

A stylized illustration of dental and oral care items arranged in the shape of a tooth. The items include various dental tools like probes, mirrors, and X-ray machines; oral hygiene products like toothbrushes, toothpaste, and mouthwash; and representations of teeth and lips. The entire composition is set against a light blue background with a thick orange border.

SPECIAL ADVERTISING SECTION

Thank you for caring!

Recognizing dental partners who referred patients to ASHLine for tobacco cessation counseling.



Tara Hodges, D.D.S. **Top Referring Dental Practice**

Maricopa County Public Health recognizes Dr. Tara Hodges and her staff for their outstanding efforts in promoting tobacco cessation and referring their patients to the Arizona Smokers' Helpline (ASHLine) for assistance. The office understands the impact of tobacco on oral health and works to provide the best services possible to ensure their patients attain optimal health.

Left to right : Back row: Sue, Stephanie, Nicole, Benna
Front row: Cheryl, Dr. Tara Hodges, Chrissy

Carrington College Dental Hygiene Program **Top Referring Dental Education Program**

Maricopa County Public Health recognizes the Carrington College Dental Hygiene Program for their exceptional efforts in promoting tobacco cessation at their onsite clinic. They also teach their students the importance of talking to patients who use tobacco products and providing them with assistance to quit.



Left to right : Nazzi Mouzoon RDH, Rebekah DeArmas RDH , Shirley Wall RDH, Beth Lakefield Clinic Manager, Rebecca Robison RDH, Amy McSweeney RDH

These practices are also recognized for their dedication and hard work:

Leonard Chiang, D.D.S.
Gilbert

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**Mountain Park Health Center
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Jeffrey Alexander, D.D.S.
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Phoenix



From left to right: Gus Khalifa, D.D.S., M.S., Thomas Lammot, D.D.S., Justin Batz D.D.S., Neil Zachs D.M.D., M.S., Trond Hegle D.M.D., M.S., Michael S. Cavender D.D.S., Jason Setlock D.D.S. (not pictured)



For more information about Canyon Ridge Endodontics, their team and services provided, visit canyonridgeendo.com

Three Convenient Valley Locations:

Canyon Ridge Endodontics
20950 N. Tatum Blvd., Suite 210
Phoenix | (480) 538-8100

Canyon Ridge Endodontics
9377 E. Bell Rd. #337
Scottsdale | (480) 342-8118

North Canyon Ridge Endodontics
2525 W. Carefree Hwy., Bldg #9, Unit 164
Phoenix | (623) 580-8822

Four Root Canal Misconceptions

Modern dentistry has evolved significantly, as a trip to the dentist has become a much more comfortable experience for patients. In fact, even root canal treatment, which has long been the poster child for negative stereotypes about dental care, can be looked at differently. However, erasing that long-standing bad reputation will take time until more patients experience these improvements first-hand.

As a result a few key misconceptions still exist. Gus Khalifa, D.D.S., M.S., and Thomas Lammot, D.D.S., of Canyon Ridge Endodontics address a few of these primary misconceptions.

Misconception #1: Root Canals are Painful

Lammot: The most important factor to making the root canal procedure a pain-free experience for your patient is proper numbing and anesthesia. If a patient has a “hot tooth” and they aren’t given enough anesthesia, then that is when it becomes painful. One thing that makes our practice unique is our high-tech equipment such as the cat-scan machine, known as the CBCT. Having this machine allows us to better diagnose the severity of the problem, which gives us the information we need to properly numb a patient from the beginning. We are also trained to go a deeper with the anesthesia for the more severe cases, and we are among only a few practices that offer nitrous, in addition to conscious sedation.

Khalifa: The little things we do make a big difference in the treatment and outcome of root canal surgery. The perception is that this is a painful experience for patients but with the combination of the proper and most current equipment and our extensive experience, we ensure your root canal surgery will provide relief from any pain you may have.

Misconception #2 Root Canal Surgery is a Long Procedure

Khalifa: Endodontists are set up with the specific equipment needed to perform a root canal. Because we have different tools, everything is at our fingertips and we can work more efficiently. Also, our six endodontists have a combined experience of performing more than 100,000 root canals. This allows us to complete a root canal in 30-minutes to an hour rather than 2 hours or more.

