

Dr. Zachary Potts, DDS

The Top 10 Things You Must Know Before Choosing Your Dental Care Provider



Moorpark Center For Dentistry

Welcome Letter from Dr. Zachary Potts, DDS

Dear Friend,

If you're in search of a high-quality dental office for yourself or your family, then you've come to the right place! At Moorpark Center for Dentistry, our highly trained dentists and dental team believe in providing quality care with a smile to patients in and around Moorpark, CA.

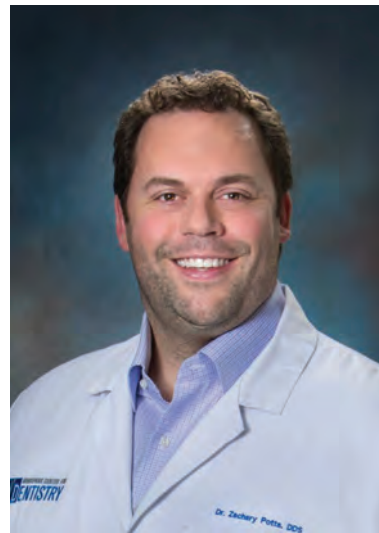
The search for a new dentist can be fraught with questions. How do you know whether one dentist is a better fit for your needs than another? Whether you or your loved ones are interested in general dental cleanings, Invisalign®, cosmetic dentistry, dental implants, or another type of dental care, I and my team will help you find the best solution for your smile.

The authority and expertise that our team provides are significant benefits at Moorpark Center for Dentistry, but what really sets us apart from other Moorpark, CA, dental offices is our passion for helping people. We provide our patients not only with reliable and top-quality dentistry but also with the ability to relax and enjoy themselves in our friendly, comfortable atmosphere. Since 2005, we've helped over 25,000 people from all different age groups throughout Ventura County transform their smiles - and we would love to help you and your family, too.

To help support our vision and help you choose the right dental practice, I put this report together. I hope you find it to be informative and helpful as you begin your exciting journey toward your ideal, healthy smile.

Sincerely,

Dr. Zachary Potts, DDS



P.S. When you're ready, I urge you to schedule your complimentary **Moorpark Center for Dentistry New Patient Exam** with our highly educated and caring dental team. To schedule your appointment, call us at 805.243.3999 or visit our website at www.MoorparkCenterForDentistry.com. We would be honored to provide you with dental care that can lead to a lifetime of bright, healthy smiles!

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1. Do They Have Extensive Experience?

Your dentist's experience should top the list when it comes to finding a new care provider. When you choose a doctor who has already seen a wide variety of dental needs, that means your doctor will likely have already treated a case similar to your own. That prior experience can help your dentist to foresee any potential risks or complications. With this knowledge and foresight, you can feel assured that your treatment recommendation is truly the best one for your situation.

Our experienced dentists have helped over 25,000 patients achieve healthy smiles since 2005. We believe in the importance of staying current with the techniques and technologies available for quality oral health care. For this reason, our dedicated team regularly attends continuing education courses to supplement our many years of education and advanced training to become dental specialists. Our extensive experience and knowledge allow our all-inclusive practice to provide expert, professional care to match each patient's unique needs. With this level of education and experience, you can rest assured that you're receiving the highest quality care every time you visit Moorpark Center for Dentistry.

When local dentists in the area recommend a particular orthodontist over all others, they are staking their own reputations on that recommendation. That is why a recommendation by dentists is one of the highest accolades an orthodontic office can receive. When you are looking for an orthodontist, therefore, take the time to find out whether a particular doctor gets many referrals from local dentists.

Our orthodontist at Farnsworth Orthodontics frequently meets new patients who have been referred by their family dentists. Our reputation for quality treatment, state-of-the-art technology, and a friendly, welcoming atmosphere has made Farnsworth Orthodontics an easy choice for dentist referrals. Contact us today to see how we can help you!



2. Are They Board-Certified in Sedation Dentistry?

For some people, a visit to the dentist's office can be stressful. To avoid feeling anxious during your dental appointment, consider whether your potential dental office goes the extra step to provide 5-star customer service. Does the dental office take any additional steps or offer any other services to improve your overall experience? Do they offer ways to help you relax during treatment?

At Moorpark Center for Dentistry, you will feel at ease the moment you walk through our door. You will be greeted by our cheerful team and experience our warm and inviting patient lounge. Our team also seeks to offer comfortable solutions for all your dental needs, whether you are being seen for a routine cleaning or a more involved treatment. Our consultative approach helps to ensure that you always feel confident about your treatment plan, and our anxiety-free dentistry options can help you relax and enjoy your time with us. Our award-winning dentist, Dr. Zachary Potts, is board-certified in sedation dentistry and offers multiple ways to help you relax during treatment. Being board-certified means Dr. Potts has the training and expertise necessary to provide our patients with a safe and anxiety-free dental experience.

In short, at Moorpark Center for Dentistry, you are our number-one priority! When you come in for your new patient appointment, our team will discuss all your options with you and answer any questions you may have.



