

# THE WIRE CONNECTION

Summer 2009



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El Paso, TX 79936  
(915)855-6616  
Fax (915)855-6991  
Email: maxwellorthodontics.com

### Office Staff

Dr. Willis E. Maxwell  
Annabelle Nava...Financial Coordinator  
Pamela Villa...Scheduler  
Serena Sanchez...New Patient Coordinator  
Priscilla Porras...Marketing

### Clinical Assistants

Sylvia Garcia  
Lisa Marquez  
Betsy Cager

### Lab Technicians

Brisa Vargas  
Steve Nava

### Office Hours



Mon 8:30 - 5:00  
Tue 8:30 - 5:00  
Wed 8:30- 12:00  
Thur 8:30- 5:00

### Get ' Em.....they work!!

Over the counter products for improving gingival health in our patients is not a necessity but certainly makes daily hygiene less challenging. The suggested use of a floss threader can be very time-consuming, tedious, and in many cases too difficult for young hands. Power toothbrushes, essential oil mouth rinses and the most popular water picks are very effective and can help orthodontic patients achieve a greater level of gingival health than just manual tooth brushing alone. Try any of these products or a combination of them to reduce bleeding, gingivitis and the accumulation of plaque.

# WELCOME



We welcome our new employee **Betsy Cager** who has vast orthodontic experience and will give us all a reason to smile. We will all miss **Cindy Cervantes**, our clinical assistant who returned to her specialty of periodontics in July.



### Contest Update

Congratulations to **Kameron Moise** for guessing all the correct movie quotes.

&

**Andrew Reifers** who guessed the correct amount of St.Patrick's day candies (231)

Thanks to everyone who participated.



### Attention Parents!

The On-Deck area in the back is for **patient's only**. If you are needing to speak to Dr.Maxwell please let us know and he will gladly speak to you after your child's appointment. Thank You!



### Back to School Contest...

Be sure to participate in our Back to School Contest. It's easy... guess how many school supplies are in the jar at the front desk. The winner will receive a back pack with school supplies. Contest ends August 31, 2009



We want news about you!! Please help us make our future newsletters a success by telling us what you're doing that is fun. Vacations, honors or recognitions you've received, school activities, the sports you play etc...



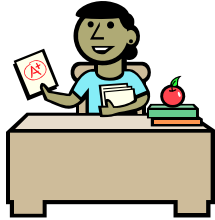
### Office Policy on Late Patients !

In order to provide quality patient care, please be advised, that if you are more than 15 minutes late to a scheduled appointment your appointment will not be honored

## Smiling Faces that lost their braces....

Amanda Heredia, Sonya Medrano, Gabrielle Campos, Elliot Luttrell-Williams, Bryce Moltane, Robert Adrian Gomez, Luis Rodriguez, Derek Natividad, Brenda Pina, Tayler Wilke, Jacob Federico, Jazmyne Rodriguez, Aaron Nunez, Clarissa Mejia, Rebecca Medina, Alex Sanchez, Elizabeth Martin, Dominique Johnson, Vanessa Martinez, Maria Gonzalez, Daniel Martinez, Oscar Juarez, Jennifer Chavez, Abraham Human, Leticia Sansom, Katie-Wade Stomp, Michael Bernal, Jorge Urruita, Bianca Chavez, Diane McNeil, Christina Enriquez, Jessica Luna, Hilda Hurtado, Adam Escajeda, Daniel Vargas, Sally Legarda, Brianna Estrada, Trevor Phillips, T.J. Wehrfritz

## Teachers Especially



We have initiated an educational program for schools and small groups that have an interest in orthodontics. We currently offer Fridays after 1:00 p.m. It is a 20-30 minute power point presentation that is especially interesting for students in grade levels 4-8. Speak to Serena and she will assist you in making it happen at your school or group.



**New Faces in Braces...**Alex Rivera, Karol Parker, Christine Arreliin, Garret Senne, Nicholas Macias, Martha Kluge, Megan Bejarano, Deyzia Dominguez, Alma Sierra, Anthony Vasquez, Demi Mora, Sebastian Martinez, Mackenzie Crews, Jacob Quintana, Rachel Moore, Madeline Martinez, Ashely Bailon, Natalie Garcia, Patricia Lipp, Sandra Padilla, Andrea DeLa Rosa, Brianna Aguilar, Kimberly Trejo, Stephanie Wilson, Tiffany Hudson, Wiley Saavedra, Cody Salas, Karina Gonzalez, Luis Gonzalez, Darlene Nevarez, Kathryn Abrahamson, Cecy Ledesma, Maria Salazar, Victoria Avila, Marcos, Soto, Craig Dominguez, Daniel Bryan, Julie Najera, Alexis Espinoza, Maria Campa, Christian Sanchez, Kirsten Dominguez, Jose Castillo, Alexis Espinoza, Maria Campa, Christian Sanchez, Kirsten Dominguez, Jose Castillo, Gina Alvarez, Adrian Leos, Brandy Rupe, Mary Connolly, Mireya Villa, Sharon Amaya, Ashley Martinez, Victoria Alaniz



Don't forget to collect your orthodollars at your appointments. Once you start earning your orthodollars, there are many cool prizes that you can buy. Just like real money, you need to save your orthodollars until it is time to cash them in. You earn orthodollars for coming to your appointment on time, having great hygiene and not having broken brackets or loose bands. You can also earn orthodollars for good grades!! Just bring in your report card.



