

SEPTEMBER 2021 NEWSLETTER



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

Greetings!

Hello! We are extremely excited to share information with you in this newsletter about a fundraiser that our office is doing during the entire month of September that will benefit kids battling pediatric cancer, including one of our very own patients!

We also have a note regarding staffing changes, the August Patient of the Month, our September contest for patients, a few of our virtual patient appreciation winners, and our monthly orthodontic topic: the importance of orthodontic treatment at a young age. Lots to share!!! Read on for details....

The logo for Project Outrun, featuring the words "PROJECT" and "OUTRUN" in a stylized, colorful font. "PROJECT" is in blue and pink, and "OUTRUN" is in pink and yellow.

"BRACES & LACES" FUNDRAISER

September is Pediatric Cancer Awareness month, and what better way to bring awareness than to support an awesome, non-profit organization that helps kids with cancer! [Project Outrun](#) works tirelessly to empower and strengthen kids and their families as they battle Pediatric Cancer by giving the kids the opportunity to design their very own custom Nike shoe from start to finish! How cool is that?!

One of our very own patients, Kiely Peters, is

currently fighting cancer and the money that we raise will help fund shoes for her that she has designed with purple and aqua colors!

Here are the details about our [Braces & Laces Fundraiser](#):

1. We will be accepting donations of any amount in our office during the entire month of September! No donation is too big or too small - even a \$1.00 donation is very much appreciated!
2. Donations can also be placed directly on the [Project Outrun Website](#) with a comment that says "Braces & Laces."
3. To show support, patients can get bands for their braces that match the colors of Kiely's Project Outrun shoes (purple & aqua) as well as receive a Project Outrun sticker and write their name on a support slip to be hung on the window!



Help us support this great cause and kids fighting cancer!

****Don't forget to check in & tag us on Instagram and Facebook showing your support with Kiely's colors in your mouth using hashtags****

*[#imnotsickbutmyshoesare](#) [#bracesandlaces](#)
[#projectoutrun](#)*



**<--- KIELY'S SHOE COLORS!
(PURPLE & AQUA)**

Show your support for Kiely by getting these colored bands on your teeth!!

AUGUST

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 Adella Coblentz, who is our Patient of the Month for August! Adella received 50 extra rewards hub points as well as a certificate. Congrats, Adella!

Things to know....

SEPTEMBER CONTEST FOR PATIENTS:

This month's patient contest is called **National Parks Trivia Contest**. Log into the Patient Rewards Hub with your password to access the contest. Who doesn't love a trip through our National Parks? Find out if this fun trivia contest is a walk in the park for you. The end of the contest is September 30th and the winner will receive a notification in their patient hub account and will earn 30 rewards points. Everyone that participates will receive 5 rewards points. Participants are also encouraged to follow and like our Facebook page after completing the contest, if you have not done so already. Social media is a great way to hear updates and relevant information about our office. **GOOD LUCK!!**

ORTHODONTIC TOPIC: THE IMPORTANCE OF ORTHODONTIC TREATMENT AT A YOUNG AGE

Research has shown that serious orthodontic problems can be more easily corrected when the patient's skeleton is still growing and flexible. By correcting the skeletal problems at a younger age we can prepare the mouth for the eventual eruption of the permanent teeth. If the permanent teeth have adequate space to erupt they will come in fairly straight. If the teeth erupt fairly straight their tendency to get crooked again after the braces come off is diminished significantly. Once the permanent teeth have erupted, usually between the ages of 12-14, complete braces are placed for final alignment and detailing of the bite. Thus the final stage of treatment is quicker and easier on the patient and usually lasts from 12-18 months.

Doing orthodontic treatment in two phases provides excellent results often allowing time for the removal of permanent teeth and jaw surgery if necessary. Treatment done when some of the baby teeth are still present is referred to as Phase 1 treatment. Treatment after all of the permanent teeth have erupted is referred to as Phase 2 treatment. If you have any questions regarding the timing of starting orthodontic treatment, please do not hesitate to contact our office.



For more information, visit our website at <http://www.smilebyappon.com/> and login to our rewards program. Please call: Sporthower Orthodontics at 330-936-0600 for more information or email us at info@smilebyappon.com.



DON'T FORGET OUR FACEBOOK VIRTUAL PATIENT APPRECIATION DAYS!

Check out our [Facebook](#) page **EVERY TUESDAY** to see if you win! We will be giving away **AWESOME** prizes to one of our random, active patients! Each week we will be giving away a different prize for a different age group and gender. We will automatically enter everyone's name that falls within that age range into the drawing for that week. All you have to do is visit our Facebook page every Tuesday to see if that week is for your age group!



A NOTE REGARDING STAFFING CHANGES

We are proud of three of our clinical assistants who have recently moved on to new careers and ask that you help us wish them success in their new endeavors. We also ask for your patience in this time of transition as we welcome new team members to Spoonhower Orthodontics. Due to ongoing training, we have temporarily modified our schedule, resulting in more limited options for appointment times. As always, our team will continue to provide outstanding care and ask that you contact us with any questions.

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 will see 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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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.