



August 2008  
Newsletter

### KEY FACTS

- Administer general anesthesia in dental offices
- We bring all necessary equipment & supplies
- Dentist only provides suction and operator
- Missouri State Law requires medical insurance cover our service for certain individuals
- Care Credit Accepted
- *All revenue stays in your office*

### CONTACT INFORMATION

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Our Website  
[www.PremierDentalAnesthesiology.net](http://www.PremierDentalAnesthesiology.net)

**Do you have our DVD yet? If not, give a call and we'll get it right out to you!**

## Premier Dental Anesthesiology News

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### ANOTHER NEW FACE AT PREMIER!



Please help us in welcoming Jennifer Herr to our practice! Jennifer is a licensed registered nurse who will now be assisting our anesthesiologists on cases in your office. Her interest in nursing, children and surgery has led her to Premier. She is also highly passionate about the treatment of autism in children as she has worked as an applied behavioral analysis therapist to help with their development. When Jennifer is not working, she enjoys swimming and attending Cardinals games with her son, Ethan. Welcome aboard, Jennifer!

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### *A Word About Advertising*

It was Morris Hite who said, "There is more money wasted in advertising by under spending than by overspending. Years ago someone said that under spending in advertising is like buying a ticket halfway to Europe. You've spent your money but you never get there."

It's hard to argue with that. However, if you are going to let your patients know about a new product or service you provide, it's imperative to make sure you describe it correctly...especially if you are going to spend all that money! If you are an office that currently is using our service, using the wording, **"Sedation services provided by Premier Dental Anesthesiologists, board-certified anesthesiologists"** in your advertising is suggested as it is not only correct, but we are also the only group of board-certified anesthesiologists in the state of Missouri that offer this service and that in itself will not only set us, but also you, apart and ahead of the rest.

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