



PRECISION
Marketing & Client Communications
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Custom Practice Newsletters for Medical Professionals
Toll Free: 800.950.3282 • Local: 727.449.9808

1901 N. Highland Avenue • Clearwater, FL 33755 • Fax: 727.442.4412
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*Please fill out the below form and fax it to us along with your topic choices numbered by priority.
Thank you.*

Fax Cover Sheet

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Date: _____ # of pages (including cover sheet): _____

Doctor's name: _____ Fax #: _____

Quantity: _____ Target date for mail/ship: _____ Who mails newsletter? _____

Mailing Instructions: (please circle) Current Resident *or* Return Service Requested **Note:** The Post Office charges for address correction returns

Any staff changes? _____

Address, phone or hours changes? _____ Issue #: _____

Any office news? _____

Doctor's message? (topics covered) _____

Referral message? (please circle) Yes No **Names?** (please circle) Yes No **Quantity?** _____ **Contest winners?** (please circle) Yes No
(Fax list of referral and/or contest winner names on their own sheet.)

Coupon? (please circle) Yes No **Value?** _____ **Expiration date:** _____

New services? _____ Patient profile/testimonial? _____

Special events or promotions? _____

Details:

Dental Topics

Doctor's Name: _____

Please Note: There's usually only enough room for 2-3 articles in a semi-custom newsletter and about 7 in an all-custom. Please number your choices in order of preference. We'll fit in as many as we can, in that order. Keep this master topics list to refer to each issue.

Equipment

- Air abrasion
- Camera, intra-oral
- CEREC
- Dental drill
- DIAGNOdent
- Imaging system (before/after)
- Lasers in dentistry
- Nitrous oxide
- Panoramic X-rays
- Rotodent
- Sonicare
- The WAND
- X-rays (digital)
- X-rays (how they work)
- X-rays (safety)
- X-rays (types)
- X-rays (why necessary)

Cosmetic

- Aging takes a toll on teeth
- Are straight teeth really important?
- Beautifying smiles
- Bleaching, at-home trays
- Bleaching, don't do it yourself
- Bleaching (general)
- Bleaching (laser)
- Bonding
- Braces? It doesn't mean "metal mouth" any more!
- BriteSmile
- Ceramic restorations
- Cosmetic dentistry (holidays)
- Cosmetic dentistry (overview)
- Cosmetic dentistry (improves self confidence)
- Crowded teeth
- Crowns
- Enamel shaping
- Esthetic dentistry
- Invisalign
- Invisalign for teens
- Natural-looking fillings
- Orthodontics for adults
- Ortho for a healthy smile
- Porcelain restorations
- Stained teeth
- Veneers
- Whitening teeth (methods)
- Zoom whitening

Periodontal disease

- Affects all ages
- Bacteria and perio
- Basics of perio
- Bone loss
- Cardiac/stroke complications
- Contagious
- Difference between gingivitis and periodontitis
- Gingivitis
- Gum checklist
- Gum disease myths
- Gums too sensitive
- Lessen your risk
- Perio and RA
- Perio Protect Method
- Periodontal disease (causes)
- Plaque and tartar
- Probing
- Scaling & root planing
- Silent threat
- Soft tissue management
- Stages of perio
- Symptoms of perio
- Test for periodontal disease
- Tooth loss
- What is perio
- Whole health effects

Conditions

- Abscesses
- Bad breath
- Bruxism
- Burning mouth syndrome
- Canker sores
- Cavities
- Cavities (adults)
- Cavities, test for susceptibility
- Cleft lip
- Cleft palate
- Cold sores
- Crazing
- Diabetes, oral signs of
- Diabetics (tips for)
- Dry mouth
- Fluorosis
- Halitosis (analyzer)
- Headaches
- High blood pressure and your dental health
- Jaw pain
- Migraine (NTI-tss)
- Oral cancer

- Oral health and pancreatic cancer
- Sensitive teeth (causes)
- Sleep apnea
- Snoring (generic)
- Stress damage
- Tips for toothaches
- TMJ syndrome
- Tooth erosion

Family-related

- Aging (effects on teeth)
- Air abrasion/no needles
- Baby dental care
- Bedtime bottles
- Cavities (contagious)
- Chewing tobacco (dangers)
- Child's 1st visit
- Coloring contest
- Dental emergencies (ortho)
- Ear aches and teething
- Fever and teething
- First teeth
- Fluoride for the whole family
- Goals for children
- Gummy Vites
- Infants & toddlers
- Kids: Fact or fiction
- Kid tips (general)
- Lost tooth (primary)
- Lost tooth (secondary)
- Mouthguard
- New parent tips
- Nursing bottle syndrome
- Oral electrical burns
- Oral health and aging
- Osteoporosis medications and dental health
- Piercing, oral (dangers)
- Pregnancy and dental care
- Pregnancy and X-rays
- Preventing cavities
- Primary teeth
- Sealants
- Seat belt safety
- Seniors' dental care
- Seniors and cavities
- Set a good example
- Sippy Cups
- Sports injuries
- Start their teeth out right
- Sugars in medicine
- Teens and their oral health

