



VOLUME 1
ISSUE 2
NOVEMBER 2009



MARIELA GONZALEZ

FROM BEHIND THE SCENES
TO FRONT & CENTRE

HEALTHY SMILE?
IT CAN HELP YOU
LIVE LONGER!

What's E4D?
MORE SMILE IN
FEWER STEPS

LOSE THE WAIT.



KEEP THE SMILE.

We are pleased to offer same day crowns, fillings, and veneers so you can spend less time at the dental office. Using E4D™ technology, we take fast, clean digital scans. Then we design and create your restoration while you're in our office. No more uncomfortable temporaries or return visits. Your entire treatment from start to finish can be completed in just one appointment. With E4D, we'll get rid of the wait and you'll keep your smile. Call today to see if an E4D restoration is right for you.

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E4D Dentist
Modern Dentistry. Modern Lifestyles.™

Publishers' Message



As it turns out, you told us the newsletter is a great idea!

We are rarely at a loss for words.

We are quite accustomed to friendly smiles, warm conversation and positive feedback from patients for our work. But even with all our years of experience, the overwhelming positive response to the first issue of *Inside PA* was in a league all its own.

We thought it was a good idea to have a quarterly newsletter. As it turns out, you have told us it was a *great* idea.

You wanted to hear about the procedures and techniques we have to offer. You enjoyed the staff profiles and an inside look at the PA family at play. You found our tips for a better smile useful. Many of you, not wanting to miss a single issue, emailed us to subscribe. We couldn't be happier with the response.

Congratulations to Ms. K.S. from Toronto, winner of the "Izchak's hobbies" contest. What was the correct answer? All of the hobbies!

Yet again, our patients, colleagues and partners are bringing smiles to our faces. We hope this issue brings a smile to yours.



INSIDE PA



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Inside the lab with Attila

What do Hungary, biking, ping-pong, eBay, and a deep expertise in dental technology have in common? Attila Gergely, RDT.

Attila was born in Hungary in 1971. Having held a number of jobs in his early years (the usual stuff for students, he says: landscaper, security guard, bank teller), Attila studied dental technology at George Brown College in 1997. Even before he enrolled in his studies, Attila had many years of experience in dental labs. He worked beside his stepmother – herself a dentist – during his summers as a teenager.

“I’ve always had a natural interest in dentistry. The technical aspects in the lab have always been fascinating for me. Even today, I find myself buying dental equipment on eBay for my own collection and fulfillment. I know it sounds a little too focused, but when you’re in this field you can’t help but get excited about every aspect.”

For Attila, this excitement is one of the elements of working at PA. “It’s infectious. Everyone here looks at dentistry as more than a job. It is a real passion. I love working with the crew here.” Attila adds with a smile: “Even if they do stress me out sometimes!”

Charity Notes

Here is a summary of some of **PA’s charitable work** • PA was proud to donate to the 2009 MS Walk • Janessa and Joshua, niece and nephew of Stevvan (one of our front desk staff) travelled to El Salvador with their youth group to help children in need. Dr. Barzilay made a donation on behalf of PA towards the cause. Janessa said “Thank you so much for your generous



**I love working here.
The professional experience
is in everything we do.**

Attila brings his skills and experience to bear in his lab work. Attila specializes in porcelain and other esthetic materials. He spends much of his time fine tuning the fit and look of the crowns and bridges he makes. “At PA, every step is a professional experience, from reception, to my work, to the procedure itself.”

When not working, Attila enjoys spending time with his girlfriend of 20 years, Lorna. As well, you can find Attila biking, traveling, reading and playing ping-pong.

donation! It was greatly appreciated and made a world of difference to all of the kids in El Salvador.” • PA provided an Impression Mixing Machine to the Dental Department at Monroe Community Hospital in Rochester, New York. “It’ll make a difference to doctors and patients alike”, says Dr. Saunders, Head of Dental Department, MCH.



MARIELA GONZALEZ

Making it happen behind the scenes

From the front desk to business manager, Mariela Gonzalez has traveled quite a career distance at PA. In her 10 years working with the team, Mariela has been there to see PA grow from a small prosthodontic practice to a 19 person facility with its own multi-person in-house dental lab and education centre.

