The first joint meeting of the BAO (British Association of Orthodontists) and BSSO (British Society for the Study of Orthodontics) took place in Bournemouth 26 years ago, and it is to the very same sandy shores that 2012’s conference returns. Whilst much has changed in clinical and academic practice, there is no doubt of the inexorable ascent of the British Orthodontic Conference to become the UK’s most prestigious specialist conference – attracting in excess of 1,000 delegates to hear a unique blend of homegrown and international speakers.

One of the main attractions for this year’s conference is sure to be Dr Ben Goldacre. Known to many as a best-selling author, broadcaster and journalist as well as a psychiatrist and statistician, Ben is to address the Conference on the Sunday afternoon and by all measures should not be missed as he gives his unique take on the relationship between medicine and the media as well as the darker side of research and its relationship with business-objectives and big pharma.

For the main programme, the emphasis at BOC has always been to schedule presenters with a keen eye on the scientific basis for sound clinical decisions. With this in mind international speakers such as Sebastian Baumgartal will present on mini-screw anchorage solutions, Prof CH Kau will discuss the integration of cutting edge technology into clinical practice.

A digital solution
Clearstep presents a new orthodontic system

Improving smiles
Dr Sunil Chudasama discusses the Inman Aligner

‘One of the main attractions for this years’ conference is sure to be Dr Ben Goldacre’

Attracting innovation
Phillips showcases products at conference

News about the British Orthodontic Society Conference 23rd-25th September 2012

Bournemouth Pier boardwalk

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Further highlights with par-
Weaver on eating disorders. of hypodontia and Kathryn Cobourne on the genetics of the orthodontic-restorative inter-
face.

Sunday morning features a session coordinated by the University 'Teachers' Group of the BOS for new research-
ers and is the perfect place to spot the next big thing in aca-
demic orthodontics. In parallel with this, the political session includes Sam Illingworth from the newly formed shadow NHS commissioning Board and Sue Gregory, Deputy Chief Dental Officer amongst others. This forum in particular is a unique opportunity to listen, be heard and share experiences in this unsettled period of transition. As in previous years, 2012 will see BOC focus on high-
quality, evidence-based pres-
entations which will appeal to the whole team, whatever their field of practice. With this

in mind, as in previous years, there are a number of paral-
el sessions to broaden appeal. The popular and relevant pro-
grammes for nurses and ortho-
dontic therapists continue in 2012, the line-up of speakers including such luminaries as Jonathan Sandler, Rye Mattick, John Scholey and Simon Little-
wood.

The emphasis at BOC has always been to schedule presenters with a keen eye on the scientific basis for sound clinical decisions'.

‘The emphasis at BOC has always been to schedule presenters with a keen eye on the scientific basis for sound clinical decisions’

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Philips believes technological advances will bring about the clinical effectiveness which is key to improving the future of oral health. It is this guiding principle which drives the Company to perpetually innovate.

Three of its latest innovations will be on show when the Company makes its debut at the British Orthodontic Society Conference in Bournemouth this September. Sonicare Airfloss is an electronic hand held device which dispenses rapid bursts of air laden with microdroplets of water to flush out debris around fixed brackets and permeate the interproximal spaces. The water is propelled between the teeth at 45 miles per hour, dislodging plaque unscathed. What’s more, it requires only a teaspoon of water every tooth in a minute and is proven to improve periodontal health in as little as two weeks.

Toothbrush technology can truly be seen at the cutting edge in Philips’ Sonicare DiamondClean which progresses sonic toothbrushing to a new height of techo-sophistication. However the brush is as clinically sound as it is slick with five brushing modes from which to select at a touch of a button, for greater patient choice and clinically proven to improve periodontal health in as little as two weeks. It also sports astonishing new-to-the-world charging technology, which means the brush can be recharged in drinking glass or via computer USB port – which ensures its status as a modern design classic.

Attracting innovation to BOC

Three pioneering innovations showcased for the first time at the British Orthodontic Conference by Philips

For patients at the conclusion of their treatment the Company has also just launched Zoom WhiteSpeed, its most advanced tooth whitening system which is proven to whiten teeth up to eight shades in just 45 minutes and delivers 40 per cent better results than a comparable non-light-enhanced whitening system. Of the 35 dental professionals who participated in testing the new system, 85 per cent indicated that the results were equal to or greater than previous Zoom models but technological advances meant that patients experienced less tooth sensitivity.

