Why digital marketing?

See how Kaleidoscope can make a difference for your practice

By Kaleidoscope Staff

It's time to have a digital marketing presence in your practice that sets you apart from the competition. The competitive differences of Kaleidoscope, a digital marketing tool, can have a huge impact in your lobby and reception areas.

Digital marketing is important because:

- It builds and strengthens relationships.
- New products and services will be discovered.
- Sixty-five percent of people are visual learners.

You want to make sure your digital marketing is providing fresh content and including what's important to your practice. Kaleidoscope is doing just that! Kaleidoscope, a digital marketing tool, is offering an exciting new feature called Automatic Updates.

Many Kaleidoscope clients have shared with us that they would prefer to handle information about their office for their display but would like everything else to change automatically for categories such as Trivia, Life Tips, Nature and Travel. Now Kaleidoscope offers both full customization features, as well as automatic updates.

When choosing a digital marketing tool, consider what Kaleidoscope offers:

- Excellent customer service
- Superior quality layouts, templates, backgrounds, and photos
- A variety of designed layouts and templates to choose from
- A way to subtly market and display your personalized content
- Fast and easy setup, with the initial customization being completed for you by the Kaleidoscope team
- An opportunity where your input is valued and often integrated in product enhancements

Kaleidoscope asserts it leads the way in patient experience. It provides poignant visual bytes and information that captures the attention of both parents and patients. The visual graphics and photos draw people in and engage them in learning more about the practice.

Then there's the added value of having Kaleidoscope Founder and President Charis Santillie help you and your understanding of the orthodontic/dental market. Her 25 years of business accomplishments in consulting, marketing and product launches encompass a variety of industries. She chose to launch her own marketing company, which has helped hundreds of orthodontic and dental practices achieve greater success.

AcceleDent attributes its success to both a growing body of clinical evidence, high patient satisfaction

By AcceleDent Staff

Now available in more than 3,000 orthodontic locations in North America, AcceleDent® is being integrated into orthodontic practices in the United States and internationally as standard of care for accelerated orthodontic treatment.

AcceleDent is an FDA-cleared, Class II medical device that speeds up orthodontic treatment by as much as 50 percent and relieves pain often associated with treatment. Patients simply bite down on AcceleDent's gently pulsating mouthpiece for 20 minutes daily, and the hands-free, noninvasive device employs patented SoftPulse Technology® that accelerates bone remodeling and tooth movement at the cellular level.

Many respected orthodontists, including Dr. Sam Daher, Dr. Sonia Palleck, Dr. Jay Brownman and Dr. Graham B. Frey, use AcceleDent as the preferred accelerated treatment modality because it has been clinically proven to address the two most common barriers to treatment: length of treatment and discomfort.

Manufactured by OrthoAccel Technologies, AcceleDent's rapid adoption by orthodontists is credited to both a growing body of clinical evidence supporting the device's safety and effectiveness, as well as high patient satisfaction among AcceleDent users.

In September 2015, a peer-reviewed article published in Angle Orthodontist titled "Pain Control in Orthodontics Using a Micropulse Vibration Device: A Randomized Clinical Trial" reported that micropulse vibration, as used in AcceleDent, significantly lowers biting pain and overall pain during orthodontic treatment.

Orthodontists such as Dr. Katie Graber, who practices in Illinois, say the reduction in discomfort is a huge benefit of treating patients with AcceleDent.

"This study clearly demonstrates that, in addition to faster tooth movement, AcceleDent provides 'pure' pain management for orthodontic patients who frequently report discomfort during treatment," Graber said. "I've found that patients and parents appreciate AcceleDent's reduction in discomfort because it eliminates the need for over-the-counter or prescription pain medication."

Another clinical trial appeared in the September 2015 issue of Seminars in Orthodontics, and the results revealed that pulsatile forces, which AcceleDent employs, significantly accelerate tooth movement. This prospective, double-blind, randomized, controlled trial, demonstrates that gentle, non-invasive vibration increases the rate of tooth movement.

This scientific evidence reinforces the clinical results that AcceleDent providers have been achieving with this medical device for the past several years. The evidence is underscored by consistently positive patient reviews. In an independent survey, 100 percent of patients surveyed report they are satisfied with their experience using AcceleDent.

