

2020

ORTHODONTIC SOCIETY OF IRELAND WINTER NEWSLETTER



President's Report

Dr Ronan Perry



Dear Members,

I hope you all had a great start to the year and that all delegates thoroughly enjoyed our November Meeting in Lyrath Estate.

In June, our FEO/EFOSA representative, Dr Sinead O'Hanrahan, attended the EFOSA in Nice. Her report is included in this newsletter. Warmest congratulations to Dr Owen Crotty who has been invited to speak at the 9th International Orthodontic Congress (IOC) of the WFO will be held in Yokohama, in Japan in 2020. This is a great opportunity to showcase Irish Orthodontic talent and to keep Ireland well on the map in the international arena.

Finally, I would like to remind you that our April meeting entitled "The Surgical Orthodontic Interface: Current trends and controversies", will be taking place in The Portmarnock Hotel, Dublin on Friday 24th and Saturday 25th April 2020. We are delighted to host our specialist colleagues from the Irish Association of Oral Surgeons (IAOS). To book your place visit the events section of our website www.orthodontist.ie or contact Aideen info@orthodontics.ie

OSI SPRING MEETING 2020

Friday 24th - Saturday 25th April

Portmarnock Hotel, Dublin

The Surgical Orthodontic Interface: Current trends and controversies

Dr Itamar Friedländer, Dr Sophie Barber, Dr Nadine Houghton

We are delighted to host our specialist colleagues from the Irish Association of Oral Surgeons OSI meetings are open to registered specialist orthodontists. For more information, please visit our website www.orthodontics.ie or email info@orthodontics.ie

EFOSA Report Nice June 17-22, 2019

Dr Sinead O'Hanrahan



Here is what happening around Europe.

Dentist /Orthodontist Debate around Europe

In the Netherlands, there was an agreement between Dentists and Orthodontists, committing that if treating orthodontic cases, Dentists would explain their qualifications to patients/guardians. In the Netherlands, the same fee is paid by the government, regardless of whether an Orthodontist or Dentist is treating the patient. In Italy, due to severe competition, a PR campaign was undertaken to explain the differences in qualifications with questionable success. In Iceland/ Slovakia, Orthodontists only treat orthodontic cases, so the problem does not arise as the government only pays Orthodontists. However, aligners are going to Prosthodontists/public directly. In Slovakia, the national orthodontic society financially supports Orthodontic postgraduate students. In France, there was a review of 1300 patients asking "Do you know the difference between an Orthodontist and a Dentist". The answer was 50/50. 13% of patients who were treated by a specialist, were unaware of this.

Across Europe, the differentiation between Dentist and Specialist is very unclear; thus there is a great need for consumer awareness programs.

North America

In America, the same challenges are even more arduous. Dr Gary Inman President AAO and Dr Chris Roberts, the incoming president, addressed the EFOSA meeting. They spoke about how the AAO is responding to the challenges. The AAO

has a new CEO Lynne Thomas Gordon, and their goal is to protect and defend the Speciality.

The AAO have employed a Legal Department (1 million dollars), a Marketing Department plus videographer. They levied each member approximately \$900 to fund the extra workforce and help with solicitor fees. This money was ringfenced purely for these purposes. They have spent 6.7 million on their consumer program, redesigned website, consumer alert, Orthodontist locator etc. They have filed 36 complaints to state dental boards and the Federal Drug Agency. They have had moderate success legally. In 2018 Smile Direct sued the state of Georgia and AAO became Friends of the Court and helped assist the State Dental Board. Most of the charges have been dropped but not all. Smile Direct has also sued the State of Alabama. Most state dental boards have no money and the companies have huge expenditure and a vast number of lawyers. The AAO is looking for DIY orthodontic treatment that has gone wrong as evidence. In most cases that have gone sour in the USA the patient has already signed non-disclosure forms. There are 800 reported complaints of negative outcomes.