A list of references is available from the publisher.
Fourteen questions about Invisalign for teens

Dr Peter Ilori discusses patient preference

In this interview Orthodontic Specialist Dr Peter Ilori explains why his teenage patients are expressing a preference for invisible aligners rather than metal brackets.

1. Align Technology launched Invisalign Teen with features which are specifically designed for teenagers (such as the compliance indicators, eruption tabs and compensators as well as free replacement aligners). As a practitioner, which of these features do you appreciate the most?

Dr Ilori: It is undoubtedly the combination of these features which makes this product well supported and effective in tackling most malocclusions. However it is also the free replacement aligners which give confidence to parents who might worry about additional costs.

2. How long have you been treating teenagers with Invisalign?

Since the day Invisalign Teen was launched in 2008, so I have four years of experience using this system with my young patients.

3. What is the benefit of Invisalign compared with traditional fixed brace treatment?

The advantages of Invisalign can be seen from both a patient and clinical perspective. Teenage patients are very appearance conscious and they report that it is truly invisible, easy to wear and is generally more comfortable (and less painful) than traditional fixed braces. Teenagers tend to cope better with oral care instructions and there is less interference with their dietary habits (so no need to abandon pizza habits). For patients who have confidence or social problems, the product has been very successful in reducing teasing and bullying in school and social environments. Parents find it easier and feel more confident to monitor and supervise their children’s treatment because the system has built in compliance indicators.

4. What are the clinical benefits of Invisalign compared with traditional fixed brace treatment?

From a clinical perspective it is easy to start a case and there are additional benefits of reduced clinical time and no emergencies. There is a high level of patient acceptance of this product so it sells itself. The Clincheck feature helps me plan, visualise and explain clearly what the end result is likely to be. I have received a lot of positive comments from parents and children who feel they are an integral part of a new wave of cutting-edge technology in orthodontics.

5. Which Invisalign products do you use for the treatment of teenagers?

We mainly use Invisalign Teen but in a few instances we will use Invisalign Lite or even the adult version depending on the complexity of the case.

6. As it is not always possible to predict the eruption path of the canines, 2nd premolars and 2nd molars, an orthodontist might need to change the final position or stage of these teeth. This change is not regarded a mid-course correction by Align Technology and will not be charged. How valuable is this to you?

This is very valuable because ectopic teeth are common and any practitioner will need to capture and align these teeth as they come through. Also, from a cost perspective, patients would not be happy if additional charges were applied during the treatment.

7. According to your experience, what is the most crucial benefit for parents who are considering Invisalign for their children?

Most parents would do anything to prevent their children being unhappy about wearing braces. Traditional braces tend to trigger battles relating to eating as well as the frequency of toothbrushing and regular visits to repair broken braces.

8. What is the most crucial benefit for the teenagers?

The crucial benefit is that teenagers get their teeth straightened without compromising their self-image, confidence or appearance.

9. How commercially interesting is it for you as an Orthodontist to offer Invisalign to your teenage patients?

Selecting the right cases and completing and achieving treatment goals is rewarding. Invisalign Teen is also profitable because we make savings on materials, chairside or clinical time and repairs.

10. What kind of marketing activities do you use when promoting Invisalign to your teenage patients?

We use our website and social media as well as internal marketing using posters and brochures. We also get a lot of our referrals involved by sharing the benefits of the teen products.

11. What role do you think Invisalign plays in your practice when it comes to teenage patients?

The most valuable and virulent driver is Invisalign Teen. This is because of its high acceptability within this age group.

12. What is your top tip to other Orthodontists who are considering treating teenagers with Invisalign?

If you share the benefits and advantages of this treatment you can expect an increased uptake. Invisalign Teen treatments require detailed knowledge of dental eruption patterns, jaw growth and experience in planning, treating and managing young children and teenagers which Orthodontists are ideally placed to manage.