"The strong support from orthodontists and consumers is how we know that AcceleDent is such a game changer for the orthodontic industry," said Michael Lowe, president and CEO of OrthoAccel.

OrthoAccel captured No. 69 on the 2015 Deloitte Fast 500 ranking of the fastest growing technology companies in North America. Among the top 100 companies ranked on the prestigious list are some of this era's most dynamic and respected technology brands such as Tesla, Fitbit and Twitter.

"The fact that OrthoAccel is the only orthodontic company ranked on the 2015 Deloitte Fast 500 shows the wealth of industry experience that our team has," Lowe said. "As an innovation company, we remain laser-focused on revolutionizing the orthodontic industry by enhancing the patient treatment experience."
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Easing chairside stress with the All Surface Kit

By Reliance Orthodontics Staff

One of Reliance’s flagship products, Assure®, has been the answer for so many difficult bonding situations for the past 15 years. Assure has created a foundation as the go-to primer for everyday enamel bonding thanks to its variable reducing properties, according to Reliance Orthodontics.

Recently, Assure Plus was introduced to bond to micro-etched porcelain without the use of hydrofluoric acid and zirconia. As you may know, Assure and Assure Plus bond to wet or dry healthy enamel. Furthermore, they bond to wet or dry atypical surfaces (hypocalcified, aprismatic, fluorosced, primary dentition and even dentin/cementum) without additional primers.

If you experience an enamel side bond failure (the composite pad debonds clean off the enamel), immediately contamination is blamed. If you are not using Assure or Assure Plus, this may not be the case. The enamel could have been aprismatic; no other primer will bond to this difficult surface. The use of Assure or Assure Plus on the initial bonding appointment would eliminate this atypical variable.

At the AAO

The All Surface Kit is available at the AAO for an exclusive price of $245. To learn more, visit booth No. 929.

The enamel could have been aprismatic; no other primer will bond to this difficult surface. The use of Assure or Assure Plus on the initial bonding appointment would eliminate this atypical variable.

As the demographics of orthodontic patients shift to include an increasingly larger number of adults, artificial substrate preparation becomes a major topic of discussion for clinicians. It is no secret that the foundation of artificial substrate bonding lies in a good mechanical preparation.

Traditional methods using a diamond bur, greenstone or disc to roughen metal or porcelain surfaces does not always produce adequate mechanical retention; however, microetching with aluminum oxide does. The SEM pictures (Figs. 1a, 1b) clearly illustrate the stark mechanical differences between utilizing a rotary instrument and an intraoral microetcher to prepare non-enamel surfaces.

Reliance now offers a kit that will reduce your inventory and produce maximum strength for chairside bonding, regardless of the substrate involved—enamel or non-enamel. The ASK (All Surface Kit) only includes three components: 6cc Assure Plus®, All Surface Bonding Resin, 8 cc Porcelain Conditioner and an Etchmaster microetcher with 10 tips.

The Etchmaster is a small sleek design that allows easy access to the posterior and very little clean up when used with high-speed evacuation. Simply unscrew your handpiece from a high- or low-speed air line, attach the Etchmaster sandblaster, insert the preloaded tips (filled with 50 micron aluminum oxide) and begin sandblasting.

Clinicians now can eliminate all other artificial surface primers as well as numerous different protocols, according to Reliance Orthodontics. With the All Surface Kit, all non-enamel substrates are handled with only two protocols:


Reduce inventory, reduce failures, reduce costs and simplify procedures with Reliance Orthodontics.

* Assure Plus Unidose 50 pack can be substituted for an additional $10.
“When our local basketball team won the state championship for the 3rd year in a row, the next day we had a picture of the team, our patients, on Kaleidoscope congratulating them. It’s a great display that keeps things current and interesting.”

- Dr. Tim Poser, Orthodontist

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*Available only to Damon practices in the U.S., Ormco’s Kaleidoscope Damon Co-Marketing Program is for quarterly and one-year Kaleidoscope subscriptions only. For more information and to participate in the Kaleidoscope Damon Co-Marketing Program, please speak with an Ormco representative.
A toehold in Europe leads to a global footprint

By MRC Staff

It seems logical that if the goal is international success, one of the steps toward growing a prosperous company would be to establish a strong presence in the domestic market. Compared to overseas, though, the Australian dental industry is quite small, and international companies, such as Henry Schein and DENTSPLY, dominate in the local market. However, there are industry innovators in Australia bucking this trend and becoming significant players on the international stage.

