



Dr. John Whitsitt

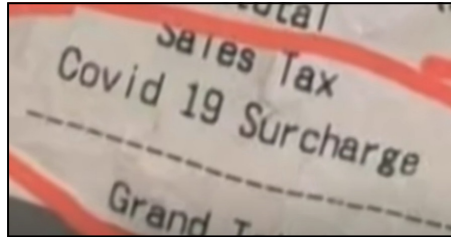
Many of our patients are surprised to learn I've invested a large part of my career studying

sleep apnea. We always recommend our patients who snore, take a sleep study and wear a CPAP mask. For various reasons, some of our patients don't like wearing a CPAP mask. That's where we come in. We can help you.

In certain situations, we can give you an alternative to wearing a CPAP mask. For more details read our article on page 2 of this newsletter. You can also get more information on our website at: www.AtlanticCoastProsthodontics.com. We've dedicated an entire page to sleep apnea.

My point is, you now have alternatives if you suffer from sleep apnea. Our goal is to help reduce your snoring and improve your sleep apnea. Good sleep is a precious thing. We see it as your road to better health.

— Dr. John Whitsitt



Many Dental Offices In Our Area Are Charging Patients 'COVID Fees' For Their Services — Not Us.

Did you know some dental offices in Central Florida are charging their patients an 'infectious disease' fee. Yes. They're collecting between \$15 and \$25. WE ARE NOT DOING THIS. While we are incurring more costs to keep our office sanitized, we are not passing these costs on to you, at this time.

We understand many families are facing challenging times right now, and don't want to add to those financial challenges.

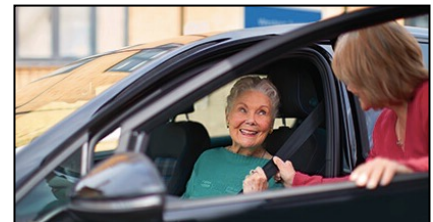
Don't Forget To Let Us Know When You Arrive For Your Appointment

We love our new automated patient reminder system. With new technology comes a learning curve. For example, when we send you a text message, reminding you about your appointment, please make sure to let us know.



TEXT OR CALL US WHEN YOU ARRIVE

Remember, please text or call us when you arrive. That way we'll know you're here. One of our team members will come out and greet you and take your temperature. Once we make sure you're not running a low-grade fever, we'll invite in the office. Thanks for your patience. It's all part of our new COVID-19 protocol.



Do You or Your Partner Snore or Have Excessive Daytime Sleepiness?

You might have sleep apnea. Dr. Whitsitt has been helping patients with sleep apnea for more than 25 years. ... Chances are he can help you.

We all know the importance of a good night's sleep. Yet for millions of American's, a restful night of sleep is easier said than done.

It could be you or your partner have sleep apnea. Have you ever stopped to think about it? There are several tell-tail signs of sleep apnea. Here are a few:

- ✓ Loud snoring
- ✓ Restless sleep
- ✓ Morning headaches
- ✓ Sleepiness or lack of energy during day time
- ✓ Waking up with dry mouth or sore throat
- ✓ Irritability
- ✓ Mood changes
- ✓ Impotence or decreased interest in sex
- ✓ Insomnia



If you or your partner have some or all of these symptoms, you may have sleep apnea. Don't brush these symptoms off as something minor or inconvenient.



Sleep apnea is a potentially serious sleep disorder where your breathing repeatedly stops and starts. If you (or your partner) snore loudly or feel tired, even after a full night's sleep, you might have sleep apnea.

The Sleep Apnea Cycle Is Hazardous To Your Health

During the night your brain signals to your body that it's not getting needed oxygen. This makes your lungs and heart work overtime. The repeated process can have many negative effects on your body, such as:

- ◆ Cardiac problems
- ◆ Stroke or heart attack
- ◆ Impotence
- ◆ Diabetes
- ◆ Daytime sleepiness
- ◆ High blood pressure
- ◆ ... and more

Diagnosis for sleep apnea starts with a consultation with Dr. Whitsitt. If he thinks you might have sleep apnea, he will recommend you have a sleep study done by a sleep

specialist. We can set this up for you.

A sleep doctor will likely encourage you to wear a CPAP mask. If you cannot wear one or don't want to wear a mask, chances are, Dr. Whitsitt can help you up with a sleep appliance. He is board certified by both **The Academy of Dental Sleep Medicine** and **The Academy of Sleep Medicine**.

