

# THE WIRE CONNECTION

## Spring 2010



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### Straight Talk from Dr. Maxwell

#### New Pilot Program:

Our office will be starting a pilot program for new patients interested in a treatment study. Details will be presented during the month of May to all new patients. Be sure to refer your family and friends to see if they are eligible to participate. The criteria and restrictions will be explained at their new patient exam visit. A substantial financial incentive will be afforded to those selected.

**Office Staff**  
Dr. Willis E, Maxwell  
Annabelle Nava...Financial Coordinator  
Pamela Villa... Scheduler  
Serena Sanchez...New Patient Coordinator

#### Clinical Assistants

Sylvia Garcia  
Priscilla Porras  
Betsy Cager

#### Lab Technicians

Steve Nava  
Debbie Castaneda

### 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

#### *Comment about Priscilla:*

*Congrats to Priscilla Porras who has been with us for 12 years. She has taken a new position as office manager for a new dentist coming to El Paso from Arizona. She will help him get his practice established in the community through her valued expertise and knowledge. We will miss her as I am sure many of you will. Good Luck Priscilla. Her last day with us is April 23, 2010.*

#### Patients of the Month

Jan Bethany Hayden  
Feb Carolina Jayme  
Mar Catherine Valdez

Each patient received movie passes for their great cooperation.

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



#### How you can become "Patient of the Month"

Every month our staff chooses a patient for Patient of the Month. There are a few standards that the patient has to meet. Good Hygiene, no broken brackets or loose bands and no missed appointments. The patient of the month is rewarded with movie passes.

#### Attention Parents!!

The "on-deck" or patient waiting room in the clinical area is specifically for patients. Parents please wait in the general reception area during the appointment time. If you need to talk with Dr. Maxwell, he will be glad to speak with you after the appointment.



Don't forget to collect your orthodollars!!

Thank you for your referrals we appreciate them!

## Congrats to all these patients for completing their orthodontic treatment



Erika Ribera, Marcelo Maailland, Aaron Emmert, Jackson Watley, Evan Perez, Patricia Garcia, Ana Rios, Aidan Martinez, April Flores, David Castillo, Celina Daniel, Ka'ron Purnell, Martha Matta, Melanie Lozoya, Aaron Palos, Mia Cortez, Zulema Herмосillo, Joseph Bueno,



**New Faces in Braces:** Patrick Truax, Mason Brjarano, Megan Chavez, Joe Hernandez, Audrey Flores, Marissa Holguin, Leonor Delgado, Clementia Canava, Kristina Barbosa, Alessandra Molinar, Veronica Martinez, Miguel Venegas, Darlene Medina, Christina Frias, Xochitil Molina, Autum Landin, Selena Gurrola, Amanda Flores,

Baleigh Boswell, Ana Saenz, Claudia Martinez, Joseph Moreno, Esther Armendariz, Victoria Carreon, Matthew Duarte, Benjamin Bautista, Jennifer Gonzalez, Iris Fernandez, Alexamdra Trujillo, Alicia Lopez, Alyssa Barnhouse

### Orthodontic Facts

There are nearly 4 million people in orthodontic treatment throughout the U.S.

The 1st recorded orthodontic like method of treatment was performed by the Roman writer Celsus.

The 1st society of Orthodontics met in St.Louis in 1901.

The cement that attaches the braces to the teeth is now made with a special fluoride-releasing substance.

Wires activated by body heat used in today's braces originally were developed by NASA for use in the space program.

If left untreated, orthodontic problems can lead to tooth decay, gum tissue or bone destruction.



### Ortho Tip



Only you can keep your teeth straight after your orthodontic treatment is complete. There is no specific end-point to your retention period. A realistic approach is to view retainer wear as necessary for the indefinite future. Wear the retainers enough to keep them fitting. If they still fit well, the teeth have not moved much. The teeth will move if you don't wear your retainers. If you choose to discontinue use, you must assume responsibility for any tooth movement. If the teeth shift, the only way to recover could be through re-treatment and additional expense. If you have wisdom teeth, please have your dentist monitor these and treat as necessary. It has been the experience of the orthodontic profession that in most cases, about 95% of the correction is retained. Your teeth will make minor adaptive changes to function in the manner that is most natural for them. Your retainers will help control these movements. We've worked hard together getting to where your teeth are now. Please wear your retainers so that you can keep a beautiful smile and a healthy bite for years to come.

## Braces Friendly Recipe

### Yogurt Pops

#### Ingredients

1 cup plain yogurt

3/4 cup frozen fruit juice

3/4 cup milk



#### Directions

You can use pureed fresh fruit or frozen fruits instead juice. Use a vessel with a pouring lip to mix the ingredients for this recipe. Combine yogurt, fruit juice concentrate and milk. Pour into popsicle molds or into small paper cups, and insert a popsicle stick in the center of each. Freeze until firm, about 2-3 hours. To serve, peel off paper cups.

## Maxwell News!!



Dr. Maxwell's kids, Chance & Jordan are doing exceptionally well in the martial arts. They both have won numerous awards and honors. Recently, Jordan (9) won five amateur world titles at the National Blackbelt League's Super Grands tournament in Buffalo NY. Chance (12) won his third continuous sparring title in as many years and was honored to be selected as one of six members of Team USA.



His youngest and oldest daughters Logan (6) and Morgan (14) have their own interests in modeling and gymnastics. They sky is the limit for them!



Please let us know what you are doing that is fun or exciting . School activities, sports, honors, anniversary, new born, honors, marriage, etc. So we can post them in our newsletter.

### Unscramble the following words

1. nmttoeni
2. etpednn
3. tdtatnae
4. labfeh
5. tyrtoel
6. vtreaeil
7. hlsataerer
8. osnrops
9. romret
10. tcdhaede

## 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.

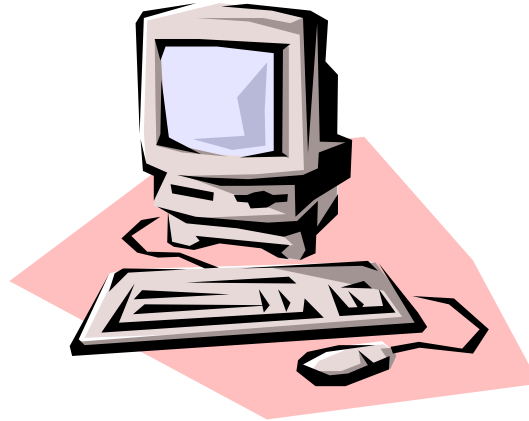
While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

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**

Primary Business Address  
Your Address Line 2  
Your Address Line 3  
Your Address Line 4

Phone: 555-555-5555  
Fax: 555-555-5555  
E-mail: someone@example.com

*Your business tag line here.*

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.*