How to Maximize Your Success with Clear Aligners

Stand out among other dentists and increase your word-of-mouth referrals with Reveal Clear Aligners

Dental PRODUCT SHOPPER

HENRY SCHEIN®
ORTHODONTICS

Make Your Aligner Treatment a Win for Patient & Practice

Establish a reputation and understand the mindset of your aligner patients

Just a couple of decades ago, patients knew little—if anything—about clear aligner treatment. Orthodontists and general dentists were in the know. They'd seen the products at professional conferences, listened to lectures, and read journal articles about the results being achieved with tooth movement systems that eliminated many of the challenges and barriers to orthodontic treatment, especially for adults. They'd also attended hands-on courses where they learned how to use the systems, including diagnosis, treatment planning, and patient management.

The public at large, on the other hand, wasn't clued in yet. Dentists had to actually create demand for the treatment. To ensure a return on their investment into the first clear aligner therapies, dentists were required to educate patients, demonstrate treatment benefits, and market the new procedure within their communities.

Fast forward to today. We now have multiple clear aligner options from several manufacturers that advertise directly to patients, who, in turn, ask for specific systems. With the shoe now on the other foot, dentists must find ways to differentiate themselves from their local colleagues to meet the needs of both current and potential new patients.

"You need to use your knowledge as a dentist to understand which movements will occur and which are unlikely to occur."

—David Ostreicher, DDS, MS, MPH; Levittown, New York

Build a Reputation

Clear aligners are big business. According to Grand View Research, the global clear aligner market is expected to reach $6 billion by 2027. The research also shows that North America is the largest market for these systems and that standalone practices have benefited the most because they're rapidly adopting the treatment and have the advanced digital technologies to support it. In a 2018 Levin Group survey, 52% of general dentists reported providing orthodontic treatment; of those, 45% offered clear aligners. The market has continued to grow.

How do you ensure clear aligner treatment benefits your patients and also your practice? According to David Ostreicher, DDS, MS, MPH, who's been offering clear aligner treatment in his Levittown, NY, orthodontic practice for over 20 years, "You have to have a reputation for being very good at aligners and you have to tell your community so they know."

Building that reputation requires research and education, including system-specific training and talking to others who use those systems. You want to be knowledgeable about what tooth movements are possible with clear aligners. Making promises to patients that you can't keep might harm your reputation, but setting realistic expectations and understanding which patients will benefit most from clear aligners will help you succeed. Your reputation will grow when patients share their experiences and when you can point to successful cases.

Setting and Meeting Expectations

Dr. Ostreicher believes that one of the biggest challenges to clear aligner success is understanding what movements are easy or difficult. "Aligners are very, very good at pushing teeth, tipping them, even intruding them," Dr. Ostreicher said. "They're not very good—when used alone—at extruding teeth." Successful extrusion with clear aligner treatment almost always requires attachments, which many patients aren't expecting. If successful misalignment or malocclusion treatment requires extrusion, tell the patient upfront that attachments will be required for at least part of the process to ensure a good outcome. When the patient knows this going in, they're less likely to be disappointed and more likely to trust you and your practice.

Dr. Ostreicher also emphasized leaning on your expertise rather than accepting the lab-generated treatment plan at face value. "You're a dentist with 3, 4, 5, or 6 years of training," he said. "You need to use your knowledge as a dentist to understand which movements will occur and which are unlikely to occur."

Another key to establishing a reputation as a general dentist who provides successful clear aligner treatment is knowing your limitations. As Dr. Ostreicher explained, "If it's a simple case—just 3 or 4 mm of spacing or 3 or 4 mm of crowding—you can do that. If it's an open bite of 1/2 mm or 1 mm, you can do that. If you have two teeth in crossbite, you should refer out to a specialist. If you try to correct a Class II with clear aligners alone, for example, the treatment plan is going to show the molars moving distally. But we all know that for every action, there's an equal and opposite reaction, so there's just as much force moving the molar distally as there is moving the anteriors anteriorly. However, the anterior teeth have much less root surface than the molars. So, even though it's an equal force, the molars aren't going to go back. The anterior is going to move forward. It's simple physics."

