

DOCTOR of DENTISTRY

A BUSINESS AND LIFESTYLE MAGAZINE FOR DENTISTS

What I want the world to see
is the best that can be

Butterfly Braces Transforms Lives with a Smile

Drs. Clark Jones and Maryam Saiar



Butterfly Braces Transforms Lives with a Smile

By Teresa Bitler



What I want the world to see is the **Best** that I can be.

In a word, this practice is about transformation. Patients come here to improve their smile, but in addition to beautiful teeth, they often leave with positive attitudes, more self-esteem and better futures.

“We are not about just getting teeth lined up,” said Clark Jones, D.D.S., MSD. “It’s about planning and changing the patient’s whole face and appearance. It’s about changing the way they see themselves. Once you see yourself differently, other people will, too. When people are happy and feel good about themselves, they can’t help but have a better life.”

The caterpillar and the butterfly are fitting symbols for the amazing results the practice routinely achieves. Jones said it might have been fate that led him to a poster



PHOTOS BY MARK SQUIRE

Above: 12 mm of protrusion corrected to a Precision Finish using the Damon System’s new technology.

Left: Changing faces, futures and lives, one patient at a time. This patient did not have extractions or surgery.



featuring a caterpillar and a butterfly when the office opened in 1972. The poster read, “It’s not what you are; it’s what you can be.” “That really became my whole mental image of what we were trying to do with the practice — transform people’s faces and their lives by changing how they looked.” Today, the feeling is even more positive — “What I want the world to see is the **best** that I can be!” — but the caterpillar and the butterfly theme remains.

Dr. Jones has used computer-aided treatment design and computer-aided growth forecasting for 26 years.



12 mm
Protrusion

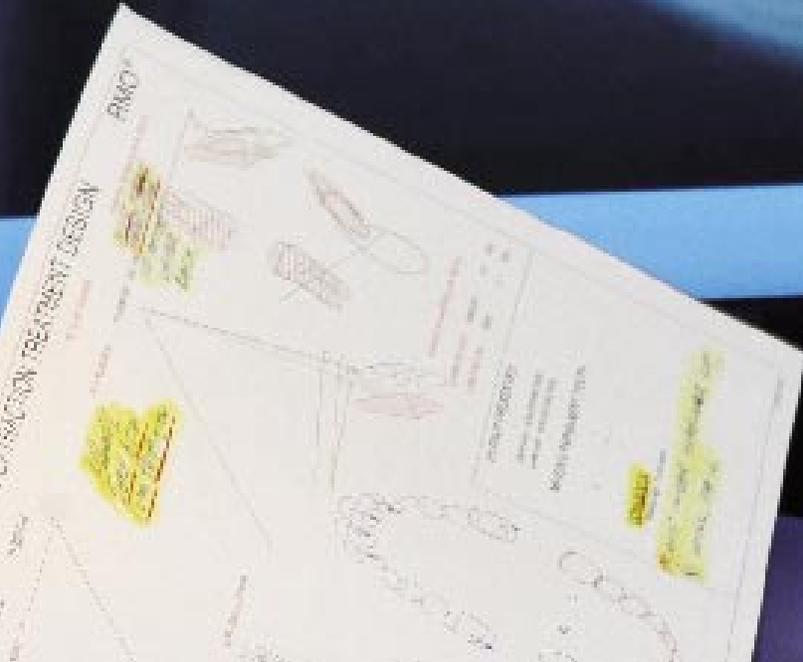


PHOTO BY MARK SQUIRE

Dr. Saiar designing “faces first” and then planning where to put the teeth.



Maryam Saiar, D.D.S., M.S., easily identified with the idea of transformation when she joined the practice in 2005. Daily, she sees how her work changes lives and improves the self-esteem of her patients, especially those in their teen years. It makes her job very rewarding. “Our goal is to provide beautiful faces and beautiful smiles,” she said. “We provide a pleasant, family-friendly environment that we hope creates a sense of trust and cooperation in our patients.”

The practice has changed the faces and lives of many thousands of patients during the last 30 years. More than 300 portraits of the most recent patients hang on the practice’s walls, showcasing the skills of Jones, Saiar and a staff with a combined 290 years of orthodontic experience. Jones said the patients enjoy coming in and seeing portraits of themselves and their friends on the wall. As newly completed patient portraits are placed on the walls, the older ones are moved into books that are kept in the

reception area for patients and their parents to view.