Other issues around Europe

Problems have arisen recently, in Germany, stemming from a publication from a Dental Professor from Bern -Switzerland. His speciality is Prosthodontics/TMJ. He published an article, stating that the benefits of Orthodontics have not been proven, that Orthodontics is not evidence-based, and questioned why the German government was paying for Orthodontics. The opinion papers got a hold of this headline and ran with the slant of 'wasted taxpayers money'. Bearing in mind, approximately two-thirds of German children receive Orthodontic treatment. It was suggested that a motive for the publication was to shift funds from Orthodontics to a new periodontal program.

Establishment of Specialist Register

Just Spain and Austria, do not have a Specialist register however, Austria at present is nearly recognising Orthodontics as a Speciality.

ESAS (ESASOQ) Audit tool for Orthodontics

The European self-assessment tool has been updated to simplify the process. It is a two-tier assessment, a patient assessment and Orthodontist assessment of outcome. It is used universally at present in the Netherlands, however sporadically elsewhere. The new version should be rolled in 2020. It will be a useful quality assurance tool, and if used, will enable Orthodontists to provide data to Governments and other funding bodies. The name has also been changed to ESASOQ.

If you have any questions regarding EFOSA or FEO, please feel free to email me directly sineadohanrahan@gmail.com

WFO World Village Day October 2020

Dr Owen Crotty



The 9th International Orthodontic Congress (IOC) of the WFO will be held in Yokohama, Japan in 2020. The **World Village Day** programme has proved to be a very successful feature of the Congress and the FEO is once again coordinating the European contribution.

The OSI council would like to extend their congratulations to Dr Owen Crotty who has been invited to speak at the congress. This is a great opportunity to showcase Irish Orthodontic talent and to keep Ireland well on the map in the international arena.

Our Brand New Look

Dr Ronan Perry

Thank you to everyone who came along to our AGM in November, and to those who sent in their proxy votes on the OSI rebranding motion.

We had a robust discussion, following which a significant majority passed the motion to change the name of our society. The motion to allow the OSI Council to act on behalf of members based on their preferences indicated at the AGM was also passed.

After considering all views expressed regarding our new logo, the council have agreed to refresh and retain the current design, keeping the green and gold colours and the harp strings through the "O".

In terms of our new name, there was a strong preference for the word "Association" over "Institute", and also to include our protected name "Orthodontist." After much consideration, the council have shortlisted the following two names:

- Irish Association of Orthodontists (IAO)
- Orthodontic Specialists Ireland (OSI)

We have invited all members to indicate their preference for our new name by Saturday 29th February. Votes can be cast electronically, by following this link: <https://doodle.com/poll/3ichmzduhy3cyz4k> or by email to info@orthodontics.ie

2019 Autumn Meeting, Co. Kilkenny



Dr William Dayan & Dr Ronan Perry



L-R: *Dr William Dayan, OSI President Dr Ronan Perry, Dr Ektor Grammatopoulos & Dr Adina Sirbu*



Dr Ronan Perry & Dr Ektor Grammatopoulos

This year, our November meeting was held in the rather beautiful Lyrath Estate in Co. Kilkenny and all who attended enjoyed an action-packed weekend of "Aesthetic Appliances - A Paradigm Shift?". We ran a parallel session with our Orthodontic Laboratory Technician and Orthodontic Therapist colleagues; "Aesthetic Appliances Transforming the Lab Production Processes". In addition, we held a number of sessions for orthodontic team members.

Orthodontics in preparation for Cosmetic Reconstructive Dentistry, Patient Interviews and Treatment Presentation. He is currently an Elite Premier Provider and is a registered speaker for Invisalign who currently teaches orthodontists internationally how to use aligners to achieve excellent results even in the most challenging cases. We thoroughly enjoyed his in-depth sessions on the topic of Aligner Orthodontics.



