

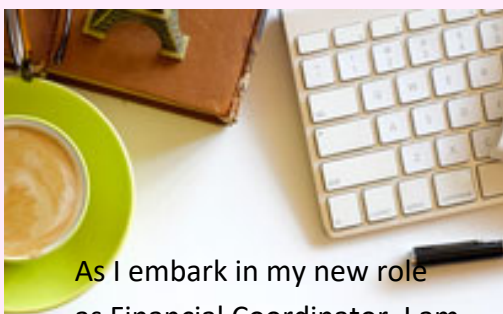
The Dental Examiner



Dr. Eric G. Jackson • Dr. Jeffrey S. Wascher

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New Bites with Laura



As I embark in my new role as Financial Coordinator, I am always available to help with any questions you might have regarding your dental insurance plan, benefits & any financial questions. It has been an exciting change & I hope to see our patients any time to be of assistance or a friendly visit.

 **Channel: EJacksonDDS**

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Turn a 'Triple Play' for Your Patients

By Eric G. Jackson, DDS, MAGD, FICOI, FICD, FADI



There are so many reasons I love being the team dentist for the Chicago Bandits.

Are you familiar with the Bandits? The four-time league champion

women's professional fast-pitch softball team plays every summer out of their beautiful stadium in west-suburban Rosemont, Illinois. My role as the Bandits' team dentist is so fulfilling. On a personal level, and as the father of two daughters, I'm extremely proud to support women's professional sports. On a professional level, my role allows me to further the advancement and knowledge of sports dentistry in the public eye. Most importantly, it's just flat-out fun to watch the team play.

Each game, the best softball players in the world meet on the field, and

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IN AUGUST WE CELEBRATED OUR PATIENT KRISTY FOR WINNING THE OFFICE'S "SHOW US YOUR BACK TO SCHOOL SMILE CONTEST!" KRISTY WON A \$200 TARGET GIFT CARD! THANK YOU TO ALL THAT PARTICIPATED! IT WAS GREAT TO SEE ALL THOSE BACK-TO-SCHOOL SMILES!



BACK TO SCHOOL CONTEST **WINNER!**



Our little helpers Morgan & Emma on Drop Off Day

The office ran a very successful Marine Corps Reserve Toys for Tots drive in December. **Thank you to all who donated!** Those toys were distributed to various other non-profit agencies who were able to make Christmas special for thousands of children in need. And it all starts with donors like **YOU!** Great job everyone!

THANK YOU TO THOSE THAT DONATED!

In the latter half of 2018 Dr. Jackson had three articles published on "The Daily Grind", the official blog of the Academy of General Dentistry - "Be an Influencer" (September 2018), "Harvest your Dental Practice" (November 2018), and "Maintain Balance in Your Practice During the Hectic Holidays" (December 2018). While the primary readership of the blog are other dentists and dental professionals, sound business ideas and practices typically transcend a single profession.

CELEBRATING HOLIDAYS WITH OUR PATIENT FAMILY



As always, the holidays were vibrant and fun with our office family. We enjoyed these DELICIOUS kolackies brought to us WARM by our patient Jeannine!

THANK YOU SO MUCH JEANNINE!



Proud Sponsor of the Shamrockin' For a Cure Event

Our office is proud to help sponsor Shamrockin' For a Cure 2019!

Kick off St. Patrick's Day with the Cystic Fibrosis Foundation's 7th annual Shamrockin' for a Cure on **February 22, 2019!** Have an unforgettable night celebrating all things Irish with drinks, food, entertainment, premium auction, and more!

For more information about the event or to purchase tickets visit: <https://shamrockin.eventscff.org/>

TOOTH FAIRY DAY SEPTEMBER 21, 2018

The 2nd Tooth Fairy Day of 2018 took place on September 21st and it was a great time as always! 2018 marks the 31st year that the tooth fairy has been visiting our office as a fun and effective way of preparing children for their first dental appointments! We hold Tooth Fairy Day twice per year (Spring and Fall) so don't worry if you couldn't make it in September because the Tooth Fairy will return to our office on Friday May 3rd! For more info on this great FREE public event please visit our website!



Daniel & Anthony meet the Tooth Fairy last September.

Thank you for all the Candy Donations!