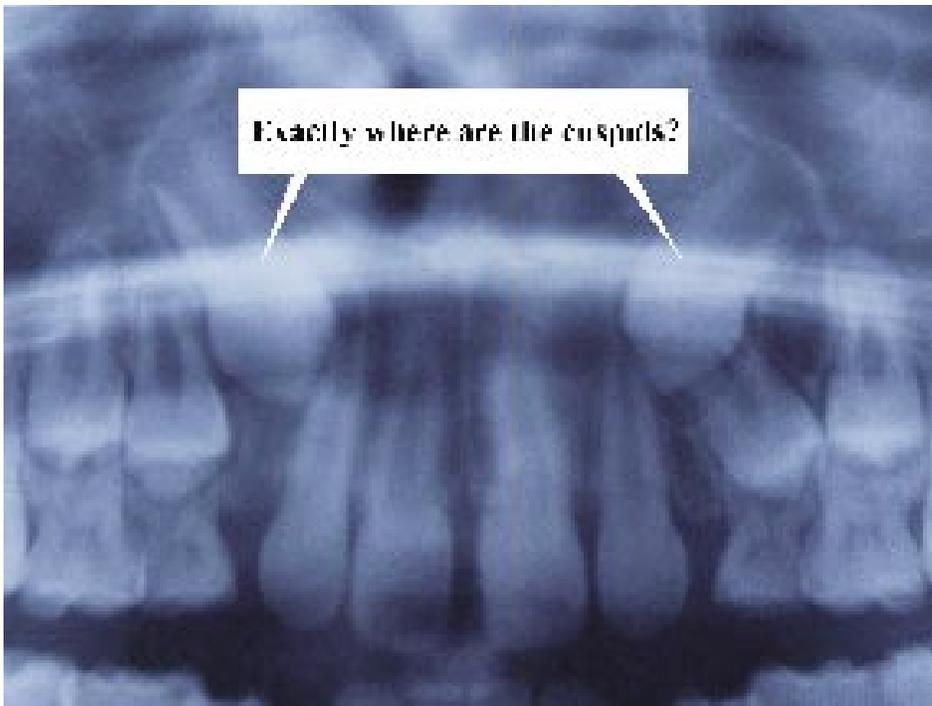
The office accepts patients of all ages. For younger patients, they offer a no-charge observation and guidance program, monitoring and photographing the patient’s face and teeth every six to nine months to recommend any needed preventative measures and determine the best time for orthodontic work. “Dr. Jones and Dr. Saiar take a conservative approach to orthodontic treatment on their patients,” said Dawn DeFord, Office Manager. “There is often a precise window of opportunity that is the optimum time to do orthodontic treatment for each individual growing patient.”

DeFord said that approximately 35% of their patients are over the age of 18, and they are currently treating a 76-year-old. “One of the things that we have noticed with adult patients is that they are very committed and cooperative,” DeFord said. “They follow instructions well, and often their treatment times are faster than expected.”

Planning the recovery of a severely impacted lateral incisor using I-CAT generated sectional slice views.



PHOTO BY MARK SQUIRE



Top: The exact locations of unerupted teeth are difficult to determine with standard X-rays. **Bottom:** 3-D images from the i-CAT can be viewed from any angle and are a very powerful diagnostic tool.

She added, "Our office greatly appreciates referrals from primary care dentists and dental specialists, as well as the patient's family and friends."

Planning the "future face" is the first step when treatment begins. "Planning is everything," Jones said. "You can't do it well if you don't plan it well." The doctor may do

a diagnostic set-up, basically a model of the patient's mouth to straighten the teeth on the model before doing it on the patient. They also measure all of the teeth, complete detailed drawings of the teeth and jaws and use CAD/CAM technology to simulate scenarios demonstrating possible outcomes. With young patients, they construct a computer-aided growth forecast (www.rmortho.com) using formulas and simulations to anticipate how the patient's face will grow in the future. "Using this growth forecast is a key competency for us," Jones said. They will even draw a picture of what the patient's profile will look like as an adult and tell them how tall they are likely to be.

Jones is as precise as possible when it comes to planning. Reasonable guesses can give OK results, he said, but they aren't satisfied with OK. "Just OK would not be good enough if it was my child. The face that goes up on our wall is the only face that patient will have for the rest of their lives. We have to make it the best that it can be."

The office uses the newest Damon System braces (www.damonbraces.com) for all patients and sees phenomenal results. With the Damon System, the wire floats freely in the braces. There is less friction and less discomfort, and the teeth initially move into place much faster than with any other system they have been able to find. Saiar, who had not used the

system before joining the practice, was a quick convert. "I have been very happy with the results that we are getting," she said. "I never thought a system could unravel teeth so fast."

In addition to rapidly improving the patients' appearance, moving the teeth quickly into initial alignment



PHOTO BY MARK SQUIRE

By planning “faces first,” they can be proud of every portrait when it goes up on the wall.

allows Jones and Saiar to spend more time working on the fine details for a “precision finish.” Jones said sometimes patients wonder why they have to continue with the fine details of orthodontic care when their teeth look so good. One patient, who saw dramatic improvements in the first five weeks, told Jones, “If my teeth had been this straight to begin with, I wouldn’t even have wanted braces.”

