

SPECIAL REPORT



Myths and Misconceptions in Orthodontics That You Should Know to Make Smart Choices

Smile
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Myths and Misconceptions in Orthodontics That You Should Know to Make Smart Choices

Misconceptions about orthodontics are misleading patients every day because they don't know or understand orthodontics enough to make smart choices. Our goal here is to dispel the myths. To make the misconceptions into understood concepts. To give the information you need to make smart choices.

You will learn:

- The real reasons you should look to have orthodontics beyond just straight teeth
- What are the unknown benefits of treatment that you should get with the right treatment?
- Are all orthodontists the same?
This one dispels a popular myth.
- Are Invisalign or other clear aligners as good as regular braces?
- Getting stable results is a goal for everyone when getting orthodontics. What best assures you of getting that stability?
- Why in the world would anyone ever have jaw surgery with orthodontics?
- When should my child first see an orthodontist?
- What driving a car tells you about which orthodontist to pick?
And it has nothing to do with location.
- What assures you of getting the best treatment for you child?
- What is the one time to never start treatment and if it suggested, find another orthodontist! Once you learn, this it will make complete sense.



Did you know that only about 15% of the population that could benefit from having orthodontic treatment has it done?

That is a huge gap. Why?

The first answer is because people just don't know enough to realize the benefits they could reap.

The purpose of this special white paper is to inform you so you can choose wisely about getting orthodontic treatment done right the first time to give you or your child lifelong results.

Who should have orthodontics?

The myth is that orthodontics is for anyone who doesn't like the appearance of the teeth. Entire treatment methods have been designed to treat just that, often times with quick fixes that ignore the underlying problems that are the cause.

The reality is orthodontics is for anyone who has problems related to how the teeth look, feel and function. Moreover, if there are problems with tooth wear, jaw joint function, headaches, neck aches, chewing problems, snoring and sleep apnea, orthodontics can go a long way to help. If there are problems with teeth shifting, clenching and grinding, teeth and gum breakdown and facial symmetry and appearance, orthodontics can often help!

MYTH All orthodontic treatment achieves the same result.

Reality: Accomplishing more than just straight teeth is always dependent on a proper diagnosis and a plan based on this complete diagnosis.

You cannot correct what you don't see. This is why we collect copious records and do a thorough clinical exam.

With a thorough diagnosis, we can address the jaw joints, the airway, health of the gums and bone, stability, function, facial appearance as well as smile cosmetics.

MYTH All orthodontists basically do the same thing.

This is like saying an orthodontist is an orthodontist is an orthodontist

Reality: Not even close to being right.

While the work has similarities, the differences can be huge.

Does every lawyer get the same results?

Does every accountant get the same results?

Does every surgeon get the same results?

Look to your own experience for the obvious answer.

Every person has unique problems. To address those individual problems one must first objectively measure the problems, quantify them, and develop a plan that will address the known and unknown problems as well as satisfy the chief concerns that are apparent.

Taking the time to diagnose and create a successful plan of care is critical to the long term stability of your child's case or yours and lifelong satisfaction.

The correct plan executed efficiently makes treatment faster, easier and more predictable.



You want this level of care because you want it right the first time, right?

Orthodontics is not a commodity like buying pork bellies or coffee beans or rocks. Rocks are pretty much the same so they are commodities where it just makes sense to buy based on the best price. Right?

Orthodontic is not a product you buy at a store. Unlike products which are mass-produced, orthodontics done right is customized to each individual because every person has a set of

problems that are unique to that individual. Treatment must be customized.

The good news is that over the past 60 years the fees for orthodontics have not risen more than the consumer price index. In fact the fees have risen less than the inflation rate by far, as orthodontists have tried to hold fees down by becoming more efficient to make care affordable.

For instance, in 1965 an average orthodontic fee was around \$1,850. This may sound like a big difference, but in '65 you could purchase a family sedan for that amount!

MYTH Orthodontics is done in one phase to straighten teeth starting at age 11-12 years old.

Reality: It depends on what needs to be done.

The best thing you can do is to have an evaluation for your child around age 7, to help guide you when to choose to begin treatment.

It varies.

When a width of the jaw discrepancy exists, early treatment before age 10 is easier, faster and more comfortable for your child.

When a length of the jaws discrepancy from the front of the face to the back of the head exists, starting treatment early gives an opportunity to utilize growth to correct the problem.

Sometimes when too much natural growth is creating problems, working against you, then treatment should be delayed until growth is nearly complete, around 15 - 16 years of age.