By offering modern treatment options along with the systems necessary to deliver them effectively and efficiently, Myofunctional Research Co. (MRC) has grown to become established internationally as a frontrunner in a 21st-century niche of the market. While the head office is based in Australia, the company’s earliest international success was in Europe, and while MRC is becoming well-known as dental innovators domestically, since 1995 when distribution started, MRC Europe has grown a significant business footprint from its base in Holland.

MRC Founder Dr. Chris Farrell said the company’s European origins grew from the acceptance of an idea. “Twenty-five years ago, we were less globally connected,” he said. “At that time, Australian dentists and orthodontists could not see the importance or potential of our Trainer and Myobrace® systems, whereas the European orthodontists were able to.”

MRC Europe’s first distribution contract was signed more than 20 years ago for France, where the distributor sold exclusively to orthodontists. Farrell said these orthodontists quickly recognized the potential for MRC’s treatment systems and continue to be enthusiastic about what MRC offers today.

“They were more educated in certain areas and understood about function and early treatment, so they immediately took our pre-trainer on board,” he said. “France remains one of our best markets, and when I lecture there these days, they want to learn everything they can about new appliances as well as how we have developed the integrated Myofunctional Activity System and practice management tools to optimize efficiency and patient compliance.

“Our Myofunctional Activity production, which includes an educational series focused on nutrition and diet is now available in French.”

While it was the French willingness to accept an idea that helped MRC establish a toehold in Europe, a regular presence at the International Dental Show (IDS) in Cologne increased awareness and the fading of a 20th century superpower opened access to new European markets.

“We have had a presence at every IDS since 1997 and now have distributors in every European country,” Farrell said. “When the former Soviet Union changed, we found that orthodontists in Eastern European countries were already learning about mouth breathing and poor myofunctional habits causing malocclusion, so when MRC came along with a better way to treat, the acceptance was quite high.”

Nowadays, the European headquarters naturally includes the standard corporate sales and distribution departments, but Farrell said continuing to educate European dental professionals regarding myofunctional dysfunction and modern pre-orthodontic preventive treatment was an integral part of MRC Europe’s operation.

“The European HQ includes a substantial training center with a fully equipped training clinic to show European dental professionals and their staff how to deliver cost-effective pediatric pre-orthodontic care for millions of growing children all over Europe,” he said. “Nowadays, we have training sessions almost every week for doctors from all over Europe, and Holland is an excellent hub for this.”

The acceptance MRC received in Europe was not always the norm, though, and spreading beyond European borders, particularly into the United States, provided a fair share of challenges.

Farrell said establishing MRC in the United States caused more of a struggle, as it required a change in thinking for those U.S. dental professionals.

“Linking malocclusion to myofunctional disorder, which can be more difficult to see was a different way of thinking,” he said. “We simplified our education and training process to return to basics and show how you must treat the dysfunction first, then the teeth.”

“The Myobrace System is more about health, growth and development in younger children rather than a novel way to straighten teeth. To begin with, brace-oriented orthodontists had trouble believing that the system can straighten teeth while only being used for one hour per day and at night. Once they realized, they were amazed at the results, and so during the last two years, all our USA courses have been at capacity and sales of Myobrace were up 51 percent for North America in 2015.”

Farrell said that when it came to recognizing the potential of MRC’s treatment systems, European dental professionals initially had a slight advantage but their American counterparts had caught on.

“Europeans have always used functional appliances so there was already basic foundation of knowledge to build on,” he said.

See MRC, page 10
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said. “Establishing MRC in America took longer than in Europe because the basics of our system were not taught in North American universities. Now there are several taking on MRC post-grad courses so pediatric and orthodontic specialists can work together to resolve health and orthodontic issues in growing children.”

With awareness and acceptance established internationally, in 2015, MRC brought focus back to the Australian market. Farrell said that, just like in Europe and the U.S., education was a central part of MRC’s operation in Australia.

“2015 was a watershed year for MRC in Australia,” he said. “In November 2014, we opened our new training facility at our Queensland office. The first delegates to come for training were orthodontists and their staff from China, but I am pleased all our Australian courses have also been well accepted by local dentists. All the Australian courses have been at capacity with special courses being put on for dentists and orthodontists from Japan, Taiwan, Korea and Singapore.”