“The details are what it is about,” Jones explained. He said it is amazing how much difference even a series of small improvements can make in the patient’s overall appearance and well-being.

For some patients, getting the best results means realigning the jaws to correct either an overbite or underbite. In those cases, the practice uses elastics, headgear,

Herbst appliances or sometimes jaw surgery. Jones said headgear can achieve wonderful results, but it absolutely must be worn on a regular basis. If the patient is not willing to comply, a better choice may be the Herbst appliance — a telescoping tube that looks like a motorcycle shock absorber — which is fitted into the mouth with stainless steel crowns and works to align the jaws. They have seen incredible results with all of these methods.

Saiar said that in addition to correcting any dental problems, she feels it is her job to educate her patients. “If you educate someone, they learn to take care of their teeth,” she said. “Without education, they are likely to resume the bad habits that may have damaged their teeth in the first place and could compromise the nice orthodontic results

that we have worked so hard to achieve.”

Orthodontic work can do more than just straighten crooked teeth. Patients needing restorative work can often benefit greatly from orthodontic treatment planned jointly with their primary care dentist. By improving the alignment of the teeth, you can prepare the mouth so the restorative dental work goes more smoothly while, at the same time, possibly reducing the amount of work needed. It can save tooth structure and save the patient money.

Jones originally intended to pursue a career in engineering, but working in product engineering at Motorola, he realized he wouldn't have as much control over the final outcome of his work as he would like. He found that his attention to detail suited a career in dentistry while allowing him to be creative at the same time. “I found that dentistry was an area where I could combine art and engineering with hands-on skills,” he said. “I could do something that would help people, something that they would value and appreciate.”

He has never lost interest in engineering and design.

Before he moved into the current Phoenix location, he built a complete, 1/2-inch scale architectural model of the office interior so he could maximize space and efficiency. Working with the same company that builds clean rooms for Intel, he designed the office's sterilization area using CAD/CAM. He also used CAD/CAM to help develop his own dental units when he couldn't find one that met his needs.

Through the years, Jones has carried with him an enthusiasm for technology. “I was teaching computer-aided diagnosis and treatment planning 20 years ago. Personal computers were very new and it wasn't well understood or accepted at that time. Now all of dentistry is moving very rapidly in that direction.”

“We use the latest imaging technology to help us diagnose and develop treatment plans for our patients,” Saiar said. “We constantly try our very best to make orthodontic treatment for our patients easier and more comfortable.”

One way they do this is by using a new cone beam 3-D

The doctors and staff feel privileged to have a large, multipurpose, conference and teaching room upstairs.





PHOTO BY MARK SQUIRE

Coordinating all this takes a great office manager. Dawn DeFord first started with Dr. Jones in 1974.

imaging technology called the i-CAT (www.imaging-sciences.com). Jones said 3-D imaging gives dentists an opportunity to see detailed images of things that they have never been able to see before, and he said, “It links the CAD and the CAM in dentistry.” He expects this technology to revolutionize the dental industry in ways that no other technology has during his career. The machines are costly but are now available to dentists, orthodontists and other specialists through special dental imaging laboratories. There is a learning curve, but Jones, Saiar and members of their staff have studied extensively with David Hatcher, D.D.S. (www.ddicenter.com), who is the world’s top expert on use of the i-CAT. Tanya Rudolph, Manager of Dental Imaging Centers (www.dentalimagingcenter.com), has also been very helpful.

They also use technology to better serve their patients. Rather than just tell their patients what needs to be done, they often put treatment plans into a PowerPoint presentation that shows their patients and parents what dental issues need to be addressed. They offer a service called OrthoSesame, where patients or their parents can access

the patient’s appointment and account information, pay online, view patient photographs taken at the last appointment and print yearly ledgers for tax purposes.

Butterfly Braces does its best to make both patients and parents comfortable when they visit. “We have an Xbox 360 in our brushing area and Game Boy Advances and Sony PSPs at every chair,” DeFord said. “We have a wide selection of DVDs that patients can watch on the chairside touch-screen computers while they are having their braces placed and adjusted.”

“We also have free Wi-Fi, a small library of books, and a coffee, tea, soup and hot chocolate bar,” she said.

