



VOLUME 4  
ISSUE 1

WINTER 2013

# Dr. Bobby Baig

Changing Your Smile - Living His Dream

**Digital Bite Analysis**  
Exciting New Technology

**PA's Dental Assistants**  
Getting To Know The Team



## Introducing...

### The latest digital technology in bite analysis



When it comes to dental health, the bite might just be the most important factor to consider. That's why we embrace the latest technology.

Faster and more accurate than the traditional methods of bite assessment, digital bite analysis is a true game changer for PA's dental professionals.



Check out Page 5 for the full story!



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## Publishers' Message



Did you know it's been just over three years since we published our first edition of Inside PA? We can't believe it either! So much has changed at PA since that inaugural newsletter, but one thing that always stays the same is the excited response we get each time a new issue is released.

### Three years later, and there is still so much we want to share with you!

We never get tired of sharing our news and our stories, and it warms our hearts to know how much you enjoy the inside look at the PA family. You might have noticed that we use that family word a lot, and that's because there's no better way to describe us. Just ask the Dental Assistant Team (featured on page 3) and they'll tell you that's exactly what makes PA so different...and so special.

No matter how busy the office gets as we welcome new professionals to our practice and introduce the latest dental technologies, we are forever committed to making you feel like part of the family. With the holiday season passing and another new year beginning, everybody at PA wishes you all the best - from our family, to yours.

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# PA's Dental Assistant Team

## Ready With A Helping Hand... And A Smile



Lily Tran joined the PA team on a contract basis in March 2011, but when her contract ended she was not ready to leave! A few months later a new, permanent position became available and Lily jumped at the

chance to return to PA. "It doesn't matter which doctor you assist," shares Lily, "because they are each so gracious and encouraging." Although she loves watching the spectacular views of different parts of the world on Planet Earth, and could see herself as a world traveling photographer, there's no place Lily would rather come to work than PA. "The outings, like spa days, don't hurt either!"



Niloufar Sirat has been a star Dental Assistant at PA for six wonderful years. What's kept her so happy at work all that time? "The most important thing to me about working at PA is that each of the doctors treat

me with so much respect," Niloufar says. Though she originally planned to study accounting, Niloufar quickly discovered that it wasn't the right fit for her. Instead, Niloufar found that her love for working with her hands and interacting with people made dentistry an obvious career choice. Although she's intrigued by interior design work, Niloufar insists she would rather work for PA than anyone else in the world.



Cheryl Ferrer is approaching her three year anniversary of working at PA in January 2013. To Cheryl, the best part of being a Dental Assistant is seeing the journey patients take to improve their smiles, from start

to finish. "Some of the more challenging cases are especially moving to see, especially when the final outcome is really life changing," Cheryl explains.



In her spare time, Cheryl is known for being quite crafty, loving to knit and to scrapbook. But her talents don't end there - Cheryl is also quite the deal finder when it comes to travel and shopping!



Elizabeth Nourani began working at PA in May 2008. Born in Poland, Elizabeth relocated to Canada in the 1990's, where she completed her training to become a Dental Assistant. A born caregiver, Elizabeth is a

natural when it comes to making patients feel at ease. "In addition to working with such awesome doctors," says Elizabeth "I also love seeing our patients leave with such big smiles on their faces. It makes my day!" It's no surprise that Elizabeth loves working with small children, and could see herself as a kindergarten teacher - she has two young boys of her own, the lights of her life.



Amber Clinkenboomer, in her own words, was honoured to begin working at PA in October 2010. Unable to choose just one favourite thing about her job, Amber is brimming with praise for PA. "I have a great group of

coworkers who help start the day, I have friendly patients to treat, and I have talented doctors to assist. How could I pick just one favourite thing about PA?" she asks with a smile. On warm summer weekends, you can find Amber at the track with her dad, taking turns drag racing their 1970 Nova down the race track. Amber isn't joking when she says she has a need for speed!