Treatment timing depends on what needs to be accomplished.



MYTH Where to go to get your orthodontics:
Anywhere is okay, especially if they have good reviews. All treatment is good.

Reality: Many dental professionals practice orthodontics. And the truth is that some are more trained than others and not all results are the same.

Just because anyone can get behind the steering wheel of a car does not mean anyone should be driving on the highway.

Sarah is 14 and has driven the farm pick up truck around the fields by herself after watching an online video course on driving. She sometimes sneaks out at night to drive on the road.

Bobby is 35 years old and has three DUIs.

Sweet Mrs. Smith is an elderly 89 year old with blue hair and cataracts.

Two have licenses and the other one doesn't, but they all may be found driving on the highway yet not all of them should be for various reasons.

Some people just shouldn't be on the road.

The same is true for those performing orthodontics

Today some people are promoting self-driving vehicles without the advantage of human judgment and experience. There have been some very unfortunate wrecks. You can be the judge if "self-driving" online mail-order orthodontics makes sense.

If you want to make sure all factors related to your bite, jaws, jaw joints, facial symmetry, stress on the teeth, comfortable muscles and your airway are addressed, you must be seen by an orthodontist who evaluates the function and esthetics of the chewing system and doesn't give a treatment plan at the initial clinical exam.



MYTH A complete diagnosis can be given at the first visit to the orthodontist

Reality: A complete diagnosis is not possible at the initial exam.

The reason why is important for you to know.

Collecting all the diagnostic records and creating a plan that does more than just figure out how to give straight teeth takes some time and study.

A snap judgment at the time of the first visit is really just a guess based on limited information.

The quote of a fee and time to treat without understanding all that is going on is a marketing gimmick to “close the sale” and it works only if everyone is being treated essentially the same: alignment of teeth without addressing function, airway, jaw joints and more.

If you have anyone give you a diagnosis, quote for fee and treatment time without a complete diagnostic workup, it is but a best guess.

Do you want someone *guessing* about the treatment for your child or for you?

MYTH Jaw surgery is for people who are disfigured and is painful.

Reality: Surgery is an enormous help in orthodontics in some cases. It can improve function, facial esthetics, your breathing airway, reduce stress on the teeth and more.

For those who need it, it can make the difference between a great result and a big compromise that may be lacking both esthetically and functionally.



MYTH All treatment is the same and takes about 24 months.

Reality: Some are less. Some cases are much more complicated than others. Especially when a decision is made to accept a compromised treatment, accomplishing a good result may be difficult because we are “pushing the envelope.” These cases often take more than 24 months.

While patients have a right to pick what they want, it is our job to educate the patient to make sure they understand what they are asking for.

MYTH All treatments are stable.

Reality: Some treatments are not stable

Every patient has unique problems. The better job we do to uncover all the issues we can have a direct influence on, AND address those problems ideally, the more stable the result (provided good retention protocols are performed). THIS is why we are such stickler for proper collection of information in our diagnosis. The better the diagnosis and planning, the more predictable and stable the case.

MYTH Invisalign is a practical alternative for orthodontics treatment and can accomplish the same results in all but the most complex cases.

This is supported by the ads of the manufacturer and the orthodontists and GPs who use this method.

Reality: Invisalign is not able to accomplish the same degree of control and refinement obtainable with braces. Even though Invisalign has made strides toward better results in recent years.

The reason is that the clear aligner (like Invisalign) does not control forces needed to move the teeth with the same precision as brackets and wires. This is a fact undisputed.

Conventional brackets and bands do control forces well and can be customized at each visit to ensure proper tooth movement.

Some describe clear aligners like Invisalign and others as “Almost Orthodontics” because of where they fall short.

Invisalign can be used in selected cases. We will help you decide what is best for you.

A Final Word

Perhaps the one thing that should be paramount for everyone and gets ignored far too often

The transformations available to people like you or your child via well-diagnosed, well-planned and well-executed orthodontics are life changing and life enhancing, with lifelong benefits.



The Sign of True Orthodontics

This symbol designates you can have the confidence that you and your children are getting the Orthodontic treatment designed for a lifetime of oral health and enjoyment without unnecessary re-dos due to improper or quick diagnoses.



Orthodontics done right is one of the best bargains in healthcare. Yes, it can seem self-serving to say it, but we get to see our patients transform right in front of our eyes – beautiful smiles made, function ensured and goals reached. This happens everyday we practice.

