### VIDEO

- Animated open
- Funder logo: United Concordia
- Segment topic: “Dental Phobia”
- Segment sub-topic: “Going to the Dentist Doesn’t Have to be like Pulling Teeth”
- 7 sec

### AUDIO

- ***Voice Over***
  - Because good dental health benefits more than just a great smile.

- “Smiles for Health” is brought to you by United Concordia

- ***Voice Over***
  - WHY ARE PEOPLE AFRAID OF THE DENTIST?

- ***Speaker***
  - 00:52:56:23 – 00:53:06:21
    - The first reason is pain. Pain ends up being something we try not to perform in dental offices, but they do have a fear of pain.

  - 00:53:58:26 – 00:54:06:25
    - The best thing to do is to brush and floss every day at least 3 times because if you don’t have disease, they’re not going to have to do too much.

  - 00:56:22:03 – 00:56:24:29
    - Getting through the front door is sometimes the hardest thing to do.

  - 00:54:30:21 – 00:54:45:22
    - Dentists also like to deliver some type of a preoperative sedative (like a little pill of valium or a little pill of a material called ativan) to have the patient take an hour before the appointment and make them more relaxed prior to even getting to the dentist’s office.

  - 00:56:01:10 – 00:56:08:28
    - Meeting with the dentist obviously is the best thing to do. If you feel comfortable with them, you’re going to end up having a better treatment throughout.”

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