

# Notices

## Irish Dentistry Awards 2015

CONGRATULATIONS TO KEVIN O REGAN ON WINNING IRISH DENTISTRY'S PRACTICE OF THE YEAR 2015 WITH ACE BRACES ORTHODONTICS AND TO STEPHEN MURRAY FROM SWORDS ORTHODONTICS ON IRISH DENTISTRY'S BEST PRACTICE IN DUBLIN.

Kevin also won awards for best practice in Leinster outside of Dublin, best specialist practice in Ireland, best web site, best dental team and Stephen was highly commended as the best dental employer.

Irish Dentistry has been running its awards for many years, and although Kevin has won the best specialist award before, it was unprecedented to see specialist practices doing so well in so many categories this year. Many of the practices they were up against would offer orthodontics and pretty much every other form of dentistry as well.

It is great to see our members flying the flag at these awards. Well done.

## OSI in the News

CONGRATULATIONS TO RONAN PERRY FOR HIS RECENT INTERVIEW ON RTE RADIO 1 WITH SEAN O'ROURKE. If you missed it, the link to the interview is on the OSI website [www.orthodontics.ie/news-and-events/media-coverage/](http://www.orthodontics.ie/news-and-events/media-coverage/).



## Save the Date

OSI Spring Meeting  
15th – 16th April 2016  
Bellinter House, Co. Meath

OSI meetings are open to registered specialist orthodontists.

For more information,  
please visit our web site [www.orthodontics.ie](http://www.orthodontics.ie)  
or email [info@orthodontics.ie](mailto:info@orthodontics.ie)

## 2014 Case Study of the Year



Dr Antonino Secchi and Dr Aidan Redahan

CONGRATULATIONS TO AIDAN REDAHAN WHO WON THE ORTHODONTIC SOCIETY'S 2014 CASE STUDY OF THE YEAR!



# ORTHODONTIC SOCIETY OF IRELAND NEWSLETTER

ISSUE 201501

## President's Report

By Sinead O'Hanrahan



DEAR MEMBERS, WE ARE NOW IN THE MIDST OF A BUSY YEAR. THERE HAS BEEN A LOT HAPPENING.

Our conference in Powerscourt on the 27th March, is now over with Dr Stuart Frost talking about Self Ligation, the art of finishing and bonding protocols.

The Staff Day with Lina Craven went down very well and hopefully we will organise more events to include our team members in the future. The Federation of European Orthodontics council met for the first time in Ireland in Powerscourt and many thanks to Owen Crotty for organising this and on his election to the Board of FEO. An EGM was held at the end of the meeting suspending our 2015 AGM until the 2016 autumn meeting being held on the 18th–19th November 2016 at Lough Erne, Enniskillen.

The World Federation of Orthodontics Congress is fast approaching on the 27–30th September. It is a great honour for the Orthodontic Society of Ireland to have our own Dan Counihan presenting in London on Tuesday 29th September at the WFO World Village Day. Conal Kavanagh has agreed to represent us as Council member of the World Federation of Orthodontics.

If anybody needs a WFO application form signed you can forward the form directly to my home address 8 Hamlet Close, Flemington Lane, Balbriggan, County Dublin or email it to me [sineadohanrahan@gmail.com](mailto:sineadohanrahan@gmail.com).

Reminder the Hotel picked for the OSI is the Park Plaza Westminster Bridge, Westminster Bridge Road, Lambeth, London, SE1 7UT, United Kingdom Phone: +442076207227. Please book directly with the Hotel.

On Sunday 27th Sept, Ireland is playing Romania at Wembley Stadium in the Rugby World Cup. I hope to organise an informal drinks after the game in the centre of London which everybody is welcome to attend. I will keep you posted re details.

Regarding the social events attached to the Congress. I personally have put my name down for the Presidents' Reception at the Natural History Museum, Tuesday 29th September 17.30pm. It is a world class venue located in London's beautiful South Kensington area. The museum is a neo-Gothic masterpiece housing one of the world's most extensive and important collections of wildlife – including specimens collected by Charles Darwin. The evening promises to be a unique opportunity to wander among the dinosaurs while enjoying canapés and conversation with colleagues and friends. Tickets are available at a cost of £125 but are limited.

