


*Where Local Stories Reach the
Global Orthodontics Community*

INSIDE NEWS

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TP Orthodontics, Inc. 

TP ORTHODONTICS

INSIDE NEWS

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Dr. Chad Wright shares with us about helping patients in Santa Barbara. Dr. Wright is a featured TP Orthodontics speaker at the AAO 111th Annual Session in May.

Welcome to Inside News, Issue 1

We know orthodontists do amazing things. *TP Orthodontics, Inside News* is distributed globally and recognizes excellence, progress, innovation and passion from practices around the globe. Each quarterly issue prints in multiple languages and looks at orthodontists—your lives, practices, staff and patients.

In our first and opening issue, we are honored to feature orthodontists making a difference in their local communities. We also discuss the March tragedy with Banriku Ogawa, the President of TP Orthodontics, Inc. Japan Headquarters.

HAVE SOMETHING TO SHARE?

Is your practice unique? Do you have tips to share with colleagues? Are you doing something extraordinary outside of the office? Or have you changed a patient's life? Share your achievements with your peers around the globe. All submissions are responded to by the editor within five business days.

Contact us:

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TPO AROUND THE GLOBE

TP Orthodontics, Japan

Moving Beyond the Tragedy.

On March 11, 2011 the devastating earthquake hit TPOJ's (TP Orthodontics Japan) Tokyo headquarters. "None of us have ever experienced such a terrible quake and could have any idea how to deal with it. We were almost in panic," recalls Banriku Ogawa, President of TPOJ. "All of our TPOJ staff provided equanimity, remained in order and did what they should and could do." Fortunately no staff members were injured and when the quake subsided they left the office in groups for safety.

The earthquake, tsunami and nuclear disaster have all hit close to home for TPOJ with 30 staff members based in Tokyo and 1,100 customers in both Tokyo and surrounding areas. In spite of the harsh commute to work, TPOJ employees continue coming to the office to provide normal services to local customers.

"Planned rolling blackouts have been taking place," Ogawa says. "Every time such an outage (occurs) trains and subways stop services and we have to walk between office and home."

TPOJ was founded in December 1999. Ogawa relates that marketing and customer education have always been the main focus to meet each orthodontist's needs. The Japanese market is quickly evolving with the rising patient demand for aesthetic orthodontics. "In Japan more 'aesthetic' products will attract attention most," says Ogawa.



Banriku Ogawa

President of
TP Orthodontics, Japan



MAKE A DIFFERENCE

Readers looking to help support relief efforts in Japan are encouraged to contribute by contacting their local Red Cross office or by donating online at www.IFRC.org.

Dr. Denise Swasty, Summerville, SC

Changing a Life Starts with a Smile.

In November my husband and I opened our satellite office after six months of personally working on it every weekend. After dedicating so much time and energy into such a monumental project we wanted to make sure that we supported the community in which we are now located. Since we wanted to make a positive impact on the lives of those we serve, we decided to find a local child who needed treatment but would not be able to afford it and offer her full orthodontic care.

We started our hunt for our pro bono patient by dropping off a flyer at a couple of local middle schools for the school nurse. One of our free treatment flyers ended up in the hands of the visiting hygienist who serves the schools of the entire county. We had a couple of meetings where we described the ideal patient as someone who financially would not be able to afford treatment, had a great treatment need, lived locally, would

be compliant with appointments and instructions, and had caregivers who also wanted treatment for their child. Within a few weeks Carsa was in our office for her new patient exam.



Carsa lives with her grandmother and is on Medicaid. She has a great compliance track record and due to

her crowded anterior teeth wasn't a big smiler. Unfortunately, her crowding and Class II occlusion were not enough to qualify her for Medicaid coverage.

One month ago we started Carsa's treatment and she is ecstatic. Hopefully, we will be able to bring her level of excitement to the rest of the community. As orthodontists we have so much to give and many ways in which we can assist and support the areas we serve. I have been blessed that I can bring a little sunshine into at least one girl's life.



BIOGRAPHY

Dr. Swasty practices in Hanahan and Summerville, South Carolina, where she lives with her husband, Matthew, and their son. She and her family enjoy biking, camping, canoeing and kayaking. Dr. Swasty is also an avid gardener and, when time allows, an oil painter.

→ We are proud to feature Dr. Swasty as one of our Preferred InVu Orthodontists.

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Dr. Chad Wright, Santa Barbara, CA

One Doctor's Goal of Goodwill.

Sunshine, palm trees, surfing and convertibles. The land of million-dollar condos and five million-dollar yachts. They say Santa Barbara is America's Riviera, but as is probably the case with most (if not all) resort-like communities, the appearance is not necessarily the reality. And certainly not true for the vast majority of my patients' families. It's not the "Santa Barbara Address" that keeps them here, as much as the hours of time, and the bazillion dollars it would cost to fill up the tank and drive to and from Ventura every six weeks for a slightly less expensive 20-minute adjustment.

Unfortunately it's that "bit more cash" that so often puts orthodontics—and all of its social and dental health benefits—just out of reach for many Santa Barbarans. Granted, there are a few who drive to my office in their Escalades or Range Rovers and pay cash up front for braces. The average patient in my practice, however, probably looks and feels very much like the average patient in most practices: Stretched thin financially, working more than one job (or no job at all), affected in some way by the current economic debacle and wishing they had a bigger checking balance and a smaller orthodontic payment.

Braces in Santa Barbara can certainly be on the expensive end of the spectrum. From the moment I came to town, I realized there was a large pool of potential patients who could not afford either the Santa Barbara fees or the time and expense of traveling out of town for cheaper treatment. They were instead just living with crooked teeth. Since I was already comfortable reducing my fee for some of my insurance plans,

I began something I call my "Healthy Families Program." It started small, but has since grown into a significant part of my practice.

Together with my Treatment Coordinator and Office Manager, I came up with another "number." This number is a bit higher than my original insurance "number," but still lower than my regular fee for braces. We began by letting a few of the clinics in town know about our program and our discount for lower-income families. Over time these clinics have sent hundreds of patients in to see us who then ask about our Healthy Families discount. Most of these patients are able to get started, especially because we also significantly lower the down payment required to get started, as well as occasionally extend the payments up to six months beyond the estimated treatment length. My time is valuable, and my patients understand that. But they also understand that I really care about them. They understand my primary focus is to make them happy. I leave the money in the consult room. Once I have left the consult, a patient is a patient. I do not treat any patient differently than any other, regardless of how much they paid for their braces.

I have no doubt that my success in a difficult market is due in great part to our Healthy Families program. My goal is to create goodwill in my community through providing beautiful smiles to as many people as I can. There's not much that compares to the feeling of fulfilling the dream of someone who never thought they could afford it. That's good for my patients. It's good for my staff and for me. And I'm pretty sure it's good for Santa Barbara.



BIOGRAPHY

Dr. Wright's Orthodontic practice is based in Santa Barbara, California where he lives with his wife and four children. In his free time Dr. Wright enjoys outings with his family and playing shows and performing with his classic rock cover band, Sound Minds.

→ We are proud to feature Dr. Wright as one of our Preferred InVu Orthodontists.



TP Orthodontics, Inc. provides a complete line of Orthodontic solutions including innovative, aesthetic treatment solutions to help expand your practice. Visit our website and online catalog today at tportho.com.



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