

TOP TIPS...

WITH
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TOP TIPS FOR PROVIDING CLEAR ALIGNER TREATMENT

1 Let the scanner take the strain. An intraoral scanner has the potential to change your patients' perception of a visit to the dentist.

Fast and accurate digital impressions – no gunk! With an 'open' scanner, it is easy to introduce new workflows, so starting your orthodontics journey with Active Aligners, for example, is as simple as scan and send, review and treat.

2 Let patients see inside their mouth. The first time your patient sees an image of their own mouth on the screen, they will be amazed. Engagement with your patient improves, it's easier to explain what treatment you are proposing and patients can self-identify issues that they want to resolve.

3 Set clear expectations. Patients with orthodontic crowding often have issues such as tooth wear, fractures, perio/decay as well as unaesthetic teeth. Discuss the continuum of any care pathway and all its financial implications clearly with your patient at the start – the cost of aligner treatment is only one element. This approach will impress patients, is morally and ethically responsible and financially beneficial to the practice.

4 Give patients insight into their future smile. Choose a clear aligner system that provides a 3D animation of the treatment plan. If based on the expected outcome, this reflects a realistic scenario and can be sent to the patient for them to review prior any decision being made. It also gives you the chance to modify the plan if needed. Once everyone is happy to proceed, press go!

5 Discuss IPR and attachments. In many cases, attachments will be needed for retention and to facilitate movement. Space may also need to be created requiring IPR. If the patient is unwilling to agree to these, it may be feasible to avoid one or both. But any implications need to be fully discussed as there may be an impact on the outcome and the time taken to achieve it.

6 Price is important. A new patient asking about clear aligners is likely to be aware of the brand leader but will often be surprised by the price. It is worth evaluating alternative brands as many offer a high-quality solution at a cost-effective price. Could you create two-tiered pricing using a less expensive provider to attract a broader patient base and increase revenue?

7 Give patients what they need to succeed. Often, the little things make a big difference. Seating aligners can be facilitated with a chewie. Removing aligners sometimes needs a hook. A rough edge can be eradicated with a hand file and sore lips are eased with lip balm. Add a plastic case for the aligners and your patient has what they need to succeed.

8 Monitor progress and make payment easier. Plan your patient reviews and determine their frequency. Are they face-to-face or could a simple photo retractor enable remote monitoring? Utilise patient payment plans or consider staged aligner dispensing, which enables payment of smaller sums at each visit, helps ensure the patient returns and de-risks the practice. Ultimately, it is a balance between making aligner therapy affordable for patients and risk free for you.

9 Communicate: patient engagement is key. Listen carefully and discuss options at the start. Once you have a treatment plan, walk the patient through the proposal and gain acceptance. Regular monitoring provides opportunities for further discussion and engages the patient. Post treatment, ask for testimonials to use on your website and social media.

10 Make smiles perfectly simple. When choosing a provider, consider the variables: is there a financial commitment or a minimum number of cases? What is the training like? How is customer support delivered – are experienced UK dentists involved? Tick all the boxes and you are ready to make smiles perfectly simple. [CD](#)