# Dr. Bobby Baig

## Following His Dreams - All The Way To The Top

When Dr. Bobby Baig moved to Canada from India in 2003, he knew he was coming in search of higher education and a better future. Although he always dreamed big, he never imagined he'd find himself working as a Prosthodontist at such a prestigious specialty dental practice. But that's exactly where he is today.

Dr. Baig's impressive story began with the simple desire to grow beyond the general dentistry practice at which he worked for seven years in India. A year after immigrating to Canada, Dr. Baig applied to PA to work as a Dental Assistant. Just as he knew instantly that Canada was the right home for him, Dr. Baig similarly knew PA was the right place for him to find his way as a dental professional.

"Everything came together so smoothly," explains Dr. Baig. "Not long after starting as a Dental Assistant I was promoted to the position of Implant Education Coordinator. That was an exciting time for me, but I could tell my journey of education still wasn't complete. Working as a PA employee was like a mini residency for me - I knew I was learning from the best of the best, and it inspired me to push myself further."

As with many members of the PA family, Dr. Baig brought with him from his home country a number of values and skills that positively shaped his experience in Canada. His life in India was centred on family values, longstanding traditions, and a strong work ethic. But it also promoted multilingualism, preparing him for a life outside India.

Despite their cultural differences, Dr. Baig credits his upbringing in India with his success in Canada - and at PA. "In a way," he says, "PA is like the United Nations of dental practices. It's a place where everybody brings different cultural backgrounds to the table, along with high motivation, good educational backgrounds and a lot

of practical experience." In moving to Canada, a country that prides itself deeply on embracing multiculturalism, Dr. Baig found it quite easy to fit in to his new home. "Living in Canada changed me as a person and a professional, because it allowed me to maintain my culture while encouraging new experiences and perspectives."



So just what does a day in the life of a Prosthodontist entail? Dr. Baig begins each day with a huddle with his Dental Assistant, discussing the day's schedule and preparing for the patients he will meet. Like everybody on the PA team, Dr. Baig doesn't just view his patients as appointments coming and going - he always wants to sit down and really get to know the people he treats. "When your passion is motivated by changing somebody's smile, you know you're really changing their life. I just love that feeling I get when I hear a patient say 'Wow, this is how I'm going to look after.' That is my driving force each day," explains Dr. Baig.

The dental professionals at PA frequently speak of changing lives along with smiles, because so often, reparative dental work isn't just about aesthetic appearances. Indeed, in some cases, a particularly challenging dental situation can hold a person back from living their day to day life. These are the patients who really know the value of a healthy mouth and smile. Recounts Dr. Baig, "I always think back to a trauma case I attended as a Prosthodontic Resident. A young man had been in a bad accident with severe trauma to his face, including multiple tooth





fractures. He felt so broken; he really lost all motivation in life. It was a challenge just to explain that he had options and we could help him. In the end, after a lot of hard work by a team working together, he felt like he had his life back. I'll never forget his gratitude. That's why I do what I do."

On top of his love for working with such an elite team of professionals, Dr. Baig is thrilled every day that he gets to work in such a well equipped, innovative office. In particular, he is appreciative of the unique in house lab. "Outside of the staff, I think that's the best thing about PA. It cuts down on miscommunications and delays - it makes it so much easier to provide to our patients the high level of care and service that we're known for."

While Dr. Baig is always committed and engaged at the office, he made a promise to himself and his family never to bring his work home. The moment he steps through the door to his home his only focus is being the best dad and husband he can be. "No matter what I accomplish in life," he says, "my wife and my son are what I'm most proud of." Given that Dr. Baig's wife is also a dentist, one can't help but wonder if their teenaged son will also be pursuing a career in dentistry. "I would certainly encourage him to! But we'll see what happens," smiles Dr. Baig. "No matter what he chooses to do in life, he knows that hard work pays off eventually. That's what I tell him all the time:



keep going and don't stop, and you'll achieve what you dream. I'm living proof of that."

