

New England  
Dental  
Administrators  
*welcomes*  
*new groups*

**Sonus Networks, Inc.**  
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**Optelec**  
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**Granite  
Telecommunications**  
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**Channing Bete  
Company**  
South Deerfield, MA



*news* from  
Craig Goldsmith,  
Sales Manager

Thank you for helping to make New England Dental Administrators grow during 2002. The number of groups we have been

quoting continues to increase. Companies such as Sonus Networks, Inc., Granite Telecommunications LLC, Optelec, and Channing Bete, to name a few, recognized the overall savings and customer-focused mind-set that NEDA has to offer, thereby moving the administration of their dental programs to us.

Has it been a while since you requested a quote? Give us an opportunity to prove to you what others have discovered. Give me a call at 508-752-0119 or e-mail at [cgoldsmith@nedallc.com](mailto:cgoldsmith@nedallc.com).

*Let us show you how  
NEDA can help your clients.*

## The Challenges of Meeting the Expectations of Patients



Thomas Quinn, DMD  
Dental Director

### *Cosmetics/Esthetics*

In 1915, the majority of 40-year-olds already had all their teeth extracted and wore full dentures. Today, more individuals are keeping their natural dentitions as they age. Patients are equating dental health with overall health. Dr. C.

Everett Koop, while the United States Surgeon General, brought attention to the issue when he stated, "A person is not totally healthy unless they have good dental health."

With this new emphasis on retaining one's own teeth and keeping them healthy has come an awareness of how they appear to others. Tooth bleaching allows the natural yellowing of teeth associated with aging to be neutralized and brought back to lighter shades without the previous efforts and costs of veneers and bridgework.

The popularity of this procedure within the 25-to-44 year age group is tremendous. When viewed as dental "wants" (as opposed to dental needs), some 70% of this age group expressed a desire for the procedure. Due to cost constraints, only 6% have utilized the procedure.

By 2006, certain factors will result in a different outlook toward the clinical application of composite resin-based (tooth-colored) restorations placed in the posterior portion of the mouth. The resin-based composites presently have shortcomings. We expect these to be largely overcome through material science improvements in the next five years.

In the future, this restoration will continue to be very "skill sensitive." Such restorations, when placed under appropriate clinical conditions, will approach the longevity presently associated with today's amalgam restorations. This will come at a price—these restorations will carry an associated fee that will exceed a similar amalgam restoration by nearly 40%.

Orthodontics has become very popular with both young adults and middle-age patients. While the principles remain the same for tooth movement regardless of age, adults fail to see brackets and bands as the fashion statement that adolescents find appealing. Orthodontists can now place the brackets and bands on the tongue side of teeth (in selected cases) and accomplish all tooth movement "out of sight." For those that require routine bracket placement, ceramic brackets and bands are available. This variation on the normal treatment allows both a cosmetic and functional alternative.

## *The Challenges of Meeting the Expectations of Patients* continued from page 1

Additionally, adult minor tooth movements can be accomplished with the aid of computer modeling. Sequential, computerized adjustments to a patient's models allow clear plastic splints to be fabricated which guide tooth movement over time. New splints are applied every two weeks until the desired result is achieved. Only the patient's orthodontist knows for sure that treatment is being done, due to the thinness of the splints and their lack of interference with routine function.

### *Periodontal Disease*

Nowhere in dentistry have changes occurred as fast, with such far-reaching effects, as in the specialty of periodontics. What will continue to be of interest in 2006 for this specialty are procedures that (1) attempt to promote regeneration of lost supporting tissues by enhancing periodontal wound healing; and (2) use of resorbable and sustained release antimicrobial gels, discs, and fibers in the treatment of periodontal disease.

*" I recently placed my first dental group with New England Dental Administrators with complete confidence that my client will be pleased. In working with the NEDA team, previously as a co-worker and now as a broker, I know that Craig, Melanie, Linda and Tom always deliver on what they promise. "*

*Michael Ward  
Principal, Harbour Benefits Insurance Brokerage  
Salem, MA*

### *Summary*

New England Dental Administrators is attempting to respond to the advances in dental science and the associated increased dental sophistication of the patient population. Patient expectations and demands for oral health care will be far greater in the future. Technological advances will continue to provide innovations for dental care delivery for many years to come. Dentistry will be challenged by this combination of technological advances and patient demands. By the year 2006, many new and exciting opportunities to improve the oral health of the public will be available. NEDA intends to promote such improvements wherever and whenever our customers ask for them.

## NEDA Sponsors The New England Employee Benefits Council (NEEBC) Conference – December 5

We are pleased to be one of the sponsors of the New England Employee Benefits Council (NEEBC) annual holiday conference. The Council will honor New England's "Best Benefits Practices." For more information, contact NEEBC at 781-684-8700 or [www.neebc.org](http://www.neebc.org).

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