What's the secret to Mariela's growth inside of PA? It's the same secret to PA's growth itself: do your best, provide great service, and take on new challenges and changes. In 1988, when Mariela was just 19 years old, she applied for a job at Dentsply – one of the largest dental suppliers in the world. Although new to both the working world and the world of dentistry, Mariela fell into the position of office clerk easily. Working hard and learning every step of the way, Mariela was in charge of Dentsply education courses by the time she left the company in 1997.

“In my eyes, there is no place like this! It's the best of the best, in all ways.”

“I didn't know a thing about it when I started,” says Mariela, “but by the time I moved on, I had a deep inside knowledge of the dental business. More than just knowing what can be done and how, I knew the business behind the business.”

After a short time at Paragon Implant Company, Mariela came to PA. “I was introduced to Izchak in 1997 at a dental lab open house. I had met thousands of dentists by that point in my career. But when I started to talk with Izchak at the open house, I distinctly remember what a great person he seemed to be...bright and compassionate. Around that time I put the word



out that I was looking for another job and Izchak was looking for a front desk/office manager. I sent my resume immediately, I was interviewed and hired, the rest is history...”

Mariela became a member of the PA family, where she remains to this day. As business manager, Mariela is in charge of ensuring PA's operations run smoothly. She manages the “business behind the business.” Just when everything seems to be in balance and humming along, something new is added.

“Our office strives to ensure that we are always part of major developments in dentistry. Izchak is a huge believer in technology. For example, we have purchased a machine called the E4D. It enables us to completely restore a tooth in just one day. Patients and dentists alike are surprised by how advanced we are. But we're always looking for new ways to make this practice the leader in prosthodontics, which benefits patients with convenience and comfort.”

Mariela says, “In my eyes there really is no place like this! The technologies are like the people: the best of the best.” Mariela can't help but smile: “How fortunate is that?!”



We asked Mariela three questions about her work, PA and her dream job. Here's what she said:

1.

About being a business manager

"A great experience at our practice can only be possible when the business behind the business is running smoothly. Where would a patient be if we didn't have solid relationships with our suppliers? What if our equipment didn't work properly? What if we couldn't stay organized around appointments and schedules? By ensuring the infrastructure and workflow are running smoothly, we can focus on the patients and their treatment."



Starting at PA, 1999

2.

About working at PA

"What can I say? I've worked in many organizations inside the dental sector, and this is simply the best, bar none. The combination of professionalism, top-end skills and human caring makes PA one of a kind and great.

PA is definitely my second family. When I come to work in the morning I feel like I am at home. Everyone in this office makes such a team effort that it is really a joy to work with this dynamic bunch."



PA Vegas Wedding, 2004

3.

If you weren't working at PA, what would you be doing?

"I would probably be working at a senior's home. My grandmother lived with us until she was 93 years old. She was always a part of my life. I was taught to respect my elders and always felt connected to them. I believed that I could always learn something more from them, and their experience in life has always fascinated me.

In the same way, I feel a connection with the people who come into PA. I learn from everyone – everyday."



Today at PA, 2009

Your chance to win a gift basket!

Mariela is married to another PA staff member! Name her husband and you'll be entered in a draw to win a gift basket. Send the first name of Mariela's husband to: guess@buildyoursmile.com.

Profile Follow-up



"Many of you have asked me what my wife Sheila and my daughter Elyte have been up to. As with all families, much has gone on...but most recently Elyte graduated from McGill and decided that she wants to go into the luxury brand industry. With this in mind, Sheila and I accompanied Elyte to New York City where she interviewed with several firms and is now interning at DKNY in Manhattan. Elyte would like to return to Toronto to work in this industry and then return to school to get an MBA. Despite hard work to find employment opportunities here in Toronto, times are difficult in the job market. If anyone needs a good worker...I highly recommend her!" - Dr. Izchak Bazilay



E4D: Something new that'll interest you

Almost all of us have experienced the need to rebuild a tooth. It's a fact that, over time, teeth can become weakened and need restoration. Through crowns and other prosthodontic treatment, teeth can return to their full use.

