

# Gaining a competitive advantage in today's complex marketplace.

**APC™ Flash-Free**  
Adhesive Coated Appliance System

**CLARITY™ | ADVANCED**  
advanced ceramic brackets



**Tammy Torbert, Global Category Manager,  
3M Oral Care**

Tammy Torbert is a global category manager for traditional orthodontics at 3M. Her career at 3M spans more than 20 years, with global marketing roles in Healthcare, Industrial, and Consumer businesses where she worked on the iconic Post-It™ Brand.



The internet has changed how today's consumers make their purchase decisions. The path to purchase is no longer linear, and as a result, orthodontists must navigate an increasingly complex marketing environment to bring prospective patients in the door and convert them to patients.

Imagine a woman in her 40s who did not have orthodontic treatment as a teen. 2016 research conducted by 3M indicates the top places she will seek information are: the internet (where she will be looking at orthodontist and dentist websites and rating and reviews), her dentist and word of mouth.



While the internet may influence who a patient will choose for their orthodontic treatment, the global trend of beauty and esthetics will impact types of orthodontic treatment considerations. In a recent study published by the American Society of Plastic Surgeons, Americans spent more than \$11 billion in more than 14.6 million cosmetic procedures, 89 percent of which were nonsurgical, with a majority of these nonsurgical procedures above the shoulder.<sup>1</sup>

When this prospective patient arrives at your office, she has already done significant research about potential treatment options and may have already identified her preferred treatment. What she most likely doesn't know is her clinical diagnosis and what treatment option will provide the best results that last a lifetime.

The consultation is critical to uncover what the patient already knows and thinks she wants so you and your treatment coordinator can properly position treatment options that will provide the best results.

3M Oral Care offers esthetic treatment options to help differentiate your practice from the office down the street and drive growth in a very competitive market. By offering 3M™ Clarity™ ADVANCED Ceramic Brackets, patients can choose an unmatched combination of esthetics and performance. And when combined with unique 3M™ APC™ Flash-Free Adhesive pre-coating, you add unmatched bonding efficiency to your procedures.

▶▶ [Click here to visit the 3M website.](#)



### APC™ Flash-Free Adhesive Coated Appliance System

- Less than 2% bracket bond failure rate—saves time and cost
- No flash clean up reduces bonding time and chance for accidental bracket movement after positioning
- Protects tooth enamel under the adhesive
- Easy remnant clean-up



### CLARITY™ | ADVANCED advanced ceramic brackets

- Brilliant esthetic appearance, blends in with teeth
- Trusted strength, small size, low profiles
- Resists staining and discoloration
- Proprietary stress concentrator for predictable debonding

***“I think offering the Clarity ADVANCED Bracket gives my practice an edge ... It would be hard to practice without it.”***

— Dr. Joe Hannah, Olathe, Kans.

***“It’s better for our patients, because they’re obviously going to be in the chair less. Using the flash-free product, especially in combination with Clarity ADVANCED Brackets, is incredible.”***

— Dr. Ben Gregg, Ashland, Ohio

***“Using Clarity ADVANCED Brackets with APC Flash-Free Adhesive ... has virtually eliminated my bond failures, protects my patients’ teeth under the brackets and provides a way to market my practice differently.”***

— Dr. David Kemp, Franklin, Tenn.

***“... We’ve got patients that come in asking for it (Clarity ADVANCED Ceramic Braces).”***

— Dr. Brandon Johnson, Hays, Kans.

***“The APC Flash-Free Bracket has probably been, for our practice, the best improvement in bracket technology and efficiency that I’ve seen in 15-16 years.”***

— Dr. Craig Hunter, Pueblo West, Colo.

## Tools for successful consultations: New social media kit

3M Oral Care recently developed a social media kit to help orthodontists inform patients about the benefits of choosing treatment with their practice and Clarity ADVANCED Clear Brackets.

The social media kit tools in the Live Free and Clear Practice Marketing Kit make it easy to communicate the clinical and lifestyle benefits of treating with Clarity ADVANCED Brackets and to launch your own digital campaign.

Ask your local 3M Oral Care representative how you can use this kit, in conjunction with Clarity ADVANCED Brackets and APC Flash-Free Adhesive, to attract new patients and enhance the efficiency of your practice.



The Live Free and Clear Practice Marketing Kit.

### References

1. American Society of Plastic Surgeons