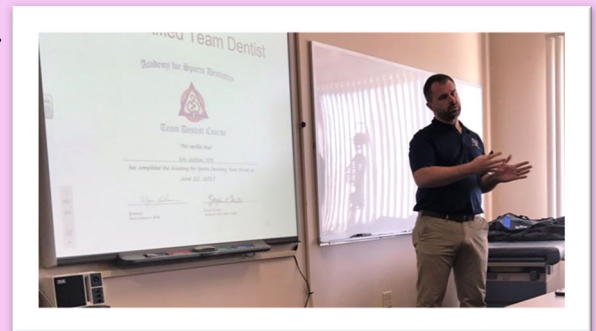
In the week following Halloween, we held our 2nd annual Operation Gratitude Halloween Candy Give-Back Program! What a tremendous outpouring of support from the community for this great cause! We collected hundreds of pounds of candy that was distributed to all the wonderful men and women of the U.S. Armed Forces via the amazing people of Operation Gratitude. Great job everyone!



Tremendous success with hundreds of pounds of candy collected!

North Central College Lecture

On November 13th Dr. Jackson returned as guest lecturer to the Department of Physiology at North Central College where he presented his lecture "An Overview of Modern Sports Dentistry" to the athletic trainer students. It was a great way for the students to prepare for either the National Athletic Trainers' Association or the Academy for Sports Dentistry Annual Symposiums this summer in Toronto Canada!



Dr. Jackson lecturing in North Central College Classroom.

2018 Bernie's Book Bank Book Drive

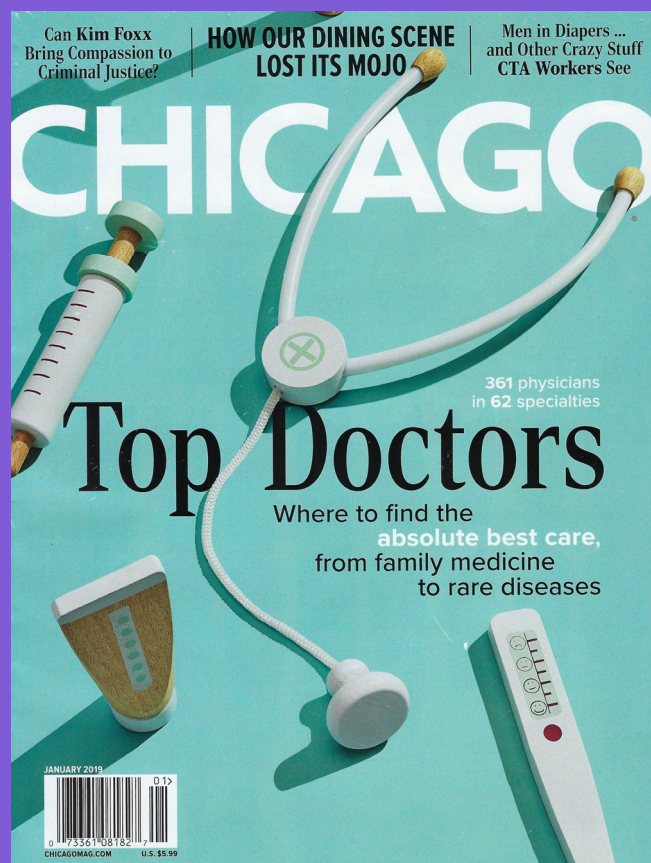


**BERNIE'S
BOOK BANK**
Bernie P. Di...

This November our office ran our 1st annual book drive for Bernie's Book Bank and it was a great success!! Did you know that 2 out of 3 low-income children have no books of their own. Bernie's Book Bank, Chicago's largest provider of quality children's books, is changing that by providing children 12 books per year for 12 years! And it's all thanks to donated books from kindhearted people like you! Thank you and great job everyone!!

Thank you for your book donations! You guys rock!

We have a Chicago Top Doctor....Again!



We are extremely proud to announce that our Dr. Eric Jackson was once again listed in the “Top Doctors” issue of Chicago Magazine! He was named 1 of the 169 general dentists listed in the January 2019 issue!! To determine their list, Chicago Magazine asked thousands of Chicago-area dentists to nominate outstanding professionals in their field. Way to go Dr. Jackson and congratulations on this outstanding accomplishment! We are so proud of you!



TOOTH FAIRY DAY
FRIDAY, MAY 3, 2019
9:00 AM TO 1:00 PM

Free
Event

CALL US @

(630) 963-6750

TIME SLOTS ARE LIMITED.

DR. JACKSON'S 4TH ANNUAL Blood Drive

February 4—February 15

Event Location:

vitalant 

1133 Fairview Avenue
Westmont, Illinois 60559

Please visit us at **www.Vitalant.org** or call
877-25VITAL to schedule an appointment.

Walk-Ins are also welcome.