3. Can They Help You With a Variety of Options?

Dentistry today differs a great deal from years past. Advances in technology have made it possible to provide faster, more effective, and more comfortable treatment options. When you are considering a new dentist, a good question to ask is whether their experience includes providing a variety of the latest treatments instead of simply the same one over and over.

At Moorpark Center for Dentistry, our expert dentist has helped thousands of patients through a wide variety of dental treatments that range from regular dental cleanings and exams to Invisalign® treatment, fillings, dentures, dental implants, sedation dentistry, and more. We offer the very best, innovative treatment options to all our patients. By staying educated on advancements in the field, our dental team also stays current on potential new technologies that may benefit our patients. You can count on us to do what it takes to provide you with the best dental care available today!



4. Do They Have a New Patient Exam?

Your first visit to a new dentist can be a costly experience. To create a comprehensive customized treatment plan, your dentist needs to do a complete exam including x-rays and a thorough discussion of everything from treatment options to an estimation of how long treatment will last. This is also your chance to ask questions, lay out all your concerns, and get educated on the decision that will impact your health.

We are proud to offer a complimentary **Moorpark Center for Dentistry New Patient Exam** to all our new patients. Your free appointment will include the following:

- Review of your medical and dental history
- Comprehensive exam
- Digital x-rays
- In-depth consultation
- Add an oral cancer screening and teeth cleaning for just \$97!

Our complimentary exam comes with no obligation, so you can consider it an opportunity to see whether our practice is the perfect fit for you. Contact our office at 805.243.3999 to schedule your initial appointment - we can't wait to make you the newest member of the Moorpark Center for Dentistry family!



5. Do They Care for Your Community?

When you choose a dental office, pay attention to whether they do anything to support their community as a whole. Community support can range from monetary donations to supporting local sports teams to providing free dental care and more. By opting for treatment with a community-minded dentist, you not only indirectly support your community yourself but you can also enjoy the added benefit of receiving treatment from a dental care provider who genuinely cares about other people.

Moorpark Center for Dentistry is dedicated to supporting our community and giving back. We regularly donate our time and resources to the following organizations:

- **Dentistry From the Heart** - To date, we have donated over \$250,000 in free dental care to over 750 patients in need at our dental office.
- **Give Back A Smile Charity** - Our team donates services and resources to repairing broken smiles of domestic abuse victims to help them get back on their feet, find a new job, and regain their self-esteem.

We also donate to and sponsor events held by the groups below:

- Moorpark Boys and Girls Club
- Moorpark Pantry
- Moorpark College
- Moorpark High School
- All Moorpark grade schools
- Moorpark Civic Ballet
- Local kids sports teams
- The Miss Moorpark Pageant
- Girl Scouts of the USA
- Moorpark Women's Fortnightly
- Moorpark Rotary
- Moorpark Kiwanis

Community support is a fundamental value for our team at Moorpark Center for Dentistry and we believe in giving back whenever possible. Do you know of an additional way we can help our community? Let us know by calling 805.243.3999.

6. Are They Bilingual?

If you or your loved one doesn't speak English as your first language, then trying to discuss complex health concerns with any kind of healthcare provider can be stressful and, in some cases, can even lead to poor treatment due to misunderstandings or miscommunications. It can also be a hassle to find someone to join you in your appointment as a translator, especially when you need a short-notice emergency appointment. To avoid problems that can arise due to language discrepancies, ask your potential dental office if any of their staff are bilingual in your native language.

At Moorpark Center for Dentistry, we appreciate the importance of being able to communicate effectively with our patients for the best possible dental care. For this reason, our office provides dental services in Spanish. This is just another way that we seek to go a step beyond for the members of our community.



7. Do They Have a Guarantee?

Seeking proper dental care requires putting a lot of time and energy into the journey toward your ideal smile – the question is, what is your dentist putting on the line? Ask potential dentists whether they back their work with any guarantees. If you have concerns about how your treatment is progressing, how will they react? If you don't achieve the results promised during your initial consultation, what are your options moving forward?

At Moorpark Center for Dentistry, we're so confident you'll love your experience with us, we back our treatments and services up with multiple guarantees.

100% Satisfaction Guarantee - All our treatments are backed by our 100% satisfaction guarantee. If you're not 100% satisfied with the treatment you receive from our team, we will do whatever it takes to make you happy. This is our way of showing how seriously we take our commitment to you.

5-Year Guarantee on All Services - We offer a 5-year guarantee on all services and treatments you receive at our dental center, as long as you've followed our dentists' recommendations on taking care of your oral health.

Never Miss Work or School Guarantee - We know our patients and their families have busy school and work schedules. We make a sincere effort to meet your scheduling needs by offering convenient appointment times both before and after school and normal business hours.

We're committed to providing the highest quality dental care to our patients and want to make the treatment process as convenient for you as possible. Ask for more information when you schedule your initial appointment today!



8. Do They Continue Their Education?

With constant advancements being made in the ever-changing world of dentistry, even a doctor with extensive experience must do what it takes to stay on top of the latest industry developments. When you're researching for the right dentist for you and your family, make sure they are committed to keeping their practice current.