Whether he's working with a patient, at home with his family, or spending time on the cricket field, Dr. Baig always approaches life with passion. While he credits his late father and Dr. Izchak Barzilay as his own two gurus, it is undeniable that Dr. Baig himself is inspiring those around him, at PA and beyond. After all, he's living proof that there's no limit to what can be accomplished with some dedication and perseverance. And Dr. Baig is no exception around here. He embodies the qualities you can expect from everybody at PA: passion, commitment, and of course, a bright smile.

### **Your chance to win a gift from PA!**

What sport does Dr. Bobby Baig enjoy playing in his spare time? Send your answer to: [guess@buildyoursmile.com](mailto:guess@buildyoursmile.com). The winner will be drawn from all correct entries and will be announced in the next issue of Inside PA.

## **Contest Winner!**

Congratulations to S.S. from Toronto, who won two sets of movie passes for correctly answering the question "How many years of post-secondary education has Dr. Chvartszaid completed?" The correct answer was over fifteen years!



### **So Your Friends and Family Want to Visit PA...**

Did you know that Prosthodontic Associates is an open practice? That means that you can refer your friends or family to PA, and they don't need a referral from their general dentist.



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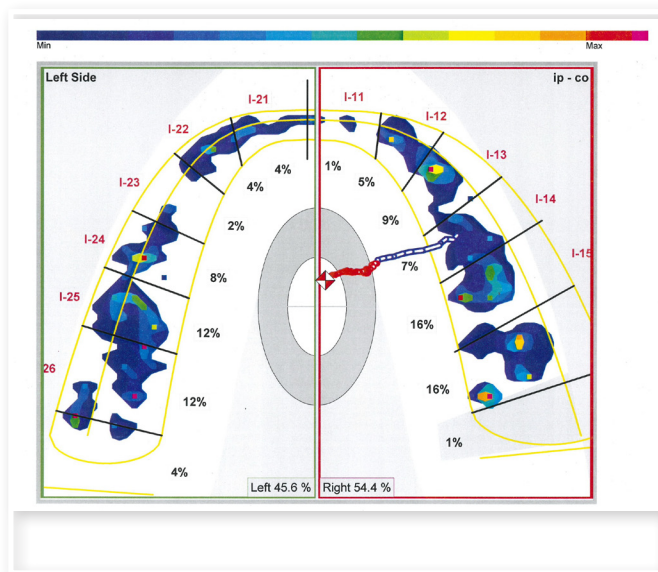


# Digital Bite Analysis On The Forefront of Dental Technology

Here at PA we have made great efforts to embrace digital technology in all its forms. We believe that this is what keeps us ahead and we often have others come to us for our opinions on what technology can offer. You can consider us early adopters of technology.

Not only do we have the now common office management programs on computer, but also the radiographs, photographs, and even the casts that we make of you are computerized so we can use them in CAD/CAM production of the prostheses that we make. In fact it is our goal to be able to put all pertinent patient information into the computer so that we can call on it at any time.

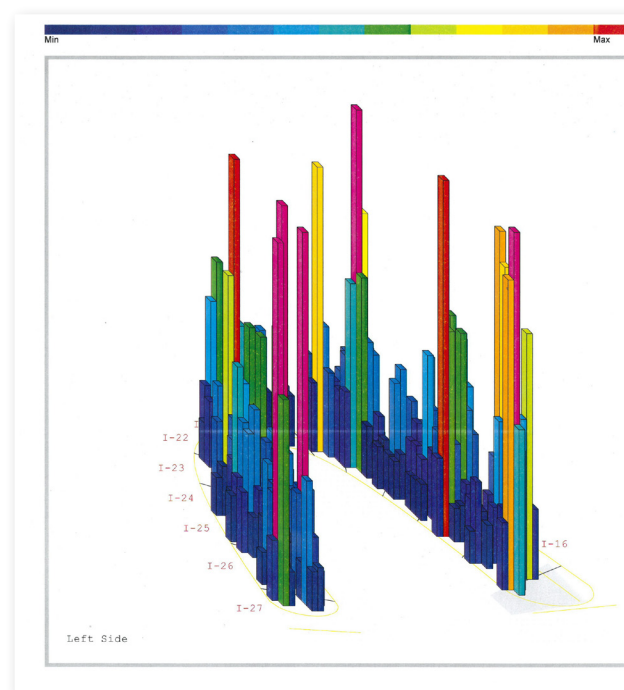
Most recently we adopted digital bite analysis and treatment. In our practice the bite is a very important thing since it is what gives you your function, comfort, stability, and the ability to chew your food and get the nutrients out of the meal.



