You required specialized training to begin your orthodontic practice, and now your practice requires specialized information technology experts in order to take it to the next level.

The NTG Systems experts are singularly able to help you integrate the latest orthodontic-specific practice technology.

Whether you have existing technology that you are ready to advance or are designing a new practice from the ground up, you can trust the experts at NTG to provide honest and objective recommendations with timely integration support.

Here is how the NTG Systems team of experts can help you.

• **Build a multi-practice network.** The NTG Systems experts know that many orthodontic practices have or will have multiple locations requiring specialized networking and technology. These engineers are masters at designing, installing and supporting optimal VPN or WAN network design for large practices, allowing your offices to communicate and share information seamlessly. Smaller local companies or IT people may try to build these highly complicated networks but not to the ability of NTG. While sometimes their networks may function, few smaller outfits have the knowledge to make them work quickly, smoothly and effectively every single day or to continue to support them as your needs and orthodontic technology evolves. NTG Systems offers the stability of a large organization, packed with experts who have invested years of experience into dental and orthodontic information technology. They have worked with thousands of dentists and orthodontists all over the country, saving you the worry of downtime or wasted investments and allowing you to profitably practice in peace.

• **Create the optimal orthodontic bay with custom technology solutions.** The NTG Systems experts know that many orthodontic practices have or will have multiple locations requiring specialized networking and technology. These engineers are masters at designing, installing and supporting optimal VPN or WAN network design for large practices, allowing your offices to communicate and share information seamlessly. Smaller local companies or IT people may try to build these highly complicated networks but not to the ability of NTG. While sometimes their networks may function, few smaller outfits have the knowledge to make them work quickly, smoothly and effectively every single day or to continue to support them as your needs and orthodontic technology evolves. NTG Systems offers the stability of a large organization, packed with experts who have invested years of experience into dental and orthodontic information technology. They have worked with thousands of dentists and orthodontists all over the country, saving you the worry of downtime or wasted investments and allowing you to profitably practice in peace.

• **Case presentation more effective.** NTG Systems will customize your consult rooms, fully equipped with everything you need to keep your patients and parents accepting the best treatment: smart boards, iPads or even HD LCD screens for entertainment and education. Your NTG Systems experts will help you push the limits of technology to become the progressive orthodontic practice in your area.

• **Save you money on your technology.** With NTG’s experts’ extensive training and years of knowledge working with thousands of orthodontic practices nationwide, you are guaranteed to receive only the most honest, objective and appropriate design solutions. NTG’s reputation is on the line, so you never have to wonder if your technology will be left hanging.

The experts at NTG are not just about doing it now, but helping you understand your options and planning for your continued growth at a level with which you are comfortable. You’ll understand the difference between NTG and smaller IT companies, which look to pack in as much as they can now because they may not be here tomorrow.

NTG’s mission is to incorporate only the appropriate cutting-edge technologies that will improve your orthodontic practice. NTG will enable you to simplify your practice management, increase patient understanding, allow greater efficiency, develop better integration among your systems and impress your patients with an up-to-date practice — all of this while aiming to provide orthodontists a rapid and substantial return on investment.

For more information, visit www.ntgsystems.com.
role in the development of cleft lip
and palate, as seen in the Osborne
brothers, but environmental fac-
tors — such as prenatal exposure
to alcohol, cigarettes, illicit drugs
and some medications — may play
a role in some cases.

“The first time we even thought
about a cleft lip was just moments
after our oldest son, Carter, was
born,” said Chelsee Osborne, moth-
er of Carter and Mason. “Then, it
happened again. The look on the
nurse’s face, I could tell something
was wrong — not in a million years
did we think this could happen
again.”

The Cleft Lip and Palate Center
at Nationwide Children’s Hospital
offers children and their families’
comprehensive care from a multi-
disciplinary team of nationally rec-
ognized clinicians.

Led by Richard Kirschner, MD
FACS, FAAP, chief of plastic sur-
gery, the team comprises experts
from numerous specialties, includ-
genetics. The geneticist evalu-
ates every new patient to determine
if the cleft is isolated or part of an
underlying syndrome.

In addition to the geneticist, the
team is also composed of experts
from oral and maxillofacial surgery,
orthodontics, otolaryngology (ENT),
audiology, speech-language pathol-
ogy, nursing, dentistry, social work
and psychology. This team of med-
ical professionals helps optimize
facial appearance, speech, hearing,
dentofacial development and over-
all self-concept for children with
cleft lip and palate.