- Teething and breast feeding
- Teething tips (general)
- Those with special needs
- Thumb sucking
- Tooth eruption
- Tooth tips for the whole family
- Toothfairy interview
- Virtual reality glasses
- When teeth come in
- Wisdom teeth
- Women, of interest to
- Zinc in dental adhesives

Restoration

- Amalgam fillings (aging)
- Amalgam fillings (pro or con)
- Bonding
- Bridge restorations
- Broken fillings
- Broken teeth
- Cavity diagnosis
- Cavity prevention
- CEREC restorations
- Chipped teeth
- Composite fillings
- Cracked teeth
- Crowded teeth
- Crown restorations
- Decay (causes)
- Decay (types of repairs)
- Dentures (maintain/care)
- Dentures (types)
- Facial injuries
- Filling replacement
- Filling, What's in a
- Fillings (amalgam vs. composite)
- I have a cavity?!
- Implants
- Implants, Mini
- Implant-secured dentures
- Inlays/onlays
- Laminates
- Lost fillings
- Missing tooth
- Old fillings
- Overlapping teeth
- Porcelain veneers
- Preventing decay
- Recall appointments (importance)
- Root canal
- Senior citizens (problems)

more topics ►

Dental Topics *continued*

- ___ Sensitive teeth (what to do)
- ___ Tooth abrasion/notching
- ___ Tooth loss
- ___ Why do I need to replace my filling?

Hygiene

- ___ Brush well for a healthy heart
- ___ Brushing (dangers)
- ___ Brushing (importance)
- ___ Brushing (how to)
- ___ Brushing and braces
- ___ Charting system
- ___ Cleanings, frequency of
- ___ Deep cleanings
- ___ Floss history
- ___ Flossing for healthy gums
- ___ Flossing How-to
- ___ History of cleaning teeth
- ___ How often
- ___ Hygiene through the ages
- ___ Hygiene tips (general)
- ___ Plaque and tartar control
- ___ Probing (how/why)
- ___ Professional dental cleanings
- ___ Prophy (simple)
- ___ Rinses (general)
- ___ Root planing
- ___ Scaling
- ___ Soft tissue management pgm.
- ___ Spring cleaning
- ___ Toothbrush facts
- ___ Toothbrush, how to choose
- ___ Toothbrush, when to change
- ___ Toothpaste (how much)
- ___ Toothpaste (selecting)

General Info

- ___ Air abrasion advantages
- ___ Anatomy of a tooth
- ___ Battle for good dental health
- ___ But I'm not in any pain
- ___ Canine teeth
- ___ Care in dental
- ___ Cowards, cater to
- ___ Dental dictionary
- ___ Dental do's & don'ts
- ___ Dental emergencies
- ___ Dental fact or fiction
- ___ Dental health and digestion
- ___ Dental Q&A
- ___ Dentistry (education)
- ___ Dentistry (history)
- ___ Development of teeth
- ___ Don't give teeth the brushoff
- ___ Emergencies, what to do

- ___ Exams (frequency)
- ___ Exams (general)
- ___ Exams (importance)
- ___ Exams (what we do)
- ___ Fear (general)
- ___ Fear (steps to help)
- ___ Fen/Phen (premed/dangers)
- ___ Fluoride (pro or con)
- ___ Fluoride (importance)
- ___ Fluoride treatments/supplements
- ___ Guide to tooth care
- ___ Healthy mouth, healthy body
- ___ Healthy teeth and gums
- ___ Help for migraine sufferers (NTI-tss)
- ___ How well do you know your teeth
- ___ Identifying teeth
- ___ Impacted teeth
- ___ Invest in your teeth
- ___ It's more than checking teeth
- ___ Lifetime, keep your teeth
- ___ Medication complications
- ___ Morning breath
- ___ Mouth
- ___ Nervousness at the dentist
- ___ No-nonsense tooth guide
- ___ Oral longevity
- ___ Permanent (secondary) teeth
- ___ Perio fibers
- ___ Piercing, oral (dangers)
- ___ Plaque and tartar
- ___ Potential problem developing
- ___ Prevention
- ___ Premedication (new rules)
- ___ Premedication (why needed)
- ___ Recall appointments (how often)
- ___ Roots of dentistry
- ___ Saliva
- ___ Sedation dentistry (non-IV)
- ___ Sensitive/tender gums
- ___ Sensitive teeth
- ___ Smoking (dangers)
- ___ Smokeless tobacco
- ___ Sports dentistry
- ___ Symptoms
- ___ Taste and smell
- ___ Tastebuds
- ___ Teeth (both sets)
- ___ Teeth types
- ___ Tips on dental care
- ___ Tongue
- ___ Toothache causes
- ___ Toothache, don't ignore