Dr. Whitsitt will scan your jaw to see how it is positioned, then design a tailor-made appliance for you. Your sleep apnea symptoms will likely be reduced and breathing improved to a safer level.

Watch the sleep apnea video on our website. Go to:

AtlanticCoastProsthodontics.com

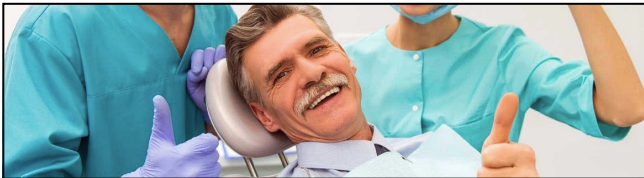
Our informative video explains how a dental appliance may be the answer you need to solve your sleep apnea problem.

If you'd like to know more about sleep apnea, call our office at **(386) 239-7600**.

We will set you up for a free consultation with Dr. Whitsitt. He will answer your questions. And, if needed, he will make arrangements for you to have a sleep study performed by a qualified sleep specialist.

We Are Blessed to Have a Great Referral Culture in our Office

What exactly is a 'patient referral culture' ... and are you part of it?



Are you part of our **patient referral culture**? First, you need to know what a 'patient referral culture' is. The answer is simple. You are part of our **patient referral culture** if you've ever referred a friend or family member to us.

If you've done this, we thank you.



In The Social Media Age, Many Dental Practices Still Rely On Old-School Ways Of Getting New Business

Many dental practices still spend thousands of dollars on expensive TV and radio ads. If you think about it, somebody has to pay for all those expensive advertising campaigns.

Who do you think that would be? If you said YOU, you would be correct. And, as if that wasn't bad enough, those old ways of

advertising don't work like they use to. Today, consumers like having a 'relationship' with their dentist.

Consumers Want Proof. They Want Social Proof

Consumers want someone they can trust when it comes to finding a good, (and trustworthy) prosthodontist. We are very fortunate because we get this a lot. Many of our patients sing Dr. Whitsitt's praises.

Our Newsletter And Website Have Also Helped Us Grow

Many of our patients act as ambassadors for us. They pass our monthly newsletter along to friends and family. This is far more effective than any TV or radio campaign.

We Love Helping Patients With Challenges Other Dentists Can't Fix

Dr. Whitsitt is masterful at solving complex dental problems. Even other dentists in our area send their most challenging patients to him. Dr. Whitsitt can usually find a solution.

Often, he gives patients several options, depending on their goals and budget.

At the end of the day, no advertising or marketing can beat the effectiveness of a patient referral. It's the best compliment you could ever give us. Thank you for all you've done during these past difficult few months. We know it's not been easy on anyone.



Healthy Food Makes You Happy: Research Shows A Healthy Diet Improves Your Mental Health

Depression has many origins: it is genetic, triggered by a specific event, certain circumstances or lifestyle choices. It's a disease of the brain. Researchers say make sure your brain receives proper nutrients. It's a great way to prevent and treat depression.

Fruits, vegetables, whole grains and lean, unprocessed proteins are the best foods for our daily diet. Experts have also found healthy eating impacts our physical and mental health.

An unhealthy diet — high in trans fats, sugar and processed and refined foods—increases risk for depression, especially in children and teens. It deprives the brain of the nutrients it needs. It also



breeds bad bacteria in the gut, which impacts our mental and physical health.

A trial conducted by epidemiologist Felice Jacka of Deakin University in Australia, measured the therapeutic impact of a healthy diet. The study consisted of people with depression. Half were given nutritional counseling, the others social support. After 12 weeks, the group that changed their diet felt significantly happier.

Whole (unprocessed) diets higher in plant foods, healthy forms of protein and fats **help make people happier.** They're also high in fiber. The gut is really the driver of our health. **Our takeaway. Keep your fiber**

intake high by eating more plant-based foods.

Research suggests a Mediterranean-style diet consisting of fruits, vegetables, extra-virgin olive oil, yogurt and cheese, nuts, whole grains, seafood and lean red meat. **Eliminate fried and processed foods.** Go with a diet that provides nutrition your brain needs.

Atlantic Coast Prosthodontics

1509 Mason Avenue
Daytona Beach, FL 32117
Phone: (386) 239-7600



Compliments of Atlantic Coast Prosthodontics. Dedicated to the wonderful patients we serve"