

# Local dentist reveals all!

## Some things to think about when choosing a dentist

Finding good quality dental care in an environment where you feel comfortable can be very hard. How do you choose? Do you go to the Yellow Pages, draw straws or drop by offices in your area?

Now, I may not be the right dentist for you but if you are looking at the moment I'd like to invite you to read the information below and then call me if it all makes sense.



**Firstly, please allow me to introduce myself.**

Hello, my name is Dr Mark Hassed and just over 3 years ago I founded Fine Dentistry in Canterbury.

**A simple concept.**

My dental office is based on a very simple and very old idea: "Do unto others as you would have them do unto you". That's right - the Golden Rule. So how does the Golden Rule apply to dentistry?

Basically it means that I try to do everything for my patients in the way I would like it done for me. No matter whether it's how I explain something or the type of treatment I do, I try to make it the best possible... just like I'd expect.

**My office is state-of-the-art.**

When I have dental treatment done for myself I want it done as well as today's technology will allow. I want treatment that looks great, feels great and lasts as long as possible and, most importantly, is as pain free as it can be.

Dentistry is evolving fast and I invest time in keeping up so that whatever treatment I do, I know that it's up with the best. Just two examples are our computer x-ray equipment that uses 90% less radiation and our new ZOOM one visit teeth whitening system from the USA.

**The treatment I recommend for you.**

Every treatment recommendation I make for you is what I would choose for myself. That means I never recommend a denture when there is a better alternative and I never recommend patch ups or short-term solutions.

And certainly it will be the most pain free solution possible. I can't promise that there'll never be any discomfort but it will be as little as I can make it.

**I'll never put you under pressure.**

Most people, including me, absolutely hate being pressured

into a decision. For example, the way car dealers and weight loss centres try to sell you. That's why I never work like that. I simply see it as my job to show you the best dental care available and then I leave it to you to make a decision when you are ready.

**I give you options.**

I'm always happy to discuss your options and give you the pros and cons of each as well as costs so that you can make an informed decision. But, that doesn't mean I won't advise you. If you want guidance I'm glad to tell you which option I consider to be the best and why.

**Satisfaction guaranteed.**

I hope that you'll be delighted with everything I do but if you aren't, simply tell me and I'll fix it for free. No questions asked.

**Need prompt attention?**

I understand that your time is precious so I will be flexible to accommodate your needs. Broken a tooth? Call me and I'll get it fixed, usually same business day. Want white teeth for a wedding on the weekend? Call me by Wednesday morning and I'll ZOOM whiten your teeth.

**Would you like to find out more?**

The first step is for me to thoroughly check your teeth, which includes an oral cancer screening, gum examination, photographs of your teeth and a full set of x-rays. The all-up cost for this is only \$250.

When you've had that done I'll tell you the full story about your teeth, give you crystal-clear advice as well as an exact costing for any treatment you need. Where you go from there is up to you, and if you like how I look after you, I hope you will come back and bring your family and friends.

FINE  
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