Please keep 5th December 2015 free. We are hosting a Christmas party in the Merrion Hotel, Dublin for a Black tie dinner, music and dancing to celebrate

our society's 25th Anniversary. There are only 97 places so will be on a first come first served basis when we open for booking in September. It is an invitation for spouses and partners too. I hope everybody can join us as I am sure it will be a fabulous party.

I am delighted with the uptake for the Winter Study Club trip to Morzine 20–24 January 2016. The Chalet Lolana is now fully booked however if anybody else still wants to join us, the company Highlife can accommodate you in another chalet if necessary. You can contact the company yourself directly. Alannah is our contact at Highlife Ski & Snowboard +353 1 677 1100, 19 Main Street, Blackrock, Co. Dublin. Email [alannah@highlife.ie](mailto:alannah@highlife.ie).

On less social business, a letter was sent to Leo Varadkar, Kathleen Lynch and John Hennessy HSE regarding our concerns regarding the cross border initiative. We also had communication with VHI over submitting of photographs for them to grade the severity of the individuals, malocclusion.

The Journal of Clinical Orthodontics was also added to our online library. You have to click on the link <https://www.jco-online.com/request/default.aspx> and it will bring you to a window where you fill out your name and name your computer. You use [info@orthodontics.ie](mailto:info@orthodontics.ie) as institution email address or [www.orthodontics.ie](http://www.orthodontics.ie). This sends a verification email to Aideen who has 24 hours to verify the link. You need to go back on your computer within 24 hours to complete the process otherwise you have start again. Once

verified you should be able to access JCO from that computer without any trouble. The process is a bit convoluted.

We have continued to employ Combined Media to continue at a low level of Google advertising on Google. We have set a limit to the spend for the whole year. With each monthly reports we receive, we tailor the spend to get the most out of it. Google ads are advertisements that appear next to Google's search results or on other websites through Google's AdSense program for relevant searches

such as people searching for "find an orthodontist" in Dublin.

The website is also optimised for better performance and ranking on Google search results, in order to increase organic (non-paid) traffic to the website. The ads and the Google searches are performing well. The first report on Jan-Feb performance shows an increase of 160% of traffic to the website compared to the previous month, for a total of 3759 visits (sessions) to the website in one month. In particular, traffic from

Google has increased by 130%. Traffic from other sources, such as Bing and Yahoo, also increased. An increase in traffic has also been noted to specific pages of the website, such as "find-an-orthodontist", "patient-information" and several orthodontist's profiles.

The newsletter today is been printed to encourage members to read it as the it has lots of information including the job vacancies. I hope it ends up in every body's tea room. With that I wish everybody a good summer and hopefully see you all in London.

## FEO – AGM Report 2014

By Owen Crotty



**T**HE ANNUAL GENERAL MEETING OF FEO WAS HELD IN ATHENS ON DECEMBER 7TH IN CONJUNCTION WITH THE ANNUAL SCIENTIFIC MEETING OF THE HELLENIC ORTHODONTIC SOCIETY.

Representatives from 10 Member countries attended, including Macedonia, Bulgaria, Albania, Italy, Germany, Serbia, Ireland, Greece, Luxembourg and Spain. Also in attendance were representatives from Romania, which

was admitted to FEO during the meeting, and from Egypt, which is Corresponding Member of FEO.

The finalists for the *Young Speakers Francesca Miotti Award* contest presented their lectures at the Athens Meeting and the winner was announced.

This competition was considered to be very successful and it was decided to continue it on a biannual basis, the next to be held in the Autumn of 2016.

The winners of the *Best Clinical Paper* and *Best Scientific Paper* also presented at the meeting, and were presented with their awards. The deadline for the next *Best Clinical Paper* and *Best Scientific Paper* will be March 15th, 2015.

As we all know by now, the World Orthodontic Congress will be held in London in 2015. FEO will be representing European orthodontics

two photos, before and after smile profiles or side profiles for dramatic functional changes, with a short detail on the type of brace used plus the duration of treatment such as 'fixed/functional treatment, 18 months' or 'Invisalign Full, 16 months'.

The viewing public on the OSI website will not be interested in the patient's name or age or indeed the Orthodontist's name or location. They want to see 'wow' results from OSI members in as short a treatment time as possible. So we need top-quality clinical images, well lit and cropped such as the one seen below. To showcase the latest technology try and pick cases completed in 12 to 18 months rather than 18 to 24 months or more.