Farrell said MRC’s success demonstrated how a willingness to be innovative and recognize opportunity as well as persistence and dedication could enable 21st-century dental professionals to adapt to a changing profession.

“We have to understand that a niche market has a global reach, and you no longer need a lot of products to be successful,” he said. “One thing I’m certain of is that education is the key to a healthier and more prosperous future. It took us 20 years to figure out. It was all about education and get that message out globally.”

To learn more about Myobrace Activities in French, visit booth No. 1667. MRC Europe Training Facility.
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Clear aligner therapy: Begin with the end in mind

Digitally reshaping treatment setups for orthodontists

By Ken Fischer, DDS

Forty-one years ago, when I began my journey as an orthodontist, I was fortunate to have been invited to associate with Dr. Robert Ricketts and Dr. Ruel Bench in their Pacific Palisades, Calif., practice.

During those 11 years of working closely with them, I learned many valuable lessons, but the one I call upon every day in my practice is to “begin with the end in mind.” In other words, visualize the treatment objectives before starting the treatment. Ricketts and Bench developed and promoted the Visual Treatment Objective, or VTO, as a technique to create that visualization.

Today, the emergence of clear aligners as an accepted modality for orthodontic treatment has brought us the digital VTO in the form of a treatment setup. Once the software technician has manipulated the original digital models to represent a satisfactory treatment goal, not only is the new occlusion visualized but the sequential pathway from beginning to end animates how the teeth will move to arrive at their destination.

Anyone who has moved teeth with clear aligners understands just how important it is for the clinician to master the nuances of the treatment setup. This mastery begins with the information and direction the clinician provides the technician before the software moves a single tooth.

The technicians’ skill set grows with their experience in creating the setups; however, it is much better when they understand clearly what objectives and preferences the doctor wants to achieve with the treatment. Remember the adage: “garbage in, garbage out.” Well, it can be very aptly applied here.

For example, ClearCorrect provides forms in its online portal for the doctor to submit the information the technicians will need to reset the teeth, and additionally, areas where the doctor can provide further directions to aid the technician in staging, engagement placement, IPR, etc. Therefore, ClearCorrect allows for greater doctor control over the treatment plan and offers more flexibility to reach the desired goals.

Once the original treatment setup is completed, the doctor must scrutinize it, starting with the final result. Does it meet the clinician’s objectives for occlusion, interdigitation, appropriate overbite and overjet, rotation correction, staging or treatment time and facial esthetics? If the criteria are met, the setup is approved and the fabrication of the aligners begins. If the doctor rejects any part of the setup, the doctor submits his objections and instructions for correcting or improving the identified issues and the setup is revised. Within a couple of days, the review process is repeated. ClearCorrect does not charge a fee for preparing the treatment setup or even multiple setups in case the doctor would like to visualize alternative treatment plans, e.g., in borderline cases where extraction may result in a more favorable result than non-extraction.

Setups can be prepared for each scenario, giving the clinician the opportunity to analyze both results and approve the one that would best meet the treatment objectives. Additionally, ClearCorrect works with most intraoral scanners, making it easy for clinicians to submit cases and allows for more precise treatment setup plans.

Even after the final approval of the original setup, the value of the digital VTO lives on. It offers the doctor an opportunity to demonstrate the treatment goals to the patient visually. Although not required to do so, showing the setup to patients stimulates their anticipation to begin treatment and raises their confidence in the clinician’s competence.

The setup can also be an important tool for monitoring progress throughout the treatment. When aligners are not “tracking” adequately, often the reason why can be determined by analyzing the staging amounts in the setup.

The technology that has made orthodontic treatment with clear aligners possible has also digitally re-shaped the appearance of Ricketts’ and Benchs’ VTO and made it a much more powerful and valuable tool, now known as the treatment setup.

