

Todd R. Levine DDS

Volume 2, Issue 1

July 2010

Doing It Again

Are You Really Surprised?



 **439-1877**

Being Different Counts!

- Advanced Dental Technology – Built From the Ground Up!
- All Phases of Dentistry – For ALL Ages!
- Great Morning and Evening Appointments
- Our Patients are Simply Treated the BEST!

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Where Do I Start?

Many of you are already aware of SOME of what I am about to share with everyone. I am sure most of you will be surprised with some of the details I have included in this Newsletter! As the main Title says “Doing It Again,” I have MANY things to tell all of you! Everyone knows the economy has not been the greatest for many of the people and businesses in our community. However, I am going to share with you a success story that has taken place right under

everyone’s noses. Additionally, there is a lot of other important news I have to share with all of you too. By taking a glance at the table of contents to your left, you will see, I have news about my office and ongoing current reconstruction, Dr. Michael Hess and his practice, my dental lab, my community Outreach activities and my website to share with everyone! You are all obviously aware that I have a dental business.

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Please Excuse Our Reconstruction

When I opened my office about 19 years ago, I only had one treatment operator. However, I made plans for future expansion. I had underground plumbing put in place for future growth. Quite quickly I went from having 1 operator to my present 4.

However, there was room left for a 5th treatment room. To be honest with you, the office was designed a while ago and I have really never liked it. I guess I am never satisfied and am always trying to improve things. Well the time has come for this to happen.

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It's a Cover up!



Did You Know?

Newborn babies have no bacteria in their mouths. The bacteria that cause dental cavities and other problems are most likely passed on by the mom by blowing on a spoon to cool food, kissing the baby on the mouth, or sharing food!

Where Do I Start?

Continued from P.1

However, most of you have not realized for the past 6 years I have been aggressively growing another dental business. I have even obtained a Federally Registered Service Mark for this newer dental office. As you continue to read, you will see why in my own way I really had to do this for our community!

For many years I have heard the calls of many people who either could not afford dental treatment or had public insurances such as Medicaid, Fidelis, and Child Health Plus that very few dental offices would take. On top of this, I have heard too many stories from patients about neglect and substandard care. One day after hearing one of the

stories about potential neglect and abandonment from a person who went to a local Dental Clinic, I had this thought about a way of treating the enormous amount of financially disadvantaged people who live in our community. As a result of this idea, Aspiring to a greater level of care came about. So my new business was called **Aspire Family Dental**.

I have always been a computer and tech geek on top of being a dentist! I am sure none of you have been able to figure that out!!! I have been able to take my dental, computer, business, and management skills and build a

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Welcoming Dr. Michael Hess

"There is no Stress with Dr. Hess"

I have more big news to tell you about! Part of the expansion in the office is to increase room for our next big surprise. I have the great privilege of welcoming Dr. Michael Hess, his entire staff

and all of his patients into the practice! Dr. Hess is well known in our community. He has made a name for himself by way of treating patients

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Where Do I Start?

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business to where it is virtually equal to the very large National dental companies which are located in our area.

We are now getting ready to build the fifth Aspire Family Dental facility in The City of North Tonawanda. Together with the other dental offices I own, we now have over 60 employees. My companies pump MANY millions of dollars per year into our local economy! When the new Aspire Family Dental office opens later on this year, I will have about 20,000 sq.ft. of dental office space, 41 treatment operatories and over 70 employees treating about 1,000 NEW patients every single month right here in WNY!!

So why have I been so secretive? Why tell us now? Both are simple questions and have simple answers. I really love dentistry. You all know about this! Business has always been good to me. I believe this is due to the fact I have a real love for this field! It is not that I don't care about the business part of dentistry, but my love has been with the treatment and care of my patients. In fact, for years I could have told you I really hated the business portion of my own business! Now things

are obviously different. I have learned to be really good at something else now.

Big business is an entirely different animal from what I used to do. Being an entrepreneur has its own challenges, rewards and craziness associated with it too! Now, with my businesses expanding so much, there is really no way to keep it secret anymore. I would rather you hear it from me then from someone else. If it were not for the fact I have been so organized, I never would have been able to accomplish this greater community goal with being involved in treating the MANY financially disadvantaged people in both Niagara and Erie County. To give you an idea how organized my businesses have become, Most of you have been coming to a relatively quiet office while all of this has been taking place all around you for many years!

In a nutshell, I have a second and much larger dental office in the same building you have all seen me in. It is located in the rear of the building in Lockport.

