Maximizing The Hygienist’s Role As Patient Advocate

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Invisalign Top 1% Elite Premier Provider

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Premise:

- If anyone does the SAME thing they have always done... they should expect the SAME results.
- If anyone wants DIFFERENT results, they need to consider DIFFERENT behaviors.

Where are Treatment Needs BEST 1st Discussed?

- 82% Negative ROI
- 72% Trust Reviews

- comparison of online reviews vs pop-up ads
- significant difference in believability and imbedding of memory (ck for online research)
- Promoter vs Peer
- foundation is low ego of Dr and high esteem for Hyg
Where are Treatment Needs BEST 1st Discussed?

Role of the Hygienist in Invisalign Patient Education

Clinical Skills
Consistency
Communication

Hygienists Daily Recommend Treatment For Asymptomatic Issues?
Malocclusion Is An Asymptomatic Disease
That NEEDS Treatment

Malocclusion, Periodontal Disease, & Systemic Health

STUDY: Effects of Crowding in the Lower Anterior Segment

• Study investigates how much crowding is necessary to put a patient at risk for periodontal disease
• Study found that anterior crowding of 3mm or more serves as an individual host factor for periodontal disease
• Study recommends preventative treatment to help patients avoid problems in the future

STUDY: Comparison of microbial composition in the subgingival plaque of adult crowded versus non-crowded dental regions

• Study found significantly greater supragingival plaque accumulation in crowded regions than in non-crowded regions
• Bacteria present in the crowded areas consistently represented more species of periodontopathogens than bacteria samples from non-crowded regions
Oral and Whole Body Health
special supplement of Scientific American

• Disease Propensity Influenced by Chronic Inflammation:
  - Artherosclerosis
  - Hypertension
  - Stroke
  - Heart Attack
  - Diabetes
  - Osteoporosis
  - Oral Cancer
  - Rheumatoid Arthritis
  - Pregnancy Complications
  - Pneumonia
  - Chronic Obstructive Pulmonary Disease (COPD)
  - Obesity

Periodontal Disease & Cardiovascular Health

• Men < Age 50 with PD have a 72% increased risk of CAD
• 3.8 X more likely to have a heart attack
• 2X more likely to have a stroke

Connections: Oral and Systemic Health Review July 2005

Periodontal Disease & Systemic Health: Diabetes

• "Studies show that periodontal treatment leads to improve blood sugar control."
• "...we strongly suggest aggressive treatment and prevention of periodontal disease in patients with diabetes as part of the overall management on not only their oral health, but their diabetic state."
  Robert Genco, Ph.D. in Immunology
  Professor University of Buffalo

Health History Paradigm Shift

• Ask Yourself, “Will this patient’s health be adversely affected by the failure to offer orthodontic care?”

Malocclusion Is An Asymptomatic Disease That NEEDS Treatment

Preventative Medicine
Periodontal
Occlusion
TMJ
Preventative Dentistry

Not JUST An Esthetic Technology

More than an aesthetic concern

More than a functional concern
Oral Medicine

Be A Physician Of The Mouth

Orthodontic Hippocratic Oath = Invisalign

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66%-75% U.S. Adults Exhibit Malocclusion

Have 75% of your patients been offered treatment for their malocclusion?

Malocclusion & Premature Wear

Poorly aligned teeth can create abnormal lateral force and stress on surrounding periodontal structures – can lead to:

- Abnormal Lateral Force
- Malocclusion & Premature Wear
- Poorly aligned teeth can create abnormal lateral force and stress on surrounding periodontal structures – can lead to:
  - Worn down shortened teeth
  - Poor root support, tooth mobility and eventually tooth loss

Abfractions are diagnostically significant for Malocclusion

Treating Symptoms or Etiology?

Will This Improve With Time?

Malocclusion: A Disease of the Dentition

Imagine this 72 year old mouth 40 yrs ago?
What Parallels Exist?

Disease = An impairment of health or a condition of abnormal functioning

POTENTIAL MALOCCLUSION ISSUES:
- Crowding Induced Periodontal Issues
- Improper occlusal function
- Uneven wear, chipping
- Gingival recession
- Abfraction, bone loss
- TMJ dysfunction

Setting the stage for malocclusion conversation based on prevention rather than esthetics

“My concern is...if we do nothing, you could end up with dental treatment and dental expense that otherwise could have been avoided.”