Lammot: Also, some practices will have patients make multiple visits to complete their treatment. We do a consult with our patients to get a complete understanding of what needs to be done. Then, we dedicate enough time for the patient to get treatment that day. We recognize people are busy and in most cases need take time off to have the surgery performed.

Misconception #3 Root Canal Surgery Has a Low Success Rate

Lammot: Root canal treatment can have up to a 97% success rate depending on the circumstance, with the higher rate of success occurring if the procedure is performed by an endodontist. In fact, endodontists correct many failed root canals that are performed by others.

Misconception #4 Root Canal is the Last Resort

Lammot: Most patients think root canal is the final step in saving a tooth and if an issue arises after the treatment, the tooth will be lost. This is not true. With retreatment, you can save a tooth that previously had a root canal performed to avoid reinfection.

Khalifa: Canyon Ridge is a multi-specialty group meaning we have our team of endodontists and we also have an in-house implantologist to offer more treatment options. If a tooth needs to be extracted and replaced, we can address it that same day. This makes us unique in that our patients don’t have to leave our office without having their tooth either fixed or replaced in one visit.

With recent advances in the dental industry, the script has been flipped in regard to root canals. Thanks to specific instruments and equipment geared toward this procedure, an endodontist has the ability to take what was once widely viewed as a negative and turn it into a positive, pain-free experience for the patient.



Thomas Lammot, D.D.S.



Gus Khalifa, D.D.S. , M.S.



PAUL SERRANO, DDS

Orthodontics

"And the beat goes on."

Serrano Orthodontics has been providing world-class orthodontics for more than three decades and shows no sign of slowing down. Dr. Paul Serrano is passionate about orthodontics and surpassing patients' expectations with the most advanced care available. Serrano Orthodontics is excited to introduce Dr. Andrew Serrano, who will join his father to continue the tradition of exceptional care.

Andrew is not a stranger to the offices of Serrano Orthodontics. At just 7 years old, Andrew had already begun his orthodontic training under his father by spending his summers sterilizing instruments and assisting technicians. While not as rigorous as his residency at Arizona School of Dentistry and Oral Health, these formative years taught

Andrew the hard work and dedication it takes to exceed patient's expectations and achieve excellent results.

Paul and Andrew have more in common than you might realize. Not only does Andrew strive to be a leader in the orthodontic community like his father, both Paul and Andrew attended Brown University where they achieved academic success and received multiple honors on the football field. Despite their fruitful years on the East Coast, both chose to stay true to the Serrano family roots and practice in Arizona.

Paul, having been raised in the East Valley, and Andrew, in Phoenix, both have deep community ties and look forward to practicing across the Valley. Serrano Orthodontics will not *"miss a beat"* as Dr. Andrew Serrano joins his father to bring in the new year.

Serrano Orthodontics

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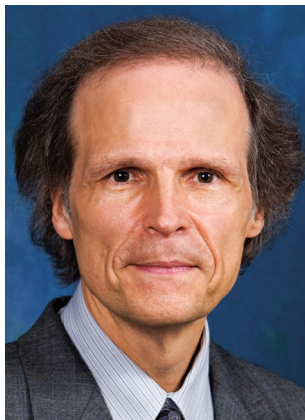


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GARY P. BRIGHAM, DDS, MSD

Orthodontics

A nationally recognized authority on Invisalign and Invisalign teen treatment, Dr. Brigham has been an Elite Premier Provider of Invisalign since its inception. He has treated more than 1,660 patients, placing him in the top 1 percent of offices in the country based upon experience with the Invisalign appliance. Dr. Brigham has lectured extensively on all aspects of Invisalign treatment, and currently serves as the dedicated Invisalign instructor at the Arizona School of Dentistry & Oral Health in Mesa. He earned his doctoral degrees in dentistry and orthodontics at Case Western Reserve University. Dr. Brigham has received numerous awards, including the Harry Sicher Award from the American Association of Orthodontics and Align Technology's first Outstanding Service Award.