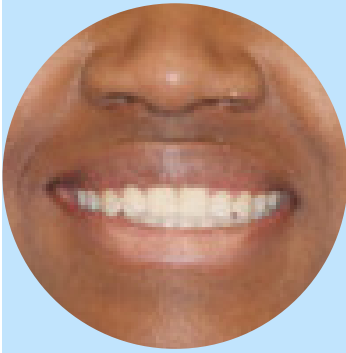
THIS makes us passionate about what we do and why we do it.

This is what gets us up in the morning.

When we see our patients succeeding in life, getting promotions, getting married and raising their families, we feel proud that our contributions made a difference.

Join us. We'll help you or those you love gain the smiles, the joy and that better future.

SMILE REVIEWS



Taylor Orthodontics is amazing, my daughter started her journey today and it was easy, informative and fun. The staff is wonderful and I love that they all wear matching scrubs, shoes and pearls! LOL... Dr. Taylor and Team...thank you for making my baby so comfortable and excited about her new smile!

– Auset Oliver

Dr. Taylor has transformed my son's smile. I enjoyed every visit with my son. The staff and technicians are amazing. The atmosphere is welcoming and always pleasant. Thank you so much Dr. Taylor for blessing my son. I will forever appreciate you.

- Sarge & Monica

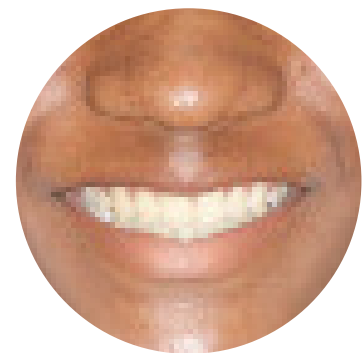


Philip just got his braces off today!! Yahoo. What a wonderful experience it has been. Everyone in the practice has been so nice, helpful, and understanding. Philip got a wonderful serenade after his braces were removed by the orthodontist with his guitar and his techs. He was grinning with his new smile from cheek. Thank you all so very much. He was so happy.

– Shannon May

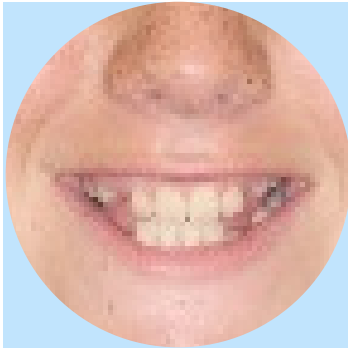
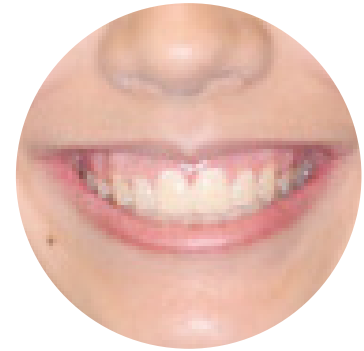
My braces experience was great!! I enjoyed all the staff I encountered during all of my visits. They were always courteous and friendly. I was always accommodated during my emergencies as well. I thoroughly enjoyed my red carpet treatment the day my braces came off! Thanks to the team at Taylor Orthodontics for making my smile BEAUTIFUL!!!

– Kiana Staton



Both of my daughters had their braces done here and I liked the practice so well, I had my Invisalign with them as well. The staff is fabulous!!!

– Chris Roberts



Great place to bring your kids. They are very friendly, helpful and professional. Check them out.

– Teresa Palmer-Shears

“When I first came to Taylor Orthodontics, I was 11 years old, and my smile had a lot of work to do. By the time I was done being treated, my smile was exactly how I wanted it to look. With my new, big smile, I gained a lot of confidence in myself. Overall, my time at Taylor Orthodontics was life-changing and very enjoyable.”

– Kendall S.



My daughter has been a patient there for the past two years. (She just had her braces removed and is now wearing her retainer.) Her teeth look perfect! And her smile is more beautiful than ever!! Everyone there took such great care of her at every appointment. They all seemed so happy to see her and she was always excited to go, saying she was going to see her friends at Taylor Orthodontics. Whenever I did have a question or concern, it was handled in a professional, yet friendly, manner. Everyone on staff there seems to genuinely love what they do and their patients. I would highly recommend this practice!!

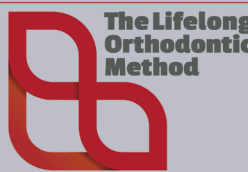
– Susan Novak

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Your healthy smile, right the first time

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