Contact info

Face to face opportunities: Align Technology is running two courses solely for Orthodontists, 19 October 2012, Introduction for Orthodontists new to Invisalign, Hilton Hotel, Tower Bridge, London. 10 November 2012, Orthodontic Forum for Certified Invisalign Orthodontists, Hilton Hotel, Tower Bridge, London. Align Technology will also be exhibiting at the BOS Conference in Bournemouth between 23 and 25 September 2012 and would like to invite you to a breakfast seminar on 26 September at 8:00 am.
Improving smiles with removable orthodontic appliances
Dr Sunil Chudasama discusses his first Inman Aligner case

After successfully treating patients with clear aligner systems, veneers or bonding to improve my patients’ smiles, I was attracted to the Inman Aligner due to it being a very simple, cost-effective solution for patients. I found it very easy getting my first case and quickly completed the user-friendly online training by Straight Talk Seminars.

My first case with the Inman Aligner was on a 28-year old male, who I will refer to as JB. His main aesthetic concern was his anterior crowding, primarily with his lower teeth. After in-depth discussion with JB about his priorities, it became clear that he was mainly concerned with his lower incisors and would consider some improvement to his upper incisors. He was happy with the shape and shade of his teeth.

The options we talked about were veneers (direct/indirect) and adult orthodontics via clear aligners (Invisalign or Clearstep) or a removable device (Inman Aligner). As JB was happy with the shape and shade of his teeth we agreed that the healthiest and best option long term would be to orthodontically improve his smile. JB had mild crowding with his upper anteriors, and mild-moderate crowding with his lower anteriors, so I felt it was important to raise the issue about the rotated lower canines, as it would not be possible to predictably align these teeth without the use of fixed orthodontics.

The choice between the options became clearer after discussing the advantages of the Inman Aligner. Firstly, it is a cheaper treatment option in comparison to clear aligners; and secondly, it works much faster – this proved useful, as we had limited time, as JB was planning a year of travelling in the near future. Fixed orthodontics would not be a suitable option due to aesthetic concerns. On agreement that the Inman Aligner was the best product to use for his case, we then planned the logistics. Initially JB was only concerned with his lower teeth. However, after identifying that he had limited space to move the teeth around between the upper and lower teeth, we planned to align and open up the upper anterior teeth with slight proclination, which would then give us plenty...
The patient was medically fit and well. An examination revealed that he was dentally healthy and maintained excellent oral hygiene.

On the first appointment we:
- took the necessary photos
- got him to read and sign the consent form
- obtained a bite registration
- took upper and lower impressions (two-stage)
- took radiographs to exclude any pathology and provide a baseline reading

I then designed the appliance and sent off the impressions to Nimro Dental for case analysis, and construction of the upper aligner. I informed the lab that up to 0.25mm of IPR could be performed between contacts.

On receipt of the aligner from Nimro Dental I confirmed the design and mock up model, as well as accepted their diagnosis that 0.2mm IPR was needed to achieve the final result.

At the second appointment we:
- checked the fit of the aligner
- confirmed the patient was happy with the proposed final result
- activated the aligner and placed the necessary composite buttons
- performed the first stage of IPR (0.1mm), polished the interdental spaces and applied duraphat
- discussed post operative instructions, demonstrated insertions/removal of the aligner, aftercare, oral hygiene and provided the patient with a written document, explaining what had been discussed

At the 1st review appointment (four weeks later) we:
- checked progress: things were moving along as planned
- ensured the appliance was still active: the appliance was still engaging the teeth and ‘tight’
- repeated the final IPR stage (0.1mm), polished the interdental spaces and applied duraphat
- ensured the appliance was still not ideally aligned

At the 2nd review appointment (four weeks later) we:
- checked progress: we were 95 per cent of the way there, but the upper central incisors were still not ideally aligned

For further information or to order please call Garrison Toll Free at Tel. 0800 011 2738.

