



## NEWSLETTER

FALL 2004

The  
ultimate  
in service  
since 1982

### Dentist Spotlight



**Gary McCrummen, DDS**  
Big Fork, MT

**Graduate of:** University of Colorado School of Dentistry, 1982

**Family:** Wife, Cheri;  
Sons, John (21), Kevan (27);  
Daughter-in-law, Brenna

#### **Favorite...**

**Author:** Louis L'Amour

**Movie:** *Princess Bride*,  
*Finding Nemo*, *Bourne Identity*

**Restaurants:** *The Brooklyn*

restaurant, Seattle, WA;  
*Showthyme*, Bigfork, MT;  
*Banffshire Club*, in the Banff  
Springs Hotel, Alberta Canada

**Vacation Spots:** Travelling  
yearly with my lovely wife of 29  
years to Europe, Cabo San  
Lucas, Mexico, and British  
Columbia/Alberta, Canada.

**Hobbies:** Writing dental  
articles every two weeks.  
Reading a good book.  
Meditation.

**Hero:** My wonderful wife!

#### **Like Most about Dentistry:**

Crown & Bridge, and happy  
patients. Taking my wife and all  
my staff to a dental convention  
each year.

#### **Like Most about Creative**

**Arts:** I have had the pleasure  
of working with this great  
team of skilled technicians and  
friendly people for almost 20  
years, and we have been proud  
to place their artistry in our  
patients' mouths, the mouths of  
my staff, friends and family, and  
my mouth. Creative Arts is one  
of the most important reasons  
for the success of my practice!

### *IPS Empress® Esthetic*

IPS Empress Esthetic, the new Empress from Ivoclar Vivadent, provides for even more life-like esthetic results and stronger physical properties. Its **metal-free** substructure causes the light refraction and reflection to mimic that of natural tooth structure. IPS Empress pressed reinforced ceramics exhibit two times the strength of conventional porcelains helping insure long term esthetics and durability. With Empress, you can offer your patients a clinically proven product, which provides excellent fit, wear, and esthetics. It is indicated for inlays, onlays, veneers and anterior crowns. For 3-unit bridges, we recommend IPS Eris as it is stronger than regular Empress.

Beginning October 2004, Ivoclar Vivadent will run direct-to-patient commercials on the *Style Network*. As a result, your patients may inquire about Empress. If they do, you can let them know that your dental lab, Creative Arts, can provide them with these esthetically pleasing restorations. For more information on Empress, or to request prep guides, call us at 916.929.4464 or 800.696.4464.



#10 Metal Margin **Before**



#10 Empress **After**

**Paul Phillips, DDS**  
Restoration by Creative Arts

### *Increase Your Practice* by Melinda Heryford, Practice Management Consultant

#### **Communication -- it's all in the Tone**

Compelling communication skills are the single most important factor in creating loyal customers. In dentistry, whether a patient keeps their appointment, completes treatment, pays today and refers patients is directly dependent on the quality and continuity of communication received.

Creating a knowledgeable, pleasant, open and friendly presence with your patients is the most important aspect of communicating with them. Presence is relayed to the patient by the tone of your voice, the confidence you have in yourself, the belief you have in your product, the words you speak and your body posture. Tone of voice accounts for 38% of the perception of the message, qualities such as friendliness, enthusiasm, and confidence can be heard loud and clear not only in person but over the phone lines as well.

Having confidence and belief in the message has a strong impact. Is there a

definiteness of purpose, do you believe in the quality of your dental care, and do you feel good about the service people receive?

Surprisingly, *the specific words you speak account for only 7% of the perception of the message*, be clear, concise, uncomplicated and welcoming.

Body posturing accounts for an overwhelming portion of communication; 55% of the perception of the message is sent and/or received via body language. Body language should include smiling, looking interested in the patient, eye-to-eye contact, a neat and professional appearance. Even over the telephone body language such as a smile have the most direct effect on creating a connection.

Effective communication includes presence, tone and body posturing. Creating loyal patients starts and ends with powerful communication skills.



Melinda Heryford, MBA  
(916) 488-1929

Valerie's  
inspirational  
**QUOTE:**

"The hallmark of a well-managed organization is not the absence of problems, but whether or not problems are effectively resolved."

- **Steve Ventura**

"144 Ways to Walk the Talk"



**Harold Presley Penrod**  
(aka "Harry")

As a dental lab owner, proper dental hygiene has always been an important part of the Penrod household. Bob recently discovered Harry, his 2 yr. old Airedale, loves to have his teeth brushed.

Steve Holmstrom, DVM, a specialist at the American Veterinary Dental College, recommends brushing your pet's teeth a minimum of every three days to help prevent oral disease. He suggests using a specially made pet toothpaste such as C.E.T. Toothpaste by Virbac. Try a brush made for pets or a small children's brush.

Do not use human toothpaste, however, as the ingredients in our version can upset your pet's stomach.



**pictures from our 22nd Annual Open House**

## ***Creative Arts 22nd Annual Open House***

September 30th marked our 22nd Annual Open House. It was a great time of celebrating our current doctors and welcoming new ones. For those of you who were unable to join us, we hope you can join us next year.

Many enjoyed demos of Cerec inLab by Bruce from Patterson. Creative Arts has purchased the system and will soon be able to offer the very strong all-ceramic CAD/CAM restorations (inlays, onlays, full crowns, and multiple-unit bridges).

The class on "Easy Hands-on Impression Taking - A Focus on Alginate Replacement" was very popular. For more information on the Pentamix mixing unit contact Connie James at (800) 248-7261.

The food and desserts were delicious, and many enjoyed a back and shoulder massage!



## ***Employee Spotlight - Sandy Craig***

Sandy Craig is a very familiar voice and face at Creative Arts. This year she celebrated her 21st anniversary with Creative Arts Dental Lab. Surprisingly, Sandy had gray hair when we hired her...working at Creative Arts was not the cause!

Sandy is a native of Sacramento. She was a dental assistant for many years before coming to Creative Arts. At the time we interviewed her, Sandy was a full time mom along with volunteering as PTA president. We were so impressed with her personality, enthusiasm and work ethic that in October of 1983, Sandy came to work at our original location on 36th and J Street. With her wonderful people skills and being "queen" of multi-tasking, she soon earned the title of "Manager". Sandy has faced many challenges through the years with grace & ease. In 2004, upon turning 62 yrs old, she decided it was time to start slowly cutting back & enjoy more of life outside the workplace. In May of this year, her son Scott & his wife Amy gave birth to Sandy's first grandchild, Ian. Sandy and her husband Bob are very proud grandparents.



After training with Sandy, Terry Silva has now taken over the role of Office Manager and is doing a terrific job. Terry has worked at Creative Arts for nearly 15 years, most of those as a technician.

Sandy loves to spend time with family and friends, especially her husband, Bob, grandson, Ian, and her 90 yr. old mother-in-law, whom she takes shopping and on errands. She also enjoys quilting & crafts. Sandy is a member of the Native Daughters, is very proud of her Scottish heritage, and has a Springer spaniel named Gordon.

Creative Arts is incredibly honored and blessed to have the pleasure of working alongside Sandy for all these years, with a few more to go. She plans on hanging around until she is at least 65 yrs old.