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Dr. Barry Glaser

'Adapt or die':

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PRACTICAL SOLUTIONS FOR ORTHODONTISTS



From Skeptic to Elite

Barry J. Glaser, DMD, shows how an appliance like Invisalign doesn't change a practice alone. It's your mind-set that does.

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Handing out an emery board to all new aligner patients is a great way to empower patients and reduce emergency phone calls.

Pearls of (Invisalign) Wisdom

Tips and tricks to make Invisalign treatment easier and less stressful

BY BARRY J. GLASER, DMD

I have been treating patients with Invisalign® for almost 10 years. Over that time, I have learned a great deal about moving teeth with plastic aligners. In addition, I have also made just about every practice management mistake there is. Here, I have compiled my top 10 Invisalign management pearls that I learned the hard way—by trial and error. I share them with you so perhaps you won't make

the same mistakes I have and can make your day-to-day practice just a little bit less stressful.

1. Change attachments to "same color as tooth" before showing ClinCheck to patients.

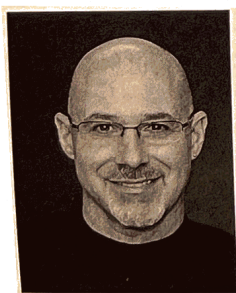
Attachments, especially optimized attachments, are custom designed to achieve the desired tooth movement. They are absolutely necessary. Nevertheless, I

see many orthodontists who are coerced by their patients into removing anterior attachments for aesthetic reasons. Not a good idea! Omitting an attachment, especially on stubborn maxillary lateral incisors, can lead to nontracking issues. To reduce the chance of a patient objecting to attachments when viewing their ClinCheck®, change the attachment to tooth color on the ClinCheck by going to File>Settings>Display>Attachments>Same as Tooth. When viewed on a ClinCheck, tooth-colored attachments are much less noticeable, and patients are less likely to object to their presence.

2. Talk about refinements early and often.

Early on in my Invisalign experience, I made the mistake of telling a patient that they

would need "a refinement." No problem, right? Wrong! When I delivered the patient's refinement aligners, all 12 stages of them, the patient was upset. Why? "You said I would need *A* refinement!" In the patient's mind, "*A* refinement" meant one stage of aligners. I thought about this, and realized that the patient had a good point. Learning from that experience, the possibility of multiple refinement *series* is discussed with each Invisalign patient at the initial consultation and frequently thereafter. Phrases such as "We get your aligners in batches. You will need multiple batches of aligners during your treatment." or "At your next visit, you will be getting your next bunch of aligners," are much more effective, and help to set reasonable expectations for the patient.



BARRY J. GLASER, DMD, received his doctorate in dental medicine from The University of Pennsylvania School of Dental Medicine and earned his Certificate of Advanced Graduate Studies in Orthodontics from Boston University. He served as associate director of orthodontics at Montefiore Medical Center in New York City from 1992 to 1995. He has been in private practice in Cortlandt Manor, NY, since 1994. Glaser was an early adopter of Invisalign Teen and has extensive experience treating teens and adults of all malocclusions with Invisalign.