Sad Facts:

- ⇒ Currently, there's a shortage of blood supply in the USA.
- ⇒ There's two days worth of blood available to hospitals, when the ideal amount is one week.



Turn a ‘Triple Play’ for Your Patients (continued)

By Eric G. Jackson, DDS, MAGD, FICOI, FICD, FADI



the action doesn't disappoint. The team (and league, for that matter) is chock-full of National Collegiate Athletic Association all-Americans and former Olympians.

Over the past five years as the Bandits' team dentist, I've been fortunate enough to watch some amazing softball on the field and associate with the stellar players, coaches and organizational staff. The past two seasons have been especially fantastic, as the Bandits are repeat defending league champions (in 2015 and 2016). Many amazing plays took place in order for the team to earn back-to-back championships, but one play in particular will always stand out in my mind.

It happened during the 2014 season before the recent championship run — a triple play! Yes, one of the rarest plays in the sport was started by none other than the Bandits' redheaded ball of fire herself, shortstop Tammy Williams. Her triple play made ESPN's "Top 10 Plays of the Week," and she gained national recognition for not only herself, but for the team, league and sport as well. The video clip of the play rocketed through the internet and was shared again and again by women's softball teams, players and fans of all ages. In all, that single play resonated throughout the softball world exponentially for longer than the several seconds it took to physically complete it.

Wouldn't it be amazing to be able to be in Tammy's cleats for just a moment? To have a skillset that allows us as dentists to have such a vast and far-reaching impact? I firmly believe that we as dentists are in a fantastic position to make a difference. There are chances to turn a "triple play" around us all of the time, to make an impact on our patients' lives.

To do this, like Tammy, we need to be in the right place, at the right time, and we need to identify the opportunity and then execute! The opportunities to perform procedures that resonate with patients likely present themselves routinely in your dental practice. You just have to identify them.

There are numerous procedures that fall into the "triple play" category, but several of the best examples are pit/fissure sealants, athletic mouthguards, bruxism (aka grinding) night guards and routine dental cleaning. Each of these typifies a "triple play" procedure, as they are noninvasive and low-cost and yield long-term benefits for the patient. Even knowledgeable parents of pediatric patients rarely are aware that noninvasive, low-cost dental sealants can reduce their child's probability of occlusal cavities by up to 80 percent.

Broadly, in my office, a "triple play" procedure should satisfy all three of the following requirements, in order for me to pitch it to my patients:

It must be minimally invasive.

It must be inexpensive, relative to other dental procedures.

It must offer long-term benefits for the patient's oral health.

