



# Heather Adams Dentistry : July 2020

Greetings Patients and Dental Friends,

The last several months have presented many new challenges, but I believe it has brought even greater clarity on what matters: people and relationships. Like others, we have experienced a series of emotional highs and lows resulting from the COVID pandemic. While experiencing the shock of closing down our practice for 10 weeks it has been a powerful reminder to FOCUS ON finding the joy in celebrating the privilege of practicing dentistry.

So much happened 'pre-COVID' since our last newsletter! We hosted our second annual Community Christmas Open House and packed the house, revealing our first William's Gift Smile Makeover. Scavenger hunts, prizes, great food and celebrating the Christmas Spirit made for a great evening. Our team attended a photography workshop and we have added a professional photography studio right in our office. We also equipped an additional dental suite for dental care and implemented convenient online scheduling and Friday appointment hours.

Our team has grown with the addition of a few new team members you will love to meet! Erin, Lynsey, Staci, Carmie, Martha, Idania and Katelyn continue to inspire me daily!

I am grateful my business has persevered through the closure thanks to an amazing team and a supportive community. We will continue to strive to go above and beyond to ensure the safety of our patients and team members.

Dr. Heather Adams, DDS

## HAD Celebrating 10 years!!

- Dr. Adams celebrates her 10th year of practicing dentistry and enjoying her dream job!
- Dr. Adams completed her 4 months **AIRWAY FOCUSED Mini-RESIDENCY**.
- No more goopy impressions. In under 3 minutes with our new **ITERO digital technology** our team can digitize your smile! Our office is a proud Invisalign Premiere Provider.
- Our team completed our first **Williams's Gift Smile Makeover**.  
**See Page 3.**
  - Always advancing our photography skills with our new photography studio.



**Welcoming New Patients.  
Always.**

In-Network with Delta Dental

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*"Dr. Adams and her staff immediately made me feel at ease. The whole process went incredibly smooth from start to finish. I was impressed that following my procedures, Dr. Adams called me personally to check and see how I was doing. I recommend to my friends that they should join HAD practice because they put patients concerns and needs first. The competence of Dr. Adams and her staff are unparalleled. It's overall a great experience." - Kate C.*

## PATIENT TESTIMONIAL: WHAT DOES "DOING DENTISTRY DIFFERENTLY" MEAN TO YOU?



Before



After

Kate's Smile Enhancement included custom tooth whitening and custom porcelain veneers to enhance tooth size, shape and color by Dr. Adams. Dental Lab: YDL, Dallas, Texas.



### Fun Facts:

Erin loves golfing, trying new restaurants and the Buffalo Bills.

Her nickname is "Queen of Hospitality".

Her hometown is Western New York.

### TEAM SPOTLIGHT: ERIN M.

One of the goals at Heather Adams Dentistry is that all of our patients feel at home and a part of our family. Erin has been with Dr. Adams almost two years and embodies our motto "doing dentistry differently!" She personalizes your patient experience during the treatment and financial planning discussions. She has over five years experience in dentistry with a background in Hospitality Management which makes her a perfect addition to our team! Erin's sense of pride in her job shows daily as she takes the best care of our patients and team members.



She is married to Darren and has two adult children, Kailah and Daniel, who are both grown and live out of the home. She does still have Winston and Wyatt, her fur babies, at home.

Erin chose Heather Adams Dentistry because of the welcoming atmosphere and kindness that Dr. Adams brings to the office and to the community.



# WILLIAM'S GIFT RECIPIENT



William's Gift is a non-profit program designed to provide merit-based pro-bono dentistry by Dr. Heather Adams and her team. The program accepts nominees anonymously from current patients of Heather Adams Dentistry and from select local non-profits. The program is named in honor of Dr. Adams' brother who passed away in an auto accident at age 20.

Brandon has completed his dental treatment and not only has a new smile, but a new outlook on life!

Nominations are now open for 2020. If you know someone who would make a great candidate, visit our website for more information.  
[www.heatheradamsdentistry.com/williamsgift/](http://www.heatheradamsdentistry.com/williamsgift/)



A special "thank you" to the members of the 2019 William's Gift Smile Makeover Team who volunteered their services to help us reach Brandon's goals!

Dr. Patrick Driver of Arkansas Periodontal & Implant Specialists

Not Pictured: YDL Dental Lab



Brandon's Smile Enhancement included custom tooth whitening, cosmetic gum lift and reshaping and porcelain veneers to enhance tooth size, shape and color. Dental Lab: YDL, Dallas, Texas.  
Periodontist: Dr. Patrick Driver, Restorative Dentist: Dr. Adams

# SMILES BY DR. ADAMS



Chris's Smile Enhancement included custom tooth whitening, Invisalign Clear Aligners and composite fillings to enhance tooth size, shape and color by Dr. Adams. Thank you Chris for being such a fun and awesome patient! Go Blackhawks!!

## Have YOU been thinking that Invisalign might be a good choice to improve your smile??

We are offering **\$500 OFF** Invisalign for ANYONE who starts treatment.

(some exclusions may apply)



## DENTISTRY DURING COVID

What are we doing in our office to do our part in preventing the spread of disease? Fortunately, we were already doing many of the COVID-19 requirements, like our sterilization processes and safety measures. However, so many things have changed and we want you to know we are doing everything we can to keep you safe.

Some of our changes are more obvious, like curbside check-in, pre-collecting payments and mask requirements. We want you to know are also doing things behind the scenes for extra safety such as: changing in and out of our scrubs in the office, more frequent sterilizations and social distancing, even in our team meetings.