Over the past two decades, Myofunctional Research Co. (MRC) has tackled the controversial subject of early treatment in orthodontics, developing a number of appliances designed to correct myofunctional habits in their early stages before time renders them virtually untreatable.

Educating doctors to adopt this method is no easy task; struggling against the so-called tried-and-true method of traditional orthodontics has been a constant challenge. Orthodontists accustomed to traditional methods are commonly skeptical of this new approach in treatment.

Without backing down to skepticism and discouraging circumstances, MRC has gradually built up awareness of this early myofunctional treatment concept and continues to educate these practices through the introduction of the MRC Clinics CD-ROM.

This MRC Clinics CD is a useful tool for any doctor wanting to reduce his or her chairside time with patients and simultaneously increase both profits and patient flow. Vital information is given about soft tissue dysfunction in myofunctional treatment, how to use MRC appliances, selecting motivated patients and, most importantly, using this information to delegate patient chair time to trained auxiliaries.

Once the MRC Clinics CD has been studied, the potential of this new educational media to help one understand the causes of malocclusion is evident. Many doctors across the world already recognize new possibilities for their clinic and the impact of producing better facial development with simpler, more stable orthodontics.

The MRC Clinics System will empower and enlighten doctors who choose to trust the new, proven methods expressed within the MRC Clinics CD. The main benefit is the reduction in doctors’ time and need to see patients.

After doctors develop a clear treatment plan and the appliances have been fitted, the MRC Clinics CD assists auxiliaries to educate patients and parents on soft tissue dysfunction and its role in developing malocclusions. This alerts parents of the need to treat all their children, thus increasing patient flow. Staff can then check appliance use and treatment progress without a doctor necessarily being present. This reduces chair time and increases the amount of patients seen in a shorter time frame, leading to doctors having more time to address important issues, which would otherwise be confronted after-hours or in a hurried time frame.

Changing the clinic layout and patient flow in accordance with the MRC Clinics System will illuminate the benefits to lower treatment costs and increase profits.

Understanding the growing trend of parents seeking early treatment is the initial step of introducing this new cost-effective delivery method and allowing your clinic to reach its fullest potential to meet these ever-growing demands. In time, these new methods will be globally recognized as a revolution in orthodontic treatment and will make current orthodontic treatments more effective for the long-term benefit of the patient.

For more information on the MRC Clinics System and a free copy of the Clinics CD, contact the MRC USA office at (954) 753-2604, e-mail enquiries@mrc-clinics.com or visit www.zerobraces.com.