Dr Ronan Perry & Dr Adina Sirbu

To kick off proceedings, we had the great pleasure of welcoming our colleague Dr William Dayan. In addition to his full-time private practice in orthodontics, Dr Dayan is also a clinical instructor of Orthodontics. His teaching expertise lies in areas of Invisalign, Esthetic Adult Orthodontic Techniques, and Rehabilitative

Informative Sessions

Orthodontic team members attended informative sessions on the patient journey and on social media and patient-centred content hosted by Amanda Webb, Elizabeth Monahan, Lina Craven, and Terry Quinlan.



Amanda Webb



Elizabeth Monahan



Lina Craven



Terry Quinlan

As always, we were very grateful to all of our sponsors without whose assistance we would not have been able to put on such a fantastic event.



DB Orthodontics Lina Craven Moore Wealth Management Pilot Media
Portman Dental tops Software DD Orthodontics

Website & Social Media Report - December 2019



Social Media

In December, we shared the following articles promoting specialist orthodontics. As always, we would encourage members to share these articles on your own social media pages (if you have one) thus extending the reach of the message and allowing it to be seen by more members of the public.

- **Reach:** Reach measures how many people have seen a post. It is a good indicator of how well we are getting our message out there and INTO PEOPLE'S NEWSFEED.
- **Engagement:** Engagement metrics indicate interactions beyond just simply views. Facebook defines engagement as including all clicks, not only comments, likes and shares. It's important to understand that just because a post has a high Reach, this does not mean that we will have high engagement. It depends on how compelling a post is and how it resonates with our target audience. Keep in mind that high Reach can sometimes lower Engagement because more people have to interact with a post.

Articles /Content– shared in December 2019	Reach	Engagement
Photo: OSI President Dr Ronan Perry pictured with key speakers from November Conference	99	15
Info post: What to do if you lose or break your retainer	150	7
Info Post: Am I too old for braces?	660	32
Info post with site link: See a specialist for best and safest results	43	2
Post: how crossbites can affect you	242	11
Shared content: BOS guide to choosing a specialist orthodontist	49	1
ASO shared post: the dangers of DIY braces	378	19
Info post with website backlink- adult orthodontics what are your treatment options?	28	3
Info post from AAO: 4 common changes orthodontists see in patients as they age	201	3
Christmas Greetings from the OSI	395	16

OSI Website

	November	December
1. Sessions	4889	3296
A group of interactions one user takes within a given time frame (in this case, one month) on a website.		
2. New Users	3960	2748
"Users" is the number of new and returning people who visit your site during a set period of time. The first time a person visits your site, a Google Analytics cookie will be set and a unique identifier will be assigned to them. This will help distinguish the person as a "new user".		
3. Number of Return Visits	596	369
If someone has visited our website within the past two years and returns from the same device, they are marked as a Returning Visitor. This is a very important measure as it tells us how compelling the site is. Fundamentally, we can surmise that visitors view it as a reliable information source, so they return.		
4. Bounce Rate	76.29%	78.16%
The percentage of visits in which a person leaves our website from the landing page without browsing any further. A bounce rate of around 40%-50% is considered average. The lower this percentage is the better.		
5. Average Session Duration	51sec	45sec
The average amount of time spent on our site by a user in one session in a given time period (again, in this case, one month).		
6. Organic Traffic	2919	2091
This traffic is defined as visitors coming from a search engine, such as Google. E.g. a visitor googles "specialist orthodontic register Ireland" and they are given a list of search results where our website features and they click on it.		
7. Direct Traffic	1254	804
The result of a user entering our URL into their browser without using a search engine.		
8. Referral Traffic	21	15
When someone clicks on a link to go to our site on a different website, Analytics tracks the click as a referral visit to our site.		
9. Social Traffic	22	14
When someone clicks on a link that we have posted on one of our social media channels that leads back to our website. Analytics tracks this click as a social referral to our site		

From the above figures, we can see that the volume of traffic visiting our site in the month of

December has decreased. This is not a cause for concern as December is traditionally a quieter

month in orthodontics with consumers' minds' elsewhere.

