



VOLUME 1
ISSUE 4
SEPTEMBER 2010

ROYA Assai

Bringing new
life to your smiles

Whiter teeth in less than
two hours? You bet!

Inside the PA lab:
Who is "Jer-bear"?

Publishers' Message



Busy, busy, busy.

A lot of people have been asking us when the next edition of Inside PA was due to hit the newsstands. We'll admit it...it has been a little longer than usual to get this issue published. It's not like we were waiting for something to talk about; on the contrary – we've been so busy with everything around here that it was harder than expected to get this edition into your hands.

In the past few months, we've been handling the faster pace with the addition of Dr. Howard Klaiman. Howard is such a deep part of the PA family now, it's hard to remember a time without him.

We've been busy on the charity front as well. From helping children in need of facial reconstruction to the reconstruction of Haiti, this year has seen no shortage of people in need. We've been busy raising funds and working to raise awareness for our charities.

And, as always, we've been busy using the best technologies to help our patients. Our patients have busy lives too – so we have a number of treatments, including Zoom whitening (get the full story on page 6) that get the greatest results in the least amount of time.

Throughout it all, we've even managed to take a day or two of holiday to enjoy the summer weather, our family and our friends. We hope that you too have found the time to slow down and enjoy!

ZOOM!

Dentist Tooth Whitening System

Your whitest smile in one office visit!

When your smile *has* to be picture perfect, trust Zoom!®! Clinically proven to whiten teeth an average of 8 shades in one office visit, Zoom! is the #1 dentist's whitening system in the world.



Before Zoom! Whitening Treatment After Zoom! Whitening Treatment

Photos not retouched

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INSIDE PA



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Jerry Jung...

PA's "Jer-Bear"

Jerry Jung has created some of the best smiles ever to walk out of PA's offices. His years of experience, his attention to detail and his ability to build on the best of a patient's existing smile all add up to one thing: brilliant results.

With close to 50 years experience as a dental technician, Jerry has brought a lot of new, more brilliant smiles to patients' faces. Starting out in Nuremberg Germany, Jerry graduated dental college in 1960 after three-and-a-half years of study and hands-on training. Practicing in Germany until he moved to Canada in 1964, Jerry mastered the skill of reading people and their smiles to produce replacements that look natural and fit perfectly.

"It is very satisfying to work directly with the patients here at PA," says Jerry "To see their satisfaction when they smile a new smile for the first time is quite a feeling. When I combine that experience with the camaraderie and professionalism of the PA team, I find great fulfillment in my work." With this enthusiasm, it's not surprising that Jerry's daughter is a certified dental hygienist. "I guess she learned the love for this industry at home", says Jerry.

In addition to the challenging and satisfying work PA performs, Jerry also sees PA as a leader in the future of prosthodontics. "We work in a place where ongoing education is central to our work, our services and our patients' satisfaction. With the new technologies we bring on and the courses we offer through PACE [see page 7 for more details], we keep ourselves engaged, involved and push for the best solutions anywhere."



Whatever you do, do it to the best of your ability...as if you're doing it for yourself, your parents or your children.

What does Jerry do when he's not in the PA lab? He continues to work with his hands, of course. Woodworking is one of Jerry's favourite hobbies, along with scuba diving, sightseeing and traveling. Jerry has traveled as far away as Venezuela, Columbia and Panama. In fact, one of his favourite magazines is National Geographic. "You can learn so much from other cultures. You need to experience them to get the most of out of your own life." With such openness, warmth and enthusiasm, is it any wonder why PA staff have dubbed Jerry the "Jer-Bear?"

Community involvement matters to Jerry!

As a past President of his local Kiwanis club, Jerry has planted very deep roots in his community. In fact, his work as the Chapter's Music Director over the past 10 years has brought a new level of success and attendance to the Oshawa/Whitby Kiwanis Music Festival. Throughout the past 10 years, over 10,000 children have participated with the festival proceedings, discovering the joys and benefits of music.



Roya Assai

Putting new life into her patients' smiles

It's been almost a decade since Roya Assai walked into PA for her first day as a dental assistant. Having just graduated from George Brown College with her Level II Dental Assisting Certification, it was time to take all that learning and put it to the test in the real world of a fast-paced dental practice. "Of course, I was nervous," says Roya, "Not about performing the job...but about PA itself. You never know what a workplace and its people will be like. I was hoping it would be a good fit. As it turns out, it was much, much more."

Like everyone who works at PA, the practice has an immediate sense of family from staff and patients alike. "The great working environment allowed me to showcase my skills in dentistry. From that point, I knew I could grow and bring more to the practice, my patients and myself."

