

## OCTOBER 2023 NEWSLETTER



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

Hello Christy,

***BOO!*** Did we scare you? ; )

In this newsletter we have the September Patient of the Month, our October Patient Rewards Hub contest for patients and Colors of the Month, as well as our monthly topic: how smiles can impact lives. Read on for all the details.....



## SEPTEMBER

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 Brianna Campbell, who is our Patient of the Month for September! Brianna received 50 extra rewards hub points as well as a certificate. Congrats, Brianna!

### Things to know....

## OCTOBER CONTEST FOR PATIENTS:

This month's patient contest is called **Pumpkin Patch Match Contest**. Log into the Patient Rewards Hub with your password to access the contest.

Players won't be afraid to play this fun pumpkin match up game. Participants are also encouraged to follow and like our Facebook page after completing the contest. The end of the contest is October 31st 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. **GOOD LUCK!!**



## MONTHLY TOPIC: SMILES CAN IMPACT LIVES

Orthodontic treatment can have a huge impact on a person's self-esteem and confidence, and ultimately a person's impact on others. Smiling is an underrated yet hugely important factor in how humans communicate with each other. Body language counts for between 50-90% of what we say to each other, and that's mainly through the expressions on our faces. Smiling releases serotonin and dopamine, our bodies' feel good hormones, causing the feeling of positivity to pass through us every time we do it. When someone smiles back at you, they experience that same boost of positivity ultimately creating increased confidence.

A smile can impact the influence you have over others. When you smile, you're showing that you are confident and in control. The more we smile, the more trust others have in us. That can lead to positive changes in the relationships we have with our family, friends and even business colleagues or clients, and often results in more success.

When you're satisfied with your smile, it reduces anxiety in social situations, allows you to focus on enjoying yourself, achieve goals, realize your passions without fear, and not worry about being bullied because of your teeth.

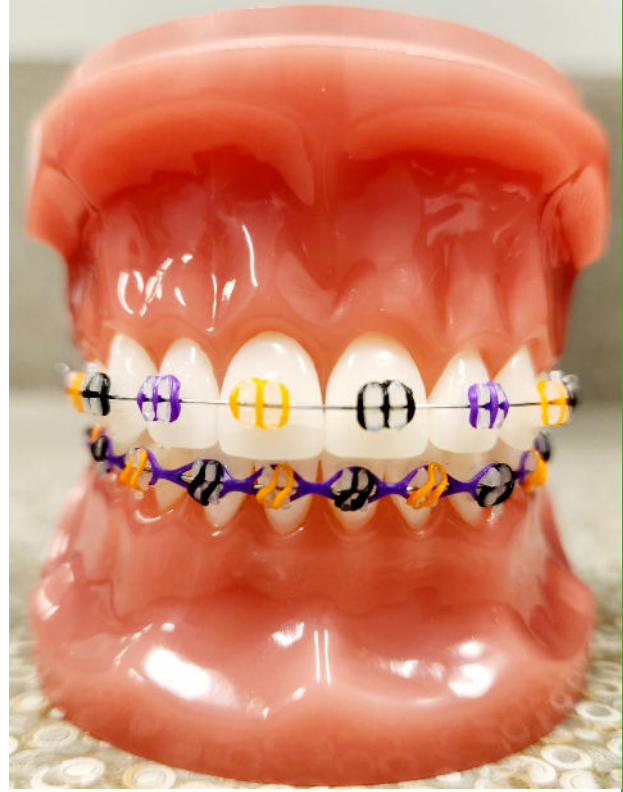
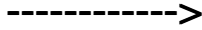
So, even though going through orthodontic treatment is time consuming and a financial commitment, it is definitely worth the investment!

## 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 fun, cool name and have it on display so you can see what it will look like!

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

# Trick or Treat



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 hope you have a **Happy Halloween** and we hope to 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.

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**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.



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