For data protection and patient confidentiality reasons please ensure that you have full parental or patient consent before submitting your photographs. If you wish we can email you a copy of a media consent form



Adult case: Clear Braces, 18 months

to be signed by a parent or patient, copy sent to Aideen and a copy to keep in the practice. The OSI Council will select what we deem to be the best representation of our members' clinical skills for the viewing public on the website and are not interested

in comparing the clinical skills of one member against another.

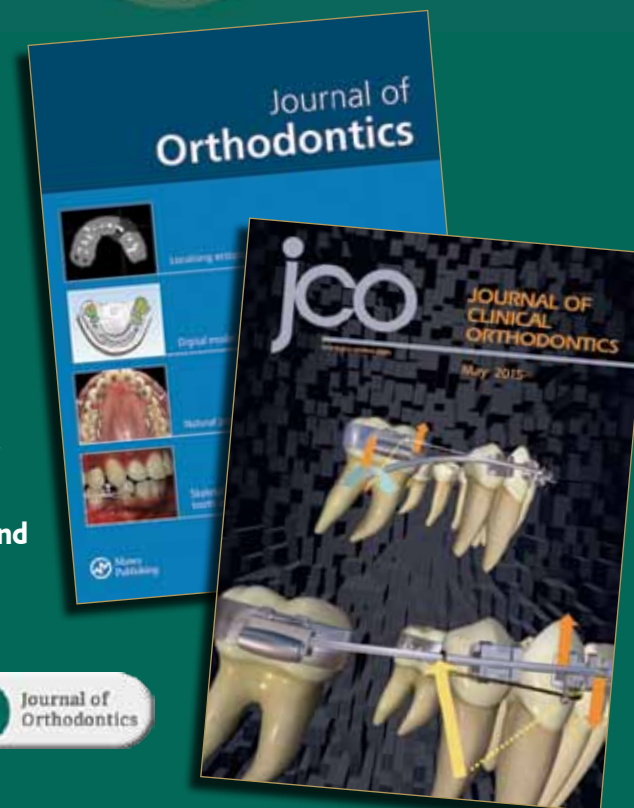
Images will be rotated on a 6 or 12 monthly basis to ensure that as many members as possible get to display their talents on our website.



FEO Board Members from left, Dr Owen Crotty, Dr Silvia Allegrini, Dr Panagiotis Skoularikis, Dr Ángel Alonso Torso, Dr Odil Hutereau, Dr Ursula Hirschfelder

## Notices

Members of the Orthodontic Society of Ireland have access to the *Journal of Orthodontics* and the *Journal of Clinical Orthodontics* publications. To access these journals, sign in to the members' section of the Orthodontic Society of Ireland's website, click on the links provided and follow any subsequent instructions given.



### JOBS VACANT

**Dunboyne Dental Lab/Surgery is looking for an experienced Orthodontist. For more info please contact Paul on 087 276 2104.**

To see more positions available, visit:

[www.orthodontics.ie/category/jobs-available/](http://www.orthodontics.ie/category/jobs-available/)



# 2015 Spring Meeting, Co. Wicklow: Lina Craven's Staff Training Course

By Charles Kelly



Lina Craven

**L**INA CRAVEN GAVE AN EXCELLENT TALK TO APPROXIMATELY 20 STAFF. ALSO THERE WERE A FEW ORTHODONTISTS WHO DECIDED NOT TO ATTEND THE CLINICAL TALK AND CAME TO LINA'S TALK INSTEAD.

Lina is a polished lecturer and is an expert in her field. I think we would all agree that Lina could 'talk the talk and walk the walk'.

She focused on the whole concept of our patient's experience and customer service. She was at pains to tell us that the patient's experience is not just the orthodontic treatment but it's the sum of all the interactions with your practice. She explained the importance of building a positive connectivity with the patient and providing a good service. It was logical and sound advice.

One of the gems I remember is that

your satisfied-and-happy patients are the best advocates for your practice in the community. They are a walking billboard for the practice, the cheapest form of advertising.

She gave an interesting discussion on Vision statements. Lina Recommended that we should have a written vision statement and objectives as a standards to aim for. She gave a very convincing argument for this. She recommended having it up for staff to see as an aid memoir.

Throughout, Lina sprinkled that day with suggestions as to how to deal with the typical questions that most practices have to deal with: Why is orthodontics so expensive? Do you do 6-Months Smiles? She taught us how to respond constructively. As we all know, quality and price are related.

