



By The Sea Has Gone Digital!



DR. CHRISTOPH MICHEL

WRITTEN BY
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ADMINISTRATIVE DENTAL ASSISTANT

If you are like most people your life is very busy. It can even be hectic at times. You could be due or even past due for your next dental cleaning and not even realize it. As a patient of By the Sea Dentistry when you come in to our office for your next visit we are excited to show you big changes. Dr. Michel has gone digital, our office is now equipped in all operatories with digital radiography systems. One of the many reasons why Dr. Michel has upgraded to this system is to be able to provide the best dental care possible for his patients.

For most people when they need to have an x-ray taken they are concerned about radiation exposure. Patients can now rest assured that with digital radiography you are not increasing your exposure, in fact you are actually decreasing your exposure to radiation. Having a digital x-ray taken opposed to the traditional way you will receive 70% to 80% less exposure to radiation. Less radiation to the patient will incline them to allow us to

take the necessary x-rays. This in return allows Dr. Michel, your dentist, to be better able to treatment plan your personal dental needs. As your dental provider we ask your permission to take x-rays to be better able to find problem areas that can be but are not limited to: areas of decay, abscess, bone loss, and also unerupted teeth in children and adults.

After the x-ray is taken you will be able to see it almost instantaneously on the monitor. At that time we have the ability to change the contrast lighter or darker as needed without taking another picture. We can also enlarge the image for more accurate diagnosis. In fact with digital x-rays cracks and fractures in the teeth are more visible to the eye than the traditional film.

By switching to digital systems we are wasting less thus making our office more environmentally friendly. There will be no more need for the traditional films that were used. Now we have one film that is continually used for each picture taken in your mouth. No need for a machine to process the x-rays as it will all be done via computer. With no need for the x-ray processor there will be less chemical waste and less pollution. With the traditional x-ray processor we would have to change chemicals weekly and also wait 5 minutes for the films to be processed and developed. Once they come out of the machine they need

to be put together on the X-ray mounts. This is all precious time that you lose with your dental provider that will not happen anymore. Now you will see the last x-ray on the monitor before the next picture is even taken. The new large monitors are an

This is greatest advancement in radiography that will benefit the dentist and patient since the first x-ray was taken.

The convenience of digital x-rays does not stop at the dental chair. With any insurance claims or referrals we make to a dental specialist we can send your x-ray via the computer and internet. An example is that we need to refer a patient out to an oral surgeon. Besides Dr. Michel calling the specialist to speak about

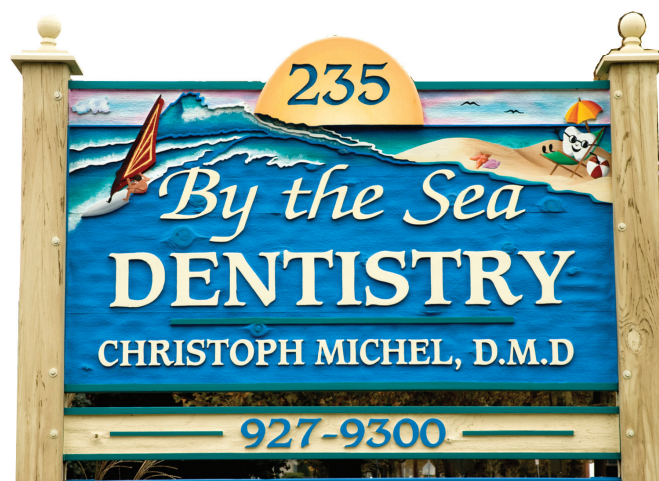
important luxury; previously the x-rays were viewed on a small light box. Digital X-ray units are truly revolutionizing our office.

the patient's dental needs, our front office staff can have the x-ray sent, received and being reviewed by both doctors as they

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are speaking on the phone. This eliminates the need to mail the x-ray and taking the risk of it not being present in time for the patient's scheduled appointment. This will help enable better communication between your dental practitioners. If there was a case that an insurance company was to request further x-rays we can send them via the computer and they would have to them in their possession instantly. This allows the front desk staff to have faster response time with filed dental claims.

Dr. Michel and his staff at By the Sea Dentistry are very excited to be able to provide this technology as it will help us provide our patients with the best dental care possible.



Modern Dentistry Your Entire Family Will Love!

At By The Sea Dentistry, we put emphasis on . . .

- **Patient Comfort**
- **Ultra Clean - State-of-the Art Facilities**
- **Beautiful Results!**

Because We Are Family Friendly ...

- Digital X-Rays • Emergencies Seen Promptly
- Evening Appointments Available • Easy "Interest Free" Payment Plans
- Most Insurance Plans Accepted • New Patients Welcome
- Handicapped Accessible! • Gentle Quality Care!

* Implants * Root Canals * Dentures * Porcelain Veneers * Bonding * Bridges

1-HOUR WHITENING AS SEEN ON EXTREME MAKEOVER

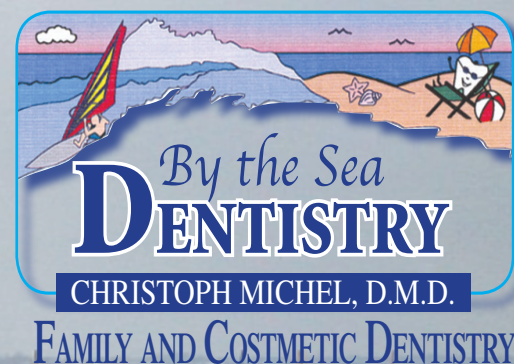
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www.ByTheSeaDentistry.com



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Dr. Christoph Michel received his dental degree from the University of Pennsylvania. He completed a general practice residency at Muhlenberg Hospital in Bethlehem, PA, which was followed by a three-year associate position in a family practice in Hammonton, NJ.

Being a dedicated father of two, Dr. Michel is also a former president of the Atlantic-Cape May Dental Society and he is also about to receive his fellowship into the Academy of General Dentistry. Dr. Michel continues to give back to the community by donating his time every year during National Dental Health Week to the area primary schools to educate children on the importance of their oral hygiene.

Dr. Michel has been managing his own practice since 2000. By the Sea Dentistry is located at 235 Shore Road Somers Point, NJ 08244 (609) 927-9300 Visit us at www.bytheseadentistry.com