

Two different takes...

hygienist's
view

Carol Lee, RDH
makes the
case for GUM
Soft-Picks as
easy as 1-2-3.

Are you wondering how to convince your boss that dispensing the GUM Soft-Picks® is beneficial to patients and the practice? It's not as difficult as it sounds. It's as easy as "1-2-3".

STEP ONE: Let the patient be the one to help with the convincing. After all, we serve the patient, and it's their opinion that counts the most. We need to use that to our advantage.

STEP TWO: Of course, we, as hygienists, need to lead the way with an introduction. But to which patients? The biggest opportunity is with patients who never floss. Whether they cannot, do not or will not floss, we are left to find something else that will work. Any of these patients can be your ally and GUM Soft-Picks® may be your strongest bargaining chip. As hygienists, all we need is to continue doing what we do best: identify the problem, assess the condition, then educate and empower our patients with alternatives for better oral health.

STEP THREE: Armed with their new GUM Soft-Pick, your patients will be able to sample the product immediately. With your guidance, the patient will see the results themselves. The GUM Soft-Pick is convenient and has easy access to the in-between surfaces. With your patient convinced,

you now have a new partner in your plan. With your new partner, you may want to review some of the areas of the mouth that need attention. Then it would be beneficial to review techniques for easy access to those areas to ensure successful outcomes throughout long-term use. When your doctor comes in for the exam, just mention your suggestion of the GUM Soft-Picks® for the patient's continuing care needs. The patient may just respond to your comments with their own excitement and enthusiasm of this new possibility for a healthier mouth.

One, two, three...it was that easy. Make the most of each appointment with the use of the GUM Soft-Picks®. During the exam portion of just one appointment, the dentist will hear the positives about the GUM Soft-Pick from you, the patient and the GUM Soft-Picks®. ■

CAROL LEE received her Bachelor of Science in Dental Hygiene from the University of California San Francisco. She is in clinical practice in Davis, CA and serves as adjunct faculty for the Sacramento City College Dental Hygiene Program. A member of ADHA, she has served numerous elected positions, including President of the California Dental Hygienists' Association (CDHA) and President of the Sacramento Valley Dental Hygienists' Association (SVDHA).

on one innovative product

doctor's
view

Sheri B. Doniger, DDS
is a huge fan
of this handy
interproximal
tool... and so are
her patients!

A preventive visit for our patients is the gift that keeps on giving. Aside from the gift of clean teeth, on their way out the door, our patients are given a "goodie bag" filled with oral care products. Yes, we have the typical dental propaganda: toothbrushes emblazoned with our

importance of great oral hygiene, but finding the time isn't always possible. With the GUM Soft-Picks, she is able to floss on the go.

I find demonstrating oral care with GUM Soft-Picks is a great way to ease the reluctant flosser into experiencing the benefits of interproximal care. If you start slowly with the GUM Soft-Picks and the patient experiences decreased bleeding, they may be more

Perhaps most useful and convenient, GUM Soft-Picks are highly universal. Not only are they great for the reluctant (and the tried and true) flosser, but also they are easy to use for those patients with orthodontics and implants. Young teens with orthodontics are one of our most difficult age groups to motivate regarding interproximal care. With the GUM Soft-Picks, plaque removal is easier without the messy string. For patients with implants, the

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names and the obligatory floss. But we also have accessory oral care aids for the reluctant flosser. Regardless of how many times we discuss the need to floss with our patients, they promise to floss as part of their daily routine. However, the evidence proving they are not following our instructions is overwhelming. We try all sorts of ideas to make flossing easier but the results are always the same.

One of the accessories we have in our post-care bag is the GUM Soft-Picks. I cannot tell you how many patients get excited when they see these. Just yesterday, a female patient said it is her favorite part of the "goodie bag". When I asked her why, she simply stated: "They're simple." A new mother of twins, she has so little time for personal care, let alone flossing. She knows the

motivated to actually start flossing. Regardless, the mere act of getting something between the teeth to disturb the plaque and biofilm is a step in the right direction. Due to the tapered construction of the GUM Soft-Picks, it is very easy to get into tighter spaces, subsequently cleaning and stimulating the tissue at the same time. Another great benefit of GUM Soft-Picks, as my patient mentioned, is the portability. One would be more apt to pull out a GUM Soft-Pick to remove an errant piece of steak than drag out the roll of dental floss. A few years ago, during Chicago's Taste of Chicago, a huge food extravaganza on our lakefront, GUM Soft-Picks were passed out to the festival's attendees. It was a fabulous idea. It was a portable way to dislodge unwanted food while exposing patrons to interproximal care.

soft rubber bristles are perfect to clean around the abutment. They are even great under fixed prosthesis.

Yes, we would all love for our patients to follow the flossing mantra, but with GUM Soft-Picks, we will know they are attacking the interproximal plaque and reducing the biofilm more than if they did nothing at all. We're huge fans of this product and so are our patients! ■

DR. SHERI B. DONIGER is in private practice in Lincolnwood, Illinois. She has taught in dental and dental hygiene programs and served as a consultant in the dental benefit industry. She has written for several major publications, served as the editor of Woman Dentist Journal and currently has a column, Dental Diaries, on DrBicuspid.com.