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- Care Quality Commission Outcome 2 Consent to care and treatment
- Care Quality Commission Outcome 4 Care and welfare of people who use services
- Care Quality Commission Outcome 7 Safeguarding people who use services from abuse
- GDC statement on Child Protection and Vulnerable Adults, (expansion of standards for Dental Professionals principle 1.8)

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Sue Gregory  
Anousheh Alavi  
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The Straight Talk online course was a fantastic and convenient way for me to gain my accreditation as I already had a good idea of techniques and approaches with regards to adult orthodontics and I have been recommending the product to patients and dentists since! ⏩

**Author info**

Sunil Chudasama  
BDS (Lon) qualified at King’s College London in 2008 and currently work as an associate dental surgeon in two practices based in Essex. He provides a variety of treatments and has an interest in cosmetic and restorative dentistry. He strongly believes in postgraduate training and since qualifying has successfully completed the Chris Orr Cosmetic Dentistry & Aesthetic Restorative Dentistry course, trained in several orthodontic systems and completed MJDF parts I & II. He will soon commence the Restorative Dentistry MSc at the renowned Eastman Dental Institute. Sunil’s vision and aim has always been to provide quality and ethical dental care for his patients.
The Clearstep System is a comprehensive invisible orthodontic system designed to provide bespoke orthodontic solutions that are “invisible” and efficient. At the core of the system are clear positioner braces which are designed to align your teeth in incremental steps and offered to patients as an alternative to traditional metal wires and brackets.

The most obvious benefit to patients is the discretion that the System offers. This makes the System particularly popular with adult patients who want a naturally beautiful smile without anyone realising they are undergoing orthodontic treatment, unlike the alternative of fixed train track braces.

The clear positioners at the heart of the system are removable, which allows the patient to fit their orthodontic treatment around the needs of their daily routine. They are removed to eat, drink and clean your teeth, but otherwise are worn all of the time. After a two week period the patient progresses onto the next positioner in their sequence. This sequence of positioners will gently guide the patient's teeth into their desired position.

Positioners are provided to the patient in sequences of eight positioners. Once this sequence is completed, the patient returns to their Clearstep practitioner for a new impression of their teeth. This impression is then sent to Clearstep for assessment and the next sequence of eight positioners is produced. This approach ensures that the treatment progresses according to plan and allows Clearstep to continually capture new data as the teeth are moving providing the patient with the most accurate and efficient treatment possible.

Our digital solution has resolved many day to day issues. It provides us with a scalable, cost effective production model which meets our stringent demands for accuracy'

The Solution
A practitioner begins by gathering the patient's records to assess their case. A General Dental Practitioner sends them to Clearstep and will receive a diagnosis and treatment plan devised by a specialist orthodontist detailing the options that are available, which is then discussed with the patient. A specialist orthodontist will devise their own treatment plan and have a similar discussion with the patient regarding their options. Once the patient's decision has been made, the practitioner will instruct Clearstep to produce the first sequence of eight positioners.

The impressions of the patient are turned into plaster models of the patient's teeth which are then digitally scanned so that a 3D model can be created. Specialist orthodontic technicians then plan out each individual movement of the teeth according to the treatment plan as prescribed by the orthodontist.

A 3D model is then printed by Objet's Eden 500V for each of the eight steps in the sequence from which the clear positioner brace is then manufactured. The sequence is then sent to the Clearstep practitioner who will guide the patient through the treatment.

The Results
Treatment with clear positioner braces...
braces is planned, manufactured and guided by Clearstep. The use of Objet Eden500V 3D printing solution has enabled Clearstep to manufacture the clear positioned braces in a more efficient and timely manner than the traditionally employed manual approach. Once the individual movements for a patient’s sequence have been completed by the technicians, the production of the models is initiated by the Objet Eden500V, allowing the technician to proceed to the next patient’s case. Consequently the daily production yield per technician has increased within a short time frame and further time savings are forecast.

The switch to a digital production process has provided the company with a scalable solution needed for continued growth.

The Objet Eden500V is also pivotal to Clearstep’s digital study model storage strategy, as they can quickly and easily print any stored files. Clearstep could additionally provide orthodontists with tools for virtual treatment planning and assessment without the need for a physical model. This has opened a potential new market whilst crucially solving storage issues.

Digital storage made it easier to streamline their appliance replacement services, reduce administration costs and store models in a safe, controlled environment. With the system’s intuitive search functions, rapid case retrieval could be handled by the front line staff, leaving Clearstep’s technicians free to focus on the core manufacturing.

Clearstep’s approach to incorporating CAD/CAM technology is expected to show a return through the faster more streamlined manufacturing process, giving them the ability to improve the service to their clients and drive forward the company’s continued growth and development.

‘Digital storage made it easier to streamline their appliance replacement services, reduce administration costs and store models in a safe, controlled environment’

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