A new solution

If there is a lack of orthodontic specialists in your area, Dr Andrew McCance suggests that you read on...

The demand for cosmetic dental treatments is growing at an exponential rate, and it is the duty of dentists to meet this demand. More and more patients are beginning to appreciate the importance of a nice smile, but whether they can get the results they need or not depends on many factors – not least of which being geography.

Wouldn’t you ask yourself why your dentist couldn’t provide even this simple procedure?

Of course, patients do not understand the finer points of dentistry, or the huge amount of education and skill that goes into even the most straightforward treatment. What they do understand, in cases like the one above, is that they have not received the service they expect. If they are willing to pay for treatment, their dentists should be willing to provide as comprehensive a treatment list as possible.

A problem solved

Thanks to a wealth of in-depth research and many years of development, there are now solutions to this problem. General Dental Practitioners can now, with the aid of state of the art systems, offer orthodontic treatments so that patients in areas where there is a shortage of specialists will not have to undertake an odyssey before they can receive minor pre-restorative and mild crowding treatment.

How pleased would you be, emerging from the practice with a brand new smile?

New clear-brace systems are not only wire and metal free, they are easy to fit and remove, and cost-effective, too. Although more complex orthodontic procedures may still need to be referred to experienced specialists, the facility of the clear brace to be combined with more traditional forms of treatment makes it very flexible, so you can refer fewer patients. The upshot of this is that you can develop a relationship with many of your patients, and oversee their treatment from beginning to end.

With this in mind, imagine you are this patient. You have decided to undergo cosmetic dental treatment, and your local dentist is able to carry out every stage of the process. How pleased would you be, emerging from the practice with a brand new smile, having experienced not only a high standard of convenience but also with the knowledge that your dentist has made the effort to meet your every need?

Customer service first

By putting yourself in the place of a cosmetic dentistry patient, you can see exactly why the demand for a better system has led to the development of clear-brace systems. Orthodontists still have a place of course, when more complex procedures are necessary. However, for minor treatments it is becoming more important, in the interests of competitiveness and plain customer service, for GDPs to offer more of a ‘total’ service – especially in those parts of the country where there is a shortage of specialists.

For more information on the Clearstep solution, call 01342 537810 or email info@clearstep.co.uk.

About the author

Since qualifying in dentistry from Glasgow University, Dr Andrew McCance has gained a wealth of experience in multi-disciplinary practices. He has held several distinguished positions including senior house dental surgeon at St George’s Hospital, Tooting, and then the post of senior lecturer at Great Ormond Street, he continued to develop his expertise culminating in a PhD at University College London. In the mid 1990s, Dr McCance began to develop the Clearstep brace, based on the demands of the 4,000 patients treated annually in his specialist practices. He is currently taking his Clearstep vision to a worldwide audience.
The Sceptic presents
The case for... and against
Moderation

A middle way

Moderation is a concept that has been valued by various thinkers including Confucius, Buddha, Socrates, Muhammad and the Dalai Lama. It is often referred to as the Middle Way or the path of moderation. So, what values constitute 'moderation'? Consider the following: grace, balance between extremes (say between asceticism and careless desire), righteousness, proper conduct, self-control, restraint, non-gluttony, modesty, non-authoritarianism, humility, quietness, temperance: nothing wrong with any of those qualities – but on the other hand, nothing terribly exciting either.

Not far enough

Confucius said that going too far was as bad as not going far enough. If we don't test our abilities to some degree beyond what is normal, comfortable or moderate, we run the risk of setting overly constrictive limits to ourselves and our societies on our ability to be imaginative, creative or innovative. Perhaps this ability is what enabled America to become the world's most powerful state, and conversely was one of the most potent causes of the failure of Communism.

Exercising dietary control

An area where moderation is considered virtuous is dietary control. Eric Schlosser, in Fast Food Nation says that rather than indulging in junk food, our diet should be limited in scope, size, production, distribution, selection and profitability. Pigging out is considered to be very bad form indeed, an extreme type of human conduct, whereas careful, sensible and controlled dieting is considered to be moderate and therefore good. But what happens when we become calorie-counting zealots, eating nothing bad? In such a situation we become extremely self-controlling, which is not moderate at all!

Earning enough money

As a dentist, my earnings by comparison to City business folk are very moderate. On the other hand, the same earnings by comparison to your average citizen of Bangladesh or Ethiopia or Chad are outrageously excessive. Do I need all that excess? For details call: 0800 233 285

Think differently

An area where moderation is far was as bad as not going far enough.

Innovative equipment solutions for performance beyond the expected

The stylish design and robust quality of A-dec equipment is clear to see, and as you would expect, it provides all the functionality and flexibility required for efficient and ergonomic working. But A-dec also believes in developing solutions which go beyond the expected and offer improvements to the usual ways of working. Like thinking about the critical role of the nurse in 4-handed dentistry, which led to our unique A-dec 545 Nurses Console, cabinet mounted at the 12 o’clock position that improves ergonomics for the whole surgery team. And thinking about the management of today’s modern dental materials led to our Treatment Console solutions which enable the usage of Procedure Tubs and Trays. Such innovations require ‘out of the box’ thinking unconstrained by convention – and we encourage you to think differently as well. So to explore the possibilities and seek a better way, give us a call and ask for a copy of our new A-dec solutions brochure.

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DENTAL TRIBUNE United Kingdom Edition - September 15–21, 2008