



Produced to improve your dental health and awareness

Fall 2014

from the dentists

## Use It Or Lose It!

Can you believe it's nearly 2015? That means you've only got 4 months left to make sure you don't lose out on the insurance benefits you are paying for!

We're sharing this reminder because we understand that you work hard to keep healthy, and we hate to see you miss out on the treatment you need – and deserve.

And please don't let confusing insurance-speak and policy jargon scare you off. We are experts on dealing with insurers and our team is here to help you work with your policy and a schedule that is suitable for your needs.

In our experience, once everyone is back to school and hectic routines, it's particularly easy to let things slide, but we can't overemphasize the importance of not delaying your dental appointments. That's how problems become more serious, painful, and costly.

We'd really like to encourage you to call now to get started, because come December, your benefits are gone. Use it or lose it!

*Yours in good dental health,  
Dr. David Hakimi &  
Dr. Armon Eben*

# Sleep Your Anxiety Away

**Ask us about sedation dentistry!**

Ensuring that you feel safe, relaxed, and comfortable at every visit is our priority. So if you are apprehensive about dental treatment, we'd like to remind you to please let us know. We can make your appointment completely comfortable with oral sedation – even if all you need is just a cleaning.

Sedation dentistry works great if you are phobic about needles, have a sensitive gag reflex, want more treatment done in fewer visits, or simply would just prefer to sleep your way through treatment.

### 3 Easy Steps To Put You At Ease...

1. We prescribe a couple of small sedative pills that you take one hour prior to your appointment so you'll be relaxed and drowsy when you arrive with an escort to take you home after the procedure.
2. You will feel relaxed and refreshed, feel no discomfort, and remember very little if anything of your treatment.
3. When your treatment is completed your companion will return you home to finish your comfortable, relaxing day!

Before choosing this sedation option, we will discuss your needs, your medical history, and your current health with you. Patient safety is always a top priority and we will do all that we can to ensure that you enjoy a pleasant experience and a healthy smile!



THANK YOU FOR ALL YOUR REFERRALS. WE APPRECIATE THEM!

# HMO Or PPO?

**This is a question we are often asked**

We all know that dental insurance isn't great, but, aside from confusing wording that can baffle ... the fact is, some insurance coverage just doesn't have the patient's best interests in mind.

***Allow us to explain...***

For patients to receive ethical dental care, dentist must diagnose what is best for their patients regardless of insurance benefits. Though PPO insurances themselves are imperfect and have certain limitations, they by and large provide coverage for most essential dental needs.

HMO's work differently, usually paying an office around \$5 per month (\$60 annually) whether the


patient is seen or not, and paying close to nothing towards needed treatment. Realistically this is not enough to cover even the most minimal of dental care. This actually creates a disincentive for dentists to diagnose what is in the best interest of the patient, or if they do, they must find loop-holes in the HMO to be able to charge the patient their normal fee. As a result, the patient ends up actually paying more out of pocket for their care.

***If given the opportunity, always choose the PPO!***

Regardless of your type of insurance or lack there of, we are always here to provide you with the treatment that is best tailored for you, and will always work to make it fit into your budget. If you have any questions, please call our business team who are experts in this regard.



**office information**



**WESTLAKE**  
SMILE DESIGN

General, Cosmetic & Implant Dentistry

**Dr. David Hakimi**  
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**Contact Information**

Office (805) 497-9585  
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**Office Hours**

Monday 8:30 am – 6:00 pm  
Tuesday 8:30 am – 6:00 pm  
Wednesday 7:00 am – 6:00 pm  
Thursday 7:00 am – 6:00 pm  
Friday 7:00 am – 5:00 pm

**Office Staff**

Beth, Stephanie, Shannon.....  
..... Office Administrators  
Karla, ..... Hygienist  
Wendy, Alisha, Heather..... Assistants

## A Special Bonus

**To say thank you!**

We're always trying to come up with ways to show how much we appreciate your referrals and confidence in us – and we think we've done it again. **Until December 31st of 2014**

**we will be providing whitening trays for half price - Just \$99!**

We know from past experience that you especially want to look your best and make a great impression at all of the fall and winter holiday socials, and now with these savings, you can get a head start!

Please feel free to share this half-price offer with your friends and family. When you refer, you encourage others to see how good oral health and a beautiful smile can profoundly affect their wellbeing, appearance, and self-confidence.

***Thank you again, everyone, for your referrals, loyalty and support!***

PATIENT  
*Special*  
Whitening Trays  
**only \$99**  
**1/2 the regular price!**

Information included is not dental or medical advice. For your specific information be sure to consult our office. If you do not wish to receive this newsletter, please contact us directly.