- ___ Tooth, birth of
- ___ Tooth extraction
- ___ Tooth/gum pain
- ___ Toothy tips
- ___ Video tour of your mouth
- ___ Warning signs
- ___ Whole health & dental care
- ___ Wisdom teeth extraction

Nutrition/Diet

- ___ Apple-a-day for whiter teeth
- ___ Biting hard/cold substances
- ___ Building blocks for teeth
- ___ Calcium, sources of
- ___ Candy & sweets (dangers)
- ___ Carbohydrates (dangers)
- ___ Chewing gum (sugarless)
- ___ Chewing gum good for teeth
- ___ Chewing, How-to
- ___ DDS System for weight loss
- ___ Eating right
- ___ Fish oil and dental health
- ___ Foods to avoid
- ___ Good foods for healthy teeth
- ___ Lunch, pack a healthy
- ___ Milk (nursing bottle)
- ___ pH balance important
- ___ Recipes
- ___ Salads (good & bad)
- ___ Saliva (role in dental health)
- ___ Sipping, Snacking and Tooth Decay
- ___ Snacks (good & bad)
- ___ Soft drink dangers
- ___ Spicy foods
- ___ Sports drinks
- ___ Sugars and teeth
- ___ Vitamin C and oral protection
- ___ Vitamins and minerals
- ___ Watch what you eat
- ___ Water (benefits)
- ___ What are you drinking?

Seasonal

- ___ Back to school tips
- ___ Beat the rush
- ___ Before you go on vacation...
- ___ Children's Dental Health Month
- ___ Cold & flu season
- ___ End of the year reminder
- ___ Holiday sweets
- ___ National Orthodontic Month
- ___ New Year's resolutions
- ___ Summer tips

Quiz/tests

- ___ Mirror Mirror dental check
- ___ Nutrition IQ
- ___ Oral Health IQ
- ___ Symptoms quiz (general)
- ___ Symptoms quiz (perio)
- ___ Tasty trivia
- ___ Testing tooth wisdom
- ___ TMJ symptoms checklist
- ___ Whole health warnings

Office

- ___ Appointment breaking
- ___ Care Enough to Share program
- ___ Continuing education
- ___ Dental insurance (filing)
- ___ Dental insurance (general)
- ___ Dental insurance (how it works)
- ___ Dental insurance (types accepted)
- ___ Financing options
- ___ Managed care
- ___ Maximize your insurance
- ___ Office policies
- ___ Office report card
- ___ Patient news
- ___ Patient testimonial
- ___ Premedication (update)
- ___ Privacy protection
- ___ Record (update)
- ___ Referral (contest)
- ___ Referral (list)
- ___ Referral (program)
- ___ Referral (thanks)
- ___ Rescheduling appointments
- ___ Staff intro
- ___ Staff news
- ___ Sterilization (importance)
- ___ Sterilization (procedures)

Dental Facts/Filler

- ___ Anthropology and teeth
- ___ Beavers' teeth
- ___ Beautifying smiles through the ages
- ___ Brushing stats
- ___ Buckle up
- ___ By George (Washington's dentures)
- ___ By the skin of your teeth
- ___ Canine teeth
- ___ Chewing gum (history)
- ___ Chinese dentist's tower of teeth

more topics ➤

Dental Topics *continued*

- ___ Dental museum
- ___ Eyetooth
- ___ Facts (miscellaneous)
- ___ False teeth
- ___ Fossil teeth
- ___ Horse age (by teeth)
- ___ I'll eat my hat
- ___ Narwhale
- ___ Nature's toothbrush
- ___ Nile bird
- ___ One if by land (Paul Revere)
- ___ Roots of dentistry
- ___ Sharks' teeth
- ___ Tiny mammoths
- ___ Toothbrush facts
- ___ Toothpicks
- ___ Toothy Trio
- ___ What does it take to be a dentist?
- ___ When did dentistry begin
- ___ Yawns (myths)

Custom Topics

- ___ Provide a description below