Brigham Orthodontics

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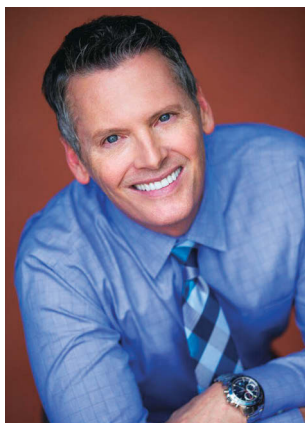
MITCHELL R. COOPER, DDS

Cosmetic and Family Dentistry

Born and raised in Chicago, Dr. Cooper is a graduate of the University of Oklahoma College of Dentistry. For 22 years he has had an excellent reputation for high-quality yet gentle dentistry. He is dedicated to all his patients, adding a gentle caring touch to every visit. He provides reassurance to patients with dental fears. His practice emphasizes on comprehensive, preventive, restorative and cosmetic dentistry. Dr. Cooper has developed a state-of-the-art facility providing "tomorrow's dentistry today," with five-star quality care in a comfortable and stress-free environment. He is a member of the American Dental Association, Arizona Dental Association, Academy of General Dentistry and American Academy of Cosmetic Dentistry.

Grayhawk Dental Associates

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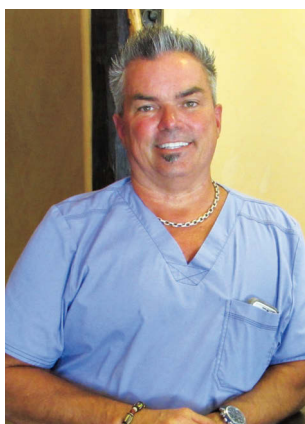
TROY GOMBERT, DDS, FAGD, PC

Cosmetic and Family Dentistry

Dr. Gombert was awarded with his Fellowship in the Academy of General Dentistry in 2015. Dr. Gombert is a great listener, very personable and has a deep passion for aesthetics in dentistry. Design has been an integral part of his life since childhood and led to his undergraduate degree in Architectural Design. Coupling the design aesthetic and the desire to apply his knowledge to helping others, he became a cosmetic-based dentist. Dr. Gombert has a knack for creating natural, beautiful, extraordinary smiles. He also offers CEREC, one-visit porcelain crowns. Our goal is simple; provide the very best care for our patients in a calm, relaxed setting. Dr. Gombert invites new patients who truly want the best dentistry has to offer.

Dr. Troy Gombert, DDS

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KEVIN HARRIS, DDS

Family & Cosmetic Dentistry

Dr. Harris has served the Valley for more than 25 years. His office, Spur Cross Dental Spa, is located in the heart of Scottsdale. Many of Dr. Harris' patients, who travel from as far away as Prescott, Chandler and Goodyear, have grown up with the practice, and now trust Dr. Harris with the dental health of their own families. He prides himself in creating and maintaining real connections with his patients, which has instilled a mutual trust and developed long-term relationships. By offering all aspects of family and cosmetic dentistry in a comfortable, friendly environment, Dr. Harris' patients return year after year and continue to refer friends and family.

Spur Cross Dental Spa

6868 E. Becker Lane, Suite 102 • Scottsdale • 480-595-5966



CHRIS LEWANDOWSKI, DDS, PC

A University of Washington graduate, Dr. Lewandowski has refined his talent in practicing family and cosmetic dentistry with more than 20 years of experience. He has established an office well-known for first-class patient service and modern dental care, and has achieved advanced training through the prestigious Las Vegas Institute and the American Academy of Cosmetic Dentistry. "I understand the significance a great doctor can make when working on something as precious as your smile," Dr. Lewandowski says. He was voted "Best Dentist" by Arizona Foothills Magazine, received the "Best Cosmetic Practice Award" from Arizona Business Magazine, and is the recipient of the Spectrum Award for excellence in customer satisfaction.

Princess Center Dentistry

8575 E. Princess Dr., Ste. 101 • Scottsdale • 480-563-5800 • princessdentistry.com



PAUL F. MARISCHEN, DDS

Implant Dentistry & Prosthodontics

Dr. Marischen is recognized as one of Arizona's top dentists and specialists in prosthodontics, a specialty that deals with cosmetic and comprehensive dentistry, complete and partial dentures, jaw disorders and especially Implant Dentistry. His advanced four year specialty education and many years of experience provide patients the expert care needed for successful implant dentistry. A past associate professor of the specialty prosthodontic program at UMKC, Dr. Marischen brings an uncommonly strong academic background to all he treats. He is a skilled diagnostician and able to solve the problems of deteriorating and failed past treatment results. Dr. Marischen finds great satisfaction in providing successful solutions to those with challenging dental problems.

