

Smiling You In

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CHECKED TWICE



We hope that everyone received their Christmas card. Doc works long and hard for many months making sure that no one is left out ... it is his way of thanking you for being a part of our Practice, and of course wishing you a Merry Christmas too!

GOODBYE DR ROLAND

It is with much sadness that we must announce that Dr Roland has left our Practice as of January 1st to pursue other interests. We will miss him ... he was the quiet one! Now Doc is back to center stage ... beware Chris!!

We will be closed in the afternoon on 1/26 for our Year Planning Meeting.

GUYS IN THE CORNER

Here are the O'Keefe guys having a wonderful Holiday relaxing on the couch waiting for Santa. Just look at those smiles ... they *must* be on the Good Boy list!



HAVE NO FEAR IN THE NEW YEAR

It was too hard coming up with something snazzy to rhyme with 2011. But 'Have no Fear' seemed appropriate after a difficult 2010. Last year a lot of people endured tough employment circumstances, where they saw their benefits dwindle and/or lost their jobs altogether. Those that didn't have to actually face these challenges, did have the possibilities in the back of their minds. So fear was pretty rampant.



We saw this as people asked for alternate 'cheaper' treatment options, or asked what would happen if they postponed treatment altogether. We don't want anyone to have dental problems because of an uncertain economy, so we worked with you. We patched what we could to prevent pain and hold things together until better times. And when a patch just wouldn't do, we made arrangements to make the proper care affordable.

To us that is what 'taking care of our patients' means. We've been in Penfield for over 20 years - and we've treated some of you *all or most of* that time. During that time Doc has made himself available and treated your emergencies every hour of the day and night ... including Holidays. You see it's not just a job where you're a number in a big clinic. We take care of you - through thick and thin. Don't forget that our Practice is our livelihood, but remember that we won't take advantage of you with complicated pie-in-the-sky treatment plans. We'll take care of your needs with all of the skill, care, and judgment that we have over the years, and charge a fair fee to do so. So have no fear in the New Year because as always - *We'll be right here!* (feel free to tell your friends that we are accepting new Patients too)

NOT PASSED HIS BEDTIME

Even though Doc is over 50 now, he can still stay awake past 7:00. So Doc will stay and treat patients later on Wednesdays with Jess and Lynda as Dr Roland had done.

Who says the young guys get all of the fun!

NIGHT SCHOOL

It is not exactly night school, but Dr O'Keefe will once again be attending the Rochester Dental Study Club on Tuesday nights this month. As past President, and current Executive Board member, Doc has an obligation to uphold ... and he gets to show off his new Christmas clothes!

We will keep our Tooth Whitening Special available until March ... so SMILE BRIGHT!