A conversation with Bill Longley, CEO of Scientific Compliance

What are your company’s goals as an organization?

At Scientific Compliance, we believe you can’t monitor what you can’t measure. For the first time in more than 100 years, orthodontists can now manage the patient in retention, catch problems before they occur, and make decisions based on tangible data versus patient self-reporting. We also believe orthodontists truly want their work to last — not just for the satisfaction, but also to eliminate the stress and expense that are the negatives of poor retainer compliance.

What are your company’s recent achievements?

We officially launched at the AAO meeting in Denver. Our exhibit was one of the busiest at the show and confirmed the SMART Retainer is destined to become the standard of care for the retention phase of orthodontic treatment. Dr. Marc Ackerman’s lecture, “Measuring Compliance During Orthodontic Retention: The Intelligent Retainer,” was also a high point.

What do you like most about your work?

When we first started out, we staffed up with technical engineers to design a game-proof, sophisticated sensor. We have since grown our company significantly, adding people in marketing, sales, research and development, operations, IT and customer service. The response to our device has been amazing, and we foresee increasing our staff to ensure that all of our customer needs are met.

What are your company doing to address these concerns?

Orthodontists are telling us that this is the most exciting new product they have seen in years. Patients and parents ask why no one has thought of this before. The reason is simple: The technology behind the SMART Retainer is only possible due to recent reductions in electronic component sizes. We clearly have the right product at the right time. We eliminate arguments and increase communication to assist patients in retention, and we are educating patients to help the orthodontists gain higher case acceptance.

What is your company’s philosophy?

Our proprietary, encrypted SMART provides a complete “Grow Your Practice kit” that gives the orthodontist patient education tools from brochures to videos, press releases and an Internet SMART doctor locator to assist a consumer looking for SMART providers.

Host has company grown since its inception?

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What services do you offer orthodontists?

We have worked hard to make our technology and marketing support materials appealing and highly affordable to orthodontic professionals and their patients. We are also committed to building awareness of the SMART Retainer with targeted marketing directly to the consumer, so patients will be preceded when it’s time for the braces to come off. We started this company because we think there is a better way, through technology, to improve retainer compliance, and better retainer compliance is a win for everyone.

What do you think are the main concerns and/or problems in the field of orthodontics?

For us, the main problem in the field of orthodontics is patient relapse due to poor retainer compliance. As more orthodontists begin practicing and the economy gets tighter, consumers will be comparing shopping orthodontists more carefully. Therefore, preventing relapse will be an even more important issue. Our new modality is a powerful and affordable benefit for new case presentations.