The bottom line: When presented with a case that requires treatment that may be outside of the parameters of your skill set and what's possible with the clear aligner system, consult an orthodontist colleague who can guide you in making the best recommendations for the patient.

Understanding Your Patients

Clear aligner therapy requires full participation by patients. If they don't follow the treatment, success is unlikely, or at least limited. To ensure you're setting up patients for success, be transparent about what they'll need to do to meet their treatment goals. "We tell our patients to wear the aligners 22 hours a day," Dr. Ostreicher said. "I'd be willing to bet, though, that most wear the aligners 18 to 20 hours a day. The success rate drops precipitously if patients don't wear them at least 18 hours a day."

With that in mind, emphasize the need for compliance in your initial consultation with patients. Explain, without sugar-coating it, that not wearing the aligners as instructed will result in less-than-ideal outcomes, longer treatment times, and additional costs. Then ask the question: Do you honestly believe you'll be able to wear the aligners for 22 hours each day throughout treatment? Dr. Ostreicher said that 95% of his adult patients choose clear aligners, while some say they want traditional braces. "When I ask them why, they say, 'I know me. I want you to do the work. I know I'm not going to wear them. I'd rather you be in control.'" Listen to patients who tell you that. If you convince them to try clear aligners instead, you may both wind up disappointed, and your reputation will suffer.

Flip the page to learn more. ->

Offer an Aligner That **Differentiates Your Practice**

Choose a clear aligner that is a patient pleaser with a simplified workflow for the dental team

Dr. Ostreicher believes that one of the ways he stands out is that he offers patients a choice of aligners. "I tell them what the differences are and how they work," he explained. One of the choices he offers is Reveal Clear Aligners from Henry Schein Orthodontics. In fact, he uses Reveal more than any other system.

"When you put a Reveal Aligner and another company's aligner in a patient's hand, they see that Reveal is clear and the other aligner is slightly foggy," Dr. Ostreicher said. "Reveal is crystal clear. And that's important." Another difference that matters to patients is the fact that they can drink beverages without staining the Reveal Aligner. "If you're going to have a cup of coffee or glass of wine, you can leave the aligner in," Dr. Ostreicher explained. "Some other aligners will become discolored. Reveal doesn't stain."

From Class II to Class I

One of the greatest advantages of working with Henry Schein Orthodontics is to begin treatment with the Carriere Motion 3D Class II Correction Appliance, which serves to correct Class II malocclusion and can shorten the aligner treatment time that follows. The appliance makes it possible to correct situations with a great deal of overcrowding and overjet. "By far, the most elegant, simple, and effective way to [correct Class II malocclusion] is with the Carriere appliance," Dr. Ostreicher said. "You can go—and I've done it many times—from a full Class II to a solid Class I in 3 to 6 months, which would take two to three times longer if you used aligners alone and would require attachments and rubber bands."

The appliance provides you and the patient with tangible results in a short timeframe. "You can see the teeth moving," Dr. Ostreicher said. "When I put a patient in the appliance, I take side and buccal photos and show them where the tip of the upper cuspid is compared to the lower. When I see them again in a month, I take out the original photo and they can see that it's moved." Dr. Ostreicher went on to explain that you'll begin to see spaces in the anterior and between the cuspid and the lateral. "And then the next month, you see it even more. It sort of keeps rewarding the patient and you get better compliance."

A Simplified Workflow

Reveal's simplified workflow makes it easy for general dentists to integrate the treatment into their practices.

- The easy-to-use, cloud-based portal makes case submission simple.
- Experienced technicians facilitate fast and accurate case setups for your review.
- The online portal allows you to share treatment plans with patients and manage them from anywhere.
- The system's open-source platform accepts STL digital impressions from all leading intraoral scanners, with direct connections with systems such as 3Shape and Planmeca scanners. (PVS impressions also are accepted.)
- Flexible treatment options include Standard treatment of 21 to 30 sets, Lite packages of less than 20 sets, and Express packages of less than 10 sets.

In addition, because the aligners offer intimate fit and high retention, most cases don't require attachments, increasing patient comfort, enhancing esthetics, and reducing chair time.

