



## Lucky Us! - Recognition and Appreciation

Valentine's Day was sweet at Future of Dentistry, and we hope you enjoyed the weekend as much as we did. Danielle Casazza brought a wonderful surprise for our staff – homemade fudge, cupcakes, and valentines that featured EOS lip balm and a photo of Roman Casazza. Treats and an adorable kid, what could be better? A big thanks to Danielle!

Keeping with the theme of thankfulness, we'd like to note that Dental Assistant Recognition Week (DARW) is held the first week in March.

Dental assistants are a vital part of any dental team. They focus on patients' needs, in addition to helping the dentists. Assistants are educated and certified for a variety of duties, including patient care, administrative tasks and laboratory functions.

An assistant's responsibilities include taking x-rays, making impressions of patients' teeth for study casts, tracking a patient's medical history, taking blood pressure and pulse, teaching patients strategies to improve oral health, and providing post-treatment instructions. These are just a few of the many services assistants provide.

Future of Dentistry is blessed to have fantastic dental assistants! They are essential members of our team year-round, but Dental Assistant Recognition Week is a great time to honor their efforts. This year, recognition week falls March 6-12. A special thank you to our assistants for all their hard work and diligence.



## fromthedentist Brain Injury Awareness

For Kids, Safety Comes First



From the NFL to local schools, there is increased awareness of the damage caused by concussions. Health experts are still researching and trying to better understand the health implications of mild traumatic brain injuries (MTBI).

March is National Brain Injury Awareness Month. It's an appropriate time to focus on this important issue, since families begin to think about registration and equipment for the spring sports season.

In a recent study, high school football players wearing store-bought mouth guards were more than twice as likely to suffer MTBI/concussions compared to those wearing custom-made, properly fitted mouth guards.

While the study focused on one sport, it demonstrates that "boil and bite" mouth guards purchased over the counter aren't as effective as customized ones created by a dental professional.

As some of you may know, Future of Dentistry offers special programs to make mouth guards more affordable for the families of young student athletes. A patient from Wakefield recently said to our staff, "It's too bad you don't offer mouth guard programs for basketball." In fact, we do. Although mouth guards are associated with high-impact sports like football and hockey, we do not restrict our programs based on which sport your son or daughter plays.

Safety comes first for kids, and that's true for all sports. Ask our staff about our special offer for Wakefield residents, as well as our participation in the Grin and Wear It program, which benefits patients in all Massachusetts communities.

# Time to “Wake Up”

## Community Presentation

On January 19, Dr. Heather Strock was the speaker at the Wakefield Unified Prevention Coalition meeting at the WCAT Studio in Wakefield.

The coalition (WAKE-UP) is composed of social workers, healthcare workers, police, parents and community advocates. The organization is dedicated to reducing alcohol, tobacco and drug use among its residents, especially youths.

Dr. Strock expounded on the importance of oral cancer screenings at a dental visit. Early detection and education about high-risk factors – such as smoking (cigarettes and hookah), smokeless tobacco, vaping with e-cigarettes, and alcohol use – are the best defenses for the most preventable cause of death in the United States.



Over time, the nicotine in these products causes “neuroadaptation” that leads to a much higher tolerance and severe physiological dependence – regardless of the route of nicotine administration. Users of smokeless tobacco appear to be more addicted than cigarette smokers due to the proximity of the buccal mucosa to the brain. Nicotine is rapidly absorbed into the bloodstream at levels twice as high after smoking one cigarette. The best defenses against the most preventable cause of death in the United States is early detection and education.

### A Formidable Opponent

With all that we as healthcare providers, parents and youth advocates attempt to do for our children, we are up against a formidable opponent. Tobacco and nicotine companies present deceptive and aggressive marketing campaigns. Social networking ads target tweens and teens to become “friends” of their pages, creating more visibility and exposure.



Urging teens to do some research on their own will not only validate your concerns and advice, but hopefully, persuade them to not experiment with any nicotine products. An excellent resource is the National Spit Tobacco Education Project (NSTEP).

This website is inviting and easy to navigate. It provides testimonials from professional athletes and tips on how to quit if you have started.

We all need to play an active role in providing our children with a healthy future by educating them now.

If you're interested in having a member of Future of Dentistry's clinical team speak at an event, contact Lisa at [781-245-2299](tel:781-245-2299) or email [lisa.futureofdentistry@gmail.com](mailto:lisa.futureofdentistry@gmail.com). To learn more about WAKE-UP, visit [www.wakefieldwakeup.org](http://www.wakefieldwakeup.org).

# Our First “Share a Smile” Recipients!

## Thanks From Future of Dentistry

At Future of Dentistry, we're lucky enough to have fantastic patients. We wanted to establish a new way of showing our appreciation in the New Year, so we created the **Share a Smile program**.

Dr. Casazza recently presented our first Share a Smile gift to Ilaria Cella, who is our recipient for 2015. Ilaria is a loyal, considerate patient who spreads positivity the moment she walks into our office. She has referred many of her family and friends to our office. This is the highest compliment we can receive, because it demonstrates her trust in Future of Dentistry. Ilaria received an American Express cash card to spend on whatever she likes.



This marks the beginning of a new tradition for 2016. Every month, we'll present a gift to one of our many wonderful patients. It's a way for Future of Dentistry to recognize those who “Share a Smile.” We consider ourselves blessed to serve our amazing patients!



Our recipient for the first month of 2016 is Katie Marino, a local mom. We presented the gift in February, and in honor of Valentine's Day, we chose a gift card to Bellino's Trattoria. It's a great restaurant right here in Wakefield. Katie and her husband are awesome parents and we thought they deserved a night out! Katie also received a Future of Dentistry bag with some goodies, including an on-the-go whitening pen. It's an honor and a privilege to treat Katie and her family and friends. Thank you, Katie!

We'll be announcing future recipients on our blog and Facebook page, so you can follow or Like us to keep up on the latest. The blog and Facebook are both linkable from our website, [www.FutureOfDentistry.com](http://www.FutureOfDentistry.com).



### Like us on Facebook

When it comes to convenience, Facebook is the best option for many people. You can find us by using the search box, or by going directly to [Facebook.com/FutureOfDentistry](https://www.facebook.com/FutureOfDentistry). All you have to do is Like us and you'll be able to view the quick, useful updates we share periodically.

*Thank you for all your referrals. We appreciate them!*

**Office Information**

**Future of Dentistry, D.M.D., F.A.G.D.**  
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**Office Hours**

Mon/Tues/Wed	7:30 am – 7:00 pm
Thursday	7:30 am – 8:00 pm
Friday	7:30 am – 6:00 pm
Saturday	7:30 am – 3:00 pm

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**Future of DENTISTRY** *See What's New!*  
 Impacting Lives One Smile At A Time

**Changes at Future of Dentistry**

The year is off to an exciting start for Future of Dentistry. Here are some of the changes and additions we've unveiled:

- New community partnerships and sponsorships, including the Wakefield Basketball Assoc., pictured below!
- A newly redeveloped Membership Program, which offers three levels of service so you can choose the plan that best suits your needs.
- A new-and-improved website with lots of photos, patient forms and more.
- A new column on the Wicked Local newspaper sites in several local communities.
- New computers in patient rooms, to help provide you a clearer picture of your oral health.
- Expanded office space to handle our growing business.
- Additional staff, both on the clinical side and the administrative.
- New ways to share: Keep up on programs and news through our Facebook page and blog.



**Check us out!**

