SedationCare.com: increasing sedation dentistry consumer awareness

By Heather Victorn

“I have not been to the dentist in about 10 years. I don’t like anything about visiting the dentist. I have always gagged during X-rays, and the tooth polishing, drilling and scraping makes my skin crawl. The water is too cold for my teeth. I have always had nice teeth, but now they are discolored and I know I have some cavities. I need to step up and be a better role model for my three girls and go back to the dentist. I would love to give you a try and see if you can help me relax through this unpleasant process. Please help me.”

The message above is just one of hundreds of e-mails oral sedation dentists receive every day from anxious and fearful patients through the consumer-based educational Web site SedationCare.com. Research has shown that up to 75 percent of adults in the United States experience some degree of dental fear. So it’s no surprise that many people are searching for better alternatives to help cope with the anxiety of receiving dental treatment.

Oral sedation dentistry, a safe and effective alternative to IV sedation, has helped over one million patients throughout North America conquer their dental fears. This ever-growing number is due largely in part to two things: an increased number of dentists offering the treatment and better consumer education.

Ranked No. 1 on most search engines, SedationCare.com not only educates patients about the benefits of oral sedation dentistry it also allows them to search for expertly trained sedation dentists in their area. In fact, 149,454 searches for sedation dentists were performed on the site during last year alone — and that number continues to rise each month.

The site provides in-depth detail on how sedation dentistry works, including each step of the treatment process, the medications used, what to expect during and after sedation, the feelings experienced while under sedation, important topics to discuss with the dentist and which patients are good candidates for oral sedation. People can also read patient testimonials — a reassuring tool that helps normalize dental fear and lets people know that they are not alone.

For many people seeking care, trying to find a reliable and qualified dentist is equally, if not more stressful, than the dental treatment itself. People want to know that the practitioner they see is properly trained, compassionate and experienced in providing the type of care they need. This makes SedationCare.com’s tool for locating local qualified oral sedation dentistry practitioners even more valuable. People can find and directly contact any of the dentists listed on the site — and each is a member of DOCS Education, dentistry’s leading provider of oral sedation and emergency preparedness continuing education.

Potential patients can rest assured that when they visit SedationCare.com they are receiving accurate, up-to-date, valuable information on oral sedation dentistry with the added benefit of finding a qualified provider in their area.

To learn more about oral sedation dentistry and find out how you can be listed as a provider on SedationCare.com, visit DOCSeduction.org or call (877) 327-3627.

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New cameras from Canon and Nikon

The newest cameras to enter our line of clinical systems are the Canon Rebel XS and the Nikon D60. These two cameras represent the least expensive models from each manufacturer.

The new Rebel XS can be thought of as the Rebel XSi’s little brother. The camera dimensions and weights are almost identical. The main differences are the LCD screen (2.5-inch vs. 5.0-inch) and resolution (10MP vs. 12MP). If you don’t mind a slightly smaller screen, you can save a few bucks and still get great photos.

We first talked about the Nikon D60 in our April newsletter and at that time the camera was only available in “kit” form (with the 18–55 mm zoom lens). Nikon is now shipping the D60 as a body only. PhotoMed International

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