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A View of My Goo Lagoon



Walt Disney World

Please Excuse Our Reconstruction

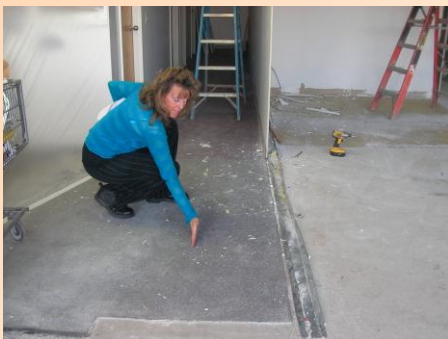
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Doesn't it Look Great!!!!

Did You Know?

Unlike an apple, using floss will really keep the doctor away! Proper flossing prevents most cavities, gum disease and can contribute to you living a longer and healthier life!



Donna To the Builder "I Dare You!"

While I was away on my recent vacation, most of my office was going through a major reconstruction project. I have acquired additional office space adjacent to my present office. The waiting room has been greatly enlarged by removing an adjacent wall and by pushing my Front Office into the newly acquired space. A new HD LED 60" TV in the waiting room now awaits you! I now have the biggest [Apple iMac computers](#) and the new [Apple iPad](#), there for your enjoyment too! A custom made 4 ft. high [salt water tank](#), and gigantic [Fresh water tank](#) will be there in the near future too! The office is bigger, brighter, and more energy efficient. It looks better, has more windows and granite countertops up front.

After tearing down the walls, a fifth treatment operatory has been placed in our former staff changing room and the Sterilizing room has been ripped out and updated with new cabinetry and countertops. For those of you who want to take advantage, I now have Nitrous Oxide (laughing gas) piped into all of the operatories! The floors, ceiling and painting have

been completely redone. While most of the changes have been completed, some minor things wont be finished for a couple of months. The main reason is this project is taking space that the owner of the building is presently using. He needs time to move before starting our next phase of the project. Also, custom-made items like the fish tanks need time to be fabricated for us!

Phase 2 really is for Donna and myself having our own private offices for the first time! Have you ever seen a doctor without his own private office? Well, I have never had one! I am not sure what I will do when I get it though? I have been treating patients for over 20 years and never had my own area to make a mess!!!! Maybe the first thing I will do is throw something on the floor when I get in there! On a serious note, I have a pretty large (and still growing business) to manage. Donna and I need the extra room to help guide and manage all the businesses. Additionally, I may need to increase the size of the office in the future, and have to make plans for a possible Phase 3 down the road.

I am sure there are many other

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Where Do I Start?

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There is another Aspire office in Niagara Falls on Pine Avenue. I have been told this is one of the nicest looking buildings in the City! I have 2 offices in The City of Buffalo. There is a smaller and older office on Ontario Street and a brand new one on Hertel Ave. and Military Ave.. Soon there will be another one in the City of North Tonawanda. I do have plans for more of these in our area too.

You will find a lot more news about what is happening in the other sections in this newsletter!

Please grab the coffee and sit back and enjoy the news!!!

END

Drinking pop is great for dentistry! The more you and your children drink, the better we do!!!!



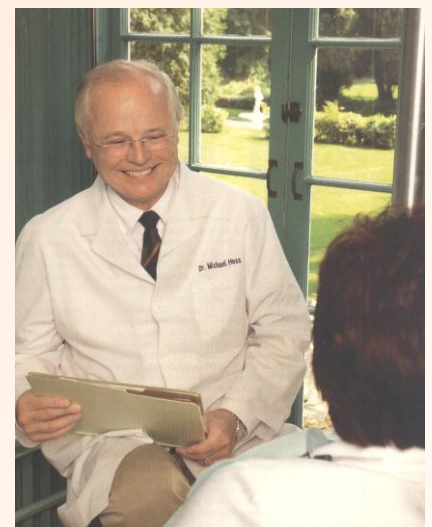
Welcoming Dr. Michael Hess

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who either need or want Conscious Sedation as part of their treatment protocol. In fact he was the FIRST practitioner in the 10 Counties of Western New York to receive Certification from New York State in dental conscious sedation! Dr. Hess explained why this is so important this way: "I have focused on treating people who put off going to the dentist because they are fearful. One of the most difficult things about this type of fear is that these people often don't tell people

about their phobia. They just allow their dental condition to slowly deteriorate by avoiding the dentist all together."

