

Wire U Smiling?

Volume X, Issue III

Newsletter Date August 2020

Special points of interest:

- Welcome back!
- 20/20 Patient photos
- Technology upgrades
- Paying it forward

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WELCOME BACK!

The Sheffield Orthodontics Team is #SO excited to see each of our patients back in the office. Unlike bears hibernating in the winter, we have been VERY busy learning about COVID-19, and how best to protect both our patients and our team. We appreciate your understanding, as we had to cancel visits for EVERY single patient in our practice. We are proud to tell you that we have gotten back on track, and



have seen or reached out to all of our patients in active treatment. We are still working through missed retainer checks and growth guidance

visits, but if you don't have your next visit scheduled, please call us!

As everyone has seen, we have adopted numerous additional safety measures and protocols. We are hopeful that everyone understands the "why" behind this, as we think we will all be living with social distancing and face coverings for the foreseeable future.

We continue to adopt new technology to best serve our patients. We love to connect with you on our Facebook or Instagram pages, so be sure to look for more information about what is going on in our office. Consider this a virtual HUG from our team until we can all gather together again.



Complete the Wellness Form prior to your visit



Brush your teeth before you come to your appt



Wear your face covering



Arrive 10 minutes EARLY to your appt



TEXT or call us when you arrive



Practice social distancing



Call to reschedule if a member of your family is sick



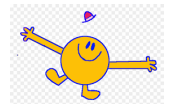
BOTH offices now open for appointments



No bonus people in our office please



Technology is (Y)OUR Friend



Our phones are NEW ...

- you can TEXT or send photos directly to our office numbers

- please CONFIRM your appointment via text

Our website is FRESH ...

- you can have a Virtual Visit by uploading photos and answering questions on our website. Dr Rob or a team member will get back to you within a few days.

Our PEOPLE are REAL

- Sheffield Smiles are genuine. There are no robo-callers here. Every text or phone call is answered by a member of our team. We value your trust and appreciate your referrals.

Virtual Contest Corner ...

CHOCOLATE melts our hearts...

During the shelter in place, we got creative with our our virtual ESTIMATION STATION. Our patients are always up to the challenge to count the BLUE eggs. Congratulations to EMILY B and MALAINA O for correctly guessing 37 blue eggs. Winners received Jack in the Box gift cards ... carefully eaten crispy tacos are TASTY!



—CLASS OF— 2020

from our not-to-be-forgotten graduating class. Congrats to STEPHEN and BAILEY who each won a \$100 Sheffield Ortho gift card in our drawing.



We also feted our Class of 2020 and asked you to "TAG our GRADS" and send us photos



Sheffield Orthodontics

We are your FAN CLUB

We are always on the look out for our Sheffield Family out in the community. Be sure to let us know all the AMAZING things you do, and we will BRAG about you here and in our offices.



A BIG congrats to Abby Muse, who was named Heritage High School's Female Athlete of the Year! We are so proud of you.

We always want to hear how our patients are making their own mark ...



20/20 Patient Photos ... Magic behind the Masks

Congrats to a few of our recently debanded patients! We wanted to show off the smiles behind the face coverings. We are so proud of all of you! More reveals can be found at ...

#sheffieldortho



Follow us on Social Media

We love to connect with our patients ... in the office, out in the community, and on social media. Did you know you can earn Sheffield Points for following us on Facebook and Instagram? It's a VIRTUAL win-win.



We also have contests, pop quizzes, and connections. What are waiting for?



#sheffieldortho

Back to School ... making the most of a VIRTUAL beginning

Back to school is often an exciting and stressful time for most families. Throw in a VIRTUAL beginning, and we can all use some advice to ease anxiety.

Here are some tips from psychologists ...

1. keep calm and listen. Parents need to cope with their own anxieties. By demonstrating a sense of calm and confidence, you tell your kids that the world is OK, and that we are OK. Moods are contagious; a calm parent is more likely to mean a calm child. Listen to your child's actual fears. Stay as small as possible. Start where their concerns are as opposed to starting with where your concerns are. Then pause,

and ask questions before jumping in to correct or soothe. This gives you more info, and your child the opportunity to solve problems themselves.