“Surgery is only the beginning,”
said Kirschner, also professor of
clinical surgery and pediatrics at
The Ohio State University College
of Medicine.

“No longer are we simply tak-
ing care of children as surgeons
alone, but as surgeons as part of a
multi-disciplinary health-care team
to address all of the areas of func-
tion and psycho-social well-being.”

Because of the advances in tech-
nology, cleft lip and palate can now
be diagnosed during a prenatal
visit. By using a level two ultra-
sound, obstetricians can identify the
condition in-utero.

To help families understand the
extent of their child’s condition,
the Cleft Lip and Palate Center at
Nationwide Children’s also offers
educational programs and outreach
to educate families about the care
and treatment needed for children
diagnosed with cleft lip or palate.

In addition to advances in tech-
nology, surgical techniques have
evolved that have dramatically
improved the outcomes of children
born with cleft lip or palate.

“Our team of experts not only
works to improve the physical
appearance of these children, the
members also work to give them a
normal smile, normal speech and,
ultimately, a normal life,” Kirschner
said.

(Source: PRWEB)
Practical attitude and enthusiasm

When I began practicing orthodontics in 1975, advertising was virtually verboten. As time passed, more and more dentists and physicians began placing ads in newspapers, flyers, etc., to allure new patients into their practices. I believed that advertising should only be considered by word of mouth from happy patients.

In time, my views on advertising gradually changed, even though I never used any media sources. Regardless of choosing to advertise or not, it all begins with our own attitude. Patients will notice whether or not a practice is too busy, understaffed, always behind schedule, full of doctor-staff disagreements, preoccupied with staff members blaming or griping among themselves, etc. When trouble exists in our homes, that too can creep into our practices; the doctor will exist in our homes, that too can exist in our homes, among ourselves, etc. When trouble exists in our own, our patients, enthusiastic about what we are doing, those patients will be on our side.

None of us is perfect. The world is not perfect. However, paying attention to details and working as a team will make our practices become a desired venue for attracting new patients, which is the life-line of our careers. James Joyce (Irish novelist, 1882-1981) stated it perfectly: “A man of genius makes no mistakes; his errors are volutional and are the portals of discovery.”

Success begins from out of the office first and foremost — and it begins with our attitude about ourselves. As Friedrich Nietzsche (German scholar, philosopher and critic of culture, 1844-1900) stated: “You have your way, I have my way. As for the right way, the correct way, and only the correct way, it does not exist.”

Professional advertising has come a long way in the past 40 years. It has emerged from a sneered-at and costly thing for early “advertising dentists” to a concept and a team will make our practices. It has emerged from a sneered-at and costly thing for early “advertising dentists” to a concept and a significant form of advertising today as the Internet, Facebook, Twitter, etc. When we compromise our thoughts and objectives, we become a product of mediocrity, but with courage and conviction to keep our level of professional conduct and demeanour as high as possible, we can maintain epistemic access to the future with endless potential for success.

The bottom line, and the most important long-term way of building a practice, is still the old-fashioned way: by direct communication and taking excellent care of the patient. Otherwise, it really doesn’t matter how much time, money or effort is spent on advertising — patient satisfaction is what keeps them coming in! “Orthodontics, and indeed all of dentistry if it is to survive as a profession, must continually reexamine its history and find relevant and significant ideals to meet the crisis of today” (Asbell, p. 211).

References

OT Corrections
Ortho Tribune strives to maintain the utmost accuracy in its news and clinical reports. If you find a factual error or content that requires clarification, please report the details to Managing Editor Kristine Colker at k.colker@dental-tribune.com.
Raising awareness of cleft lip and palate

Brothers help shed light on condition and risk factors

Carter Osborne and Mason Osborne have a lot in common. Not only are they brothers who love to laugh, they also share one unique characteristic: they were born with forms of cleft lip and palate.

To help with the boys’ overall treatment and care, the Osborne family has a team of nationally recognized experts in the Cleft Lip and Palate Center at Nationwide Children’s Hospital.

While the odds of having a child born with cleft lip and palate are 1 in 700, the odds increase significantly for parents who already have a child with cleft lip and palate.

Cleft lip and palate, a condition often believed to occur more frequently in developing countries, is the most common birth defect in the United States after congenital heart disease.

Genetics plays an important role in the incidence of cleft lip and palate. However, environmental factors and lifestyle choices during pregnancy can also contribute to the risk.

St. Louis is the site of the Graduate Orthodontic Residents Program. (Photo/www.dreamstime.com)