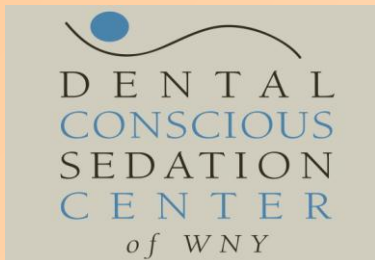
An ideal patient for conscious sedation is someone who can't get numb or has sensitive teeth, is needle phobic, has a high gag reflex, or had a past traumatic dental experience. "Administering a small pill to the patient prior to the appointment will allow the patient to relax through the dental procedure." Dr. Hess Further explains, "While under



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Welcoming Dr. Michael Hess

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sedation, the patient is conscious enough to respond, yet does not have any memory of the procedure when completed." Dr. Hess routinely receives referrals from physicians and dentists from a wide geographic region.

Dr. Hess has served as an advisor to the community

college dental assisting program, Clinical Instructor at UB Dental School and has offered High School students a chance to shadow him in order to help them learn about the field of dentistry.

Dr. Hess has attributed successes to his family. He is married to Ann Giardina-Hess,

who is both a very well known and a very successful attorney with her private practice in Lockport. Even though they have supported and nurtured each other's professional careers, their number one priority was raising their wonderful daughters, who with their son-in-laws are carrying on the tradition of putting family first! He enjoys skiing, playing golf, and belongs to a food Society known as "Chaine des Rotisseurs."

You can see why he will make a great addition to the practice!!!! We have the best of both worlds. Even though Dr. Hess and Myself will continue to treat our own respective patients, everyone will always have the ability to have either one of us if the need arises. His patients will now be able to take advantage of our high tech dental office and extended treatment times that are now available to them! Also, his patients will have the



Niagara Falls



Tower of Pisa

added benefit of virtually never having to be referred out to another dental office for any procedure! This is something all of my current patients have always been able to take advantage of! Whether it is Orthodontic treatment for adults or children, advanced restorative or endodontic (root canal

treatments), surgical techniques, or even involved gum treatments, everyone will be treated with the best comprehensive care in a very modern dental office. Even my current patients can take advantage of his conscious sedation techniques if they want. So once again... WELCOME DR. HESS!!!!

END

Did You Know?

An electric toothbrush by itself does not significantly do a better job than a manual toothbrush! The advantage comes from people who either can't physically hold a regular toothbrush or more likely from most of us who don't spend the time or use the proper techniques in brushing!!



Ask Us About Our New and Improved Implant Supported Baby Dentures!!

My Dental Lab

Located in my Niagara Falls building is our full service dental lab. This lab is another business that I started about 6 years ago. In actuality I now share ownership of the dental lab with another dentist. The lab goes under the name of Aspire Dental Studio. This lab was made to help both regulate the quality of the dental materials together with the craftsmanship I demand for my patients! While there is no such thing as perfection, we have seen amazing crown and bridgework as well as many types of dentures from our lead technicians we have working for us!

Speaking of our lead technicians, I think you will be happy to know we only have the best people working at the lab! John is our Lead Crown and Bridge technician. He has 28 years of amazing experience, which even includes chair side staining and glazing. So he has the added Benefit of seeing his work directly sculpted, stained and glazed and then placed on patients teeth! He is truly one of the best in the business as many of you have already found out!



My Lab is On The 2nd Floor

Joe is our Lead Denture technician and has very similar amazing experience! His skills were recognized to the point where he was professionally teaching licensed dentists who were specializing in Prosthetic Dentistry (they limit their practice to ONLY Dentures and Crown and Bridgework)!!!!

Most people don't realize that many labs are dirty little offices. It has to do with many of the technicians finding the need to use their own house or a small office space to make the dental appliances that patients need. There are some very large dental labs in this Country though. Many of them utilize Outsourcing of procedures to Some extent. Our lab has those dual capabilities too. We can do both in office or Outsource the procedures. While I personally do NOT use this outsourcing, other dentists like

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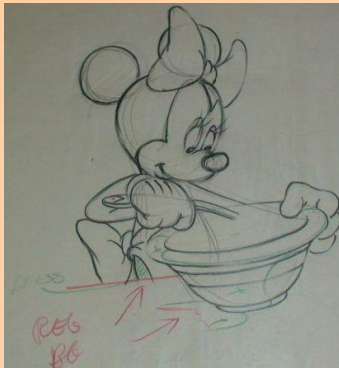
Community Outreach



I take being part of the community very seriously! I am the only dentist in this area who has 2 full time employees dedicated to going out into the community and teaching about dental healthcare. In fact, I am not aware of any other private dental office that does this ANYWHERE! While we hope that we are getting the Aspire name out there, their main goal is to teach dental healthcare. We have given out literally thousands of toothbrushes, toothpaste and floss samples to help in my goals to help teach the many severely financially challenged people who need it the most.

