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# "The Ruff Reader"



**SPRING  
2013**

[www.smiles4ME.com](http://www.smiles4ME.com)

## Ortho Tips

If you have a forsus or a crossbow and your springs come apart, you can place them back together. Open your mouth wide while guiding the lower rod into the upper spring.

Flexible Spending, Health Reimbursement and Health Savings Accounts have become a popular way for patients to manage their healthcare expenses, including orthodontics. Please call us if you have questions on how to maximize your benefits.

Ask us for details about Invisalign teen! Straighten your teeth the "clear" way!



## Our visit with St. John's school!

On March 27 we spent some time at the St. John's school talking about proper hygiene. Janis Noel, Sara Hewins, Vicky Dubay, Sarah Ruff, and Freda Cloutier visited different classrooms ranging from Pre-K to 5th grade. The ladies had a great time and each child was given a bag of goodies from the office to take home.



## Sleep Apnea Meeting

Dr. Charlie has been attending numerous meetings in the past year learning more about sleep apnea, since it has been a hot topic at most dental meetings. Most recently he attended a sleep apnea meeting in Boston with some of our team (Kim, Vicky, and Sarah). More and more studies are showing sleep apnea is very common in children and has gone undetected or can be misdiagnosed. Studies have suggested that as many as 25 percent of children diagnosed with attention-deficit hyperactivity disorder (ADHD) may actually have symptoms of obstructive sleep apnea and that much of their learning difficulty and behavior problems can be the consequence of chronic fragmented sleep. Bed-wetting, sleep-walking, retarded growth, other hormonal and metabolic problems, even failure to thrive can be related to sleep apnea. If you recognize any of these symptoms in your child please feel free to ask us for more information.

In addition to studying sleep apnea for children, we have also been working with adults who have been diagnosed with sleep apnea to find other options to a CPAP machine. Studies show that the most common complaint is that people don't use the CPAP because it is uncomfortable. We have other solutions (Oral Appliance) we would be happy to discuss with you, please call to make an appointment.

Like Us On  
**facebook** 



**Facebook Places**  
Who. What. When. And now where.

"Check In" while at your appointment and let your friends know where you are!



## Our patients speak out.....

### *Our Family Experience is always wonderful!!*

*I have had the unfortunate opportunity of visiting many hospitals, Dr. Offices, Dentists, etc in my lifetime; however, it is fortunate for my family to have Dr. Ruff and his staff involved in the treatment for my daughter. She is a very nervous child who has experienced some problems during her treatment. The staff here has gone above and beyond the normal to make sure that she has experienced a minimum of pain. Meeting with us after hours, weekends, etc. I am amazed that Dr. Ruff and his entire staff have shown so much care and compassion for my daughter. With all the extra time and effort they have put in to make my daughter comfortable with her treatment, they have never once asked for more money to take special care of her. Thank you all with all my heart, my daughter's teeth are looking more beautiful every day and not once has she asked not to have to go back!! That is a small miracle for our family... especially considering the not so great experiences that I have had in the past. This is the best!*

*By Iva G.*

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### **Exceptional service!**

*Every time we go to the office we never have to wait. We are always in and out in no time. My daughter always feels at ease and they talk to her personally so she understands her treatment. I highly recommend this office for all your children's orthodontic needs.*

*By Myah*

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### **Outstanding customer service!**

*I was particularly impressed to receive an email notifying me of a traffic detour in Waterville on the day of my appointment- this is an example of how the office goes above and beyond in terms of customer service!*

*By Peter S.*

## Mouth guard Winner



Photo by Central Maine Photography

In celebration of **April's National Facial Protection month** we invited patients to send us photos of themselves enjoying their favorite sport and we would give away a custom mouth guard.

**Nathaniel Lombardi** was our winner! He will receive a custom made mouth guard valued at \$150.00!

Custom mouth guards are best when all permanent teeth are in and braces are off. This contest will be done on a yearly basis so everyone will have a chance to win one! Please call us if you are interested in having your own custom mouth guard made!

Congratulations Nathaniel!

## Team Anniversaries



Congratulations to Elaine Otis who recently celebrated her **28th year** working for Dr. Ruff and Kim Plourde for celebrating her **26th year!**



**Get yours!**



## THEME WEEK - July 1-3rd Patriotic—wear red, white, and blue with pride!



As a special way to celebrate the **4th of July** this year Dr. Ruff and staff have decided to make the first week of July our theme week. We will be wearing **Red, White & Blue** and have the office decorated! Join us by wearing your **patriotic colors and receive glow necklaces and/or sparklers for your 4th of July celebration!!** If you do not have an appointment that week you can still stop in wearing your patriotic attire! We would love to take pictures of everyone and share them on our Facebook page! Participants will receive an extra Ruff Buck!



### Funtown/Splashtown Tickets



Don't forget we will have discounted Funtown/Splashtown combo tickets available for the summer. You will save \$9!!

### Parent Appreciation Contest!

It's that time again...time to THANK your parents for all the TIME AND EFFORT THEY have put into YOUR orthodontic treatment. Enter your parents to win; either in the office, by emailing us, or on our Facebook wall. They can win a \$50 Visa Debit card. We will have 6 lucky winners!



### Please?

Dr. Charlie and staff would like to ask a favor of all their patients. Every day we hear wonderful things from our patients stating how happy they are with the quality of care they receive. We love to hear that and it helps us to become even better. We would also love your feedback online to help others when making their orthodontic choices. If you would like to leave a testimonial you may do so on Google Places.

### Staff attends Tufts Dental School continuing education course



On April 26th, Dr. Charlie attended the Tufts University School of Dental Medicine in Boston for a continuing education course. Kim Plourde, Janis Noel, Darlene Michaud, and Sarah Ruff had a great time also, attending the course titled "Successful Orthognathic Surgery". The day ended with them waiting on the side of the road for AAA to change their flat tire in Portland and a trip to Five Guys Burgers!



## Mid Maine Chamber Business 2 Business



Sarah Ruff and Darlene Michaud had a nice time talking with the business community at this year's Business 2 Business. It was held at the Colby college field house on March 27th and the vast size of it allowed for lots of room to move around!

## Sarah and Kim's first 5K!



Jan Rackliff, Sarah Ruff and Kim Plourde getting ready for their first 5K. This event was for the George Kohl Memorial Scholarship in Oakland. It was a beautiful day to be outside!

## Portland Pirates Game Winners

We had 6 winners from our SPORTS theme week and they got to attend a Portland Pirates game on Sunday April 14th with the office! Everyone had a great time and enjoyed watching the great sport of hockey! This was so much fun and we hope to do something like this again in the future! Please let us know if you might be interested in attending a Sea Dogs game with us this summer. Or maybe we can watch Darlene at her Roller Derby bouts. If there is enough interest we will put together an event!



*Our focus is extraordinary service, where everyone is treated like family.*