

IZCHAK BARZILAY

A LIFE TIME COMMITTED TO
HELPING PEOPLE **SMILE**

5 TIPS
FOR HAPPY
TEETH

NEW SMILE
ALL IN **ONE** HOUR

INSIDE PA!
WHY THE
NEWSLETTER?

Publishers' Message



Welcome to the first issue of Inside PA!

For the past few years, we've often wondered if the people walking through our doors really know what PA is all about. To the patients, we're a place to get their smiles – and quality of their lives – improved. To the dental professionals and students walking into our education centre, we're their destination to learn about the latest techniques and approaches in prosthodontic dentistry. To our community, we're a supporter of diversity, charity and more.

There just isn't enough time in an appointment, or an educational seminar, to tell the whole PA story. And our story keeps on changing!

We want to tell the whole PA story – a story that keeps on changing!

New services, techniques and approaches are incorporated every year. We continue to recruit the best team in the business. Our community work – including donations to a new charity every quarter – is ongoing. There's so much happening at PA, both where you can see it and behind the scenes, that we decided it was time to publish a newsletter.

So here it is. Consider it the conversation that's long overdue between us.



The world leader in innovative restorative and esthetic dental solutions



INSIDE PA

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Inside PA

Inside our new NEWSLETTER

We've learned something while putting together this newsletter. High tech dentistry is easy. Trying to explain who we are and what we do is hard.

Why is that? PA is more than a simple dental office. Of course, we provide the highest quality care to our patients, using state-of-the-art techniques and treatments. But there's so much more that revolves around our practice.

New services, techniques and solutions.

Typically, patients come to PA with an immediate problem that needs to be resolved. They become familiar with the treatment that restored their smile. But PA offers several different treatments and services, which address a wide range of problems.

Perhaps there's a solution that can help you, or someone you'd like to see smile more often. INSIDE PA will highlight a different service in each issue. New treatments and techniques will be profiled as well.

Not only do we offer new treatments, we teach others how to do them.

Education is a big part of PA.

Prosthodontic Associates founder, Izchak Barzilay, is a big believer in education. Dr. Barzilay - as well as Drs. Habsha, Zarb and Bhide - have all held positions as associate professors and educators in a number of institutions, including Mount Sinai Hospital and the University of Toronto.

In addition, PA has its own education centre - The Prosthodontic Associates Centre for Excellence (PACE). PACE conducts on-site and



webcast sessions and seminars for other dental professionals worldwide. INSIDE PA will highlight some of these programs and what they mean to global dentistry.

Get inside the PA community.

PA staff are a diverse group of people. With different nationalities, backgrounds, interests and skills, INSIDE PA will profile a staff member in each issue.

We're not just an office - we're a part of the community.

PA is active in the community, contributing to charities throughout the year - and selecting a new charity every quarter to receive PA's 'Outreach Contribution'. INSIDE PA will keep you posted on the current charity and how we all can help.

A new issue every quarter.

A new issue of INSIDE PA will be released every quarter. If you're near our offices at Yonge and Eglinton, drop by to get your copy. Or email us at newsletter@buildyoursmile.com to receive a digital copy.

With so much in each issue, we hope you enjoy!



IZCHAK BARZILAY

Building smiles for over 25 years!

More than anything, Izchak Barzilay wants to put a smile on your face. For over 25 years, he's been putting smiles on the faces of patients (as well as his students, his colleagues and his partners). But that's not enough for Izchak. Until you're smiling too, his work isn't done.

"I felt dentistry offered me the ability to work closely with people - and provide a service that was needed." Izchak's dedication to his patients and dentistry is the fuel that fires him up every morning at 5am. Forty-five minutes later, he's at the office - exercising and preparing for the day ahead. It's a routine he loves, even with the late nights of paperwork and the 70 hour work weeks. Add in his roles as a world-renowned leader in prosthodontics, an educator and sought-after speaker on dentistry - and you have a very busy dentist.

But hard work comes naturally to Izchak. His parents decided to move to Canada from Israel in 1961 when he was one and a half years old. "My father was in the building business - and there was a lot going on here. He told my mother that they would go to see the world for one year, then return to Israel. It has been a very long year." Izchak's parents worked hard to build their lives in Canada - and worked hard to instill these values in their children. "My parents believed schooling and self employment were important. My siblings and I took school very seriously - and almost everyone in my family is self-employed."

