



URBANEK
TMJ DEVICE & PROTOCOL

The Urbanek Device and Protocol: A Paradigm Shift for Treating TMD

Developed by Dr. Tony Urbanek, this device finally solves the TMD problem, giving patients relief from TMD symptoms like headaches, earaches, vertigo, jaw pain and locking.

INTRODUCTION

TMD is a frustrating condition for both patients and the professionals they turn to for help. Many traditional treatments just don't work, which means patients end up spending a lot of money and effort trying to alleviate their symptoms but never actually find relief.

TMD is also quite common. The National Institute of Dental and Craniofacial Research (NIDCR) estimates that **5 to 12% of Americans, or about 10 million people, have TMD**, with women about twice as likely to develop the chronic condition as men. That number could be much higher, as TMD is often misdiagnosed. Why? The condition is responsible for a wide range of symptoms that can change from day to day. Jaw pain and tension, clicking and locking, and difficulty chewing will likely lead to a TMD diagnosis, but lesser-known symptoms like migraines, ringing ears, neck and shoulder pain, trouble sleeping, vertigo, and tingling and numbness in the fingers are often associated with other conditions. When these symptoms are present, clinicians might not consider TMD as a possible cause.

Because of undiagnosed or misdiagnoses, **the incidence of TMD can approach 45% of females**. But, of course, even those who do receive a diagnosis struggle to find the right treatment. Nightguards are often ineffective, while medications that treat TMD typically come with unpleasant and damaging side effects. Surgery is another option, but one that's expensive and could actually cause more problems down the road. So, for these patients, TMD-related pain continues to impact their quality of life, forcing them to miss work or to cancel plans with family and friends.

Because TMD is an oral health issue, dentists are often the first line of defense for diagnosing and treating this debilitating condition, but many are choosing not to. Instead of wasting these patients' time and money, or risk making their situation worse, they're referring cases out to oral maxillofacial surgeons (OMS) or their primary doctors.

Dr. Tony Urbanek is one of those maxillofacial surgeons. He performed more than 2,000 TMD surgeries in his practice in Brentwood, Tennessee, between 1981 and 2009, diligently trying various procedures. But one day, out of frustration, he decided to stop. He was tired of patients coming back six months or a year later saying their pain had returned, and in some cases was worse. He knew there had to be a better way. It was that decision that ultimately led to the Urbanek Device he uses to successfully treat TMD cases today, and that many other clinicians are starting to incorporate into their practices as well.

"For 30 years, I followed and participated in the investigation of each new surgical development that was sure to be the solution for the thousands of patients who flocked into the OMS offices throughout the 1980s, begging for resolution for their very acute and poorly understood symptoms," said Dr. Urbanek, who received his dental degree from Indiana University and his medical degree from Vanderbilt University. "It wasn't that patient improvement and satisfaction never occurred, but overall, the predictability and long-term success of surgery did not outweigh the number of patients who returned within a few months or years with continued and sometimes more severe symptoms."

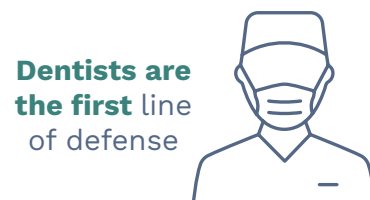


10MM
people

5 to 12%
Americans have TMD*



nearly
1 out of 2
women suffer
from TMD



**Dentists are
the first line
of defense**

* per the NIDCR

THE TURNING POINT

Dr. Urbanek distinctly remembers the day he walked into his office and announced he would no longer accept TMD patients for treatment. TMD cases were a big part of his practice, so of course team members were concerned, but he explained he simply had to follow his convictions.

“I have tried to live by the maxim, ‘Always deliver what is promised,’” he said. “Regarding the surgical intervention for TMD, I was letting myself and my patients down and I was angry about it.”

Dr. Urbanek decided he was going to figure out what no one else could and finally find a treatment for TMD that was actually effective. And to do that, he started with his patients. Over the next three months, he interviewed 24 different patients with TMD and encouraged them to tell him everything they could about their symptoms.

Some of these patients would talk for 30 or 45 minutes, he said, so he learned a lot about their dental and medical histories, the type of pain they were experiencing, what made it worse and what made it better.

