Creating a win-win in the changing landscape of orthodontic treatment

By Davin Bickford, VP for practice development, WildSmiles Braces

Today, braces are a must-have for tweens and teens. The fact that getting braces is a big step, and often daunting for most kids, can easily get lost in the conversation. Statistics from many of the industry’s leading organizations show that providing treatment focused on patient participation and “buy in” leads to happier and more compliant patients throughout treatment.

Take, for example, your expectation for personal life outside of orthodontics. Society demands a choice in the cars we drive, clothes we wear and shoes we sport. Everyone desires to be different and unique. Body art and piercing have become more and more popular in the past decade and are prime examples of societal beliefs to be different and unique.

In orthodontics, it is important to create a win-win experience for the patient and the practice. Popular choices of mini twins, clear brackets, WildSmiles Braces and clear aligners are an expression of these societal beliefs taking hold in orthodontic treatment.

Just like Nike, Lexus, Louis Vuitton, Walt Disney or Titleist, you are an orthodontic brand in your community. These brands have learned how to create a win-win experience for their customers, offering options that create customer loyalty and brand ambassadors. The company wins through brand loyalty and referrals. The customers win because they have choice to build a customized user experience with a quality brand. Simply, they get what they want!

You are a service provider, and you should be exploring every opportunity to build your brand as the go-to practice. This is only achieved through offering options that create win-win experiences, thus creating positive brand ambassadors. Patients seek out the opportunity to customize and participate in their treatment in a caring, full-service environment.

Imagine going to a high-end car dealer and being told the features you desire (leather seats, CD or DVD player, etc.) were not available. Additionally, the salesperson suggests the base model offered on the lot should sufficiently meet your needs. While it might meet your need, getting you from point A to point B, choosing the base model is not what you desired. This experience almost definitely would encourage you to continue your search for your next new car, right?

Well, the patient expectation for his or her orthodontic experience is no different from this scenario. In the new economy, consumers demand options, such as clear braces. WildSmiles Braces and clear aligners. As a service provider, you must be willing to create these win-win situations. Offering these options in your practice does not cost you anything but gives you the ability to meet customer expectations and create brand loyalty. It’s a win-win.

Brands offering great customer experiences and a wide variety of choice seldom worry about cost on the front end, often sparing little expense to enhance the customer experience. These investments allow the brand to charge higher prices for products, retain a higher percentage of customers and facilitate greater customer loyalty and referrals.

Orthodontic customer expectations and demands are changing with the new economy. What kind of brand are you building in your community? Are you cultivating a win-win experience by offering your patients a variety of choices with a full-service experience?

To learn more, visit wildsmilesbraces.com or call (402) 334-7171.
Edge management, imaging and communication system from Ortho2 — it’s all you really need

Edge from Ortho2 delivers the ideal all-encompassing practice management, imaging and communication system with robust features, unmatched capabilities and integrated programs — all supported by the industry-leading Ortho2 customer service team, the company said.

Ortho2 Edge provides secure cloud computing technology, an offsite data hosting system that replaces your onsite network servers. This feature allows you to fully access your secure web-based data infrastructure from anywhere, even tablets and smart phones. Now used by more than 100 orthodontists, Edge features innovative imaging, reminders, patient education animations and more.

Edge Imaging is one of the most robust imaging technologies available today, the company said. With an intuitive interface, comprehensive features and easy functionality, Edge Imaging can help efficiently manage all of your patient image files. It includes features such as card flow presentation, drag-and-drop layout customization, unlimited undo and redo, silhouette image alignment and much more. Edge Imaging can be used with all Ortho2 management systems, with other management systems or by itself. Premier Imaging is an optional upgrade for Edge Imaging and includes comprehensive image morphing, cephalometric analysis and Bolton Standards.

Edge Animations is a set of powerful patient education animations for improved compliance and case presentation. Edge Animations includes a set of patient compliance animations at no charge and an optional extended set of treatment-based animations.

With Edge Animations, you have the ability to easily edit and customize videos, including surgical and 3-D animations, using annotation and audio controls. Virtually any image or movie can be included with drag-and-drop capabilities. Give patients, responsible parties and referrers access to your videos with ease through disc, e-mail or YouTube.

Edge Reminders is an easy-to-use, efficient system for automating your patient reminders via phone, text and/or e-mail. Phone messages are delivered with a human voice. Patient responses automatically appear as icons in the scheduler. Edge Reminders is cost effective with a low, flat fee and no minimum monthly charge. Edge Reminders is available for Edge and ViewPoint users.

