

The Dental Mirror

Dr. William Cheung & Associates
Dental Surgeons

Dear Friends,

It's been a challenging few years of weak economy for Hong Kong. After the COVID pandemic, we had high hopes that our economy would begin to turn around. However, all the key areas including retail, property and tourism continued to slow down instead. Since October this year, our Central Government implemented a series of economic stimulus packages and things began to look much brighter for both Mainland China and Hong Kong. Let's hope that this trend will continue and we shall see a much better 2025!

We sometimes witness how patients may choose to defer their dental treatment in times of economic slowdown. We strongly advise against this because most dental diseases are preventable - the best prevention protocol includes proper and diligent home care, along with proper and regular professional maintenance. In addition, if we discover problems on regular recall, it is better to treat early rather than late, so that minor problems do not turn into complicated ones. As we always say, it is better to prevent than to treat, and when it is necessary to treat, it is better to treat early than late! This helps you to reduce any unnecessary suffering and expense of treatments in the long run. Please follow your recommended recall schedule; the expenses of maintenance are low but the benefits are great!

On a personal note, I am further reducing my clinical workload after 42 years of practicing Dentistry. This September, I was elected to the Council of the FDI World Dental Federation during the General Assembly in Istanbul. This is a global organization representing nearly 200 dental associations with a mission of "Leading the world to optimal oral health", and it acts as the voice of Dentistry for over a million dentists worldwide. I have been serving the FDI for the past 18 years with a focus on education, and now I am honored to represent Hong Kong on the Council. With this new role, I hope to continue my contribution to the dental profession in a wider scope on issues that are important to our profession and to the public.

I am also pleased to inform you that we have invited Dr. Eva Nowak-Solinski to be our Orthodontic Consultant. She was educated in the UK and Hong Kong with many years of experience as an Orthodontist. With this addition to our clinical team, we can now cover most of the major disciplines of Dentistry under one roof so that we can all work together to provide you with the best services possible. Please refer to Dr. Stefani Cheung's article on "Integrative Healthcare".

Last but not the least, I am delighted to announce the addition of a captivating new page on our website dedicated to "[Our Legacy](#)". Discover the remarkable milestones and history that have shaped our practice into what it is today, as we take you on an inspiring journey through the cherished moments that define our legacy of exceptional dental care.

On behalf of our excellent team of clinical and administration staff, I take this opportunity to wish you all happy holidays, and a healthy & prosperous Year 2025!

Your friend,
Dr. William Cheung



親愛的朋友們，

最近幾年來，香港經濟面臨重大挑戰。在新冠疫情後，我們曾對經濟復甦寄予厚望。然而，包括零售、房地產和旅遊在內的各個關鍵領域的發展卻持續放緩。由今年十月起，我們的中央政府實施了一系列經濟刺激措施，內地和香港的情況開始變得更加明朗。我們期待這一趨勢能夠持續，並希望在 2025 年能看到更好的發展！

我們有時會看到一些病人在經濟放緩時推遲牙科治療。我們強烈建議不要這樣做，因為大多數牙科疾病都是可以預防的。最佳的預防方案包括適當且持續的家居護理，以及定期性的口腔檢查。此外，如果我們在定期檢查中發現問題，及早治療可避免小問題變成複雜的情況。因此，預防總比治療好。必要時，治療也應儘早進行。這將幫助您減少不必要的痛楚和治療費用。請遵循我們建議的覆診時間，定期檢查的費用低但收益卻很大！

個人方面，在從事牙科工作 42 年後，我正在進一步減少我的工作量。今年九月，我在伊斯坦堡的全體大會上當選為 FDI 世界牙醫聯盟的理事會成員。這是一個全球性組織，代表著近 200 個牙醫學會，使命是「引領全球達到最佳口腔健康」。它是代表全球超過一百萬名牙醫的聲音。我在 FDI 服務了 18 年，專注於教育範疇，現在我很榮幸能代表香港進入理事會。通過這個新角色，我希望能在更廣泛的範圍內，對我們行業及公眾重要的議題繼續作出貢獻。

最後，我們很高興地宣布，盧綺華醫生已加入我們的團隊，擔任牙齒矯正顧問。盧醫生擁有來自英國和香港的豐富經驗，將增強我們提供綜合牙科服務的能力。隨著她的加入，我們的臨床團隊現在能夠涵蓋多個牙科領域，讓我們能夠攜手合作，為您提供最高質量的護理。請查看張力琳醫生有關綜合醫療的文章。

