



A visit to Cadwell Dental will take your mind and soul on a relaxing journey to discovering optimal health and well being.

DENTAL OASIS IN THE DESERT

By Dana Cowley

DENTAL MEMBERSHIP PROGRAM IS AN ALTERNATIVE TO RISING COSTS

The skies are bright with full light very early on this July morning. The rays stream through the glass and steel structure of Cadwell Dental. Tall palm trees cast elongated shadows through the V-shaped clinic, designed with plans for future growth. This hard-to-miss building sits at 475 Keene Road in Richland, Washington. Cylinders, arches, and a pond catch the eyes of passers-by, a curiosity to some.

Inside, carefully selected employees are already

in position awaiting the beginning of the business day. They are poised at paperless reception podiums, fronting a two-story waterfall that offers soothing sounds. Efficiency is designed into the simplicity. Each employee is trained in the latest technology. From the green form of electronic filing to the digital x-ray system, to the ultra sonic scalers, the newest equipment is employed to streamline patient care.

Dr. Joshua E. Cadwell and his wife, Jenna,



The latest in fashion trends are found in Milania. Twenty foot tall glass windows reveal this season's must haves to passers-by.

and accessories. The patient makes a mental note to linger in the shop once her appointment is finished.

Once called to the dental chair, she enjoys the view out of tall glass windows. Large contemporary lights and bamboo coloring contribute to the beach-like feeling. The textured bark of the indoor palm trees attracts the eyes upward. Each patient area is artistically enhanced with graphic designs and beach images on walls, doors and cabinets. Granite countertops replace more traditional surfaces. A small camera reaches inside the patient's mouth displaying the dental work that needs to be done on a large monitor overhead. With her professional experience she appreciates seeing what needs to be done before, during and after treatment.

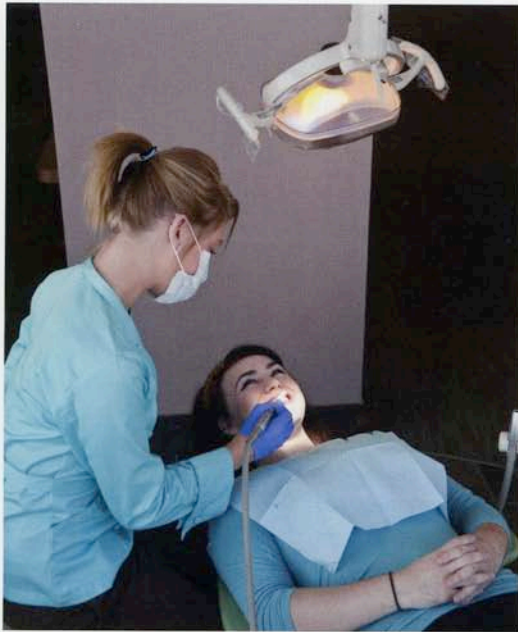
The second patient arrives expecting quality dental care, but comes because of a different motivation. He owns his own auto repair business and believes Dr. Cadwell understands the dynamics of dental care because of his undergraduate degree in materials science and engineering. Like the work he does in his own shop, this patient expects the quality of care to be focused. He appreciates the new digital images instead of old-fashioned x-rays saying, "it's better diagnostics." Dr. Cadwell believes it's better for his patients because digital uses 80% less radiation than x-ray films. It's environmentally friendly because there are no processing chemicals, and that removes those

Over 4000 square feet of glass and interior landscaping accents bring a feeling of open air continuity from outside to inside.



Inviting architectural accents and exterior waterscapes bring a sense of tranquility before you enter the reception lounge.





Every patient enjoys the view of live palms, custom bamboo ceilings, and aesthetic architectural features overhead.

old funny smells familiar to dental offices.

