



## Back to School



Back to School... We had a busy summer spreading braces across crooked grins before patients headed back to school. We held our annual patient appreciation event at the Brockton Rox game, opened a newly renovated state-of-the-art Brockton location and more...

It's a good time to catch up with our practice families and share some items of interest with you. As always, thank you so much for your kind referrals of other families to our practice. Trusting us with your friends for care is the greatest compliment.

## ARCH Orthodontics has Launched a New Website



We listened to your feedback and have been working for several months on a new and improved website that has a patient login providing anytime access to your account information and improved patient resources.

Check it out at [www.archorthodontics.com](http://www.archorthodontics.com)

## Upcoming Contests and Events



### Enter our Halloween Candy Corn Contest!

Come in for your next appointment and take a guess at how many candy corn are in the jar. Contest ends October 29, 2010.

*The winners will get a spook-tacular prize!*

### Introducing the Halloween Candy Trade-In

We are kicking off a fantastic new program in January where you can earn points and then redeem them for awesome prizes. Bring in your Halloween candy throughout the month of November and be one of the first to join the program! You will receive 200 OrthoRewards Points for every pound of candy brought into the office (up to 3 pounds). We will donate the candy to the troops and to a local shelter. Candy can be dropped off at the office throughout the month of November. Ask a member of our staff to learn more!

## Monthly Facebook Contest



### Become a fan of ARCH Orthodontics on Facebook and post a message on our wall!

You will automatically be entered into a monthly drawing to win 2 movie tickets. Don't forget to upload the best picture of your smile onto our page to show off those beautiful teeth! Winners will be chosen every month. Contest is open to parents and kids. But please get your parents' permission!

## Halloween Celebration and Costume Contest



Celebrate Halloween with us on during the week of October 25-29 at all our locations! If you have an appointment that week, come in costume to enter our costume contest at the following locations:

- Canton: October 26th
- Brockton: October 27th
- Stoughton: October 28th
- Bridgewater: October 28th
- Hyde Park: October 28th
- Randolph: October 29th

**Prizes and pictures from the week will be announced on Facebook as well as voting for the best costume!**

## Upcoming Events



ARCH Orthodontics Skating Party is scheduled for December 4, 2010 at Skateland in Taunton.

Check our website in November for more details!

## Team ARCH Creates Miles of Smiles



Our recent outing at F1 Boston was a great team building activity for employees at ARCH Orthodontics. We had a fabulous day speeding and smiling around the track with our co-workers.

## Brockton Rox Game



The date was June 24th. The day was sunny. As evening approached storm clouds rolled in, threatening to put a damper on ARCH Orthodontics' "Night at the Ball Game" at Campanelli Stadium. There was a short rain delay, as the wild storm passed through Brockton quickly. Taking

over the entire right field line, this year's annual patient appreciation event drew a total of 800 of our patients along with their families and friends. That was 40% of all in attendance, what a turn out!

The Brockton Rox felt an early strike by the New Jersey Jackals, giving up 4 runs in the first inning. They mounted a slow and steady come back grabbing 2 runs in each the first and the third. The Jackals slowly crept ahead in the 4th and 7th with one run in each. The Rox made the game exciting in the 8th, getting one run and stranding 2 men on base. In the ninth, however, the Jackals blew it open, getting 5 runs to seal their victory.



Neither the rain, nor the loss could not take away from the excitement of the night. Our fans, both patients and their guests, won raffled prizes throughout the game. They received new ARCH Orthodontics Rox t-shirts. Some even caught foul balls and got autographs from various players. Quotes of appreciation were heard all night long. "Thank you so much for doing this, it is so wonderful to have such a great Orthodontic team! And the fact that they do something like this for all of us is

amazing", said one parent of a current patient. "This is so awesome!" said a young patient, who added, "I can't wait for the skating party in December. Can I still go to that if my braces are off by then?" The answer is yes! Once a patient of ARCH Orthodontics...always appreciated by ARCH Orthodontics!

We would like to thank all of our patients, their families and their friends for coming out to the ballpark and making a Night at the Ball Game such a special and fun event! We look forward to seeing you all at the office, and at our next event. Brush, floss, and wear your elastics! :o)

-Dr. Chase

**Keep Smiling!**  
**ARCH Orthodontics**

## New Team Members



**Dr. Janeen Hughes:** Please welcome our new associate at ARCH Orthodontics, Dr. Janeen Hughes. Dr. Hughes is a caring and outstanding orthodontist. Her years of experience as a general dentist and orthodontist in the military allow her to continually administer sound judgment and excellent quality of care. We are excited to have her as part of our practice!



**CAROL:** At age 24, Carol is a lifelong resident of Whitman, MA. She attended Cardinal Spellman then continued on to Hofstra University where she graduated with a bachelor's degree in sociology. While at Hofstra Carol was a member of the women's soccer team. Soccer has always been a passion of hers. Carol also enjoys camping, hiking, and anything outdoors. Carol is very excited to be working at ARCH and thinks it will be a great fit!



**JENN:** Jenn has recently started with ARCH after a 10-year career in banking. Jenn attended Mount Saint Joseph's Academy, and then went on to University of Massachusetts in Boston for business. She has a 13 year-old son Colin who has been a patient with ARCH for the last 3 years, and watching the team go above and beyond for her son was one of the reasons she wanted to become a part of the ARCH team. Jenn has also been dancing for over 20 years, and has had the pleasure to teach ballet, tap, jazz, and ballroom to many students. Jenn is very excited to be a part of the ARCH team, making a difference in our patients' smiles!

## Our New Brockton Location



We are proud to announce our newly renovated state-of-the-art Brockton location in order to better serve our patients.

See all the pictures of the new office in our Facebook gallery.

## Orthodontic Health Month



**October is National Orthodontic Health Month**

The haunting hours of Halloween can mean big trouble for trick-or-treaters who wear braces. The American Association of Orthodontists (AAO) reminds patients to follow special guidelines for keeping braces intact and keeping themselves safe.

Wondering about braces-friendly Halloween and holiday treats? Learn how to treat those braces right by downloading our good treats guide found in our online newsletter at:

[www.archorthodontics.com/newsletter.php](http://www.archorthodontics.com/newsletter.php)