此外，我們很高興地推出網站上的新頁面——「[我們的歷史](#)」。這一部分展示了塑造我們診所的重要里程碑和歷史，邀請您探索這段精彩旅程，了解我們對卓越牙科護理的承諾。

我代表我們優秀的臨床和行政團隊，借此機會祝大家假期愉快，並祝願 2025 年健康繁榮！

您的朋友
張偉民醫生

“Integrative Healthcare” - Sit back, relax and enjoy expertly coordinated care!

「綜合醫療」 - 請放鬆身心，享受專業協調的護理！

Dr. Stefani Cheung 張力琳醫生

Those of you who have been with us over the years know that since Dr. William Cheung took over the practice from Dr. Philip Chan, he has established one of the first multi-specialty dental offices in Hong Kong, with various specialists all practicing under one roof to provide ultimate convenience for our patients. Today, many other clinics also boast multiple specialists practicing together, so what is the difference?

What we have always emphasized is the concept of “integrative healthcare”, a term used in medicine which utilizes an evidence-based approach to bring together conventional, complementary and multimodal interventions in order to treat the person as a whole. The underlying purpose of integrative healthcare is to expand our toolbox of therapeutic options, but this is only beneficial if done in a coordinated way, to achieve the synergies required for the most effective results.

Integrative healthcare benefits you in the following ways:

1. We spend time really getting to know you, speaking to you to try to understand your priorities, preferences, and perception of your oral as well as overall health;
2. Then we spend time collecting information and analyzing your case, using a data driven approach to assess your intraoral and extraoral conditions, with the goal of identifying the underlying causes of any dental diseases;
3. Finally we spend time explaining to you, in as much detail as you wish, the tailor-made approach that we would recommend to achieve optimal results functionally, esthetically, and with longevity in mind.

More often than not, plans will involve multiple care providers. Instead of burdening you with the responsibility of figuring out which specialist you need for which part of your treatment, at Dr. William Cheung & Associates we coordinate your care for you, communicating closely within our network so that your case can progress smoothly without you having to worry! Our network also includes allied health professionals, for example physiotherapists, or other dental specialists who may not be physically located in our practice, but all of whom have been carefully curated to support our mission of delivering you the best quality of care.

So next time you have any oral health concerns, please don't stress over which specialist at what clinic you need to see for which problem - instead, sit back, relax, open wide, and let us help you sort it all out!

多年來與我們合作的您們都知道，自從張醫生接管了陳醫生的診所，他建立了香港首批之一的多專業牙科醫務所，匯聚了多位專家在同一屋檐下，為您們提供極大的便利。現在許多其他診所也開始探索類似的做法，但是我們與那些擁有多位專家的診所所有甚麼不同呢？

我們一直強調於「綜合醫療」的概念。這是一個醫學術語，強調採用以醫學證據為基礎的方法，將傳統和互補等多種方式結合起來，以整體治療患者。綜合醫療的根本目的就像是擴展我們的治療工具箱，但這只能在協調一致的情況下才能實現，以達到所需的協同效果，從而獲得最佳結果。

綜合醫療為您帶來的好處包括：

1. 我們花時間真正瞭解您，與您溝通，試圖理解您的優先考慮事項、偏好以及對口腔及整體健康的看法；
2. 然後，我們花時間收集信息並分析您的案例，採用收集的數據來評估您的口腔內外狀況，旨在識別任何牙科疾病的潛在原因；
3. 最後，我們會花時間向您詳細解釋我們推薦的量身定制的方法，以實現功能、美觀和持久性的最佳效果。

通常情況下，治療計劃會涉及多個專業人員。在張醫生及其團隊，我們為您協調護理，密切溝通，以確保滿足您的要求，而您不必擔心需要哪位專家來負責不同的治療！我們的網絡還包括其他健康專業人員，例如物理治療師或其他牙科專家，雖然他們可能並不在我們診所內，但都經過精心挑選，以支持我們為您提供最佳護理質量的使命。

因此，下次您有任何口腔健康問題時，請不要為需要見哪位專家而感到壓力——請放鬆身心，只需張嘴，讓我們來為您解決一切問題！



Transforming Smiles with CAD/CAM Technology

透過 CAD/CAM 技術改變微笑



Dr. Steven Poon 潘冠名醫生

At our high-end dental practice, we proudly utilize cutting-edge CAD/CAM (computer-aided-design and computer-aided-manufacturing) technology to enhance aesthetic veneer treatments and dental implants. This advanced approach improves the quality of our work and provides clients with a comfortable and efficient experience.