There are still so many people who are not aware that untreated gum disease leads to higher chances of having a heart attack, stroke, dying younger, low birth weight babies, exacerbating diabetes and much more. This is not even talking about the countless thousands of dollars people can save over their lifetime and the quality of life issues that many people have to face, as they get older. Much of this could be avoided if people had the knowledge about properly using a toothbrush and floss and going to the dentist at least 2 times per year!!

My Outreach Coordinator Carol is very well known from her constant visits to our local churches, soup kitchens, schools, County and Health Fairs. We schedule school presentations in both Niagara and Erie Counties. Together with co-worker Stacey, they provide the Community with my main goal to help serve the community as I dreamed I would be able to do when I first applied to dental school many years ago! **END**



An actual drawing from my animation collection. This drawing was used in making the 1939 Disney cartoon short "Mickey's Surprise Party."

Did You know?

There is evidence that show teeth had holes drilled into them possibly 9,000 years ago!

aspirefamilydental.com

A great place to look up information about all of the Dental offices, dental lab, find out some other general information on my businesses, or play some games can be gained by going to the following Aspire Web site address: aspirefamilydental.com There is still a lot of information being added to this site. Hopefully, I will somehow find the time to catalog and place the amazing amount of animation cel art I have collected over many years on the site too. Some of it is EXTREMELY rare and pretty cool too! **END**

Please Excuse Our *Reconstruction*

Continued from P.4

details that have been left out in regards to the new additions I am making to the office. However, there is only one thing that guides me in this

entire process. I want the best for all of my patients! I hope you find the rest of this Newsletter surprising too!

END

Did You know?

Milk and juice can cause cavities just like pop! Even "Natural" sugar is still sugar! Try to limit the amount of times you drink all of these liquids!!

Did You know?

The use of electricity for capital punishment came from the mind of a Buffalo, NY dentist in 1881!

My Dental Lab

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the quality of the work and use this service to save a little money for the lab procedures.

Like I planned with my own dental office on Transit Rd., I designed the lab for expansion. With the ever-growing number of dentists using this lab, the extra space will be needed! Right now there are OVER 20 dentists who currently utilize this lab to some extent in 3 different States! It is quickly becoming one of the busier dental laboratories in this entire area! When I wrote earlier about my businesses in general or the number of employees I have, it did NOT include this business since it is not directly related to the direct dental care business. So this is another successful business helping employ people from the surrounding community!

I am periodically adding information about this dental lab and placing it in the main Aspire Family Dental web page mentioned under the web site section on [page 8](#) of this newsletter. One of my upcoming projects is to include pictures and descriptions of how we make the appliances that people need for their mouth. It is actually pretty cool and much more involved then you would think!!!

END



Joe, Our lead Removable Department Technician



John, our lead Fixed Department Technician

What is Next?

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*Modern Caring
Dentistry For
The Entire
Family*

I am not sure where this will end. However, I can tell you that the way I have treated patients in my Lockport office has never been affected by these changes. A great example of this is how most of my own patients never even knew I had more businesses on the outside. I have considered myself very lucky. I have a career that I truly love and I have the ability to help so many people at the same time!!

My family long ago gave up on trying to understand me and what I do!! It actually is very funny how they have all just learned to shake their heads at me! I am not sure how many of you know about my family? I was married right after I turned 18 years old! Coming this August, I will have been married 30 years!! Boy when people talk about life sentences they were not kidding!!!! I now have 3 children from the ages of 8 to 19 years old. We all love being part of this community!!!!

As you all know, I will continue to only bring the best in modern dental technology that most people can take advantage of. I look forward to seeing all of you. I am sure I will be able to share more surprises with everyone in the future. One of my missions in life is to stay on the top of the learning curve in dentistry. It really is more than just teeth! Our lives are intimately affected by our dental health. Even to the point of how long and well we live. As always, I wish you all the best and look forward to seeing all of you in our new, larger, more up to date and more people friendly office!!! **END**



Sometimes.... Even A Chair Can Relax

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CITY, STATE, ZIP

