

# THE WIRE CONNECTION

SUMMER 2007



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## Straight Talk From Dr. Maxwell

### Oral and Facial Piercings

Regrettably, many younger patients have been presenting to our office with multiple facial and oral piercings. We see prominent rings, studs, dumb bells etc. in the oral cavity or face i.e. tongue, lips, eyebrows, cheek etc. The problem with the presence of these piercings implies a major risk for direct or indirect damage to both soft and hard tissues.

Some related risks are:

1. Infection– given that the mouth is teeming with bacteria, a high potential for infection at the site of the piercing.
2. Prolonged bleeding– damage to the tongue's blood vessels can cause serious blood loss.
3. Swelling and possible nerve damage– unlike a earlobe that is pierced, the tongue is in constant motion, which can slow complete healing. There have been reports of airway blockage due to subsequent swelling.
4. Blood borne disease transmission– oral piercing have also been identified by the National Institute of Health as a possible factor in transmission of hepatitis B, C, D and G.
5. Damage to the teeth - contact with jewelry can chip or crack teeth.
6. Interference with normal oral function– Oral jewelry can stimulate excessive saliva production, impede the ability to pronounce words clearly and may cause problems chewing and swallowing food.
7. Aspiration– there is always a possibility that jewelry can come loose. As with any loose object in the mouth, it becomes a choking hazard.

If you really need a means of self-expression consider something other than piercing.

### Staff Update

Dr. Willis E. Maxwell

Annabelle Nava...Financial / Treatment Coordinator

Priscilla Porras...Marketing

Pamela Villa...Scheduler

Serena Sanchez...New Patient Coordinator

### Clinical Assistants

Sylvia Garcia

Cindy Cervantes

Lisa Marquez

Diana Gutierrez

### Lab Technicians

Steve Nava

Brisa Vargas

### Office Hours



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

To Our Troops: Our sincere thanks and appreciation to all our young men and women who serve to protect our freedom. It is far beyond noble, it is bravery at its finest.



**Do you have a change in phone number or address? Please let us know at the front desk.**

### Contest Winner !!

Congratulations to **Veronica Valencia**

Winner of our Mother's Day Contest

Veronica's mom received a basket full of goodies.

Thanks to all who participated!



We love seeing you wearing your Maxwell Orthodontics T-shirt. As an incentive, if you are seen wearing ;your t-shirt **outside** of the office you will automatically get two movie tickets. Make sure the staff member who sees you gets your name. If you do not have a t-shirt please ask Pam or Serena at the front desk for one.

Check out pictures of our Annual Swimming Party online at [www.maxwellorhodontics.com](http://www.maxwellorhodontics.com)

or see gallery posted in the office.

Patients

Guests

**Door Prize Winners:**

- |                  |                    |
|------------------|--------------------|
| Benjamin Ritchie | Isabella Aguilera  |
| Jaime Chavez     | Bryant Adams       |
| Chason Fralick   | Christian Fuentes  |
| Natalia Jimenez  | Courtney Dindinger |

**GRAND PRIZE WINNER : JESSICA BURNS**

She received a karaoke machine

Each patient winner received a digital camera

Each guests winner received a C.D. Player

We would like to thank everyone who was a part of this year's Annual Swimming Party!



**Ortho Tip...**

Some children need 2 phases of orthodontic treatment. Many times, the child's 1st phase of treatment will focus more on appliances rather than braces because their individual problems lies more with the jaw. Early treatment moves jaw bones and chewing muscles into position, setting the stage for the most stable bite correction possible. The teeth become more of a priority as they get older and go into the second phase of treatment.



Although August is a wonderful month, (sunshine, swimming, vacations) the end of this month brings the end of summer vacation. Many of you will be excited to start a new school year, with new friends and possibly even a new school.

Although the memories of summer fun will remain with us, we unfortunately have to accept that it can't last forever. Here are a few quotations for motivation:

**\*The larger the island of knowledge, the longer the shoreline of wonder** - Raplh Sockman

**\*The roots of education are bitter, but the fruit is sweet** - Aristotle

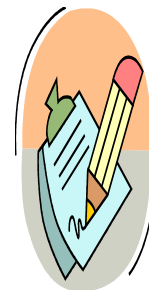
**\*Education is a better safeguard of liberty than a standing army.** - Edward Everett

**Summer Vacation**

We want our patients to bring or email pictures from your summer vacation that shows you doing something cool. We have an awesome surprise in store for the most original picture. The contest ends August

Unscramble the following back to school words:

1. pakbkacc
2. lspupsei
3. ksotxbteo
4. raotyidcin
5. lcyicnadope
6. eicrphlpi
7. cterahe
8. tfcreaiea
9. tselcitha
10. dlrreaehece



Turn into the front desk and earn 10 ortho dollars

**THANK YOU FOR YOUR REFERRALS WE APPRECIATE THEM!**

**SMILING FACES THAT LOST THEIR BRACES.....**

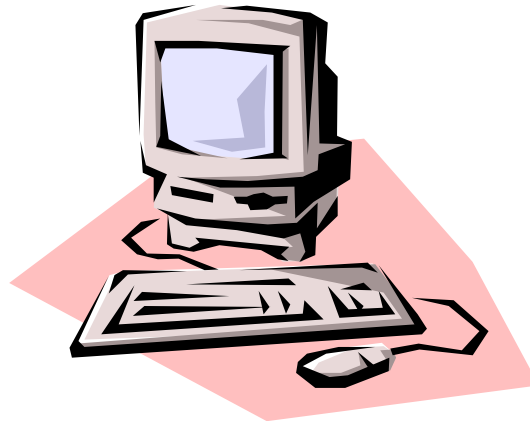
Alexis Galaviz, Breajah Leonard, Sarah Gallegos, Daniel De La Rosa, Steven Woods, Krystal Kalt, Ruth Williams, Barbara Ar-mendariz, Amaris Vega, Dominique Blancas, Cesar Nunez, Eduardo Bermea, Justine Ambrose, Juanita Gonzalez, Carlos carmona, Jose Briseno, Evelyn Duran, Savannah Sandoval, Catherine Paneral, Chris Velez, Audree Veilleux, Peter Saucedo, Devon Velasquez, Katherine Wagner, Ruth Williams, Jonathan Saldivar, Erika Jacobs, Yaritza Vazquez, Eric Mccarthy, Samantha Salas, Sonia Garcia, Desirae Coriz, Cody Hernandez, Romina Perez, Jacob Martinez, Joel Garcia, Mariah Jimenez, Zackary Perales, Chris Mayville, John Lanahan, Marissa Nunez, Jorge Cortez, Jacqueline Gonzalez, Joshua Santa Cruz

## INSIDE STORY HEADLINE

### Did you know?

Some children need 2 phases of orthodontic treatment. Many times, the child's treatment will focus more on appliances rather than braces because their individual problems lies more with the jaw. Early treatment moves jaw bones and chewing muscles into position, setting the stage for the most stable bite correction possible. The teeth become more of a priority as

they get older and go into the second phase of treatment.



Caption describing picture or graphic.

## 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.

employees or top customers or vendors.

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

## 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  
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## 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.*