在我們高端的牙科診所，我們自豪地運用尖端的 CAD/CAM（電腦輔助設計和製造）技術來提升陶瓷貼片治療和牙齒植牙。這種先進的方法不僅提高了我們工作的質素，還為病人提供了舒適和高效的體驗。

The Power of CAD/CAM Technology

Intraoral Scanners:

Imagine walking into our office and leaving without the discomfort of traditional impressions. Our intraoral scanners capture precise 3D images of your mouth, allowing us to design veneers that fit seamlessly with your natural teeth. This technology not only enhances comfort but also ensures accuracy, resulting in a perfect match every time.

Digital CBCT (Cone Beam Computed Tomography):

This advanced imaging technology provides a detailed view of your jaw and facial structures. By visualizing critical features, such as nerves and bone density, we can meticulously plan dental implant procedures, significantly reducing surgical risks, including nerve damage.

Improving Treatment Quality

1. Enhanced Precision: CAD/CAM technology ensures exceptional accuracy, minimizing errors and ensuring perfect fits for both veneers and implants.
2. Customization: We create personalized veneers and implants that match the unique contours and color of your existing teeth, enhancing your overall appearance.
3. Reduced Surgical Risks: Detailed imaging allows us to avoid complications during implant procedures, ensuring a safer experience.
4. Streamlined Workflow: Many procedures can be completed in fewer appointments, saving you time while maintaining high-quality care.

Your Perfect Smile Awaits! If you're considering enhancing your smile with aesthetic veneers or dental implants, we invite you to schedule a consultation. Let us show you how our expertise and state-of-the-art technology can help you achieve your ideal smile. Your journey to a stunning, confident smile begins here!

CAD/CAM 技術的力量

口腔內掃描儀：

想像一下，病人走進我們的診所，卻可以不必忍受傳統印模帶來的不適。我們的口腔內掃描儀捕捉您口腔精確的 3D 圖像，使我們能夠設計與您自然牙齒完美貼合的貼片。在適用的情況下，這項技術不僅增強了舒適度，還確保了準確性，讓每一次的配合都無可挑剔。

數碼 CBCT（錐狀射束電腦斷層）：

這種先進的成像技術提供了病人下頷和面部結構的詳細視圖。通過可視化關鍵特徵，例如神經和骨密度，我們能夠精心計劃牙齒植牙程序，顯著降低手術風險，包括神經損傷。

提升治療質量

1. 增強精確度：CAD/CAM 技術確保了卓越的準確性，最小化錯誤，確保貼片和植牙的完美配合。
2. 個性化定制：我們特別客制化與您現有牙齒獨特輪廓和顏色相匹配的個性化貼片和植牙，提升您的整體外觀。
3. 降低手術風險：詳細的成像讓我們能夠避免植牙過程中的併發症，確保更安全的體驗。
4. 流暢的工作流程：許多程序可以在更少的預約中完成，為您節省時間，同時保持高質量的護理。

完美的微笑在等待您！如果您考慮通過陶瓷貼片或牙齒植牙來提升您的微笑，我們邀請您預約諮詢。讓我們向您展示我們的專業知識和尖端技術如何幫助您實現理想的微笑。通往驚艷、自信微笑的旅程從這裡開始！





Gum Recession

牙齦萎縮

Ms. Victoria Leung 梁明慧小姐

Gum recession is a common dental problem, which can affect people of all ages. Gum recession is when your gum tissue pulls away from your teeth, leaving the roots exposed and giving you longer looking teeth. It can be mild, moderate or severe, affecting one tooth or multiple teeth. Gum recession is generally not reversible, but treatment can prevent it from getting worse.

