Part 2
By Joy L. Moeller, BS, RDH, COM
(Certified Orofacial Myologist)

Because most of our patients are in need of orthodontic treatment, if the patient was referred by a source outside of dentistry, we are certainly a great potential referral source for orthodontists.

Orofacial myologists can assist the orthodontist in many aspects of his or her practice to:

• Provide muscle patterns that promote a stable orthodontic result.
• Teach nasal breathing and remodel the airway through nasal cleansing and behavior modification.
• Reinforce compliance with wearing rubber bands, functional appliances and retainers.
• Develop a healthy muscle matrix and eliminate habits that contribute to TMD.
• Promote correct physiologic head and neck posture.

The missing element to complete care
How orofacial myofunctional therapy can help the orthodontist

By Joanna Farber

As a teenager, Dr. Janet Stoesz-Allen was inspired by her own orthodontist to enter the profession. Today, she is spreading the word about why all residents should learn more about neuro-muscular dentistry and why being open to change is one of the most important things you can do in the field.

Ready for a change
Invisalign Teen launches

By Joanna Farber

Align Technology, Inc. has welcomed a new addition to its Invisalign® product family. Invisalign Teen, designed for non-adult comprehensive orthodontic treatment, officially launched on July 29.

A pilot program involving top orthodontists in California, Arizona and Illinois began in February 2008, and was expanded nationally to top Invisalign orthodontists in June.

The orthodontists’ key needs
Orthodontists participating in a 2007 nationwide survey commissioned by Align identified challenges common in teen treatment that held them back from using Invisalign on more of their younger patients — namely, patient compliance and the ongoing development of permanent dentition.

Invisalign Teen was specifically designed with the non-adult comprehensive market in mind, and it addresses the special needs of patients who have shed all their primary teeth and whose second molars have begun erupting.

Darrell Zoromski, Align’s vice president of global marketing and chief marketing officer, said: “Teens are a significant portion of the orthodontics practice; patients aged 12 to 17 represent approximately half of all patient case starts in the United States each year.

“Our current marketing plan not bringing in the patients you hoped? Don’t give up. With the right coordinator, the right budget and the right game plan, you can keep your profits up even in these tight times.

Effective marketing in five steps

Is your current marketing plan

Teen

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