During his undergraduate degree at the University of Toronto, Izchak started thinking about dentistry. "It offered me the ability to be self-employed, to be a professional - and to work very closely with people to bring them something needed." Izchak specialized in the replacement of missing teeth - his favourite part of dentistry. Mentored by exceptionally talented instructors, Izchak interned at the University of



Toronto, Timmins, Moose Factory, and several First Nations reservations in the North. "It was highly demanding and highly rewarding," says Izchak.

From his internship, Izchak went on to spend three years at the Department of Prosthodontics at the Eastman Dental Center in Rochester, NY. In addition to his studies, Izchak worked on innovative implant dentistry research projects. If there had been any doubt about his choice in

"Implants are the most elegant way to restore a full smile. They really pay off."

specialities, the implant research anchored it. "Implants are the most elegant way to restore a full smile. They have a high success rate, involve less inconvenience and pain - and in the long run, are the most efficient way to restore teeth. They pay off emotionally and - believe it or not - financially. Implant-based restorations can work in place of bridges, crowns, or dentures. I knew this was the way to build the best smiles for my patients."



As a graduating Prosthodontist, Izchak returned to Toronto in 1987 to set up practice. His first office was located at Bay and Bloor but the practice quickly relocated to Yonge and Eglinton as it grew. Izchak found himself leading a team of talented professionals. "The results are simply amazing. I am surrounded by the best of the best - and you can see it in everything we do."

To ensure the highest quality of care at every stage of treatment, Izchak built a dental lab inside the practice. "We do it all here, in-house."

"I'm surrounded by the best of the best at PA. You see it in everything we do."

We set our own high standards and we can deliver. Our technicians are simply amazing. "Most of the technicians are educated in other areas outside of dentistry. "They bring a wider intelligence to dentistry with their backgrounds and other training - and they can make dental office visits a more interesting experience, extending beyond dentistry itself."

In fact, many of the PA staff are new Canadians, bringing their skills to Toronto's melting pot. "There's a lot of reasons why this is a fit for the practice," says Izchak. "Our patients come from different backgrounds in our diverse city."

Our staff reflect this diversity." Here again is his parent's influence. "My parents always hosted guests from other countries and helped them to get started in Canada. As a child, I saw a lot of this - and always thought it was a great way to help people individually, while working for the community and the country. I guess that is part of my philosophy - and partly why my staff is so diverse. It makes for a more comfortable experience and great results all around." PA has patients who feel at home. Some drop by for a coffee even when they don't have an appointment. PA has had patients practice yoga in the waiting room. Now that's community.

Diversity and community make Prosthodontic Associates Izchak's "work family": It's not just a job for Izchak. He says, "Dentistry is who I am and what I do. We see everyone from the person who simply wants a whiter smile, to someone who needs major reconstruction after illness or accident. In some cases, our work enables people to do things that are taken for granted: eating, getting a job, etc. There are few moments more rewarding than helping to rehabilitate someone and help to raise their self esteem. Their joy fills the room. It becomes our joy."

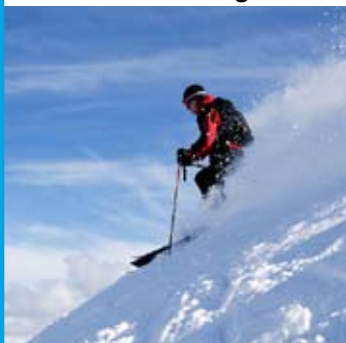
What's next for Izchak? "Many more years at PA doing what I love. I wake up in the morning and say 'Great, another day to do what I love to do.' Not many people can say that. I am blessed!," he says with his usual warm grin.

Isn't that enough to make anybody smile?

Guess Izchak's hobbies!

All work and no play makes Dr. Barzilay a dull dentist! Four hobbies are shown below. Correctly guess which one Izchak enjoys and you will be entered into a draw for a luxurious chocolate gift basket! Email your entry to guess@buildyoursmile.com. The answer - and the winners - will be in the next issue of INSIDE PA.

a. heliskiing



b. dog sledding



c. horseback riding



d. scuba diving



1 Smile in ONE HOUR!

What used to be a 6-12 month procedure is now available in one convenient hour.