PRACTICE PROFILE

Glaser Orthodontics

Cortlandt Manor, NY

Office square footage: 1,800

Number of chairs: 6

Average patients per day: 35

Days worked per month: 12 to 14

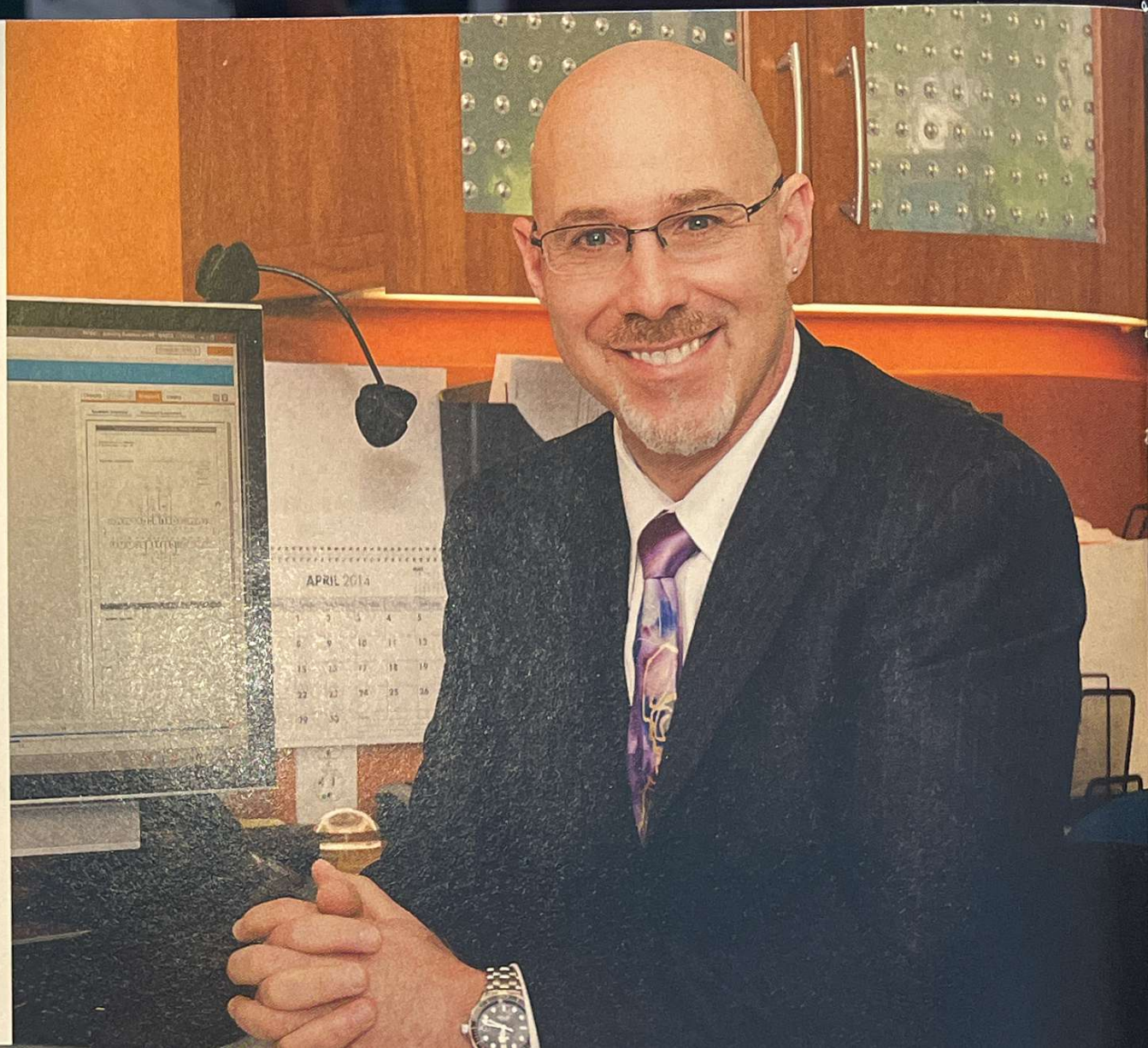
Starts per year: 275

Years in practice: 26

Education: Binghamton University;
University of Pennsylvania School of
Dental Medicine; Boston University
School of Dental Medicine

Top products used: Invisalign, iTero,
Innovation R/C, charlenewhite.com,
orthomarketingpros.com

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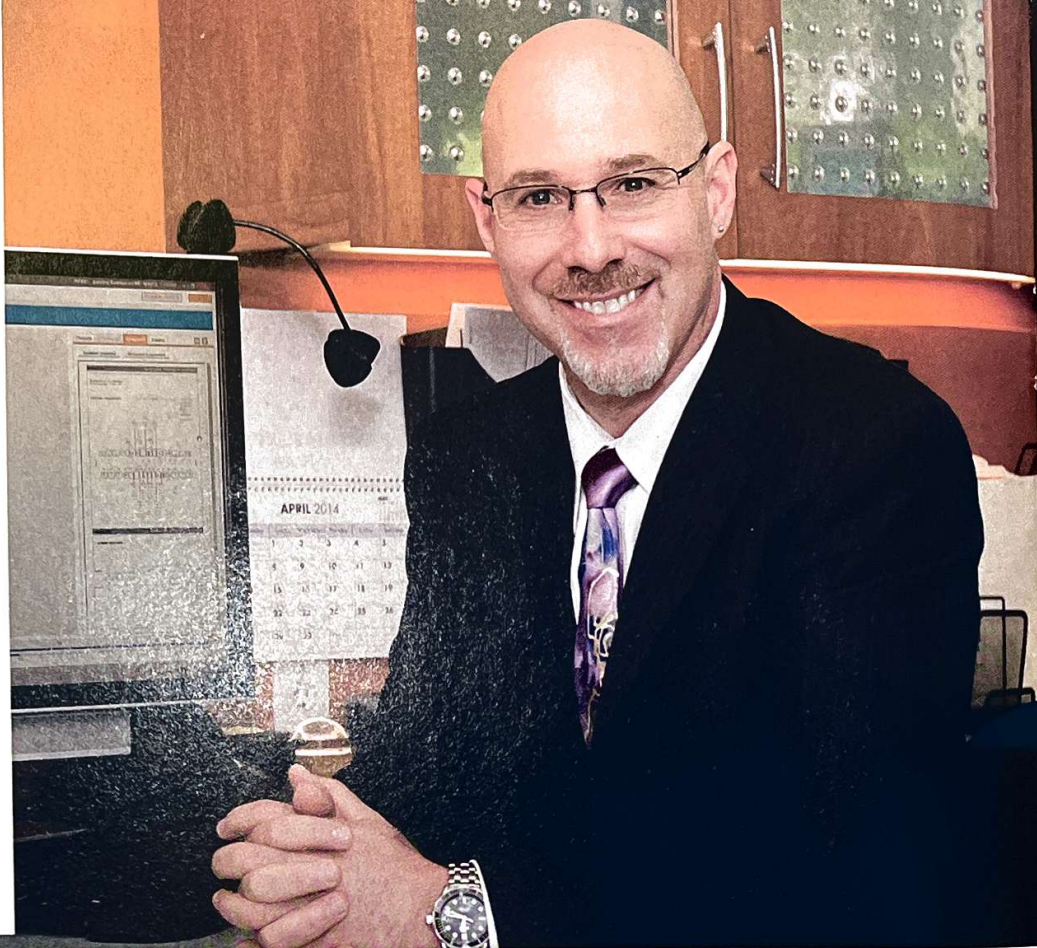
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Building a Practice

