

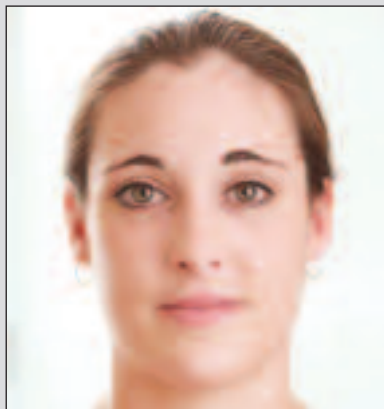
ClearStep: an explanation

what is ClearStep? A gimmick? A philosophy? An imitator? What?

These are just some of the many and repeated questions asked since the successful launch of this new product in summer 2005



Without the use of wire or brackets, Clearstep can revolutionise your patient's smile



A GIMMICK?

Well maybe, but show me the gimmick that can transform an adult patient's life in months without wire, brackets and all that entails. Show me the gimmick that can take a moderate provincial private practice and increase its turnover by 500% in just one year, and show me the gimmick that can take a prestigious business award for innovation just 20 months after its inception.

A PHILOSOPHY?

Well I am not sure, would you call an almost pathological com-

mitment toward the improvement of our product and service a philosophy? Or perhaps our dogged determination to give value for money to our clinicians and affordable orthodontic treatment to as broad a cross section of the population as possible? Well, maybe.

AN IMITATOR?

Let's face it, clear positioners have been in use since the 1940s, so I suppose we have all benefited by standing on the shoulders of giants like Dr Kessling. We at Ortho-Pro-

Teknica LTD are all too aware of the many other clear positioning systems out there in the marketplace, and genuinely applaud their ingenuity and innovation. We are also aware of the differing methods by which they achieve their end product. Armed with this knowledge, we believe our system to be the most flexible and effective currently available to the specialist and general dental practitioner alike. ClearStep is a hybrid of cutting-edge software and the most accurate model reproduction to be found anywhere in the field of dental

technology. Our positioners are fabricated at every stage on an integral model; in short, our system is computer assisted NOT generated. Believe me, we at Ortho-Pro-Teknica explored every avenue until we arrived at this unique coupling of revolutionary and pre-existing technology. Consequently, we have unshakable confidence in our product.

SO WHAT IS CLEARSTEP?

All of the above? You decide. I prefer to think of it as a tool



Above: accurate impressions are essential for successful orthodontic treatment



Ortho-Pro-Teknica insists on a two-part putty and light body silicone wash impression

but, my word what a tool! Used by itself or in combination with existing orthodox techniques, ClearStep can deliver astonishing results. You've all heard the expression 'two orthodontists, three opinions'? Though meant as a joke, the above quote serves to illustrate the many opinions and approaches to orthodontic treatment that exist. We at Ortho-Pro-Teknica endeavour to accommodate the diverse and disparate schools of best practice, impartially and without prejudice. In short, we are here for you. You are the clinician, orthodontist or a specialist in your field, we do not seek to dictate your treatment plan or contradict your decisions. Where appropriate we may advise a more efficient route or on occasion warn you of possible pitfalls in your choice of treatment, (based on our experience), but never ever contradict your professional opinion.

SO WHO IS IT FOR?

Initially we felt that ClearStep was safest in the hands of a recognized orthodontic specialist. We still do, however, not everyone on the specialist register possesses an advanced qualification in orthodontics despite their obvious competence and experience. More too are the number of GDPs working under the supervision and guidance of a specialist. So, where could we draw the line? Well it was a difficult decision but I think

you will agree that the fairest conclusion was to release it to all clinicians with one proviso, namely that GDPs must have specialist diagnostic input and treatment planning. To this end, we instigated the Ortho-Pro-Teknica diagnostic faculty, a body of specialist clinicians who can provide just such a comprehensive service for a fee of £75 per case. This proviso does not prevent the GDP from seeking their own specialist input; say for instance a colleague or perhaps a local orthodontist. Our only concern is obtaining the best possible treatment planning for the patient.

HOW DOES IT WORK?

Successful orthodontic treatment planning depends on combination of factors, not least a consideration of the patient objectives.

Orthodontics, particularly in the adult sector, is often a compromise between the desired and the possible. But one thing is essential and that is an accurate impression. We at Ortho-Pro-Teknica insist upon a two-part putty and light body silicone wash impression with the use of a spacer between stages, details of which can be found on our website www.clearstep.co.uk. This allowed to a clear and comprehensive treatment plan is all you 'the orthodontist' need supply to get started.

GDPs without specialist input on the other hand must

supply photos, studymodels and an OPT to the Ortho-Pro-Teknica faculty prior to commencement. A treatment plan and price band will be assigned, and upon receipt of a laboratory form and impressions, we can commence fabrication of positioners. Allow 10 working days for single arch and 15 working days for both upper and lower. You will receive a box of eight colour-coded models and clear PET positioners per arch.

This roughly corresponds to 16 weeks of treatment but remember in our experience, there is no average patient. Some may need longer than the statutory 14 days per positioner some less. People are individuals. On each positioner those teeth which have been assigned movement will exhibit no more than 0.25mm deviation from their original position, consequently, only 2mm of movement will be achieved per box. For this rea-

son we have allocated three bands of severity per arch; mild, moderate and severe, (see the website for details). Mild cases may well be treated in as little as a single box, whereas severe may warrant combination treatments, i.e. the use of expansion devices, sectional mechanics or, (in the young) our specially devised functional components, all of which reduce the amount of positioners needed for treatment.

CONCLUSION

I have endeavored to give as complete an overview of ClearStep as is possible; I have only scratched the surface. The good news is that OPT have planned nationwide regional seminars details of which can be found on our website. So what do you think? ■

ClearStep

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www.clearstep.co.uk

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