Edge Portal adds online account access to appropriate information for you, your patients, responsible parties and consulting professionals from any computer, tablet or smartphone. You can view or schedule appointments, view patient information or quickly and easily access treatment chart data and much more, all from Edge Portal. Optionally, accept credit card payments that are automatically posted for you.

The Edge system also includes comprehensive features such as dynamic dashboard and widget library, smart scheduler, workflows, online forms, edge reports, electronic insurance and much more. Edge is compatible with PCs, Macs or a mixed environment and can even support multiple monitors for a power user.

One Edge user, Dr. Andy Trosien (Tracy, Calif.), says: "The Edge software system is a true revelation in orthodontic practice management software. The system features all of the imaging and communication features, financial applications and practice tools that can help any practice thrive. It's simple to install and easy for the staff to learn, and Ortho2's customer support is absolutely amazing. Switching to Edge was an easy decision — it's everything I need to take my practice to the next level."

About Ortho2
For more than 30 years, Ortho2 has designed, developed and provided all software and services exclusively to the orthodontic market. Nearly 1,700 orthodontists have discovered Ortho2's software, effective conversion process, quality training, industry-leading support and optional equipment services. Discover the Ortho2 difference for yourself. Discover Edge.

For more information, contact Ortho2 at (800) 678-4644, sales@ortho2.com, or www.ortho2.com.

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After having radically transformed dental restorations, the CAD/CAM revolution is finally reaching the orthodontic market. 3Shape, a world leader in digital dentistry, is bringing its technology and development power to the orthodontic market with a digital-age solution for orthodontic labs and clinics.

Ortho System™ brings together accurate 3-D scanning, archiving, intuitive treatment planning and analysis, efficient patient management, communication tools and appliance design — all providing streamlined workflows that increase efficiency and productivity for labs and practices, the company said.

The introduction of 3Shape’s TRIOS intra-oral scanner marks a new era for digital orthodontics. This groundbreaking technology offers a more productive, accurate and comfortable way to capture the patient’s impressions at the start of or during the orthodontic treatment, while reducing chair time compared to traditional impression taking.

Digital study models captured with the TRIOS, or with 3Shape’s R700 desktop 3D scanner, become ready for further processing and manufacturing in 3Shape’s Ortho System thanks to tight scanner and software integration. With OrthoAnalyzer, orthodontists can perform full treatment planning and fully customized analysis protocols, using advanced 2-D and 3-D tools.

Simulation of extractions, interproximal reductions, full treatment planning with detailed movement overview and realistic virtual articulators are all possible in a very user-friendly environment, the company said. Full analysis or validation protocols, such as PAR or ABO, can also be implemented, allowing consistent and more efficient workflows. The unique insight provided by 3-D study models make the assessment of treatment results both easy and accurate.

Appliance Designer is the first complete digital toolbox dedicated to all types of orthodontic appliances. A host of intuitive and accurate tools enables users to create even the most demanding designs. Appliances such as nightguards, retainers, customized bands, splints, surgical bites, palatal expanders, bionators, Twin blocks, Herbst appliances, Planas tracks and much more, can easily be created on screen and made ready for computer-driven manufacturing.

Appliance Designer’s open STL format guarantees complete freedom of choice in relation to materials and 3-D-driven equipment, such as 3-D printers or milling machines. 3Shape’s solutions also allow full integration and file preparation for the equipment chosen. All tools and design parameters can be combined in any way, and these can be stored as reusable and unique workflows to ensure consistency and efficiency. A tight integration between the treatment planning tools in OrthoAnalyzer and the use of realistic virtual articulators allows optimal CAD design and maximum efficiency of the orthodontic treatment, the company said.

3Shape Ortho System is the only fully integrated CAD/CAM system dedicated to orthodontics, which allows full freedom of choice in terms of equipment, material and manufacturing partners — thanks to its open format. It is easy and fast to transfer digital files, and the communication tools offered by 3-D study models enable tighter cooperation between orthodontic professionals.

The applications of CAD/CAM in orthodontics offer a host of new opportunities for more efficient treatments and follow-up. The technology also enables improved communication between orthodontists, technicians and patients, higher accuracy and repeatability, better control of costs and material consumption, and increased patient comfort. Through improved consistency and efficiency in manufacturing, CAD/CAM technologies allow the orthodontic professional to concentrate his or her resources on value-adding activities.

For more information, visit www.3shape.com.