Traditionally, it takes time.

Restoring a tooth has typically been a multi-step process that requires multiple appointments. A typical life cycle includes an initial consultation, impressions, x-rays, temporary crowns, then the installation of the final permanent restoration. As accustomed as we may be to all the steps in this kind of procedure, each step takes time, introduces its own natural risks and can involve discomfort or even pain. Traditionally, it has been the natural 'cost' of tooth restoration.

Something better: fewer steps, less time & risk.

Now, we're pleased to announce that a new procedure is available. Pioneered by dental technology manufacturer D4D – and distributed by Henry Schein – PA is now offering E4D (Evolution For Dentistry), a revolution in digital dentistry. E4D allows our dentists to restore a tooth *in just one day*.

**No temporaries.
No return visits.
Walk out with the
smile you want.**

How does E4D work?

Simply put, E4D is digital dentistry. In one day, we can use E4D to do it all. We can scan your tooth, design your permanent restoration and precisely mill it in our own lab. Once milled, we can adjust its colour and character to match the tones of your existing teeth for a natural fit and look. Finally, we can seat the restoration in your mouth during the very same appointment. No return visit. No temporaries to worry about.



Our own lab technician Glen Gonzalez training on E4D digital dentistry, July 24th, 2009.

It's much more than convenience.

Beyond the convenience, E4D takes away a number of risks patients face during the traditional process of wearing temporaries. A patient may typically wear a temporary crown or bridge for four weeks or more. During this time, lots of things can happen to your tooth. It can shift in position and can become more sensitive or prone to pain. As well, areas around the tooth can become susceptible to other problems. All of these risks can introduce complications and – in some cases – more procedures. While we always do our best to mitigate these risks, they can't be eliminated entirely from the traditional process. With E4D, these risks are minimized.

Ask about E4D!

If you are in need of restorative work, ask us if E4D is right for you. We'll be happy to discuss the procedure in more detail. You'll be happy you did...in just one day.

**The fewer steps in a
procedure, the less
risk of complications
...and pain.**



Paparazzi!

Sports for fun and charity

Bowling!

PA held its first annual bowling tournament on July 28th, 2009. The whole office came out to give each other their ten-pin best. Win or lose, strike or gutterball...everyone had a blast!



Congrats to Mariela for winning Most Honest Bowler 2009, with a score of 52. Congrats to Dr. Vinay Bhide, Best Bowler 2009, for scoring 148. Notice the size of their trophies!



Baseball!

This summer, 10 PA staff members attended a Blue Jays game with their families in support of The Royal Victoria Hospital. Dr. John Zarb, who also works in Barrie, invited the PA family to attend the event. All proceeds from ticket sales went to the RVH.



Live longer with a full set of teeth

A healthy, full set of teeth can help you live longer! Many studies have shown longevity benefits from having a full smile, strong gums and good dental hygiene. Why? Here are some highlights:

Everyone likes to look their best. **A full smile simply lets you feel good about yourself.** A healthy self-image is fundamental to being optimistic. Studies have shown optimists live up to six years longer than pessimists. Now there's something to smile about!



Research has shown a connection between unhealthy teeth and cardiovascular disease. Researchers are not yet sure what is behind it, but the findings make flossing a no-brainer for optimal health. **Flossing may also protect your arteries.** Researchers speculate that bacteria from your mouth can enter your bloodstream, contributing to inflammation and artery clogging.

If laughter is the best medicine for illness, happiness is the best preventative medicine. Laughing and smiling promote **psychological health and youthfulness.** If you're self-conscious about your teeth, you may find yourself smiling less than you should. **Keep your smile to feel youthful.**

A full set of teeth – whether your own natural teeth, or replacements – **enables you to eat more freely** than missing, soft or painful teeth can allow. A full spectrum of food options equates to **unlimited nutritional choices.** As we all know, good nutrition is the key to good health.

If your smile is incomplete and not what you'd like it to be, talk to us. It's more important than you think!

UPCOMING EVENTS



November 23rd marks Dr. Barzilay's **50th** birthday. There'll be fun and frivolity... and a full report in the next issue of Inside PA!

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