Lina suggested that we should look at companies that are good at

customer service and learn from them. We can all do that. She mentioned Disney as a company that impressed her because they are innovators in this area. We all discussed examples from our experience of good customer service and this gave us ideas that could be brought back to our practices.

During the day Lina worked hard to involve the audience and promoted dialogue, she loved to be challenged. It got us talking of our experiences positive and negative working in the orthodontic field. We learned from each other, this was all very helpful.

If there are plans to have Lina back again to talk and provide further training courses, I would recommend attending a course. You and your staff will certainly learn plenty that will help improve your practices.

## Website: Case History Gallery

By Hugh Gordon

**W**E ARE COMPILING A CASE HISTORY GALLERY TO SHOWCASE OUR SPECIALITY AND CLEARLY DISTINGUISH US FROM OUR NON-SPECIALIST COLLEAGUES.

If anybody has a case history they would be willing to have on the website please email Aideen who can copy on to me and other Council members.

This should be a gallery of around twenty of our members' most outstanding cases. It will involve just

at the *World Village Day* on Tuesday September 29th. This will incorporate 9 different speakers, including our own Dan Counihan. It is a great honour for the Orthodontic Society of Ireland to have had Dan selected to present his research on this world stage. So mark that date in your diaries – Tuesday, September 29th, 2015. The winners of the best *Best Clinical Paper* and *Best Scientific Paper* will also present their entries at the *World Village Day*.

FEO have also accepted an invitation from the OSI to hold their

Spring Board Meeting as part of the OSI Spring Meeting in 2015. Having represented the OSI in the European side of Orthodontics since 2008, I feel we have a lot to learn from our continental-European colleagues, but we also have a lot to contribute. This meeting in March 2015 and Dan's contribution in London 2015 should be viewed as opportunities to further develop the OSI.

Election of Officers saw Dr Panagiotis Skoularikis stepping down as President after 2 years in charge, to

be replaced by Dr Angel Alonso Torso from Spain. I was elected as Secretary-General to succeed Dr Alonso Torso. Other new additions to the Board were Dr Sylvia Allegrini from Italy as Vice President and Dr Ursula Hirschfelder from Germany as Assistant to the Secretary. Dr Odil Hutereau continues as Treasurer, Dr Danny Op Heij as Administrator and Dr Paola Manza as Web master

# 2014 Autumn Meeting, Co. Clare

By Catherine Crocker

**T**HE ORTHODONTIC SOCIETY OF IRELAND WAS DELIGHTED TO WELCOME DR ANTONINO SECCHI, WHO PRESENTED THE AUTUMN MEETING ENTITLED "CONTEMPORARY CLINICAL ORTHODONTICS".

Dr Secchi has developed the Complete Clinical Orthodontics System, which he shared during his time with us. He explained that Complete Clinical Orthodontics (CCO) is not a radical new technique or technology, but a comprehensive orthodontic system that addresses diagnosis, treatment planning and treatment delivery in a single, inclusive approach. Its goal is to achieve quality, consistency, simplicity and efficiency in every orthodontic case treated.

Dr Secchi has developed the CCO system by combining many of the other ideas – he claims Angle, Tweed, Ricketts, Andrews, Roth, Alexander, McLoughlin and Damon all had influence! – along with new technology to lead to a goal-directed treatment plan. He uses an Active Self Ligating Bracket (ASLB) – he was showing cases using both the GAC In-Ovation and the new 3M Victory series SLB - believing that they have a lot to offer in facilitating and delivery of treatment. These are:



Dr Antonino Secchi

- **Rotation:** Using the full slot clip coverage of the active clip in the ASLB facilitates the correction of rotations within the stage of levelling and aligning. The active clip also promotes complete engagement of the wire into the slot. This avoids leaving small rotations uncorrected as the wire sequence progresses. Therefore, the CCO treatment removes some of the offset overcorrection found in previous prescriptions.
- **Full Torque Expression:** Thanks to the active clip, full torque expression is achieved on a .019 x .025 stainless steel (ss) wire. The interactive clip pushes the wire into the slot. Research shows that on the In-Ovation brackets a

.019 x .025ss wire can express the same amount of torque as a .021 x .025ss wire. Therefore, some of the overcorrection implemented in previous treatment systems to overcome the play between the bracket and wire are not required.

