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 determining who is at risk for cleft lip and palate. While genetics play a role, other factors such as maternal age, smoking, alcohol use, and infection during pregnancy can also contribute to the risk of having a child with a cleft.

St. Louis is the site of the Graduate Orthodontic Residents Program. (Photo/www.dreamstime.com)
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, or a team will make our practices a desired venue for attracting new patients. Success begins from out of the office first and foremost — and it begins with our attitude about ourselves. As Friedrich Nietzsche said, “Man of genius makes no mistakes; his errors are volitional and are the portals of discovery.” No one of us in our homes, that too can creep into our practices; the doctor (or staff) will show it and the patient will notice it.

The greatest marketing strategy executed inefficiently will be fulfilled worse than a bad plan performed with lots of enthusiasm. Enthusiasm is contagious. When we make others, especially our patients, enthusiastic about what we are doing, those patients will be on our side.

Because 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, 1882-1941) stated it perfectly: “A man of genius makes no mistakes; his errors are volitional and are the portals of discovery.”

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References


Image courtesy of Dr. Earl Broker.
role in the development of cleft lip and palate, as seen in the Osborne brothers, but environmental factors — 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, mother 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 multidisciplinary team of nationally recognized clinicians.

Led by Richard Kirschner, MD FACS, FAAP, chief of plastic surgery, the team comprises experts from numerous specialties, including genetics. The geneticist evaluates 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 pathology, nursing, dentistry, social work and psychology. This team of medical professionals helps optimize facial appearance, speech, hearing, dentofacial development and overall 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 taking 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 function and psycho-social well being.”

Because of the advances in technology, cleft lip and palate can now be diagnosed during a prenatal visit. By using a level two ultrasound, 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 technology, 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)
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Array of events highlight OrthoVOICE

OrthoVOICE is carving its own path in the orthodontic industry. Among the lecturers and world-renowned teachers found at OrthoVOICE 2011, attendees will find a spirit of entrepreneurship and excitement for the future of the orthodontic profession. OrthoVOICE is held each fall in Las Vegas. Join clinicians, team members, speakers and vendors Oct. 20-22 for networking, small-group learning and lectures that aim to help you grow your practice, all while earning 12 C.E. hours.

Some of the highlights of OrthoVOICE 2011 include the following:

• Dinner with Strangers: Enjoy the company of attendees, speakers and exhibitors you might not otherwise meet in the relaxed setting of a shared meal. Dinner with Strangers happens Thursday through Saturday. Restaurant selections and sign-ups take place on-site at the registration desk.

• VOICE of Excellence Lecture (Friday opening session): The inaugural lecture for this annual series will be given by Dr. William Proffit. The VOICE lecturer will be someone who has made a significant and lasting contribution to the practice of orthodontics. This lecturer can be nominated by vendors and clinicians who have participated in OrthoVOICE.

• Roundtable breakfasts: Sign up at the registration desk for this free array of events highlight OrthoVOICE event. Each roundtable breakfast is sponsored by a company or consultant who is a known expert on the topic they are covering. Roundtable breakfasts are from 7-8 a.m. Friday and Saturday.

• Opening cocktail party (6-7:30 p.m. Thursday): Join exhibitors, speakers and colleagues at this event packed with live Vegas entertainment. Held in the exhibit hall, this networking event offers an opportunity to connect with colleagues, vendors and speakers. All winners and prizes from the golf tournament will be announced along with other prizes and gifts.

• Networking party (5-6 p.m. Thursday): Immediately following the last lecture of the day in the exhibit hall, this networking party will feature a framed authentic Marilyn Monroe movie poster giveaway to one of the attendees. The networking party is intended to be a forum where attendees can relax and debrief from the day’s events and lectures.

• OrthoVOICE Charity Golf Tournament (9 a.m.-4 p.m. Thursday): Proceeds of this scramble-style event go to the national Smile for a Lifetime Foundation.

More details about the OrthoVOICE meeting can be found online at orthovoice.com or facebook.com/orthovoice.

Registration and deadlines
• Free – Exhibit hall only
• Free – Residents
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orthodontic manufacturers. The meeting is held every other year at the University of Michigan, with alternate years at other institutions. Past meetings have been held at Harvard University, University of Texas at Houston, University of Illinois at Chicago, University of Kentucky, University of North Carolina and University of Washington.

The meeting is sponsored by donations from orthodontic exhibitors, by the American Board of Orthodontics and its constituent associations and the American Association of Orthodontists Foundation.

The speakers
During the three days, residents will hear from a variety of speakers. Here is a look at who they are.

- **Professor Eustáquio Afonso Araújo** received his DDS degree from the Federal University of Minas Gerais in Belo Horizonte, Brazil, in 1969. In 1981, he received his certificate and masters in orthodontics from the University of Pittsburgh. His professional life has been devoted to orthodontic education and research. In addition, he is recognized for his achievements in sports as the head coach of the Brazilian Indoor (Futsal) Soccer Team.

- **Dr. Ron Roncone** received his DDS in 1969 at the Marquette University School of Dentistry. He earned his postdoctoral certificate in orthodontics in 1971 at the Forsyth Dental Center and Harvard School of Dental Medicine. Since 1972, he has presented more than 1,000 lectures in the areas of practice management, marketing, motivation, mechanotherapy and orthodontics/TMJ diagnosis and treatment.

- **Dr. Rolf Behrents** received his dental training at Meharry Medical College and his orthodontic training from Case Western Reserve University, where he also serves as professor and director of orthodontics.

- **Dr. S. Jay Bowman** developed and teaches the Straightwire course at the University of Michigan and is an adjunct associate professor at Saint Louis University. He is also a clinical assistant professor at Case Western Reserve University.

- **Dr. David Sarver** received his DMD from The University of Alabama School of Dentistry in 1977 and his certificate and MS in orthodontics from the University of North Carolina in 1979. He is an adjunct professor in the University of North Carolina Department of Orthodontics and has authored or co-authored more than 40 scientific articles, seven book chapters and two books.

The events
Each year, GORP offers residents a choice of two activities to partake in. This year’s choice is between a golf tournament and a trip to the top of the St. Louis Gateway Arch and a tour of the Anheuser-Busch Budweiser Brewery.
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