“Instead of bringing in TMD patients, categorizing their symptoms, doing some expensive radiographic exams, and telling them which type of surgery I thought best for them, I brought them in with the intention of listening to see what they had to say about the problem,” he said. “Step 1, ‘What could I learn from my patients? Forget the textbooks, the lectures, the congresses on TMD.’”

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-Dr. Anthony Urbanek

He didn’t know what he was looking for or have a premise to prove, but he did notice a pattern. Almost every patient told him that if they put something in between their front teeth, like their finger, tongue, or a pencil eraser, they felt better. That was new to him and certainly wasn’t in the literature. So, Dr. Urbanek decided to see what would happen if he made a device that only allowed the front teeth to touch, relieving pressure from the posterior teeth.

He took impressions of one of his female patients with TMD and made the device, instructing her to only take it out to eat. She came back three weeks later and told Dr. Urbanek that after decades of dealing with headaches, earaches, difficulty opening and chewing, and neck pain, it was all gone.

Dr. Urbanek was surprised the device, which he had made in his own lab, worked so well. He made 12 more similar devices for 12 other patients, and they all experienced the same type of results. **That’s when he knew that anterior occlusion and posterior disocclusion over a period of time relieved TMD symptoms,** he just didn’t yet know why.

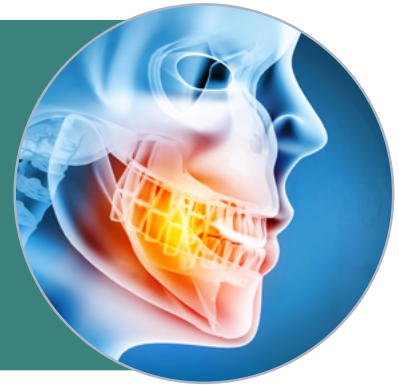
“My patients gave me the key that opened the door of where to look,” he said. “Looking through that door allowed me to not only understand what everyone else had missed, but more importantly, how to fix the problem simply.”



DISCOVERING WHY IT WORKS

Dr. Urbanek dug back into the literature to try to find an explanation for why this method was effective. Turns out, it had been there the entire time, well documented in the literature and even taught in dental schools, but no one had connected the dots.

“It’s all about inflammation within the temporomandibular joint,” he said. “It starts and ends with the cascade of events centering around inflammation. If one unloads a joint, any joint, long enough for the inflammation to subside, the symptoms subside. It’s that simple. It’s truly that simple.”



It’s well accepted that **90% of the total load on the temporomandibular joint comes from the posterior teeth**, Dr. Urbanek said, so it makes sense that disocclusion alleviates the symptoms. And for every TMD surgery he performed, chronic inflammation was always present, noted in the first line of the report the pathologist sent after examining the tissue sample. This made it clear inflammation, likely caused by bruxism and clenching, is the root of the problem.

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Joint splitting, something orthopedic surgeons know quite well, explains the various symptoms the condition causes, from headaches and various types of facial pain, to neck and shoulder pain, and even arm/hand/and finger tingling and numbness, and why it can be so difficult to diagnose. The joint is inflamed, and sends a signal to the brain stem that it’s inflamed, which sends a signal back to the muscles to tighten up. The signals move around the body, causing pain in the jaw one day and the neck the next, confusing providers about what’s actually causing the pain.

While none of this information is new, it hadn’t been put together before to explain TMD. **Dr. Urbanek used it to further develop an effective, cost-effective device and to create a protocol to help get his TMD patients out of pain, without surgery or medication.**

THE DEVICE

Dr. Urbanek began the process about 12 years ago with those first patient interviews. He made the initial devices and then followed the patients and their symptoms throughout treatment, working out the best protocol for using the system. That protocol eventually became wearing the device 24/7 at the beginning of treatment, usually the first two months, and then only at night, but every night without fail. Back then, he had a long list of patients who had given up on surgery and were looking for another solution. After making 40 devices, he decided it was time to get a patent—a process that took about four years. Getting 510 K clearance from the FDA, which he received in 2017, took another 18 months, but now that he has it he’s free to teach other doctors to use this extremely simple, yet effective, system.

Keep in mind this isn’t a dental device; it is a medical device. The small nonporous resin piece fits comfortably in the patient’s mouth, dis-occluding the posterior teeth to reduce the load and decrease jaw joint inflammation. When patients are wearing the device, only the front teeth touch, leaving a small space between the posterior teeth.