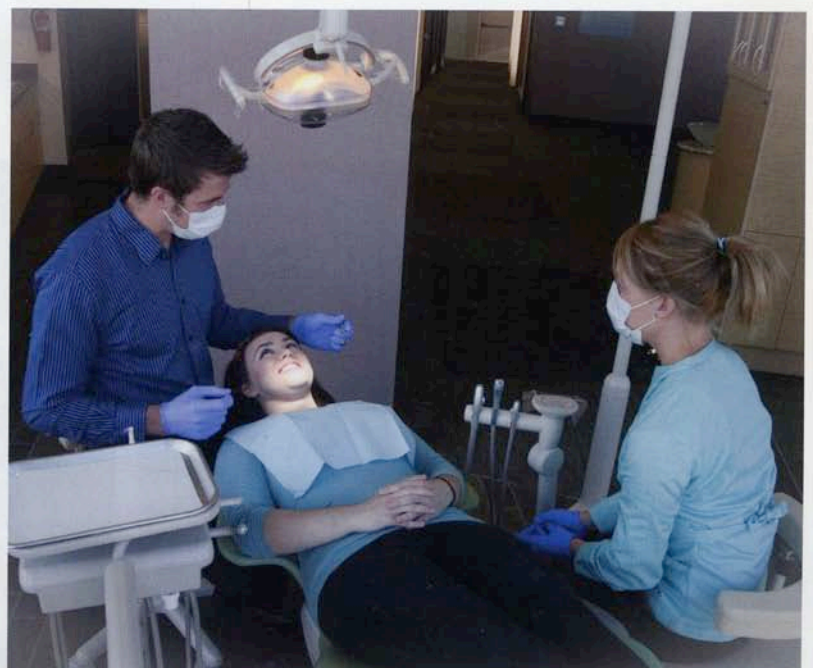
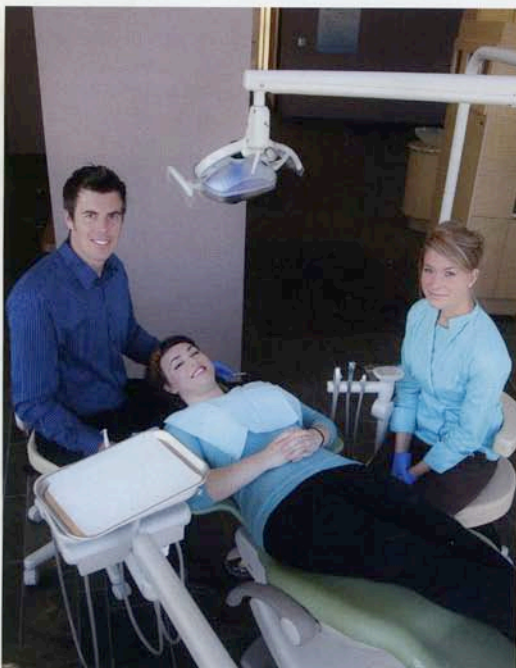
This patient is also an employer, and like so many staring down spiraling dental insurance costs, he's here to invest in an alternative for himself and his workers. It's called the Cadwell Dental Membership Program, and as far as this dentist knows it's the only one of it's kind in the country.

Patients pay a monthly fee of \$19.50 for one year. Benefits begin immediately and cover two cleanings, two examinations, one fluoride treatment, all necessary x-rays and two emergency visits during regular business hours. All members save 15% on services and 20% on orthodontics when payments are made in full at the time of treatment. Those with dental insurance can be reimbursed directly or leave the money at the clinic to be applied toward future treatments.

Dr. Cadwell chooses not to contract with any dental insurance, allowing him to give any discounts directly to the patient. Still his office will bill the insurance company for the dwindling number of patients with insurance. He says the time and cost

Dr Cadwell and staff make time for every patient. Time is reserved for you to ensure you receive the attention you deserve for best care possible.

Every Cadwell Dental patient is actively involved in their health care. Patient education is paramount to understanding and realizing better health.



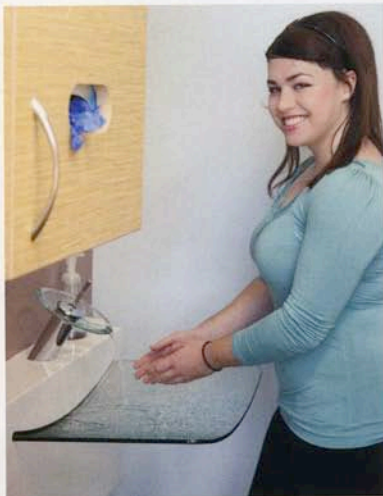
Better beginnings

involved with administrating insurance continues to rise. The membership program puts his time and money back into the practice of dentistry. He hopes this simplification will become the new direction of national health care reform. The patient in the chair thinks it could be a good fit for his employees. He calls it a new paradigm of health care and expects to see it in use nationwide over the next 20 years.

The third patient is aware of his pending appointment but is still nervously hesitant to go. His frame of reference was formed in childhood. Traumatic memories from yesteryear. A small, cramped waiting room with tattered copies of "Women's Day," and "The Children's Friend." As a boy he could only see the top of the beehive hairdo on the receptionist's head. As well as those queasy chemical smells wafting out into the waiting area that combined with the sound of the drill.

He was told Cadwell Dental would be different. He checks the Web site to calm his nerves. Images of blue skies, palm trees and sandy beaches fill the monitor. Far different scenery from the desert setting he loves to call home. He reads the alliterative theme of Cadwell Dental, comfortable, contemporary, compassionate. The website boasts some patients travel for their treatments from as far away as New York, Minnesota and Nevada. Considering that unusual he feels more comfortable reading on. He

Refuse to compromise on quality and style, Milania is the place to discover fashions that express your unique lifestyle.



No detail is left unturned. Waterfall sinks blend into the tranquil environs and spa like atmosphere.



Friendly and courteous staff greet everyone with a smile and are hand selected to ensure a comfortable visit.

notices the range of services is broader than some clinics including cosmetics, orthodontics, even treatment for sleep apnea.

He musters his courage driving into the parking lot. He finds the building inviting enough to make it through the front door. After being offered a complimentary, non-alcoholic beverage he selects from a spectrum of spa treatments. He uses a heated neck wrap to relieve tension built up from gripping the steering wheel and clenching his jaw. After his appointment is complete, a staff member asks him about his experience. He replies, "the coolest part is the paraffin wax treatment on my hands!" His childhood horrors replaced with the pleasant memories of palm trees. A dentist's dream realized.

It is that that underscores, Dr. Cadwell has created a dental oasis in the desert of his beloved Central Washington. 