

# What does 3M mean to our practice?

*A perspective by Dr. Adriano Farina.*



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Dr. Farina earned his dental degree at McGill University in 2011, graduating at the top of his class. He then spent a year as a fellow at the Montreal Children's Hospital, specializing in treating children and special needs patients. He earned his certificate in Orthodontics and his Masters of Science in 2014, from Case Western Reserve University in Cleveland, Ohio, where he was awarded the Sanford Neuger Award for Clinical Excellence.

Dr. Farina currently has a private practice in Pointe-Claire, Quebec and is co-director of the orthodontic clinic at the Montreal Children's Hospital. He is a member of the Order of Dentists of Québec (ODQ), the American Association of Orthodontists (AAO), and the Canadian Association of Orthodontics (CAO).

Our practice aims to provide the best care possible to each and every one of our patients, while making the whole orthodontic experience memorable. Making sure our staff has fun and is able to execute tasks efficiently is equally as important. 3M products allow us to accomplish all of these goals.

Upon joining and then taking over the orthodontic responsibilities of our current practice in early 2015, I wanted to ensure we were using top-of-the-line orthodontic products. We believe our office provides the very best orthodontic care available. Why should we expect any less from the products we use? This is where 3M has been a game changer.

We live in a time where the consumer wants the biggest, the best and the latest of whatever you have to offer. In 2017, if you're not primarily using esthetics appliances you're already outdated. Ensuring we were using the BEST ceramic brackets available became a necessity. As a staff, we set out and did our homework. After doing extensive research, and attempting a variety of ceramic brackets, we decided that 3M™ Clarity™ ADVANCED Ceramic Brackets were the only option our patients

deserved. By the time we bonded up our first patient with ceramic brackets, it was already clear we had made the right decision.

It was a mother of one of our patients who decided it was finally her time to get the smile she always wanted. Her daughter was already in treatment using another brand of ceramic brackets. It took just one month for the daughter to ask if we could remove her existing ceramic brackets and replace them with the Clarity Brackets her mom had. I'll never forget her asking, "Are the ultra-invisible braces only for adults?" Our office feels that giving the patient the best smile possible at the end of treatment is crucial, but the journey to this end result should be as pleasant as possible.

From an esthetic perspective, our office feels undeniably that no other company has a ceramic bracket that competes with the Clarity ADVANCED Bracket. Benefiting our patients is just half of the battle. It's important that any new technology we incorporate into our office helps our staff. We work hard, use a ton of energy and love what we do.



To ensure our staff is giving every single one of our patient's the best experience possible, we need to ensure we're using products that are making the patient's appointments as seamless as possible. This way we can concentrate on building incredible relationships with our patients. I don't want our hygienists bogged down and silent, fighting to get that 2nd molar tube into position. I want them to effortlessly pop these brackets into position while asking our patient how their soccer team did in the playoffs or if she's picked out her dress for prom.



Taking over a practice where not much was delegated to the staff, it became increasingly important to train the staff in bonding. I don't know where we would be if we hadn't chosen 3M™ APC™ Flash-Free Adhesive coated brackets. From the get-go, our bonding time was reduced drastically. Compared to cases where we had to manually paste adhesive to our brackets, we were easily cutting our bonding time down by 60% when using the flash-free alternative.\*

As any orthodontist knows, chair time is king. We were able to see more patients per day and remove those painstakingly long bonding appointments from our schedule. Long gone are the dreaded appointments of adding a new bracket or replacing a lost bracket. Combined with self-etching primer, these previously difficult appointments are taking us a matter of seconds. Parents who have their second child now undergoing treatment will routinely ask us why this bonding appointment is so much shorter than the older siblings appointment done just a few years ago.

Most clinics probably agree that bonding buccal tubes to the molar teeth are usually the most challenging. Isolation is difficult, visibility is reduced and the room to work is tight. I'm sure many staff members can remember the times where they've been

fighting to clean the flash off the distal of that lower molar before the pool of saliva creeps up and contaminates the whole tooth. It's a race against the clock. If they only had a little more time. Also, you don't have to fight for isolation while trying to clean up the pesky flash and extra adhesive around the molar tube. It's a simple and easy procedure. Place, push, cure!



Our office started by using Clarity ADVANCED Brackets with APC Flash-Free Adhesive, and traditional metal brackets (from a competitor) we would have to manually paste. We used to charge \$300 more for the ceramic option. I would hear my staff members sigh when they would hear the patient was choosing the traditional metal option. "Uggghhhh. This is going to take so long! Are you sure they don't want the ceramic braces?" At this point it became clear that we should be making the ceramic and flash-free option readily available to our patients. We shouldn't be up-charging for ceramic braces. It's what the majority of our patients want, we prefer to use it and it just works better in our hands.

It's of no surprise to us that 3M continues to be a pioneer in adhesive technology. They also have a great beat on what today's consumer is looking for. But what makes them so unique compared to other companies is their focus on both the patient and the orthodontist. They have made our patients extremely happy and have greatly eased the day-to-day routine of our staff. We can guarantee we're providing optimal orthodontic care and give our extra attention to the patient, because it's just that much easier with 3M.



\*The APC Flash-Free Adhesive Coated Appliance System has shown a 40% reduction in the time required for bracket placement, positioning and clean-up. Individual user experiences may vary.

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