Invisible, ingenious and speedy
Angela Auluck reports on the BLOS annual meeting

Lingual Ingenuity was the title of the annual meeting of the British Lingual Orthodontic Society. The aim was to give members a varied day of clinical and non-clinical information, provided by a highly impressive team, each with vast experience in their field.

The morning session was opened by Robbie Lawson, a Specialist Practitioner in Edinburgh and a member of the Incognito Key Opinion Leader Programme. Robbie’s enthusiasm for lingual appliances was demonstrated by his vast experience.

Asif Chatoo, the founder of the London Lingual Orthodontic Clinic, is one of a number of leading Orthodontists who is trialling the Acceledent oscillating device. Asif introduced the theory behind this cutting edge appliance which produces cyclical forces and thus accelerates bone remodelling at a histological level before demonstrating to us the success of the appliance in his clinical cases.

Consultant Maxillofacial Surgeon, Keith Altman shared his experience of developing a unique fixation system for patients with lingual appliances undergoing orthognathic surgery. Keith described the pitfalls of previous techniques such as switching to labial appliances prior to surgery and presented his method of the use of Vector TAS miniscrews.

The President of BLOS, Dieder Filion, shared his ingenuity of Class II mechanics. He took the audience back in time and showed how he treated Class II div 2 cases using the Sb 17th generation system. Dieder then described and contrasted his management of a similar case using the Orapix system of customised bracket positioning and a straight wire technique.

Among those who shared the tricks of the trade with their clinical pearls were Rob Slater, Megan Hatfield, Paul Ward, Ian Hutchinson and Virginia Rootkin-Gray.

But the day was also important for the contribution from non-orthodontists – dental nurse Emma Boca who presented the results of an audit in her practice and Dan Fielder, from the e-consultancy Sticky Content and an authority on website content.

Emma described the audit of patients who were given three different types of wax to try out in the week following placement of their braces. While the response rate was disappointing, the results were clear – the most popular type of wax was Gushy Goo.

Dan Fielder provided all the essential considerations for any orthodontist embarking on a new website. Content creators should ask themselves the following questions:

1. Is my title/headline search-able?
2. Are my links effective?
3. Is my copy original and engaging?
4. Have I used the right keywords – search words?
5. Does my description text tell people what to expect?
6. Have I written for people first?

The audience was also given an overview of the findings of the Ipsos MORI survey commissioned by BLOS, the brainchild of our media advisor, Caroline Holland. For further information please visit the BLOS website.