The device is custom made for every patient and is designed to allow the **TMJ to rest**. It works much like braces or crutches do to take the load off the knee or hip. Reducing the load makes the inflammation in the joint go down, resulting in fewer symptoms. The device doesn't change the teeth or mouth at all; its only purpose is to treat the TMJ.

And it's certainly been successful.

Dr. Urbanek has treated more than 4,000 patients in the past seven years with this method, achieving a more than 95% success rate.



4K+
patients treated

95%+
success rate

7 YEARS
dedicated to the method

THE PROCESS

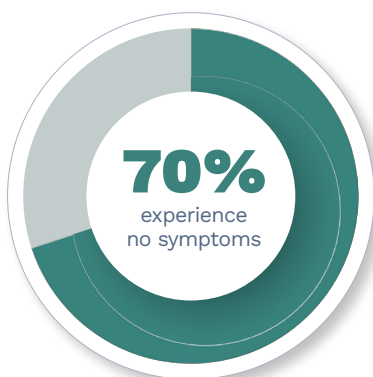
Many patients can benefit from this treatment. To determine who, the first step is to obtain a detailed history of the patients' symptoms and to perform a thorough TMD exam. The next step is to educate her (those who suffer from TMD are mostly female) about the condition, why there's inflammation, the symptoms it causes, how the device works and what to expect after wearing the device.

Once patients agree to move forward with treatment, impressions are taken and sent to their FDA approved dental laboratory where the device is made. **As part of the protocol, patients come back to report on their symptoms at three weeks, two months and four months after starting treatment.**

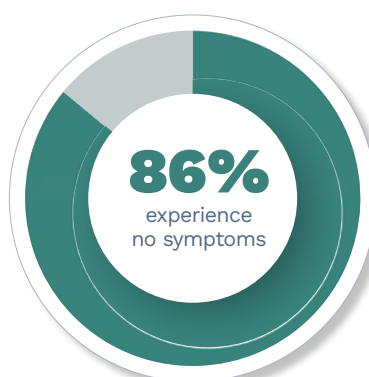
After three weeks, on average, patients report that 70% of their symptoms are gone. At two months, 86% of their symptoms are gone and after four to five months 90 to 100% of the symptoms are gone.

Such drastic improvement is life-changing for these patients.

AFTER 3 WEEKS



AFTER 2 MONTHS



AFTER 4-5 MONTHS



CREATING THE NETWORK

Dr. Urbanek soon realized more people needed this solution than he could treat himself, and that it was time to scale. So, he created the Urbanek Device and Protocol™, building a system that guaranteed other providers would have the same success he did—bringing in another revenue stream to their practice while offering a treatment so many patients desperately need.

Becoming a provider begins with an application process and online training. Training includes back-ground science on the device, mechanics of consultation, delivery, follow-up patient care, creating a community awareness program and following the protocol. **Beyond comprehensive training, Dr. Urbanek's system also includes a complete marketing program, a referral system and unlimited support and access to Dr. Urbanek.**

Providers receive a starter kit that comes with a mounted device model and supplies for adjustments. **A portal is available for ongoing training and support**, while dentists also have access to a growing community of network providers.

Network dentists get a variety of marketing resources and templates, including brochures, forms, referral letters and PowerPoint presentations for lunch and learns.

These doctors experience significant practice growth. They end up with more new patients each month, more referrals, and a substantial increase in income from providing a needed service that isn't controlled by insurance. And they also have the satisfaction of knowing they're doing something to truly enhance their patients' quality of life.

"Our mission is to solve this problem throughout the U.S. with a very simple non-surgical device developed primarily because I gave up on surgery," Dr. Urbanek said. "We continue to develop the device and the network, but the most important part is developing methods for more awareness in the dental community."

THE RESULTS

Patients who suffer from TMD deal with pain every day, and many have tried various treatments, including surgery, that just didn't work.

Lisa is among them. She suffered with TMD pain for decades, seeing countless doctors and trying various devices over the years, but her symptoms, which included jaw pain, neck pain, shoulder pain and migraines, remained. She had nearly given up, but that all changed when she tried the Urbanek Device. She saw **a 75% reduction in pain in the first week and today is at 95%.**

"I have paid way more in the past for treatments that did not work," she said. "Purchasing the Urbanek Device is the best money I have ever spent. Going from constant and daily pain to no pain has really been life changing, as you can imagine."

