

AUGUST 2022 NEWSLETTER



Here's what's happening in our office....

Greetings!

BACK TO SCHOOL! We hope all the kiddos have a great start to the 2022-2023 school year!

We are happy to share that the Spoonhower Brace Bus will be up and running again with the start of school! We will include details in this issue about how you can utilize the Brace Bus for appointments.

Also in this issue, we have the July Patient of the Month, our August contest for patients, the Colors of the Month for August, and the monthly topic - Spoonhower social media! Read on for details.....



THE BRACE BUS IS BACK!!!

Our complimentary Brace Bus service will be at your service starting in August to coincide with the start of school. The Brace Bus shuttles kids to and from school to our office for their appointments. This allows parents to not have to take off work and minimizes the amount of time kids miss from school. Here are the details of the Brace Bus.....

- Shuttles to/from Green Intermediate School on Tuesdays
- Shuttles to/from Green Middle School on Wednesdays
- For 9:00am, 10:30am, and 1:30pm appointments only
- Authorization paperwork needs completed/signed BEFORE use
- Scott is our Brace Bus driver and has completed all of the necessary steps to ensure safety
- Contact our office if you are interested in utilizing this free service



JULY

Every month we pull one random name out of a box from all of the awesome patients that have been in that month with:

- *Excellent brushing & oral hygiene*
- *No broken brackets*
- *Excellent elastic wear as prescribed*

Patient
of the Month

Congratulations to Kai Davis-Banks, who is our Patient of the Month for July! Kai received 50 extra rewards hub points as well as a certificate. Congrats, Kai!

Things to know....

AUGUST CONTEST FOR PATIENTS:

This month's patient contest is called **LICENSE PLATE DECODER CONTEST**.

Log into the Patient Rewards Hub with your password to access the contest. We've brought the fun of coast-to-coast car rides to the Hub with this cryptic contest. Players decode license plate messages; whoever is fastest, wins!

Participants are also encouraged to follow and like our Facebook page after completing the contest. The end of the contest is August 31st and the winner will receive a notification in their patient hub account and will earn

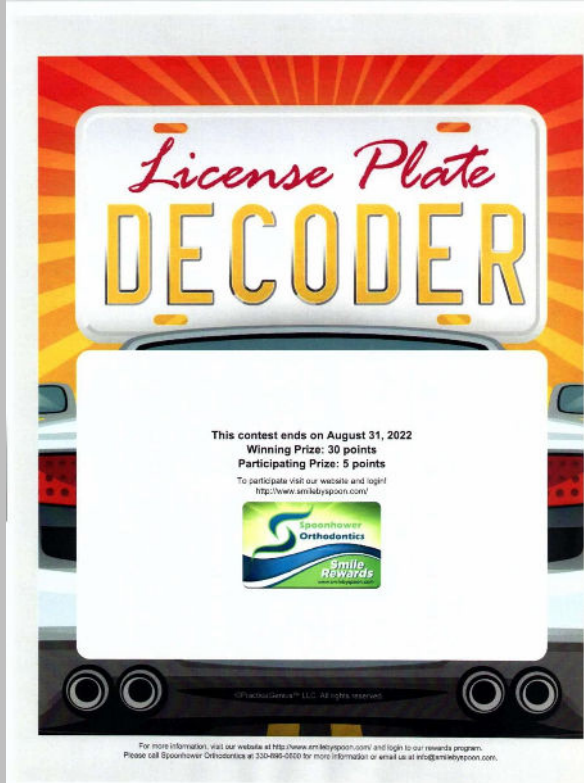
ORTHODONTIC TOPIC: SPOONHOWER SOCIAL MEDIA

HERE'S WHY YOU SHOULD FOLLOW US ON SOCIAL MEDIA...

Social media is a good way to be kept up-to-date with our office. If you do not follow us on Facebook, Instagram, Twit or Snapchat, we highly recommend you do! Not only do you get points in our Patient Rewards Hub for following us on our social media pages, we also post humorous orthodontic jokes, current and relative orthodontic information, fun stuff about our staff, share pictures of our patients and their new smiles, and we even have an occasional in-office contest for our valued patients!

30 rewards points. Everyone that participates will receive 5 rewards points.

GOOD LUCK!!



Simply "LIKE/FOLLOW" us on our social media pages by entering the following:

SnapChat - spoonortho1410

Instagram - @smilebyspoon

Facebook - @spoonhowerorthodontics

Twitter - @spoonhowerortho

WHAT IS A HASHTAG ANYWAY???

A hashtag is a word or phrase preceded by a hash or pound sign (#) that is used to identify messages and pictures on a specific topic. By adding the '#' sign before a string of text, users make that string easy to find in a search. When a person clicks on a hashtag, any image will appear that any other person has identified or "tagged" using the same hashtag. It is a fast and very informative way for people to see multiple pictures of the same object or place, such as our office.

Make sure you tag us in any picture you post from our office on Facebook or Instagram

using the hashtag (#):

#smilebyspoon

"CHECK-IN" WHEN YOU ARE HERE!

Make sure to "check in" when you are in our office. Why you ask?...because not only is it just fun to let your followers see what you are up to, but it also lets your followers know that you endorse our office and you enjoy coming in to see us! Social media is a powerful tool and it is a great way for potential customers that are looking for an orthodontist to find us. You are essentially making an online referral to us, and we would love it if you would help us grow as a practice by spreading the word through the power of social media!



COLORS OF THE MONTH

Each month we feature a different color combination you can get on your braces with the elastic ties! We even give the color combination a cool name and have it on display so you can see what it will look like!

Here are this month's colors.....



OUTDOOR YARD GAMES ARE BACK FOR SUMMER!

Cornhole anyone?
How about giant Jenga or Connect 4?
We are happy to share that our yard games are back for the summer and will be outside (weather permitting) for families to enjoy while waiting for patients to finish with appointments!

Did you know we are accepting new patients? The biggest compliment we can ever receive is the referral of a family member or friend, or an online [Google](#) review. We thank you for your confidence in us and we appreciate your business and your referrals! We look forward to seeing you in the office soon!



[Click here to leave us a Google review!](#)

Sincerely,
Dr. Christopher Spoonhower & Staff



Monday: 9:00 a.m. – 6:00 p.m.
Tuesday: 9:00 a.m. – 5:00 p.m.
Wednesday: 9:00 a.m. – 5:00 p.m.
Thursday: 7:30 a.m. – 3:30 p.m.

Reach Out To Us

Call Us Today: (330) 896-0600
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Uniontown, OH 44685



Please Note: Our office is closed on Fridays, however we DO have limited patient emergency hours. Should you have an orthodontic emergency, please call the office. If we do not answer, please leave a message and we will call you back as soon as possible.

Regarding Insurance: If your insurance covers orthodontic treatment, you will be reimbursed directly from your insurance company. This will reduce your overall out of pocket expense for treatment. Many insurance policies have a lifetime orthodontic benefit that is distinct from regular dental insurance. Insurance policies vary, so we will review your insurance to determine the appropriate course of action. (Once treatment has started, we will file your claims).

Our office is committed to helping you maximize your insurance benefits. Due to the fact that insurance policies vary, we can only estimate your coverage in good faith, but cannot guarantee coverage due to the complexities of insurance contracts. Please inform us, too, of any changes to your insurance coverage.