Dr. Ostreicher teaches an online course that explains how Reveal Clear Aligners can increase your productivity and enhance efficiencies. The course includes hands-on exercises and reviews everything from attach-less aligner case selection, diagnosis, documentation, and treatment to case submission, practice integration, and more.

Patient and Practice Success

Building your reputation with clear aligners requires you to know your stuff (which requires continuing education) and to choose systems from manufacturers that support dentists and their teams. "I like companies that have a great commitment to the doctor and doctor-patient relationship," Dr. Ostreicher said. "Henry Schein always rates the highest in corporate ethics and morality, and I value that a great deal." In other words, your reputation (and the success of your practice and the good treatment outcomes you provide your patients) depends on the reputation of the manufacturers you partner with and the products they offer.

HOW THE **CARRIERE APPLIANCE** WORKS

The Carriere 3D Motion Class II Correction Appliance, invented by Dr. Luis Carrière, uses gentle natural forces to quickly correct Class II and Class III malocclusions prior to Reveal Clear Aligner treatment. Designed with self-engineered collision points, only the required corrections are made, preventing overcorrection.

Explain to patients that using the technique will allow you to establish Class I occlusion in 3 to 6 months (4 months is most common), but that they'll also need to use rubber bands to aid movement and achieve the correction you want as quickly as possible. Again, patient participation in treatment is critical to success.

Appliance benefits

The Carriere Appliance:

- corrects posterior occlusion to an ideal Class I by rotating and uprighting the maxillary first molars while distalizing (from 3 to 6 mm on average) the posterior segment from canine or premolar to molars
- produces a light, constant force for distal molar movement
- moves each posterior segment, from canine or premolar to molar, as a unit.

Appliance options

In addition to the original metal version, you also can offer patients two other options, both of which achieve the same Class I platform result.

- Motion 3D CLEAR helps meet patient requirements for a less visible device, which makes sense since these patients have selected clear aligner treatment.
- Motion 3D COLORS allows patients to personalize their orthodontic treatment with devices in fun, bold colors.

WATCH THIS WEBINAR *to learn more about the Carriere 3D Motion Class II Correction Appliance.*

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Additional Resources

SHARE THESE VIDEOS

Point your patients to these videos so they can learn more about Reveal Clear Aligners, including how to insert aligners and the dos and don'ts of caring for them.

Inserting Your Reveal Aligners

Reveal® Aligners: DOs and DON'Ts

READ THE ARTICLE

In this article, Dr. Luis Carrière, inventor of the Carriere Motion 3D Appliance, explains how the device can simplify and streamline Reveal Clear Aligner treatment.

Click Here

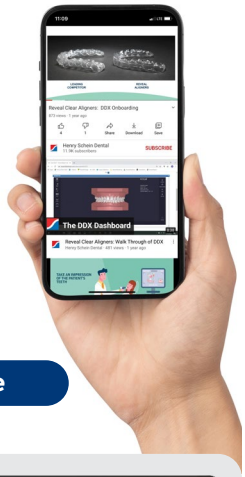
GET EDUCATED

Register for upcoming online educational opportunities to learn how you can integrate Reveal Clear Aligners into your practice.

Register Today

WATCH THE VIDEO

Get an overview of the Reveal Clear Aligners case submission workflow and its unique manufacturing process.



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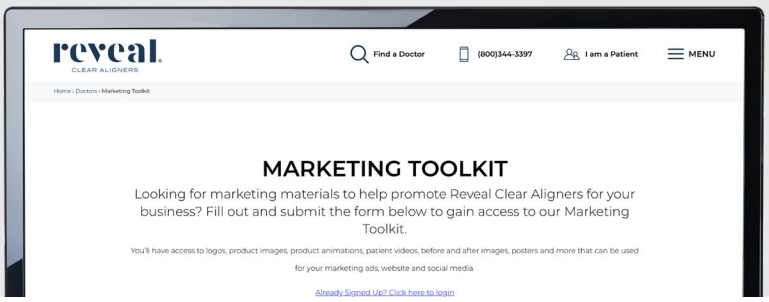
MARKET YOUR PRACTICE

Henry Schein Orthodontics provides a marketing toolkit to help you promote your Reveal Clear Aligner treatment offerings.

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