Testimonials like that are not only rewarding, but they lead to practice growth. Happy patients refer, and when other patients looking for relief from TMD hear about what a licensed provider can offer, they'll want to make an appointment as soon as possible.

Many dentists are already offering this device, growing their offices while meeting a large patient need.

"Delivering The Urbanek TMJ Device has become my favorite service offered, because there is no better feeling than eliminating the pain that my TMD patients have struggled with for most of their lives, not to mention it is the quickest and easiest money I've ever made,"

-Licensed Provider Dr. Brittany Westerman

"I've gained tons of new patients from other offices in town that don't offer this device and now have my entire staff and associate dentists trained on what The Urbanek TMJ Device is and why it works."

NOT DONE YET

Even with all of his success, Dr. Urbanek won't be satisfied until every patient who needs this treatment has access to it. He wants to expand the network and is currently accepting applications for new providers. **If you're interested in growing your practice and changing lives, visit UrbanekTMJ.com to learn more or call Dr. Urbanek at 888-242-7460.**

"TMD is a huge problem with many physical, mental and social attributes," Dr. Urbanek said. "And the solution is relatively simple to apply. Certainly, there is much more work to do. But that work involves getting the word out to those who suffer and can benefit from the solution. The technical part is complete and understood. The manufacturing and awareness just needs to be scaled up."

THIRD PARTY TESTING RESULTS

A study, "Individual Benefits of a New Method for Treatment of Temporomandibular Disorders," looked at patient responses to determine just how effective the Urbanek Device is when it comes to improving patient quality of life and reducing the severity of TMD-related symptoms. It looked at patients' past TMD treatments and the costs associated with those deemed ineffective.

Patients who used the devices in this study, both those who have been treated for TMD (PT) and those who have not (NT), showed decreased symptom severity with some reporting the symptoms were entirely gone.

In fact, the study found the Urbanek device reduces TMD symptoms by 60 to 70%.

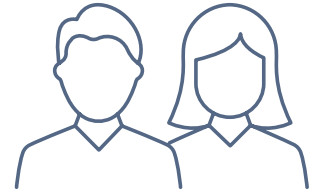
The average symptom **severity reduction for the three most severe symptoms for the PT group was 63% and 66% for other symptoms.** For the NT group, **the average symptom severity reduction for the three most severe symptoms was 70% and 72% for other symptoms.**

The study also showed improvement in quality of life measures. **Overall satisfaction with the device was also high, at 86% for the PT group and 87% for the NT group.**

Not only does the device significantly reduce debilitating TMD symptoms, it saves patients money. **According to the study, patients are saving, on average, between \$2,724 and \$6,615 in dental costs with this solution.**

TMD symptoms also can be costly to employers. According to the study "Work Distraction: Employer Costs of Preventable Joint Disorders and Implications for Businesses," the per employee cost for **TMD related distractions for employers over a six-month period is an average of \$2,649 for women and \$2,342 for men.** When employees use the Urbanek Device to reduce their symptoms, **it translates into a cost savings of \$1,775 per person for women and \$1,748 for men**

PATIENT TESTIMONIALS



“I had been grinding and clenching my teeth regularly and intensely since childhood and have tried many different solutions throughout the years. It wasn’t until I started to get obvious pain in my jaw and ears that I sought out another solution. I was getting shooting pains in my ears for months and after using the TMJ Device even a few months, the pain has nearly stopped and happens very rarely. I’m very excited to finally have found something that’s helped me!”

- Olivia C

“After about 10 years of major chronic pain due to TMJ, I can now say that I am living a normal life. There were many, many times I was ready to end my life because the pain was SO bad. I lived in my bed and was unable to do the smallest things. After 6 years of wearing my TMJ device made by Dr. Urbanek and after one successful surgery I now have a job and am living a normal life, which I never thought I would be able to do. I cannot say thank you enough to Dr. Urbanek and his staff!

-Katherine R

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“For many years I went to multiple doctors and was misdiagnosed for my headaches, ear ringing and dizziness. Finally, my primary doctor referred me to Dr. Urbanek. After that it was history. He turned my whole life around by giving me the device. I was able to function on a daily basis without having all of my symptoms. If you have the same symptoms, then I would recommend him to anyone. The device will change your life.”

-Yolanda