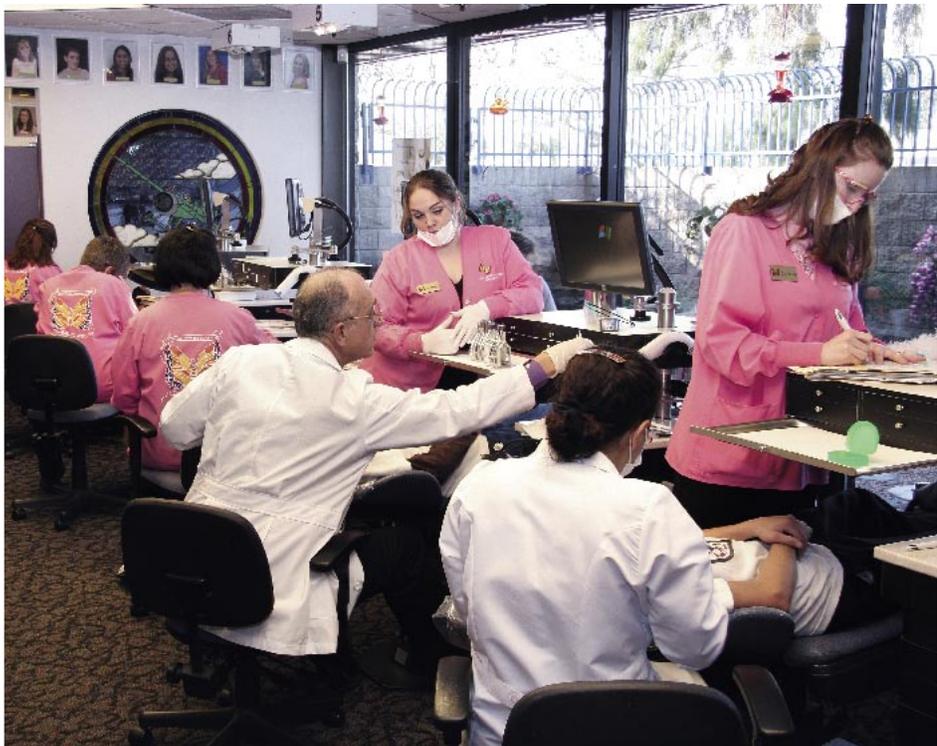
Most of their patients seek treatment at the Phoenix location, but they have made arrangements that allow them to treat patients at the Anthem office two days a month. They have been at this location for four years.

Saiar is thrilled to be working with such a highly qualified staff and especially with Jones. She said she first became interested in dentistry when she was 12 years old and her parents took her to a female dentist. “I was a phobic patient,” she said. “This dentist was very friendly



Top: Reviewing 3-D images from i-CAT scans.

Bottom: Touch-screen computers and special dental units, CAD/CAM- designed by Dr. Jones, speed patient flow in the treatment .



PHOTOS BY MARK SQUIRE

and gentle. She helped me conquer my fear of dentistry.” Saiar decided she wanted to be a dentist and treat her patients the same way.

Saiar, who graduated from the UCLA School of Dentistry and received her orthodontic training at the Mayo Clinic in Rochester, MN, said her goal is to continue improving their patients’ lives and futures. She would also like to start a family soon.

“My goal is to continue to find, learn and implement things that will increase the quality and efficiency of care in our practice,” Jones said. “I want to build up an organization that is consistently helping our patients to be ‘the best that they can be.’”

DeFord said that for her, the important thing is for people to be happy not only with their orthodontic treatment



Dr. Jones designed a stainless steel sterilization area constructed using CAD/CAM technology from a semiconductor clean-room manufacturer.

but how they were treated as people. “I want them to feel appreciated and that we respected them and their time,” she said. “I want them to feel they were treated with dignity, respect, caring and that they were part of their treatment decisions. Most of all I want them to feel excited about referring their family and friends to our practice.”

Jones plans to continue changing faces, lives and futures for a very long time. “The greatest gift in my life has been the opportunity and the privilege to do what we do for these patients,” Jones said. “The best thing that I can possibly do is to keep right on with what we are doing for as long as possible. With 3-D imaging, CAD/CAM, new anchorage devices and diode lasers, orthodontics is more exciting than it has ever been. I

don’t want to miss this.”

He added, “I can’t change the whole world, but if I can leave my little corner of the world with several thousands of people whose faces, futures and lives are a lot better, and who are a lot happier than they would have been without the work that I have done, I think it has been way more than worth the trip.”

For more information about Butterfly Braces and the transformations being achieved there, call (602) 938-6709 or visit their website at www.butterflybraces.com. The Phoenix office is located at 4025 W. Bell Road, Suite 5, Phoenix, AZ 85053. The Anthem office is located at 3655 W. Anthem Way, Suite A-117, Anthem, AZ 85086. To contact the Anthem location directly, call (623) 551-9700. ■

Large screen views of X-rays, portraits, 3-D and sectional images from the i-CAT can be reviewed at initial consultations and treatment conferences.



PHOTO BY MARK SQUIRE