wife of Dr. H.E. Allen



**Karel Mitchell**  
Office of Dr. Greg Hardman

**Betty Allen**, wife of Dr. H.E. Allen, was one of two lucky winners in our Valentines drawing this past month. **Karel Mitchell**, hygienist for Dr. Greg Hardman, was our other winner. Both enjoyed a romantic evening for two at the Oklahoma City Museum of Art. The evening consisted of a gourmet dinner at the Museum Café and a viewing of the 1970 film *Love Story*. **Congratulations to both ladies!**

## New Fee Schedule

Our fee schedule, which went into effect March 1st, has increased slightly for some procedures. Long-term payment plans are available. Patients should make arrangements through our business office prior to treatment.

- Consultation Fee - \$100
- Emergency Treatment Fee - \$200
- Front Teeth - \$900
- Bicuspid Teeth - \$1,000
- Molar Teeth - \$1,100
- Root Surgery - \$1,200
- Post with Build-up - \$300
- Post Removal - \$100
- Oral Sedation/Consult Required - \$200
- Nitrous Oxide - \$50

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 Gina at Endodontic Associates, (405) 748-6000 or (800) 522-9609.