Our bounce rate is very high at 78.16%. This figure needs to be sitting at approximately 40-50% to know that we are retaining visitors. A public-friendly, mobile-optimized site will play a big part in bringing us into the healthy realm and keeping the interest of members of the public.

Again, a reminder - we are cross-posting social media content so that Instagram and Facebook show the same info-based posts. It would be great to be able to post members' patient transformations.

As you can see from the above section on our social media posting performances, posts that directly related to patient education got the highest levels of engagement. However, we would get an even higher level of engagement if we had real cases to demonstrate the benefits of undergoing orthodontic treatment with a registered specialist.

If you would like to add the OSI name to your social media image consent forms that would be much appreciated.

There is an example of an image consent form that you can adapt for your own practice on page 9:

You would need to:

- Make sure that informed consent has been signed.
- Send me these before and after smile photos
- State the type of ortho treatment received
- State duration of treatment
- Give me your practice social media handle so that I can "tag" you and help you to gain more traction for your own social channels.

It would be a great way to showcase the work of specialist orthodontists and highlight the high

calibre of treatment received when a member of the public chooses a specialist for their orthodontic treatment.

As always, we need your input! If anybody has any thoughts, suggestions or examples of what they think would work well, please send me an email. theresa@orthodontics.ie.

Consent Form

I, (*Full Name*) _____, hereby give my written consent to both _____ (*Dentist Name*) and _____ (*Clinic Name*) and, (in the case of orthodontic patients) the Orthodontic Society of Ireland, to use, re-publish and distribute information that identifies myself in writing, videos and photography for the purpose of printed or online patient information, advertising, marketing and education resources including but not limited to leaflets, websites, video sites e.g. YouTube, social media sites e.g. Facebook, Instagram, Twitter, Internet search engines e.g. Google, for perpetual and/or commercial use.

I understand that both _____ (*Dentist Name*) and _____ (*Practice Name*) are not responsible for any unauthorised distribution and re-publication of the writings, videos or photographs by any third party, and there is no guarantee of removing all writings, videos or photography in the event that consent is withdrawn.

Patient Name:

Patient Signature:

Parent/Guardian Signature if patient under 18 years:

Address:

Date:

Orthodontist Name:

Dentist Signature:

Date:

Website Members' Area: logging on and resources available

Our society website can now be found by typing www.orthodontist.ie into the URL address bar on the top of your web browser. We can still be found via our former URL www.orthodontics.ie but the latter is now our primary web address.

- **The members' area of the website: logging in**

> Click Membership on the top address bar and select "Members Area".

> You will be brought to this page:

> If you require a new password, please email Aideen on info@orthodontics.ie or Theresa on theresa@orthodontics.ie

- **Journal Subscriptions for Members**

Journal of Clinical Orthodontics: Access to this journal works by IP address, so if you change your device you need to re-register for access. To register, go to <https://www.jco-online.com/institution/>. The OSI's subscription for this journal runs until March 2021.

Journal of Orthodontics: This journal is accessible directly through our website, no additional registration is required.

We are currently in the process of acquiring access to the Journal of Aligner Orthodontics for members. We will notify all members once this has been finalised.

- **OSI Library**

Members also have access to the OSI library; a list of the 35 titles in this library can be found on this section of the members' area.

Dr Pat McSherry is the custodian of this OSI Library. If you would like to borrow a book or have a recommendation for the library, please contact Pat via email: pat.mcsherry@hse.ie Books are sent out to those who request them via post and must be returned after the 4-week loan period in the same way.

- **Archive of Past Presidents and Past Scientific Meetings**

We are currently building an archive of all past presidents since our establishment in 1991 which will be added to the members' section upon completion. Currently, we have data from 2004 to present but require assistance on the years 1991-2003.

If you have any information that could help complete this archive, please email Theresa at Theresa@orthodontics.ie



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