It was only a matter of a few years until Roya and Dr. Barzilay created the position of Dental Hygienist in 2003 and following that, the position of Restorative Dental Hygienist. "In 2008, Roya had just completed her study as a Registered Restorative Dental Hygienist (RRDH). By that time, she had a considerable list of very satisfied patients. The timing was perfect. PA was moving into deeper restorative directions, and Roya was the right person to lead that branch of our practice."

As an RRHD, Roya uses the latest technologies and techniques to help her clients' smiles be at their best. From her certifications in the use of lasers in dentistry, to the application of leading edge whitening products [see page 6 for details], to her role as a clinical coordinator at PA, Roya has a long list of skills as a dental care professional.

All of this from someone who hadn't worked in dentistry until 1999. "Before I worked in dentistry, I was a practicing midwife in Iran. From the



“At PA, I knew I could grow and bring more to my patients and myself.”

age of 16, I always knew I wanted to be a health-care provider," says Roya. Midwifery was a natural choice for me. In my eight year career in Iran, I delivered over 300 babies. There was nothing like guiding a new life into the world – and seeing the smiles on the faces of parents, grandparents and extended family." But when Roya left Iran for Canada, practicing midwifery became a challenge. "I would have to recertify to practice in Ontario. And - by that time - the long hours and night shifts would have been difficult on my little boy and family life. Still, I knew Canada was good choice with better opportunities in a more safe and stable country."

The change left Roya contemplating her career options. But a fractured crown turned out to be the best way to make a career decision. "With a fractured crown, I took my first step into a dental practice. It was impressive. The best healthcare for patients was the priority. When



speaking with the dentist who fixed my crown, we discussed my experience in healthcare as a midwife. He immediately recommended I pursue a career in dental hygiene. The rest is history.”

“It really is the best situation I could imagine. I am a healthcare professional. I get to bring smiles to people’s faces with my skills and our services. I love working at PA. It’s my second home! The mutual trust and respect between myself and our dentists brings the best to our patients and makes everyday a pleasure. I can continue to bring the professionalism and high level of service to my career, just as I did at any stage from midwife to restorative hygienist. Without question, I feel I have found the right place to spend the rest of my career. I can have a positive role in the world, and a direct impact on people’s lives.”

Roya’s impact on people reaches beyond the practice and into the classroom. Roya conducts and runs the implant course offered by PA’s own education centre PACE [see page 7 for more information on PACE]. PA creates a wide variety of opportunities for Roya to touch the lives of others. “It’s amazing that PA has dedicated resources to the ongoing education and betterment of prosthodontic and restorative dentistry,” notes Roya, “I feel lucky to run PACE courses for Restorative Dental Hygiene students from George Brown College, as well as advise on



Have we ever seen Roya without that sunny smile?

“Bringing the best to our patients makes everyday a pleasure.”

restorative dental hygiene courses through the RRHD study club.” Roya is also proud of her “Professor” designation at George Brown College.

What’s next for Roya? “With the ever changing technologies PA brings to its patients, there’s always something new on the horizon. I’m always ready to bring new life to smiles in innovative ways.”

Your chance to win a gift basket!

As a midwife, how many babies did Roya deliver? Send your answer to: guess@buildyoursmile.com. The winner will be drawn for all correct entries and will be announced in the next issue of Inside PA.

Profile Follow-up



“Since the last edition, I have had the pleasure of organizing and lecturing at PA’s first ‘Women in Dentistry’ event, held at PACE [find out more about PACE on page 7]. Attended by over 50 women dentists, we focused on trends and issues common to all dentists, as well as issues specific to women working in dentistry. The event was a hit - and I look forward to meeting more of my female colleagues in forthcoming Women in Dentistry evenings.” - **Dr. Effie Habsha**

Congratulations to G.S. from Toronto, who won a gift basket for correctly naming Dr. Hasbha’s twins: Aaron and Jacob.



How do you get your teeth whiter in just one sitting? **ZOOM!**

We're all familiar with products designed to whiten teeth. We see them in store aisles, we see the ads on TV, we get free samples in the mail. Are they effective? They can show results, but it can take weeks (perhaps months) to get near the shade of white you're hoping to achieve.

Beyond these consumer products, there's a world of professional whitening products that are only available from dental professionals. These products are far more effective because they usually contain higher concentrations

In-office or in-home. Either way, you get a whiter smile in less time than ever before.

of peroxide than over-the-counter products. There's a rule of thumb: **only a dentist can get your teeth their whitest.** Why? Only dentists have the most powerful products.

