Ohio orthodontist wins big with Levin makeover

Levin Group and Ortho Tribune have selected the winner of the Levin Group Total Ortho Success Practice Makeover.

From more than 100 applications, Dr. Brian Hardy of Hardy Orthodontics in Grove City, Ohio, was chosen to receive a free, one-year management and marketing consulting programs from Levin Group, one of the country’s leading dental consulting firms.

“When I got the phone call from Levin Group telling me I won the makeover, I was speechless,” Hardy said. “It took me several days to get over the shock, but now that it has sunk in I am beyond excited about this opportunity.”

Hardy will work with two Levin Group consultants throughout the year-long journey; one consultant will focus on the management systems in the practice and the other consultant will focus on referral-based marketing systems.

Doing both consulting programs simultaneously will dramatically enhance Hardy Orthodontics’ position for practice growth. He and his staff will be actively involved with their Levin Group consultants in making critical changes to the management of the practice.

Throughout 2009, Hardy’s progress will be profiled in the pages of Ortho Tribune, allowing readers to get a glimpse inside this major makeover. It is the hope of Levin Group and Ortho Tribune that strategies and ideas outlined in the articles will educate and inspire readers to spark their own makeovers.

Change is not always easy, but to get desired results, it is usually necessary. The Levin Group ortho makeover team and Hardy Orthodontics are excited to take you along for the ride and share the progress made throughout the year.

Before this process begins, it is important to understand what Hardy and his dental staff will be experiencing. Here is your sneak preview to the Levin Group Total Ortho Success Practice Makeover:

Utilizing fixed orthodontics to prepare cases for aligners

By R. Bruce McFarlane
DMD, BS,D, MCD, FRCD(C)

In our office, we do a lot of Invisalign cases. There is a great deal of patient demand; we’d like to do more. There are a number of orthodontic movements, however, that the aligners are not the devices of choice for. These include:

- extrusion
- derotation
- uprighting
- deimpaction

As well, there are cases that are destined to be very difficult and require lengthy treatments; we’d like to make them more straightforward Invisalign cases, perhaps even qualify them for the shorter and less expensive Invisalign Express® system.

Enter fixed orthodontics. Many orthodontic cases that would otherwise be extremely difficult Invisalign submissions can be made into excellent, predictable and shorter-term treatments by providing a course of fixed orthodontics prior to taking the PVS impressions for Invisalign®. The need for fixed orthodontics can come at other times in the treatment as well. Often a course of six to nine months in braces will take a really difficult Invisalign submission and make it a much more straightforward case. The case goes much more smoothly with Invisalign and often with less interproximal reduction for space creation.

The treatment sequence for fixed orthodontics preparation for an Invisalign case is as follows:

Fixed

Fig. 1: A 13-year-old male with partially erupted canines. Fig. 2: After a course of esthetic brackets in an upper 2x6 configuration, the patient is debonded and his records sent to Align for upper and lower Invisalign treatment. Fig. 3: After 36 aligners, the patient is ready for case refinement. Fig. 4: The patient is finished.