Center For Rehabilitative Dentistry

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GERARD W. SCHNEIDER, DDS, PC

Family & Cosmetic Dentistry

A born and raised Phoenician, Dr. Schneider is a well-known and respected cosmetic dentist in the Valley with more than 30 years of experience in general, cosmetic and comprehensive reconstructive dentistry. His "Top Gun" dental team, state-of-the-art facility, and advanced continuing education give him the ability to perform "ideal dentistry," making him highly sought after by the most discriminating patient. Dr. Schneider and his staff focus on all phases of dentistry and work closely with a handpicked team of referral specialists. Their goal is to provide optimum oral health and the best dental care, which allows one to look younger, feel better, and last a long time. Phoenician Dentistry welcomes new patients who truly desire quality conscious care, what is best for their teeth, and an improved overall smile. Dr. Schneider is a proud member of many dental organizations as well as a longtime member of the Executive Association of Greater Phoenix.

Phoenician Dentistry

5155 N. 16th St. • Phoenix • 602-266-3867 • phoeniciandentistry.com



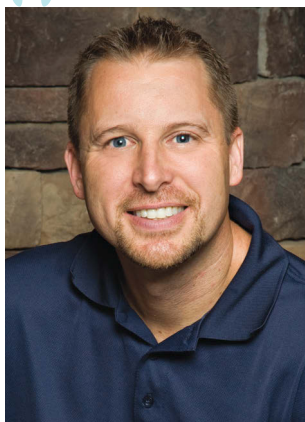
JEFFREY WARD, DDS

Family Dentistry

Dr. Ward is a graduate of the University of Detroit-Mercy School of Dentistry, where he finished second in his class. He has extensive continuing education in a wide array of areas, including IV sedation, crowns, veneers, extractions, implants, root canals, dentures and partials. Dr. Ward also has an in-house lab, where precision-fitting dentures and partials can be made with a rapid turnaround, many times the same day. Staying on top of the latest techniques is paramount to Dr. Ward. He truly enjoys and excels in cosmetic and many other areas of general dentistry. Dr. Ward treats people of all ages with a gentle touch and offers a wide range of services, from preventive care to complete smile makeovers.

Tempe Dental Care

5801 S. McClintock Dr., Ste. 101 • Tempe • 480-730-5000 • tempedentalcare.com



AARON C. VERBARG, DDS

Family & Cosmetic Dentistry

Dr. Verbarq began practicing dentistry in Phoenix in 2000. Dr. Verbarq has surrounded himself with dedicated team members. From the front office, to dental assistants and hygienists, every member's goal is to create a comfortable, friendly environment. Dr. Verbarq's reputation for building long-standing relationships with his patients, along with his dedication to solid dental practices, keeps existing patients coming back and referring their family and friends. General dentistry, full-mouth cosmetic treatment, CEREC crowns and veneers completed in one day, sleep apnea treatment, Invisalign and laser dentistry are among the services provided. He completed UCLA's six-month residence program for sleep apnea. He is a member of the American Dental Association, Arizona Dental Association, Academy of General Dentistry and American Academy of Cosmetic Dentistry.

Aaron C. Verbarq, DDS

14001 N. 7th St., Ste. C-105 • Phoenix • 602-997-0334 • verbardentistry.com



J. LADD WILLIAMS, DDS, PC

Cosmetic Dentistry

Dr. Williams recently received national recognition by again being chosen by Consumer's Research Council of America as one of "America's Top Dentists" in cosmetic dentistry and occlusal rehabilitation. He also is listed in the Who's Who National Registry. A 1994 valedictorian graduate of the University of Washington Dental School, Dr. Williams has been inducted into several prestigious dental academies for outstanding achievement and has received numerous other awards. Since graduation, he has studied extensively, excelling in the areas of cosmetic dentistry and the treatment of TMJ disease. Known for his gentle touch, Dr. Williams is dedicated to delivering the highest quality of dental care available.

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