How can your PA dentist help? One of two ways. Your dentist can apply professional whitening during an "in-office" treatment, or create an "at home" teeth whitening package. In either case, you'll receive a "Zoom" treatment developed by Discus Dental – a global leader in professional teeth whitening. These treatments have some of the most immediate results in the industry.

In-Office: Teeth Whitening in 90 minutes!

A Zoom whitening treatment includes the use of a specialized lamp to enhance the effectiveness of the whitening gel by accelerating the



In just one appointment, teeth are eight shades whiter on average. And if you prefer in-home whitening, you can see results in 3-5 days. Better, faster results...that's the ZOOM advantage.

peroxide. During the office visit, your dental professional will apply the whitening gel and shine a light source directly onto your teeth. The entire office visit generally takes about 90 minutes and will give you immediate results. To maintain your pearly whites, you may also receive a set of custom bleaching trays and a in-home whitening gel for touch-up treatments.

At Home: NiteWhite & DayWhite

No time for an appointment? No problem. Also known as "tray bleaching," the NiteWhite and DayWhite packages will give you amazing results – quickly! The professional-grade whitening gel (NiteWhite for overnight wear or DayWhite for day wear) is placed in your custom-fitted trays that fit perfectly over your teeth. Unlike strips, this process whitens all your natural teeth and contains ingredients intended to provide maximum comfort. You can begin to see results in as little as 3-5 days.

To get your whitest smile, talk to your trusted PA dental professional about the best way to get the results you are looking for. You can also get many of your questions answered by visiting www.teethwhitening.com. A brighter smile is just 90 minutes away!



Paparazzi!

Helping others, teaching others.

Free Oral Cancer Screening

In our last issue, we were planning to mark National Prosthodontic Awareness week by conducting a free Oral Health Cancer Screening clinic at the Meighen Retirement Residence, a local retirement home. On March 23rd, Drs. Barzilay, Habsha and Zarb went into the field with many of PA's talented support staff and gave dozens of seniors a clean bill of oral health. We hope to continue this service as an annual event, focusing on a different retirement home each year.



The PA Education Centre

PA is a practice that believes sharing knowledge with other dentists will advance the world of dentistry – and bring advances and benefits to its patients. PA doctors have been involved in teaching at various Universities and Colleges both at home and abroad. This environment of sharing knowledge is integral with practice philosophy.

To bring a new kind of education to the profession, PA developed and opened a state of the art educational facility called PACE (Prosthodontic Associates Centre for Excellence). Located at the south end of the PA offices, PACE is just under 1,500 square feet and can accommodate up to 50 attendees with courses that are a mix of presentations, live camera feeds (from three of our operatories!) and Q&A. Attendees can take a course live at PACE, sit in on a course through the internet or replay a course for later viewing.



CHARITY. A reason to smile.

2010 has certainly been a year in need of more helping hands than ever before. Disasters, economics, daily need...we've been working hard to ensure as many charities as possible have benefitted when they needed help the most. Of our many charitable contributions, here are two of our 2010 highlights:



AboutFace: Empower, Encourage and Educate

Every year hundreds of thousands of children worldwide are born with facial birth defects. Thousands more acquire facial disfigurements every day, as a result of disease, accident or trauma. Living with a facial difference, regardless if it's congenital or acquired, is a social disability. It is something you can't hide.

Founded in 1985, AboutFace's mission is to advocate on behalf of those affected by facial difference with peer connections, information, emotional support, educating the public and providing opportunities to enhance the lives of those with differences so they may achieve their full potential. In 2010, PA has become a proud supporter of AboutFace through financial and expertise donations.



Rebuilding Haiti

PA is very proud of its efforts to raise funds to help the people of Haiti. Through staff and patient donations – and a generous dollar-for-dollar match from Dr. Barzilay – PA then had its funds matched by the Government of Canada. In all, well over \$2,000 was donated to Haiti through UJA of Toronto (IsraAid).

Why UJA? UJA is committed to sending 100% of the proceeds directly to Haiti. Israeli medical experts and rescue teams in Haiti have received praise from around the world for their intense life-saving efforts at the IDF field hospital they set up in a soccer stadium in Port-au-Prince. They literally came from "the other side of the world" to set up the impressive field hospital within four hours of their arrival in Haiti.

At PA, we have an ongoing commitment to charity. Did you know that studies show that giving to others brings a longer lasting sense of well-being and happiness than giving to ourselves? It's true. Bringing a smile to faces in need will bring a long-lasting smile to yours too!

PROSTHODONTIC ASSOCIATES

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