



# The Perfect Smile

DR. FRED S. MARON • 541 HAIGHT AVENUE • POUGHKEEPSIE, NY 12603 • 845-454-0380

Volume 6 Issue 1

Autumn 2015

## What's new in our office

Hello to our patients old and new. As the end of another year approaches and a new year begins, we want to thank our existing patients for your continued confidence and welcome and thank our new patients for seeking Maron Dental for outstanding dental care. Many exciting changes are happening in our office, and we would like to share them with you.

### Computer and security upgrade

The office has had a massive upgrade in computers and computer security so that your patient information remains safe. Our computers and communication with other healthcare providers is now encrypted to ensure privacy for any personal information given in our office. Our website, [www.marondental.com](http://www.marondental.com), will also be making changes to increase security when you submit patient information on the website. You will soon be able to complete and submit medical and financial policy forms and make online payments securely on our website. Our office continues to invest money to keep our practice state of the art.

### Oral sleep appliances

Our office provides oral sleep appliances to patients with sleep apnea. These devices move the jaw forward to open the airway and provide better sleep. The oral devices are appropriate for patients who cannot tolerate a CPAP, for patients who travel to areas that do not have electricity for a CPAP, or for patients for whom the air pressure is too high with their CPAP and need a combination of an oral appliance and a CPAP.

Although we continue to update our services, the faces in our office remain the same. Pat and Mary have been with me for more than 35 years. Joann, Linda, Mary, and Debbie have been with me for more than 20 years. Our staff is like family and will treat you like family.

### Invisalign® for all ages

Besides adults, Dr. Maron now treats teenagers with Invisalign®.

*Hudson Valley Magazine*  
again identified Dr. Maron as a  
"Top Dentist" this year.



## Appointment alerts – Don't opt out!

Our office software reminds you of your appointments using text messages, e-mails, or automated phone calls. It will also notify you if you are overdue for a cleaning. When a last minute appointment becomes available, it notifies all overdue patients of the opening; and the first person who calls the office gets the appointment. If you encounter a problem with our reminder software, please call our office.

You can customize your reminders but **do not turn them off!** Why not? We want you to stay connected so that you can take advantage of getting appointment reminders and last minute appointment openings. To encourage you to stay connected, we will be giving away gift cards several times a week to patients who keep all our appointment reminder e-mail and text options turned on. Our office will send an e-mail and text offering a Dunkin Donuts, Starbucks, or Panera card to the first person who responds to the message.

### Dates to remember

Our office will be closed December 24 -  
January 4. We will reopen January 5.

## Invisalign® Preferred Provider

Dr. Maron is presently rated as an Invisalign® Preferred Provider, which shows that he does a larger number of cases than the average provider. Dr. Maron is one of the few general dentists with this designation in Dutchess County. Our website, [www.marondental.com](http://www.marondental.com), will soon include an Invisalign® photo gallery to show you the improvement Invisalign® can make in your smile.

## The Perfect Smile

As you can see in the banner headline of this newsletter, the letter *P* is backwards. In our tooth-conscious society, no smile is a perfect smile because teeth can be too dark or too light, too crooked or too straight. The philosophy of this dental practice is that we will do as much work as you desire or need to achieve a pleasing smile.

We are presently including bleaching gel with our aligners so that teeth are lightened and straightened at the same time. Please call the office to set up an appointment for your free evaluation. Remember, we now also treat teenagers. Financing is available to make treatment affordable for everyone!

### December 2015 holiday special

Whiten your teeth for the holidays and save \$50. Only \$170 per arch! Offer good December 1-17. Call our office today!

## Upselling dental services

Aspen Dental Management recently reached a settlement with the New York State Office of the Attorney General to pay \$450,000 for violating NYS law. After receiving more than 300 complaints, the Attorney General's Office determined that Aspen Dental Management "**incentivized and pressured staff to increase sales of dental services and products. . .**"

How does this situation affect you? Insurance companies today are trying to pay as little as possible for services, and dental offices that participate in insurance plans are trying to compensate for low insurance reimbursements. This situation is a recipe for conflict and disaster.

Dental clinics, like Aspen Dental, which participate in many insurance plans, have found that the way to survive the low fees is to **sell** more dental services and **sell** the more expensive ones. Thus, teeth that could be sealed get fillings, teeth that should get fillings get crowns, and teeth that could be saved get extracted and replaced with implants or dentures.

Many of our patients refer their co-workers and families to our practice. Some of these potential patients, however, first go to Aspen Dental or similar

clinics because they are looking for practices that participate in their insurance plan. In some cases, these patients are overtreated. They end up spending more money on treatments they did not need and could have avoided by coming to us in the first place. Our office only treats what needs to be treated.

So, too, at our practice you are treated year after year by the same dentist, Dr. Maron. This continuity in dental provider is in contrast with the frequent change in dentists at clinics, where young dentists often work for a year or two before moving on to better jobs. Be assured that patients you refer to our office will get the treatment they need by the same dentist at every visit.

**Please call our office if you have a new e-mail address, phone number, or mailing address.**

## Insurance tips

As we approach the end of the year, remember that with most insurance companies you will lose any unused 2015 insurance benefits in the new (2016) calendar year. If you have any unfinished work or any problem that needs attention, call our office to schedule an appointment so that you can utilize any remaining insurance funds. You can also use the request appointment form on our website, [www.marondental.com](http://www.marondental.com).

Regarding 2016 insurance, contact our office if you are confused about which dental insurance to select. Some of the options allow you to use only a limited group of dentists; they do not give you the freedom to go to the dentist of your choice. Other plans only pay for cleanings and exclude procedures like crowns or root canals.

Dr. Maron has been practicing at the same Poughkeepsie, New York, location for more than 35 years. He was an assistant clinical professor at Albert Einstein College of Medicine for over 25 years and an assistant attending dentist at Montefiore Hospital in the Bronx, New York, for over 30 years. Dr. Maron is a Master of the Academy of General Dentistry (one of only three Masters in Dutchess County), a member of the New England Masters Study Club and the American Academy of Dental Sleep Medicine. Recently, he was voted into the American Dental Society of Europe by a group of his peers. In addition, Dr. Maron has published articles in the prestigious *Journal of the American Dental Association*. He treats adults and children and provides all services needed to retain your teeth and restore your smile.