

# Let There Be Smiles

Dr. Marc Asmar is revolutionizing dentistry by offering his patients an exclusive new program to get the care they want—and need. And the best part is, it's affordable.



by **Patricia Nugent**  
Contributing Writer

Local dentist Dr. Marc Asmar was fed up with his patients' inadequate insurance plans. So he took matters into his own hands. He's just launched an in-house dental benefits membership program that puts patients first.



**Dr. Marc Asmar has created an in-house dental benefits program so that his patients can receive services without having to maneuver through a bunch of bureaucratic red tape.**

"I've been practicing dentistry for 20 years," he notes. "In that time, with tax laws forcing patients to pay more and more out of pocket—if they even have dental insurance—we were finding ourselves spending too much time on insurance issues. I felt my time would be better spent caring for my patients instead."

The in-house dental benefits program is affordable and designed to maximize patient care. With annual membership fees of \$249 for individuals and \$499

for families, the monthly costs are as low as \$20 per person and \$8 for family members. To meet the rising demand, there are also group plans available within the program.

Included in the annual fee are two regular cleanings, two exams, two fluoride treatments and one set of X-rays during the membership year. In addition, dental services including veneers, custom-fit dentures as well as a portion of in-office dental implant treatment receive a 20% discount with an active membership.

"Since we are not a goliath operation with big overhead, we can offer a program that values our patients' health, rather than premiums, and is actually affordable," says Dr. Asmar.

Unlike the big companies, with his program, there is no waiting period, no pre-existing exclusions and no yearly maximums. To qualify for entry into Dr. Asmar's benefits program, each patient should schedule an introductory exam with x-rays. "If you then join, that will be last time you pay the full fee for those treatments," smiles Dr. Asmar.

"We picked the very best features of current insurances and put them all together in one benefits program," he says.

Since it was launched two months ago, Dr. Asmar is pleased to report that many of his existing patients, as well as new ones, have benefited greatly from becoming members.

"Like it or not, people are staring at your

teeth every day. If they are unattractive and unhealthy, that can be very distracting," he says. "Rejuvenating your smile can give you a new outlook on life." And with membership into Dr. Asmar's benefits program, to do so is now more affordable than ever.

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With the aging of baby-boomers, it's not surprising that two of the fastest growing segments of Dr. Asmar's practice are custom-fit dentures and dental implants. Dr. Asmar reports that dentures should be replaced every seven to 10 years and that sometimes people just let them go too long.

"Replacing old dentures with new ones provides life-changing results on several fronts," he says. "Not only do they give each person a beautiful new smile of their own choosing, they often allow folks to eat many of the foods average denture-wearers find

difficult to enjoy." According to Dr. Asmar, the top complaint of wearers of too-old-dentures wearers is movement on chewing. This can lead toward a diet of soft foods – one that is often high in calories and lacking in necessary vitamins and minerals.

Dr. Asmar says that with secure new dentures in place, many patients find they can eat almost anything they want, from steak to broccoli and even corn on the cob.

Dr. Asmar also offers teeth whitening, with an instant in-office Boost laser treatment and a take-home treatment, as well as Invisalign clear braces to move and improve teeth and bite. As elective treatments, they are not included under the membership discount.

Results aren't the only pleasant part of a patient's experience. Dr. Asmar and his outgoing staff specialize in making patients feel comfortable. They've created an office atmosphere that is cozy and homey, making the choice to schedule an appointment an easy one.

*Dr. Marc Asmar's offices are located at 26924 Cook Road, in Olmsted Township. Office hours are by appointment and include evenings and weekends when needed. To schedule, call 440-235-1180. For more information, visit [www.OlmstedDentist.com](http://www.OlmstedDentist.com). For any specific questions on the new in-house dental benefits program, ask for Mary Ellen, or email her at [drasmardds@hotmail.com](mailto:drasmardds@hotmail.com).*