**Protective Gear Important in Kid's Sports..** It can only take a matter of seconds for a child to suffer a sports injury to the face or mouth, so doctors are stressing the importance of protective gear. For children 5-14, experts say more than 80 percent of visits to the ER are because of sports injuries to the face and mouth. A survey by the American Association of Orthodontics show that two out of three parents say their child does not wear a mouth guard. "Football, it was 42 percent that wore a mouth guard," said orthodontist Dr. John Buzzatto, "ice hockey, only 32 percent, those are things that really surprise me." Experts say a good mouth guard will be comfortable and thick enough to protect the teeth. Some can be custom fitted, and some need to be a little looser to allow for braces. Teeth that stick out are at greater risk for injury. Doctors say mouth guards should be worn for all contact sports, football, hockey, soccer, wrestling, basketball as well as softball and baseball. Mouth guards can help prevent jaw, mouth, and teeth injuries, and they don't cost as much as repairing the injury. Also, sports can put kids at risk for facial injuries as well, so doctors say face masks and protective eye wear are important, too.

(MMX. CBS Broadcasting Inc.)

**Unscramble the following words:** turn in your answers and you will be entered in a drawing for a really cool prize.

- |                 |                  |
|-----------------|------------------|
| 1. lotosohdrarl | 6. tcnsteo       |
| 2. arhstece     | 7. ondtthrtsotoi |
| 3. tnteaotni    | 8. sdnteti       |
| 4. vtceoetpir   | 9. rgsnpi        |
| 5. nptatie      | 10. etnswtrele   |

## PATIENT BRAGS

Did you know that **Madison Senne** made top 10% of the freshman class at Montwood for the first semester this year....**Sarah Shepherd** has been running since she was 7 in the Jr. Olympics and qualified twice for Nationals placing a best of 68th of 280 on a 2 mile course. Most recently as a freshman at Socorro H.S. she finished 2nd in the District Junior Varsity Race.....**Desirae Morales** is a new face with braces. She just turned 12 years old. She loves to play the drums and guitar. She is in the 6th grade. She loves monkeys, dolphins, dogs and babies. She hopes to be a Pediatric nurse when she graduates from college. Her favorite color is purple. She is an A Honor student at Del Norte Heights Elem. She is in garden club, band, science club and Girl Scouts..... **Brianna Aguilar** is in the junior honor society, she also plays volleyball & basketball..... **Sarah Marquez** is a cheerleader for Montwood High School..... **Marco Alvarado** passed the firefighters driving exam. You will soon see him driving around town..... **Katherine Jones-Ames** just had a baby girl.... **Pamela Hall** also had a baby girl on March 4, 2009 her name is Avery Madison....**Myra Tellez** is graduating May 27th a year early. Her family is very proud of this accomplishment. She has juggled a full schedule at school with all her classes and still participated in FFA, NHS & church choir.

## INSIDE STORY HEADLINE

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

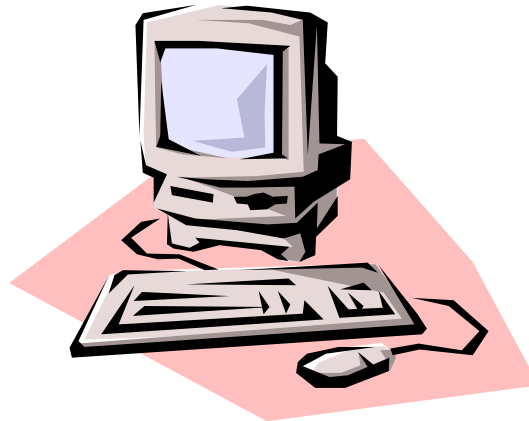
While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety

of topics but try to keep your articles short.

Much of the content you put in your



Caption describing picture or graphic.

newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

## INSIDE STORY HEADLINE

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

*"To catch the reader's attention, place an interesting sentence or quote from the story here."*

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new

employees or top customers or vendors.

## INSIDE STORY HEADLINE

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to



Caption describing picture or graphic.

the article. Be sure to place the caption of the image near the image.

**MAXWELL ORTHODONTICS  
NEWSLETTER**

3030 Trawood  
El Paso, TX 79936

Phone: 915-855-6616  
Fax: 915-855-6991  
E-mail: someone@example.com

*It's cool to have a hot smile.*

We're on the Web!  
example.microsoft.co  
m



## BACK PAGE STORY HEADLINE

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

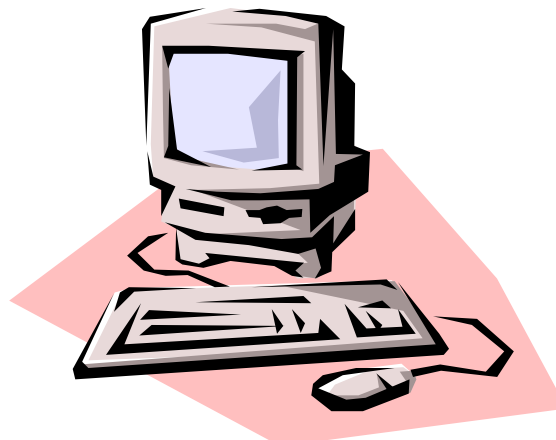
A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing

of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.

*This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.*

*It would also be useful to include a contact name for readers who want more information about the organization.*