In 1988, Glaser received his DMD from the University of Pennsylvania School of Dental Medicine and then went on to complete a 1-year residency at Englewood Hospital in New Jersey. From there he accepted a postdoctoral appointment in orthodontics at Boston University (BU), earning his specialty certification in 1992. But he didn't jump into a private practice from there. Instead, he stayed in academics.

"I had a great opportunity to become a professor early in my career," he says. "I became associate director of orthodontics at Montefiore Medical Center, where I had the chance to teach and conduct research. I also had a private practice in the hospital one day a week."

For 3 years, Glaser honed his lecturing and teaching skills before shifting gears and purchasing his current practice in 1995 in the Westchester County suburb of Cortlandt Manor, NY.

During the first few years in practice, Glaser primarily employed the bidimensional technique, which he learned at BU under Professor Anthony Gianelly, DMD, PhD, MD. "Gianelly was truly one of the gods of orthodontics," Glaser says. But growing the practice in those early years proved to be challenging for Glaser's private practice.

"From 1995 until 2006, only about 15% of my patients were adults," he says. While adults

wanted and needed straight teeth and healthier occlusions, many were reluctant to consent to wearing traditional braces. "For example, a 50-year-old male who hadn't smiled his entire adult life came to me for treatment. I told him in 12 to 15 months his teeth would be straight. But the thought of wearing braces proved to be a deal-breaker [for him]. His appearance affected his career and his life, but he couldn't put up with braces," Glaser noted. "Even a removable appliance was unacceptable for this patient." Not only were Glaser's patients frustrated, but he was as well.

As he considered how to expand his practice, Glaser heard of a new treatment tool: The Invisalign® system, introduced by Align Technology Inc, San Jose, Calif, in 1999. But Gianelly had instilled in him the importance of questioning innovation and seeking proof before accepting new ideas, a lesson he took seriously. "I thought it would be a disaster. I figured I'd let everyone else make mistakes with it," Glaser says. "I didn't think you could control the movement of teeth [with aligners] as well as you could with braces."

By 2006, Invisalign seemed to be gaining acceptance in orthodontic circles, so Glaser decided to test the waters. "I still viewed this as a removable appliance for simple tooth movement, and I was skeptical of the results," he says.

To his surprise, his adult patients complied with treatment. The absence of metal wires and brackets, coupled with minimal irritation



Glaser incorporated a sleek, contemporary décor to reflect the image he wants his practice to project.

or discomfort, made a difference. "I was surprised and pleased. Gradually, I increased the complexity of the cases I was treating."

Today, Glaser reports that 99% of his adult patients use Invisalign and typically ask for it by name.

Treating Teens

As for the younger demographic: Glaser treats a significant number of adolescents and teens, and he classifies these younger patients into two different groups. His pre-teen patients—those between 10 and 12 years of age—typically prefer traditional metal braces. "At that age, kids think braces are cool. They want to belong to their peer group. Girls, especially, are excited to have braces." He explains that the pink and purple colors hold great appeal for this age group.

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Dr. Barry Glaser

This renowned clear aligner expert shares his take on adapting in a world of competition, taking on complex cases, remote patient monitoring, and more

by Kyle Patton, associate editor

Orthodontists spend most of their working hours in their practices, so they don't usually get many opportunities to see what it's like inside another doctor's office. Orthotown's recurring Office Visit profile offers a chance for Townies to meet their peers, hear their stories and get a sense of their practice protocols.

In this issue, we visit **Dr. Barry Glaser**, a Harley-riding, award-winning New York orthodontist who runs one of the best Invisalign practices in the country. As a clinician, he's set himself apart in his community and among his peers, becoming a lecturer, author, teacher and consultant for clear aligner treatments all around the world. Check out Glaser's take on the future of aligner therapy, competition and how to stay sharp in an ever-changing industry.

OFFICE HIGHLIGHTS

Name and credentials:
Barry Glaser, DMD

Graduated from:
Boston University

Practice name:
Glaser Orthodontics,
Westchester County, New York
glaserortho.com

Practice size:
1,800 square feet

Team size:
5

PHOTOGRAPH BY SEAN MICAH CREATIVE