Rearranging teeth on digital models, sequential staging of tooth movement, enhanced graphics, online communication between clinician and technician, and competitive pricing all combine to make the utilization of this valuable tool available to any who are willing to learn how to properly apply it. Where Invisalign once held the competitive advantage, ClearCorrect is rapidly emerging as many clinicians’ choice as their clear aligner provider. The doctor can feel confident that the ClearCorrect aligners will produce the same results as any other aligner system; it is only the clinicians’ experience and training that determines the quality of their orthodontic treatment. ClearCorrect does, however, offer a subset of unique benefits:

- An aligner trim line research-proven to be optimally effective
- A simplified, efficient online case submission portal
- Aligners delivered in phases for doctor convenience
- The opportunity for the clinician to choose one-, two- or three-week wear schedules
- Acceptance of a large number of various scanners for submitting digital models and
- A $25 discount if digital scans are submitted in lieu of PVS impressions

About the author

During his 41 years as an orthodontic specialist and after treating nearly 1,500 clear aligner cases, Dr. Ken Fischer enthusiastically offers clear aligner treatment to most of his patients, including those needing four bicuspids extractions. He frequently lectures and has published a number of articles on clear aligner treatment.

Photos/Provided by Ken Fischer, DDS
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IN-BOOTH LECTURES

SATURDAY, APRIL 30TH
- Mission Possible – 3d Control Early
  10:00 am – 10:30 am
  Dr. Duncan Brown
- Reduced Treatment Time and Improved Smile Arc Esthetics Using H4 and the Pitts Protocols
  11:00 am – 11:30 am
  Dr. Peter Csiki
- Utilizing the H4 System to Differentiate Your Practice
  12:30 pm – 1:00 pm
  Dr. Michael McLaughlin

SUNDAY, MAY 1ST
- Saving Treatment Time with Excellence
  10:00 am – 10:30 am
  Dr. Tom Pitts
- Simple Mechanics for Fabulous Results - H4 & Pitts Protocols
  11:00 am – 11:30 am
  Dr. Nimet Guiga
- Excellence, Esthetics, and Efficiency
  12:30 pm – 1:00 pm
  Dr. Matthew Bruner

MONDAY, MAY 2ND
- Save Time with Effective Bodily Movements, from Initial Light Round Wires
  10:00 am – 10:30 am
  Dr. Tomas Castellanos
- Saving Treatment Time with Excellence
  11:00 am – 11:30 am
  Dr. Tom Pitts
- Case Management and Clinical Biomechanics Using the H4 System
  12:30 pm – 1:00 pm
  Dr. Gustavo Ibañez Rumi

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How to hire the right staff

Four keys to choosing and retaining the right employees

By Dr. Mark Sanchez
Founder and CEO of tops Software

It surprises me how often I meet orthodontists who bring up the challenges of hiring great employees for their practice. Finding and retaining good people can be hard. In fact, mis-hiring is far more costly than most of us realize.

For example, you hire someone who leaves after only four months on the job; you may think that your loss is the four months of salary for that employee. Actually, once you factor in your time looking for this employee, training time and time spent by other staff members to cover for them while you start the search all over again, you could find yourself spending 10 to 15 times that four-month salary. My hope is to give you a few ideas on how to hire and retain a great staff while saving money and time building your team.

What I’d like to do here is offer up my “Reader’s Digest” version of the course I teach on hiring the right staff. There are “Four Keys to Hiring and Retaining The Right Employees.” I usually expand more in the class, but for our purposes, we’ll touch the high points:

• Make a checklist — Identify the skills, characteristics and goals you expect of a potential employee. If a candidate does not meet those criteria at a high level, move on to the next.

• Develop a hiring process — Start by developing a phone screening process, followed by the interviewing process. From there, you’ll need to develop a character reference process. Don’t just talk to acquaintances/friends. Talk to all of their past managers/employers for the last 10 to 15 years.

• Build a bench — Create a list of possible future employees. NEVER hire in an emergency. Have people in mind before you actually need them. Stay on top of who’s available. Ask trusted staff members to be on the lookout for new team members. You never know where a great potential candidate might pop up. Consider your friends, colleagues and even your spouse as part of your hiring team.

• Create a culture — This is important, and it starts with you. You set up and create the kind of work environment you want. Then help build it by hiring staff that add to that culture. Do you want to work with smart and happy people? (That’s what I’ve created with “team tops.”) We want hard working people who want to have fun. You might want a more formal workplace? That leads us further into the culture. What practice characteristics lend themselves to a great office environment? These are characteristics we nurture at tops.

• We’re a team. We fit together and share goals.

• We’re a family. We spend more awake time with each other than our family. Make it count.