Most of us are familiar with dental implants as a lasting way to replace a missing tooth and complete your smile. In the space of 3-4 visits, your smile goes from having a gap to having a perfectly matched, well-fitted tooth as natural as the rest.

But what if you don't have the time (or the patience) to wait for the traditional process to do this?

Now, the NobelGuide Teeth-in-an-Hour™ system means you can replace missing teeth with permanent dental implants – easily, quickly and comfortably. This new, more gentle option enables you to leave the dentist's office with fully functioning new teeth in as little as one hour!

Best of all, this treatment is minimally invasive, so no recovery period is needed after your treatment. Some patients have concerns about the procedures and possible pain in treatments. These concerns are minimized with Teeth-in-an-Hour™.

PA has been offering this treatment for over four years. Although slightly more expensive than traditional implants, patients are undergoing this procedure more and more.

The doctors at PA, who have performed more than 50 of these procedures, believe this could be the leading treatment of the future. "We are finding more and more patients requesting Teeth-in-an-Hour™ as the preferred treatment for dental implants," says Dr. Habsha. "The

convenience, minimal invasiveness and the thrill of leaving the chair and eating right away are important to many people. As well, people can see their smiles restored to their full, original selves in one hour."

In addition to being an alternative method for obtaining implants, Teeth-in-an-Hour™ is a great alternative to plates or dentures.

PA is proud to offer this treatment. Visit buildyoursmile.com, or ask one of our doctors for more information.

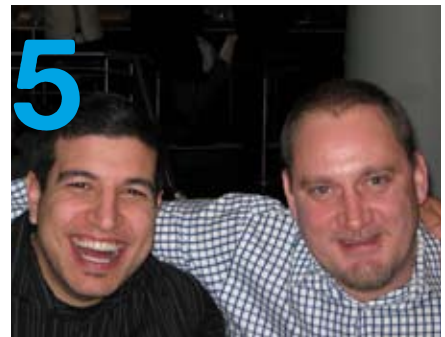
"The procedure was not painful. It was no different than getting a filling!"

- Jennifer, patient



Paparazzi!

Chicago, Chicago...PA's kind of town!



In early March, 2009, the entire PA team headed down to the Chicago Midwinter Dental Meeting - the largest dental conference in North America. Using the trip to learn about the latest dental breakthroughs and trends, the trip also brought the PA family closer together through team building.

In attendance were Dr. Izchak Barzilay, Dr. Effrat Habsha, Dr. John Zarb, Stevvan Anderson, Roya Assai, Dr. Bobby Baig, Attila Gergely, Glen Gonzalez, Mariela Gonzalez, Jerry Jung, Cristina Nistor, Elizabeth Nourani, Azalea Ray, Niloufar Sirat, and Helena Uchitel. Happy Birthday to Mariela, PA's Business Manager, who turned 40 on the trip!

In the pictures: (1) everyone at Mariela's birthday celebration; (2) Jerry and Dr. Barzilay; (3) Niloufar, Elizabeth, Helena and Cristina; (4) Drs. Baig and Zarb; (5) Glen + Attila - lab technicians extraordinaire; (6); Azalea and Stevvan; (7) Dr. Habsha, Roya and Mariela; (8) everyone having a "late night meeting".

Five Tips FOR HAPPY TEETH!

2. Visit your dentist!

An ounce of prevention is worth a pound of cure. Your dentist can see things that you can't. Visit your dentist before issues become real problems.

1. Floss

There is an old saying: you don't have to floss all your teeth...just the ones you want to keep. And it's true!



3. Watch what you eat

Food hits your teeth before it hits your waistline. Limit sodas and sugars - and coffee too!

4. Whitening, veneers & crowns

Age, food, health issues and regular wear-and-tear can make your teeth feel and look older than they should. Treat your teeth and yourself to a fresh smile with professional whitening, veneers or crowns. Visit buildyoursmile.com for more information.

5. Gum health

Gums are home to your teeth. Brush your gums gently...treat them with respect.

LATEST EVENTS

The 1st Annual PA Bowling Tournament was held on July 28th, 2009. The tournament pitted PA team members against one another to see who is the King (or Queen) pin.

We will give you the rundown on all the strikes, spares and misses in our next issue!



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