Moorpark Center for Dentistry has the facilities, specialists, and experience necessary to provide comprehensive dental care with the best results. We're dedicated to staying on top of the latest developments and treatments in the field of dentistry. That's why our team regularly attend continuing education courses to supplement the distinguished education and training they received while pursuing their dental and specialist degrees. This extensive experience and knowledge allows our practice to provide expert, professional care to serve each patient's unique needs.



9. Are They Award-Winning?

When you're considering a potential dentist, ask if he or she has been awarded recognition for skill, expertise, or exceptional customer service. When a reputable organization takes the time to highlight a particular dental office over all other providers, this signals that your dentist is one of the best in the area.

Dr. Potts has received numerous awards throughout his years of dental education and subsequent practice, including:

- Clinician of the Year Award - Loma Linda University
- Business Person of The Year Award - 2017 - Moorpark Chamber of Commerce
- Man of The Year Award - 2014 - Moorpark Chamber of Commerce
- Man of The Year Award Nominee - 2016 - Moorpark Chamber of Commerce
- Readers Choice award - Ventura County Star
- Most Valuable Practice National Award Recipient 2018
- Volunteer of the Year Award Nominee - 2017 - Moorpark Chamber of Commerce
- Top Gun Award for Clinical Excellence - Loma Linda University
- America's Best Dentists Award - 2018
- Most Valuable Practice in the Field of Dentistry Award - 2018
- President's Honor Roll Award - American Academy of Cosmetic Dentistry
- Hometown Hero Award Nominee - 2015 - Moorpark Chamber of Commerce

In short, thanks to the expertise and advanced training of Dr. Potts, your teeth are in great hands and you will be smiling brightly in no time!



10. Do They Have Fun?

All businesses should give back to their patients in one way or another, whether it be by offering discounts on treatment, or a rewards program to encourage proper oral hygiene and to make treatment fun. When you're considering a dental professional, make sure to ask if they offer any of these benefits to their patients.

At Moorpark Center for Dentistry, we want you to feel special and know that we appreciate you every day. That's why we have monthly rewards raffles to offer our patients who follow our recommendations and attend regular checkups the opportunity to win a variety of prizes. To make things even more fun, the details change each month, so make sure you ask for more information during your consultation. Ultimately, we aim to make you feel special and appreciated before, during, and even after treatment. When you choose our team for your dental care, you become part of the Moorpark Center for Dentistry family forever.



11. Bonus: Do They Have Flexible Payment Options?

This report was only supposed to include 10 crucial questions to consider when looking for a dentist, but affordability is so important that I've included this section as a bonus.

Whether or not you have insurance, it's important to understand what kind of payment options your potential dentist offers before you make a decision. Moorpark Center for Dentistry feels cost should never be an obstacle to receiving proper dental care, and we strive to provide excellent quality dental care with a payment plan that is personalized and affordable. For your convenience, we accept most major insurance plans and offer 0% financing plans through CareCredit and Green Sky. We also offer our in-office **Moorpark Center for Dentistry Savings Plan** to help our patients receive the dental care they need at an affordable cost.

When you come in for your new patient session, we'll help you understand all the different payment plans we offer. From general inquiries about the cost of treatment to questions unique to your needs, we're ready to deliver the answers you need so you can get the smile you want. You can rest easy knowing that every facet of your dental treatment is going to be smooth-sailing and worry free!

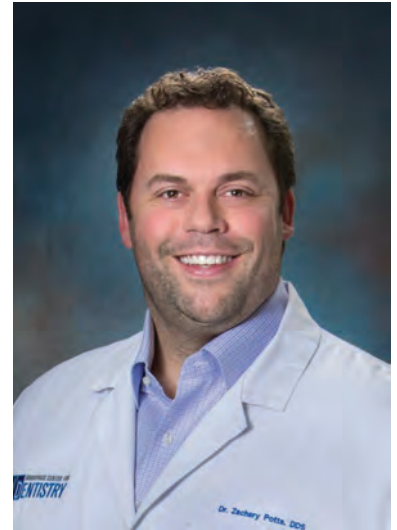


Closing Letter from Dr. Zachary Potts, DDS

Dear Friend,

I hope this report was informative! If you've already seen another dentist, I encourage you to follow up with them and ask any new questions or concerns based on what you've learned today. If you still find yourself unsatisfied with your dentist's answers, I invite you to visit our office in Moorpark, CA, for a second opinion or for your next general cleaning.

At Moorpark Center for Dentistry, we understand that there is much to consider when choosing a new dentist. In fact, I'm sure I could have doubled the length of this report! I am confident, though, that the information you have now will help you choose the right dental office for your needs. More importantly, please know that I and my team are available to answer your questions and help you find the best options for you and your loved ones.



If you have any questions for me or my team at Moorpark Center for Dentistry, feel free to call 805.243.3999 and ask. We will be glad to provide you with the answers you need.

To Your Healthiest Smile,

Dr. Zachary Potts, DDS

P.S. When you are ready, contact our office to take advantage of our Moorpark Center for Dentistry New Patient Exam, and discover for yourself what makes our dental office so special. Call 805.243.3999 or visit our website www.MoorparkCenterforDentistry.com to schedule your appointment today!



www.MoorparkCenterForDentistry.com
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