How Do YOU View Your Role As Hygienist

Stephen K. Harrel, DDS, is a professor at Baylor College of Dentistry in Dallas where he also maintains a private practice. He is a diplomate of the American Board of Periodontology and speaks nationally on minimally invasive periodontal surgery, the relationship between occlusion and periodontal disease, and infective endocarditis in the dental office. Harrel is a member of Dimensions of Dental Hygiene's Editorial Advisory Board.
Patients Connect With A Caring Conversation

Envelope of Function

The Envelope of Function
“The Key to Invisalign Success”

Envelope of Function In Patient Terms- Requires Photos

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Envelope of Function In Patient Terms
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**KEY ELEMENTS TO LOOK FOR:**
- Incisal Wear
- Abfractions
- "Golf ball" Molars
- Lack of Canine Guidance
- Arch Asymmetry

Consistency in Full Arch Photos

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Photo Aids for Simplicity, Accuracy, and Consistency

**Photo Aids for Simplicity, Accuracy, and Consistency**

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Role of the Hygienist in Invisalign Patient Education

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Communication

Consistency

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OrthoTechnology.com 1-800-999-3161
Knowing What Is Possible

**Problem**
Your bite doesn't match a properly functioning arrangement

**Consequence**
Dental Tx & Dental Expense that could otherwise be avoided

**Solution**
Moving the Teeth

Educate Patient with PCS Model

*Lower jaw should fit inside and behind the upper jaw.*
*Upper jaw should be wider.*
*Peak of the lower teeth should fit in the valley of the upper teeth.*
*When your jaw moves side to side, the back teeth should glide over each other without making contact.*
*The canines guide the lower jaw and should be the only teeth that touch when your jaw goes side-to-side; this protects the back teeth and the jaw joint itself.*
*The only way the back teeth can junction properly and not wear out is if the canines are in the right position to do the right job.*
*So that's the normal, desired arrangement.....in your mouth we see.......*

Verbal create a sense of normal

Tools to Present Malocclusion & Invisalign to Patients

- Patient Photos
- Patient Case Portfolio
- ‘Straight Talk about Crooked Teeth’ Brochure
- Invisalign Typodont & Sample aligners
- Team Members In Treatment

Use NEW Straight Talk Brochure with VIDEO Link

Learn more about the effects of crooked teeth on your oral health
SCAN HERE WITH YOUR SMARTPHONE
www.invisalign.com/straight/talk
Invisalign® Reference Guide for Hygienists

HELPING PATIENTS UNDERSTAND MALOCCLUSION

As a hygienist, you are the first team member to be able to identify malocclusion and its negative impact on patients’ health. During routine cleaning, you can identify symptoms of periodontal disease and the results of abnormal tooth wear and trauma.

IDENTIFY Malocclusion

1. Perform an oral examination using the Drills Assessment Form to help you identify problems related to malocclusion.
2. Take patient’s photo with a digital or instant camera.

EDUCATE the Patient

• Discuss findings and concerns with patients—Remember to use the problem, consequence, benefit sequence when talking to patients about malocclusion.
• Grow the patient’s interest in orthodontic appliance therapy and associated periodontal and/or abnormal wear problems.
• Explain consequences of malocclusion if left untreated.

COMMUNICATE with Doctor

• Provide summary to Doctor.
• Include the Treatment Recommendation form in your treatment plan.
• If you speak with the doctor in front of the patient, the patient will hear again that he or she is responsible for the decision.

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Invisalign Potential Essentials: Action Planner Items

• Importance of having a **DEFINED** Treatment Philosophy.
• Orthodontics is **NOT** elective.
• The connection between malocclusion and patient health is **REAL**.
• Have A Vision For Total Oral Health - Educate, Listen, & Suggest.
• Malocclusion is **DISEASE** of the dentition.
• Envelope of Function: A new way of seeing and communicating
• Patients Accept Preventive Dentistry (Diagnosis of Malocclusion leads to TRUE Conservative Dentistry).

**Help Patients Make Their Natural Dentition, and Dentistry, Last A Lifetime**
Skill Practice:

- Incisal Wear
- Abrasions
- "Soft ball" Molars
- Lack of Canine Guidance
- Malocclusion: CO vs Slightly Open
- Upper Anterior Not in Line with Lower
- Multiple Crowned or Covered Teeth
- Arch Asymmetry
- Perio Issues Exacerbated by Malocclusion/Crowding

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