• Sense of freedom. Hire people you can delegate work to; trust them to do a great job.

• Fun. My personal favorite. If you’re not enjoying it, why do it? We take orthodontics and practice management very seriously and we have a good time doing it.

That’s just a glimpse into my secrets for hiring and retaining a great staff. For most American businesses, there is a hiring success rate of only 40 percent. That’s largely due to ignoring many of the key steps listed above. If you follow them, you can easily set a goal for a 90 percent hiring success rate. I always have a really good idea about someone before I ever meet him or her for the first time. And finally, I’ll close with a friendly warning. If you ever bring in someone for an interview and your gut gives you any doubt, remember that it’s better not to hire a good candidate than it is to hire a bad one.

The good candidate that may have gotten away can automatically be sent to your bench for a future opportunity. Good luck building your perfect team!
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Power-driven acceleration with Propel’s new Excellerator PT

By Jonathan Nicozisis, DMD, MS

The patient goal of shortening orthodontic treatment time is not new. It has only been in the last several years that orthodontists have had practical, cost-efficient options to meet this long-held patient desire.

I view offering accelerated treatment as critical to the future success of my practice, particularly at a time when adult starts are outpacing slow growth in overall treatment starts.

I have tried several devices designed to accelerate treatment in my practice. When considering control, predictability, ability to be used with both braces and aligners, cost efficiency and case outcomes, I consider the gold standard to be Propel’s Excellerator drivers.

The Propel drivers are used to perform a procedure developed at NYU, called micro-osteoperforation (MOP) which stimulates the patient’s own biological inflammatory response resulting in faster bone remodeling and accelerated tooth movement.

Micro-osteoperforation is typically applied once or twice during treatment, with each application consisting of multiple perforations as dictated by the dentition and treatment plan.

The procedure is performed chairside, and after a minimal learning curve, a single application takes literally minutes. Anesthesia can be administered via compound topical or local infiltration, with patients experiencing little to no discomfort and returning to normal activities immediately post appointment.

The results of this simple procedure are profound. My clear aligner patients are able to change trays in three to seven days, shortening treatment time considerably. The Propel Excellerator drivers work equally well with fixed appliances, eliminating the need for manual perforation, unlocking difficult, time-consuming movements, such as large space closures. Propel gets cases finished much faster than would otherwise be expected.

Adding power to ‘excelleration’

The heart of Propel’s technology is the patented tips, which are made from surgical stainless steel and have a unique thread pitch designed specifically for the MOP procedure. I had been getting great results with the Excellerator RT, which combines replaceable tips with a reusable driver (Fig. 2).

Late last year, I had the opportunity to try the Excellerator PT (Power Tip), which marries Propel’s proprietary tip design with a specialty-configured cordless torque driver. During this pre-launch trial, I saw immediate advantages to this latest addition to the Excellerator Driver family.

The components of the Excellerator PT system include: a powered handpiece with charging station, a contra-angle head attachment and single-application tips (Fig. 3).

The handpiece itself has a simple intuitive interface and digital display. It has clearly marked buttons for:

- Power (on/off)
- Torque
- RPM
- Forward/reverse
- Start/stop

The digital display indicates settings for when the device is in reverse mode, battery power, settings for torque (from 10 to 30 N-cm) and speed in RPM’s (low, med, high). It should be noted that the speed of the Excellerator PT handpiece is higher than that of other standard cordless torque drivers.

I always use the power driver offered by Propel at the highest RPM setting. Typical MOP applications involve multiple perforations, so that extra speed is very important for efficiency.

The driver itself is easy to operate, smooth, comfortable ergonomically speaking and quiet. The contra-angle attachment provides convenient full-mouth access. Performing MOP in the posterior regions is certainly facilitated by the contra-angle, which can be rotated for optimal orientation.

Another compelling argument for the Excellerator PT is that its smooth fluid operation provides increased patient comfort during the procedure. Once the gingiva is penetrated, the rotational speed gently draws the tip forward to create the perforation in the cortical plate eliminating the need for manual perpendicular force. While the device is very quiet, I have found that leaving suction running in the patient’s mouth further enhances the patient experience by completely covering the motor noise.

Based on my experience with the Excellerator PT, Propel is continuing to advance the gold standard in acceleration, by expanding clinician choices within its Excellerator Driver offering.

References