Risk Factors for Gum Recession:

- Poor oral hygiene
- Presence of gum disease
- Aggressive brushing
- Orthodontic treatment
- Smoking and tobacco use
- Age
- Genetics
- Misaligned teeth
- Clenching or grinding
- Trauma

Symptoms of gum recession:

- Sensitivity to heat, cold and sweets
- Sensitivity when brushing and flossing your teeth
- Sensitivity during dental cleanings

If you notice symptoms of gum recession, it's advisable to consult us for evaluation and potential treatment. Left untreated, gum recession can lead to other serious oral health problems, such as root decay, bone loss, tooth mobility or even tooth loss.

牙齦萎縮是一種各個年齡層的人常見的牙科問題。這是一種牙齦疾病。牙齦萎縮是指牙齦組織從牙齒上退縮，露出牙根，讓牙齒看起來更長。萎縮的程度可以分為輕度、中度或重度，影響一顆牙齒或多顆牙齒。然而，牙齦萎縮通常是不可逆轉的，但治療可以防止情況惡化。

牙齦萎縮的風險因素：

- 不良的口腔衛生
- 牙齦疾病
- 過度刷牙
- 牙齒矯正治療
- 吸煙及使用煙草
- 年齡
- 遺傳
- 牙齒排列不正
- 咬合或磨牙
- 創傷

牙齦萎縮的症狀：

- 對熱、冷及甜食敏感
- 刷牙和使用牙線時敏感
- 在牙科清潔時敏感

如果您注意到牙齦萎縮的症狀，建議諮詢我們以進行評估和治療。如果不及時處理，牙齦萎縮可能導致其他嚴重的口腔健康問題，例如牙根腐蝕、骨質流失、牙齒鬆動甚至牙齒脫落。





* 2024 OFFICE UPDATES 公司動向 *

1. We are thrilled that Ashley Lau has joined our administrative team in our office! She is a recent graduate from the University of Exeter with a bachelor's degree in medical science and this marks her first job in her career. Ashley's cheerful spirit and bright smile make her a wonderful addition to our team; and her passion for traveling adds an exciting touch to her personality. We are excited to have her on board and look forward to the positive energy she will bring to our office!
2. Since 2020, we have launched Project Christmas Smiles with the aim of reaching out to those in need during the festive season. Last year, we partnered with Impact HK to support the unhoused community, resulting in the donation of over 900 meals. This was possible through the participation of our patients who contributed by writing heartfelt Christmas cards. This year, we are excited to share our partnership with the Little Life Warrior Society, dedicated to bringing joy and warmth to children battling cancer. For every card our patients write and hang on our tree this December, we will donate a subsidy of a week of meals or a subsidy for their treatment. We invite all patients visiting our office this month to take a moment to write a message and contribute to this meaningful cause. Together, let's spread the spirit of giving this holiday season!



1. 我們非常高興地宣布，劉曉晴已加入我們的行政團隊！她是英國埃克塞特大學的應屆畢業生，擁有醫學科學學士學位，這是她職業生涯中的第一份工作。曉晴的開朗性格和燦爛微笑使她成為我們團隊的活躍的一份子；而她對旅行的熱情更為她的個性增添了色彩。我們很高興她能加入我們，期待她為我們的醫務所帶來更多正能量！
2. 自 2020 年以來，我們啟動了「聖誕微笑計劃」，希望在節日期間關心有需要的人。去年，我們與同路舍合作，幫助無家可歸的社群，捐贈了超過 900 份餐。這一切都有賴於大家，通過寫下窩心的聖誕卡來參與。今年，我們很高興地分享我們與生命小戰士會的合作，該協會致力於為與癌症抗爭的兒童帶來快樂和溫暖。在這個十二月，每當我們的患者寫下一張卡片並將其掛在我們的聖誕樹上時，我們將補助他們一周的餐飲費用或他們治療的補助。我們邀請本月來訪的大家抽出時間寫下祝福，為這有意義的活動貢獻一份力量。讓我們一起在這個假期季節傳遞奉獻的精神！

If you have no plans to visit us over the holidays but would like to participate, you can still send us an email at dentist@dentalmirror.com.hk or connect with us on social media, and we will be sure to write a card on your behalf!

如您沒有計劃在聖誕期間到訪我們的醫務所，您仍然可以發送電子郵件至 dentist@dentalmirror.com.hk 通知我們或在社交平台上向我們發送訊息我們一定會代表您寫卡！



 **Dr. William Cheung & Associates**
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