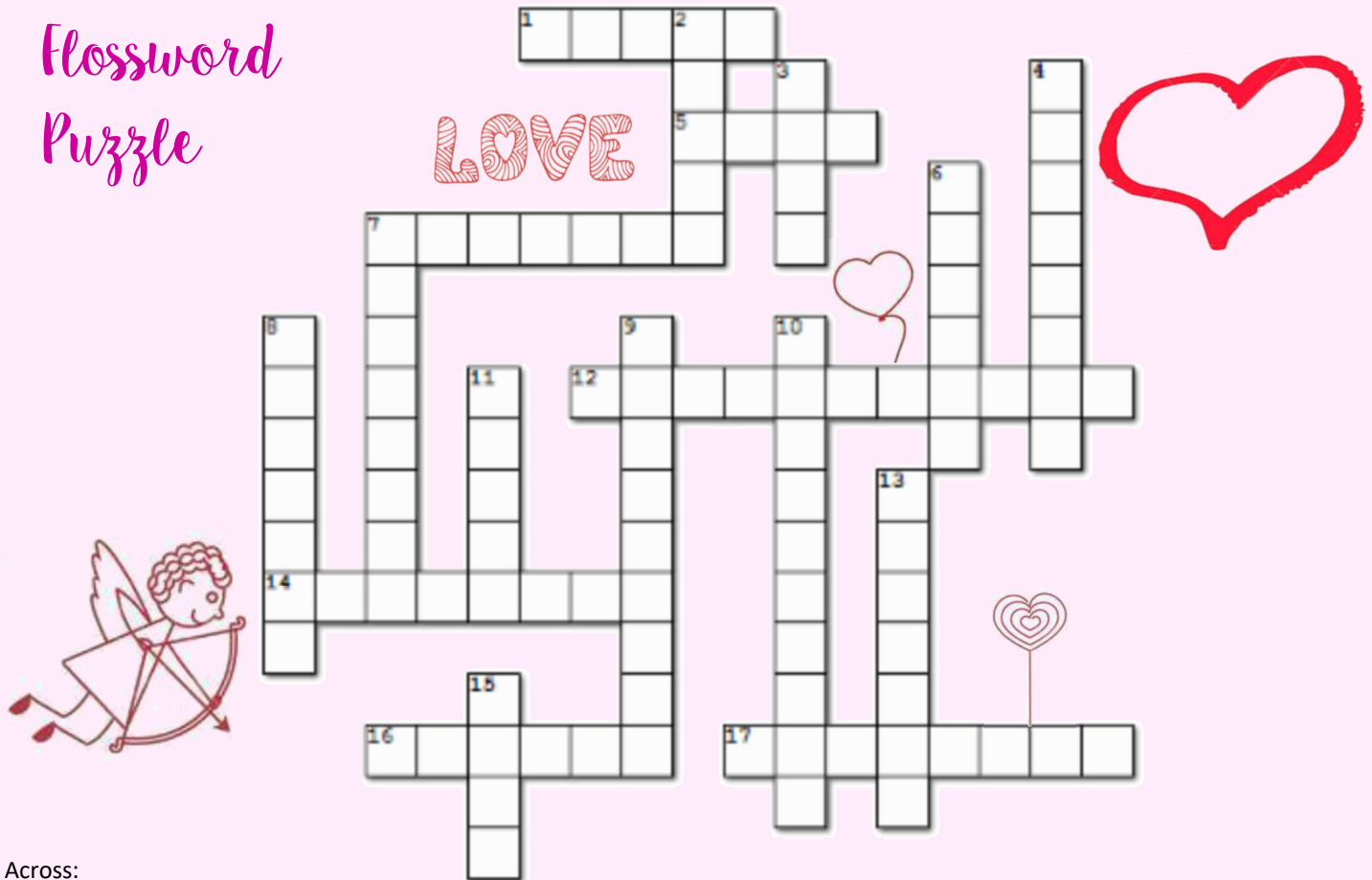
If I can answer "yes" to each of those requirements, then the procedure certainly counts as a "triple play" and likely will resonate throughout that patient's world in the same way that Tammy's play did the softball world.

After I discuss the procedure with them, the science and the "triple play" way of thinking, my patients always leave with not only a better understanding of dentistry, but an effective approach to dental treatment planning as well. In my opinion, patients truly appreciate this way of thinking, and it's been a real practice-builder, as patients are more willing to accept recommended treatment to improve their oral health.

So whether you're sitting in your dental practice or in the stands watching the Bandits, be sure to watch closely for that "triple play" opportunity that could have a long-lasting impact.

Florsword Answers: ACROSS: 1. Heart, 5. Moon, 7. Million, 12. Shakespeare, 14. Amethyst, 16. Greeks, & 17. Misspell. **DOWN:** 2. Roman, 3. Love, 4. February, 6. Violet, 7. Marriage, 8. Italian, 9.

Flossword Puzzle



Across:

1. Every year, more than 36 million _____ shaped boxes of chocolates are sold across the country.
5. February is the only month that can pass with no full _____.
7. There are approximately 50 _____ roses given on Valentine's Day around the world.
12. *Much Ado About Nothing* is the only _____ play that mentions February.
14. The birth flower of February is _____.
16. The ancient _____ believed the amethyst protected the wearer from drunkenness.
17. February frequently occurs in lists of the most commonly _____ words in the English language.

Down:

2. February is named after the purification ritual February, which was sort of early _____ Spring Cleaning Festival.
3. After St. Valentine was buried, Julia the daughter of his jailor/judge, planted an almond tree with pink blossoms near his grave. The almond tree today is a symbol of lasting friendship and _____.
4. The Welsh call _____ "y mis bach" which means "little month."
6. The birth flower of February is the _____ or iris.
7. St. Valentine defied the orders of Emperor Claudius II. The Emperor saw marriage as a threat to the strength of his army. The emperor made a decree that banned marriage. St. Valentine, as a priest and Bishop, upheld the sanctity of _____ by marrying willing couples in secret.
8. Every Valentine's Day, the _____ City of Verona receives approximately 1,000 letters that have been addressed to Juliet, the city where Shakespeare's *Romeo & Juliet* characters lived in the play.
9. February 14th is the second largest card giving day of the year, just after _____.
10. _____ was introduced on February 14th in 1929.
11. February is the third _____ of winter.
13. In Old _____, February was called Solmonath (Mud month) or Kale-monath (kale or cabbage month).
15. At least 9 million people buy their _____ a gift on Valentine's Day.

Answers located on bottom of page 5.

Accepting New Patients