The bite needs to be set up in a way that it works with the teeth, gums, cheeks, and your TMJs. When all these parts work together, you get a harmonious result that makes eating, chewing, smiling, laughing, and talking a com-

fortable experience. The bite (occlusion) is also very important in making your prostheses last longer since a balanced bite will put less stress on the materials and the supporting structures in your mouth.

The digital bite analysis makes use of a sensor that is placed between the teeth. You are then asked to bite down on the sensor. Not only is the general force of the bite recorded, but one can see which teeth bite first and how the other teeth come into the bite in real time. This device has allowed us to fine tune what we do and provide comfortable restorations in a shorter period of time.



We don't always use the device for smaller cases but when we restore full mouths or when we work with many implants, use of the bite device, helps us fine tune the occlusion. For those patients who feel their bite is just not correct, this device shows you exactly where you bite and when. It is a great educational tool for the patient as well as for the doctor.

We are so happy to open our doors to the digital revolution and know that this is not the last device that we will be introducing to our PA patients. When you come in don't hesitate to speak to us about this device or other interesting machines that we have on hand. We will be happy to share our excitement.

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# PAparazzi! WEDDING EDITION



Carrina and Marcello were married on May 5th, 2012 at the Majestic Colonial Resort in Punta Cana, Dominican Republic. Surrounded by 70 of their closest friends and family, the entire holiday was an amazing experience and Carrina's wedding day was everything she dreamed it to be.



Cheryl and Damany's first wedding took place on August 25, 2012 at the Mayan Riviera in, Mexico, before 25 guests. The ceremony for their second wedding, on September 8, 2012, was at St. Paschal Baylon Church with a reception at Turnberry Golf and Country Club, where they celebrated with 107 guests. Experiencing two weddings was truly a dream come true for Cheryl, and definitely made all of the planning worth it!



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# PAparazzi!

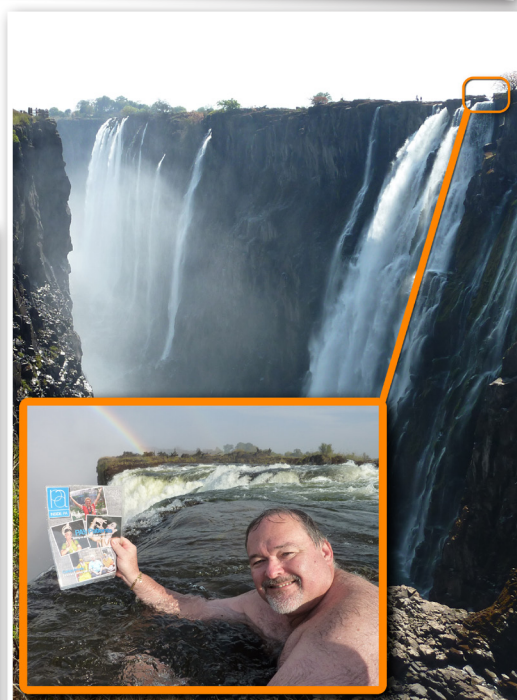
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toronto  
international  
film festival



## Where Do YOU Read Inside PA?

Have you taken Inside PA with you to an exciting destination? We want to know: where do YOU read Inside PA? Send us your pictures of where you read Inside PA and we will feature the winner in our next issue! Send all pictures to [guess@buildyoursmile.com](mailto:guess@buildyoursmile.com)



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