Encouraging patients to maintain regular examinations is a challenge for clinicians

The heart of dentistry

Andrew McCance offers some advice on how to motivate patients to develop better oral health

The state of the nation’s oral health is a concern for all those involved in the dental profession. Finding ways to improve the standard of oral hygiene regimes through new techniques, cleaning aids and initiatives, has played a role in raising awareness about the importance of brushing twice a day and cleaning interdentally, as well as regular visits to the dentist.

Attracting patients

Encouraging patients to maintain a regular cycle of examinations is certainly a challenge for clinicians, especially in troubled economic times such as these. With the prospect of another shake-up in the contractual arrangement between PCTs and general practitioners, as well as regular visits to the dentist.

A good deal

Patients appreciate a good deal, and so offering a package of preventative dentistry can be maintained, to be the sole preserve of orthodontic specialists. With the right system and training, clinicians in general practices can also offer their patients a solution to treat a range of malocclusions.

An invisible solution

Developed by experts in orthodontics, the Clearstep system offers a complete, ‘invisible’ orthodontic treatment methodology for patients from the age of seven upwards. By adopting a hybrid approach, combining clear positioners with traditional mechanics, the once perceived limitations of such removable positioners has been overcome.

As a result, clinicians can offer the best results at an attractive price while keeping treatment times to a minimum.

The benefits are not just subjective and abstract. According to a recent study, both general dental practitioners and orthodontists rate the positive effect of orthodontic treatment on general health as quite high. So clinicians have a way of helping to improve not only a patient’s smile, but also their dental health.

It would seem that the overriding influence in preventing gum disease would appear to be patient motivation and so the argument returns to the initial question: how to encourage patients to visit their dentist regularly, and to maintain an effective oral healthcare regime?

Maintaining good results

It stands to reason that a patient will be more inclined to keep their teeth in a better condition if they looked good in the first place. Moreover, if they have invested both time and financial resources into achieving their new and improved smile, they will be far more likely to want to maintain the positive results that have been achieved.

Regular assessment appointment forms an integral part of the system. These not only give the opportunity for clinicians to assess the progress of the treatment, they also provide the chance to monitor more closely the overall oral health of the patient: an important aspect of preventative dentistry.

One of the advantages of a removable appliance is that a normal cleaning routine can be maintained, with the positioner removed to allow access for brushing and interdental cleaning.

Looking after the oral health of our patients is at the heart of dentistry. With the Clearstep System, clinicians have access to an innovative system that tackles a range of malocclusions in a way that allows patients to keep up their usual daily oral health care routines with ease.

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