ormco Custom: Investing in Personalization

By Ormco Staff

Here is one motivating statistic: 70 percent of buying experiences are based upon a customer’s experience and how they feel they are being treated. Today, customer service is paramount and also largely linked to a personalized experience. Adults and teens alike have come to expect customization—from simple coffee orders to eyeglass prescription and Amazon.com shopping recommendations.

When it comes to patient care, a beautifully aligned smile is the end goal, however, the powerful impact of each patient experience cannot be minimized. A large part of patients feeling like they’re “being treated well” has to do with personal attention and a treatment plan that exactly meets their needs.

While personalized treatment appeals to patients, there are also distinct competitive practice advantages. The “4 Ps” of personalization—pre-treatment, smile visualization, per-tooth prescription calculations, patient specific bracket and wire manufacturing and precision bracket placement—can lead to fewer appointments, less chair time, a more efficient practice workflow, added treatment control and precise results.

Ormco Custom, debuting at this year’s AAO Annual Session, is a full suite of digital products offering unprecedented treatment personalization.

Read on to uncover how Ormco Custom—featuring Insignia Advanced Smile Design, Lythos Digital Impression System and AOA Labs—works toward a common goal: making it easier to give patients clinically superior outcomes.

Insignia Advanced Smile Design

With unprecedented accuracy, Insignia Advanced Smile Design allows doctors to show patients a 3-D virtual image of the projected final results prior to starting a case. The pre-treatment smile visualization ensures that each patient knows the treatment plan is customized and can see his or her unique tooth progression before the first brackets go on or aligners fitted.

On the doctor side, Insignia Ai—the enhanced and easy-to-use Insignia Advanced Smile Design Approver Interface—combines two occlusion tools into a simultaneous function for clinicians to interact with the patient’s occlusion from multiple angles.

This function provides a higher level of interactive visualization to achieve both the esthetics and occlusion preferred. The occlusion tool is accompanied by a new wizard to easily navigate through the entire submission and approval experience, ensuring every detail of customization is documented.

With clear precision placement guides (jigs) shipped with each Insignia case, here at the AAO—pick a side and then watch as candidates Senator Tauer and Governor Cash argue which benefit is better: personalization or profitability. Participants who vote for the winning side will be eligible for daily prizes of free Insignia cases and professional headshots and have a chance to win a $20,000 Lythos Digital Impression System. For more information or to watch one of the debates, head over to the Ormco booth, No. 1805.

Here is one motivating statistic:

- McKinsey

** Only AAO 2014 North American doctors are eligible to win. Participants must vote and be present to win any prize. Winners announced April 28, at 4 p.m. Doctors and staff from Massachusetts and Vermont are not eligible to win the Lythos Digital Impression System, nor Insignia cases.

Lythos Digital Impression System

Lythos Digital Impression System can provide up to 2.5 million 3-D data points per second for a more exact and personal, single high-resolution scan.

PVS impressions can be difficult, require many retakes, cause patient discomfort and fail to provide an all-encompassing, 360-degree view of the teeth, arches and bone structure. Lythos Digital Impression System uses AFI technology to capture and stitch together data in real time, acquiring high-definition surface detail at all angulations of the tooth surface.

Unique to orthodontic impression systems, Lythos can provide up to 2.5 million 3-D data points per second. The result is a more exacting, and personal, single high-resolution scan. In fact, the name “Lythos” was inspired by the word “lithography”—the process of replicating or producing a mirror image of data within the exact confines from which it was taken.

For greater customization, each scan can be manipulated on Lythos’ touch screen. With rotation capabilities, and several vantage points, Lythos provides enhanced visibility to better personalize each patient’s treatment course.

AOA Labs

Ormco Custom is supported by AOA Labs. Customized appliances, including Class II correctors, aligners, splints and retainers, offer an unmatched degree of personalization. With this component of Ormco Custom, orthodontists have the ability to create per-tooth prescriptions for every patient.

Join the debate

Profitability vs. personalization. The debate continues at Ormco booth No. 1805. Join in on the fun and cast your vote! If you select today’s winning side, you’ll be eligible for prizes of free Insignia cases, valued at $800**, and professional headshots to be photographed at the booth.

In addition to at-show prizes, all participants have a chance at winning a $20,000 Lythos Digital Impression System. What side will you choose?

Provided by Ormco