

Newsletter

From Dr. Frank Ruffino

Office Updates

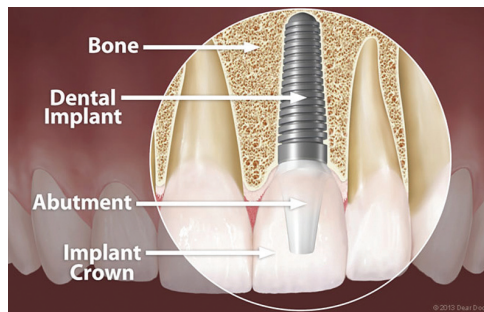
In the world of business, the use of technology has been even more dramatic. Our office prides ourselves on keeping up with the latest technology to help better serve our patients. We are excited to introduce our new SURFACE PRO 3 tablets to our front desk! We are now able, through our software, to update all personal and health history information before the patient even enters the operatory. After our patient is signed in, our front desk staff will present the surface pro 3 and ask them to easily follow the instructions right on the screen. With this new technology, we are trying to eliminate tedious paperwork and allowing us to utilize every minute of care by our clinical staff. We will be here to assist patients with these new tablets and look forward to being more efficient with our patients' time.

New Financial Policy

We are committed to providing you with the highest level of care and to building a successful provider-patient relationship with you and your family. We believe your understanding of our patients' financial responsibility is vital to that provider-patient relationship and our goal is to not only inform you of the provisional aspects of that financial policy, but also to keep the lines of communication open regarding them. We will continue, as a courtesy, to bill your insurance and help you receive the maximum allowable benefit under your policy. Effective, April 1, 2016, we are implementing a new financial policy in our office. We are now offering, if eligible, extended payment plans financed through care credit. In addition, all accounts that exceed 90 days will incur a 4% interest charge. We do our very best to work with patients regarding their treatment and payment options by conveniently accepting cash, money order, MasterCard, Visa, America Express, Care Credit and in-state checks.

Dental Implants

Dr. Ruffino is pleased to announce that he has been furthering his education and training with the placement of full size implants, using the Hiossen system. Over the last year, he has taken extensive implant courses, as well as participating in live surgeries. De-



signed for toothless areas, this treatment involves implanting artificial dental roots made of a special metal (titanium) into the bone for a natural feel, as well as esthetic satisfaction. This is a safe treatment and may be a better alternative to the existing bridge or denture. Also, having this kind of treatment offered in our facility will alleviate having to make appointments with specialists and cut down on out-of-office costs! If you are looking to replace missing teeth, or would like to know more about dental implants, we welcome you to set up a consultation to learn more !

With best wishes for continued good dental health,
Frank Ruffino, D.D.S. and Staff



**Frank P.
Ruffino, D.D.S.**

51333 Mound Rd.
Shelby Twp. 48316

(586)799-4240

Hours:

Monday 8am-2pm
Tuesday and Wednesday 10am-7pm
Thursday 8am-2pm
Select Fridays 8am-1pm

Visit us on the web at:
fruffinodds.com



Proud  Supporter

Spring 2016

IT'S TIME **TO CHOOSE YOU**



The Clear Alternative to Braces

Invisalign takes a modern approach to straightening teeth, using a custom-made series of aligners created for you and only you. These aligner trays are made of smooth, comfortable and virtually invisible plastic that you wear over your teeth. Wearing the aligners will gradually and gently shift your teeth into place, based on the exact movements Dr. Ruffino plans for you. There are no metal brackets to attach and no wires to tighten. You just pop in a new set of aligners approximately every two weeks, until your treatment is complete. You'll achieve a great smile with the little interference in your daily life. The best part about the whole process is that most people won't even know you're straightening your teeth.

\$4800.00

(\$5200.00 normally)

FREE

Invisalign package (\$700.00 value)

Consultation - FREE

Records - FREE

Electric Toothbrush - FREE

End of Treatment Teeth Whitening - FREE
(take home trays)



Treatment Plan

NO Down Payment!

Plus \$500 OFF

When the case is financed thru Care Credit® Extended Financing Available.

Restrictions apply. If adult orthodontic coverage is available. Discounts will vary. Valid with Dr. Ruffino's office only.



FREE CONSULTATION

Restrictions apply. If adult orthodontic coverage is available. Discounts will vary. Valid with Dr. Ruffino's office only.



Treatment Plan

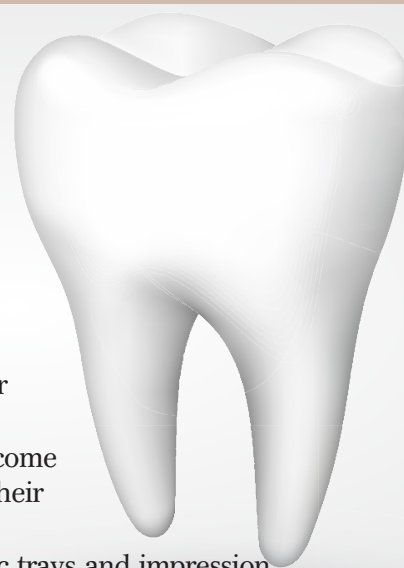
\$1,000 OFF

With a \$1000 Down Payment
12 Month in house financing
(must be set up as auto pay @ \$233 monthly)

Restrictions apply. If adult orthodontic coverage is available. Discounts will vary. Valid with Dr. Ruffino's office only.

Digital Impressions vs. Traditional Impressions

- Improved image/impression quality for better-fitting restorations
- No need for distasteful impression materials that cause some patients to gag
- More comfortable, less anxious experience for patients and the dental team
- Reduced possibility of impression-taking errors and elimination of material inaccuracies for fewer restoration mistakes
- Patients tend to appreciate the new technology and state-of-the-art dental care, so they become more engaged in and better informed about, the treatment process because they can see their impressions on-screen chairside
- Green dentistry and eco-friendly aspects include eliminating the need for disposable plastic trays and impression materials, which otherwise would be polluting landfill space; digital data is eliminated with the "delete" button.



Ask about our extended payment plans through  **CareCredit**SM



at Frank P. Ruffino
DDS, PC and Associate



Follow us on Twitter
@F_RuffinoDDS

To receive office updates and fun facts!

PATIENT REFERRAL PROGRAM

At your next visit, please ask for some patient referral credit cards. These cards entitle the new patient to \$50.00 off of any co-pay after insurance has paid or cosmetic treatment. You write your name on the back of the card and once that patient comes in, we will send you a \$25 gift card. The continued support and trust our patients place in us is the best compliment we could ask for.





Look at Me, I'm Cavity Free!



We are on a mission to find the best brushers and cavity free kids! Each quarter we will be placing any child with no cavities and great brushing in a drawing to win a \$100 gift card to any store of their choice!! The first drawing will be at the end of the workday on March 31st! Call to schedule your cleaning appointments today! 586-799-4240



Frank P. Ruffino, D.D.S.

STONEYCREEK COSMETIC & FAMILY DENTISTRY

**51333 Mound Rd.
Shelby Twp. 48316**

INSIDE This Issue:

INVISALIGN SPECIAL

NEW DIGITAL IMPRESSIONS

PATIENT REFERRAL PROGRAM

CAVITY FREE REWARD