The CCO System Rx works as a comprehensive treatment protocol from second molar to second molar, so Dr Secchi will bond these in all cases. Molar tubes are passive attachments, and oversized tubes are not able to transfer the values they have, specifically torque, even if large wires are used. Lack of control of the last tooth will cause it to roll. If the bite is high on the molars, it may be due to rotation of the molar and incorrect position of the oblique ridge. His tip was that if there was a big step between the first and second molars, to check the rotation of the first molar. The CCO buccal tubes have a specific overcorrection for the maxillary and mandibular first and second molars to achieve proper molar control on a .019 x .025ss arch wire.

It is very important for both aesthetics and function to achieve optimal torque of the maxillary and mandibular incisors. It affects lip support and consequently facial aesthetic as well as anterior guidance. It is sometimes difficult for the maxillary

incisors to achieve optimal torque due to the large amount of bone the roots must go through, specifically in extraction cases as well as Class II Division II cases. The inclination of the mandibular incisors is critical for both function and stability. Their position should be upright within the alveolar bone. Class III camouflage, Class II mechanics and deep curve of Spee are specifically challenging with regard of the upright position of mandibular incisors. The CCO system recommends a Roth prescription with 12o upper incisors and -1o lower due to complete expression. Upper canine value recommended is 10o, with lower -7o. Placement of the brackets should be in the centre of the clinical crown, rather than a specific distance from the incisal edge. For the molars, it should be the buccal groove.

The CCO System is designed to be an effective, efficient and practical way to achieve excellent results in a variety of clinical situations when using straight wire self-ligating appliances. The treatment mechanics follow

the stages of Levelling and Aligning, Working and Finishing.

Dr Secchi's wire sequence is: 014 sentalloy, 018 sentalloy, and 20x20 bioforce in the Levelling and Aligning stage. He reminds us to let the 20x20 fully express before changing wire. Working wire is 19x25ss or 21x25ss if you want to prevent tipping. He finishes in 19x25 or 21x 25 braided ss, with short heavy vertical elastics.

On the Saturday, Dr Secchi spoke to us about the TAD supported HAAS expander. Its aim is to achieve skeletal, non-surgical expansion with minimal dento-alveolar effects, with three-dimensional control of tooth movement in post-pubertal adolescents and young adults. It should not be used in the mixed dentition due to risk to the developing permanent teeth. Research is showing that the skeletal expansion possible with this device can exceed what is commonly achieved with conventional tooth-borne appliances. The aim of an implant supported device is to prevent tipping of molars during expansion, and to minimise periodontal damage. It can

be used at the same time as the fixed appliance, and research has shown that it allows for sutural expansion of adults. 4 TADs are placed in the palate. An expander is made with holes over the implants, and Triad is placed in these holes, the expanded seated over the TADs and cured in place. The acrylic is kept at least 3 mm away from the gingival margins. After expansion has been achieved, the expander is kept in position for a further 4 months.

Whilst there was nothing particularly radical or new within the CCO system, it was a very useful 2 days to inspire us to achieve excellence in our own orthodontic settings. The cases that Dr Secchi presented were just beautiful. It is sometimes good for us to step back and remind ourselves to do the basics excellently, bond those second molars and strive for perfection!

Many thanks to Katherine Condren and Shona Leydon for an excellent last meeting on the committee for them – and looking forward to the new!

## 2015 Spring Meeting, Co. Wicklow

By Sinead O'Hanrahan

**WE WELCOMED DR STUART FROST TO BEAUTIFUL POWERSCOURT ON 27TH MARCH 2015 WHERE HE STARTED HIS LECTURES SPEAKING ABOUT THE DAMON SYSTEM**

He progressed through the morning and showed some very interesting cases ranging from a severe Hypodontia Class 3 case to difficult retreat adult cases. He showed some cases where he protracted upper and lower dentition using TADS in adult bimaxillary retrusion cases. He suggested use of a Rocky Mountain driver for placing tads. His attention to detail was astounding and each case delivered a beautiful smile. His philosophy was treat to the face. He discussed the Exceladent for speeding up Invisalign cases. He discussed uses of variable torque brackets on individual teeth depending on movements needed.

Saturday morning we started with Lina Craven who gave us a summary on what the staff learned the previous day and the benefits achieved. Stuart frost then discussed the art of finishing a case.



Thank you to Ciara Scott & Katherine Condren for the photographs.