2. help children focus on what they can control. If a child has anxiety about potential disappointments, like a canceled sports season or Halloween parade, parents should first empathize and validate their children's feelings: "Yes, that really would stink." Then help them strategize ways to adapt. For a canceled sports game, "what are ways of getting some teammates together?"

3. enforce good routines. Now is the time to get back on a regular sleep schedule. Going to sleep late and

not getting enough sleep has been linked to anxiety in children. Good nutrition and regular physical activity are also key.

4. prepare for things to change. Parents should create backup plans in advance. If school moves to in person, consider keeping some activities virtual, so that if school or other activities shut down, it doesn't feel like everything is being pulled out from under you again.

Adapted from
the Wall
Street Journal



Paying it Forward ...

Special thanks to 110 Magazine for writing an article about Dr Sheffield this summer and his amazing Sharing Smiles Foundation. If you have not had a chance to check out the July edition, it will certainly give you something to smile about.

As many of you may know, Dr. Rob has created a foundation to provide orthodontic scholarships to children in our community who couldn't otherwise afford the orthodontic

investment. Since 2011, 99 children have been awarded their own best Sheffield Smile.



If you have had an appointment during a "reveal" you have witnessed the balloons, tears, and Publisher's Clearinghouse sized check.

Drive By Ice Cream RALLY ... we MISS YOU!

We are #SO ready to see our patients, that we are hosting a Drive By Ice Cream Rally at our Antioch office on Friday September 11 from 2:30-4pm. We hope you can join us... please rsvp so we have a good count.



created in our office. We appreciate your VOTE.

Best of Brentwood
Voting is now open for Best of Brentwood. Help us spread the word about the amazing Sheffield Smiles

Referral Contest. Refer a friend, and get your name entered into our contest. Winner chooses from a \$500 Visa gift card or an iPad. Our next drawing is in December. What fun can you have on line shopping with \$500?



SHEFFIELD ORTHODONTICS

3428 Hillcrest Avenue, Suite 100
Antioch, CA 94531

1140 Second Street, Suite C
Brentwood, CA 94513

Antioch Phone: 925-757-9100
Brentwood Phone: 925-634-4446
E-mail: info@sheffieldortho.com



Have you been to our NEW website?

www.sheffieldortho.com

Dr. Robert Sheffield has been practicing in East Contra Costa County for over 20 years. He and his team pride themselves on quality, ethical results. Dr. Sheffield treats every patient not only as an orthodontist, but can relate as a parent to our orthodontic families. Our team collectively has over 110 years in Orthodontics and we enjoy seeing each smiling face that walks in and out of our office.

Find us on Facebook ! Follow us on Instagram !

www.facebook.com/sheffieldortho



@sheffieldortho



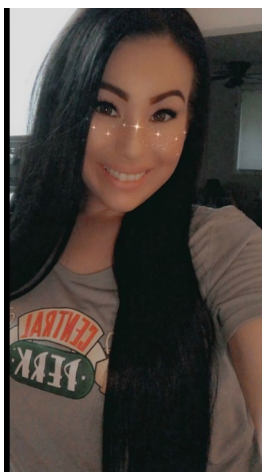
Spotlight on JENNA

Jenna's first day of work in our office was March 9. Fast forward 7 days, and our county and state are under a shelter in place order. WELCOME TO SHEFFIELD ORTHODONTICS!

While it wasn't a usual start to a new job, Jenna is a true professional, and we are excited to have her join us as Treatment Coordinator. Jenna brings a lot of orthodontic knowledge to the position, and is a great asset to our team.

A few fun facts about Jenna ... her favorite food is Italian, her favorite color is red, and Texas Roadhouse is her favorite restaurant.

When asked what she likes to do in her spare time, Jenna answered in typical mom fashion ... what spare time?



Welcome Jenna!



Dr. Rob established Sharing Smiles in 2019 as a non profit to continue to bring orthodontic treatment to disadvantaged members of the community. Since 2011, Sheffield Orthodontics has been paying it forward in our community by providing free braces to children who could otherwise not afford this life changing investment. Our board of directors reviews applications and selects 12 scholarship recipients every year.

If you would like to learn more about how Sheffield Orthodontics is SHARING SMILES, please call our office. If you know a child who could benefit from this gift, locations can be found on our website. Giving back is a present to all.