

DOCTOR *of* DENTISTRY

A BUSINESS AND LIFESTYLE MAGAZINE FOR DENTISTS



Wise Orthodontics and Stonebridge Orthodontics

Keeping Texas Beautiful — One Smile at a Time

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Keeping Texas Beautiful — One Smile at a Time

By Tina Cauller

Orthodontics has grown up over the last three decades. Like a developing teen, the field has become more sophisticated and stylish, more advanced and more capable. With its new materials and techniques, orthodontics has matured beautifully.

INNOVATIVE CARE — PERSONALIZED

Today, the whole office has gone wild. It looks more like a group of friends having a party — and that's exactly what it is. It is "De-Band Day," a monthly celebration for all 19 of Dr. John Wise's patients who are ready to "graduate" and have their braces off today. In a marathon event, all 19 will have them off, one by one, as the day progresses. Robyn has on brilliant purple eyeshadow which beautifully complements her crazy purple wig. The entire staff — including Dr. Wise and Dr. Bunn — are sporting crazy hair today. There are burgers on the grill and fun in the air. It's clear that Dr. Wise and the staff love what they do, and easy to see why.

The smiles and laughter make it obvious that the patients and staff have developed close relationships over their time together. That's

no accident. It began with another innovative idea implemented by Dr. Wise — a "personal trainer" for orthodontic care. At Wise Orthodontics and Stonebridge Orthodontics, new patients are assigned to their own personal orthodontic assistant (POA). The POA follows them through their orthodontic treatment from start to finish. POAs function much like a personal trainer, providing consistent encouragement and guidance to help attain the desired goal. This unique concept allows patients to develop close relationships with their orthodontic assistant, and with Drs. Bunn and Wise.

This beneficial bond is welcomed by patients, parents and the assistants themselves, who find that it supports quality care and ensures a positive experience. "Orthodontic treatment is probably the longest sustained personal interaction a person has with a medical professional," notes Dr. Wise. "Patients typically visit their orthodontist 20 or 30 times over the entire course of treatment. We've expanded the team to include both the doctor and the personal orthodontic assistant, and have specifically designed the practice and the office around this concept."

Dressed in western attire for their "De-band Day Celebration" — the team at Wise Orthodontics hosts this special event monthly with all the patients who are ready to "graduate" and have their braces off. Braces are removed, teeth are polished and shined, retainers are made — all on the same day. The team wears costumes, festive food is served and lots of fun is had by all.





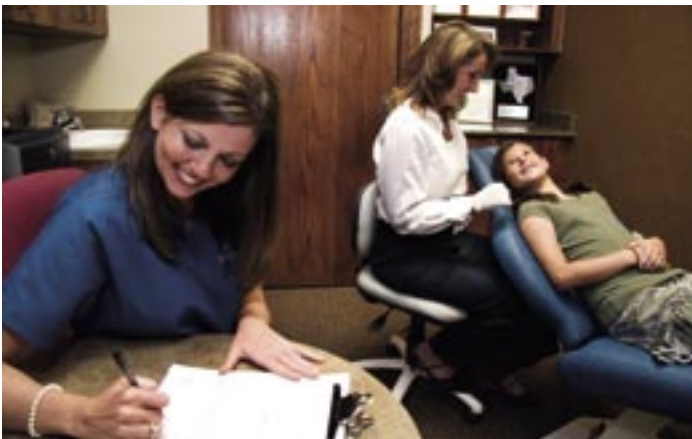
The opening of Stonebridge Orthodontics in McKinney will complement Wise Orthodontics in Frisco and better serve more referring doctors and their special patients.

Mary Jo, a personal orthodontic assistant at Wise Orthodontics, has been in the field of dentistry for nearly 30 years. She notes, “This concept has enhanced treatment exponentially, in both direct and indirect ways. We get to know each patient personally, and become familiar with their needs and preferences. If they are especially sensitive or anxious, we know that before they arrive, and we can take great care of them during their appointment. We also get to know the parents and their scheduling needs. We can keep treatment from interfering with work or school.”

Robyn, another personal orthodontic assistant, points out, “I love this concept, and I wouldn’t want it any other way. It makes our days fun and it helps us provide exceptional care. Fortunately, our patients haven’t experienced any other kind of care, but the parents often exclaim that it’s sure not like the orthodontic treatment they remember!” She adds, “We enjoy visiting with our patients and we build a rapport with them. I enjoy keeping up with their trips, their games, their school events, their friendships — they consider us part of their lives. I often get cards from patients, and I’m flattered to have been invited to important occasions and celebrations.”

Lauren is a personal orthodontic assistant at the Stonebridge office. As she explains, “The one-on-one relationship we have with our patients helps them feel comfortable each time they visit, and really enhances continuity of care. I can monitor the improvement from

As a courtesy to referring doctors, Dr. Bunn and Dr. Wise provide new patient consultations at no cost. Any necessary treatment is discussed and planned with excellence in mind.



PHOTOS BY RAY BRYANT, BRYANT STUDIOS

The personal orthodontic assistant functions much like a personal trainer, providing consistent encouragement and guidance to help attain the desired goal.

month to month, watch for any concerns, and make recommendations if necessary. It’s exciting to see the transformation in their smiles during their time with us.”

According to Tammy, also at the Stonebridge office, “Every patient is different. Being a personal orthodontic assistant allows me to be familiar with every nuance of the patient’s treatment plan. We get to know what’s going on in their lives, what their interests are, and what is important to them. We form a strong bond with them. We are invested in their success, just like they are, and they know we are on their side. It’s very rewarding to see them reach their goals.” She adds, “Our patients can provide electronic feedback through our



The front office team is eager to help patients with convenient scheduling of appointments and all of their insurance and financial needs. All insurance is filed for the patient, and payment plans are arranged to make treatment affordable to every patient. Facilitating communication with the referring doctors keeps everyone on the same page.

Ortho Sesame Program, and they are very complimentary. When I hear that they enjoyed their experience with me, it absolutely makes my day and keeps me charged up about my work.”

A UNIQUE ENVIRONMENT — FORE!

Another factor behind the contagious enthusiasm here is the unique environment. In this patient-centered office, treatment bays share a great view of the outdoors. In fact, each chair faces a wall of windows that frame the wooded grounds outside. When reclining, patients can relax and muse over the whimsical clouds painted on the ceiling. Their shapes reveal imaginative faces and fantasy figures, like real clouds wafting through the sky on a perfect summer day. Teens and tweens may opt to be carried away by a video game in the on-deck area or movie in the media room. Either way, the visit is bound to be pleasant and fun.

And talk about relaxing! The subtle office theme is golf. The



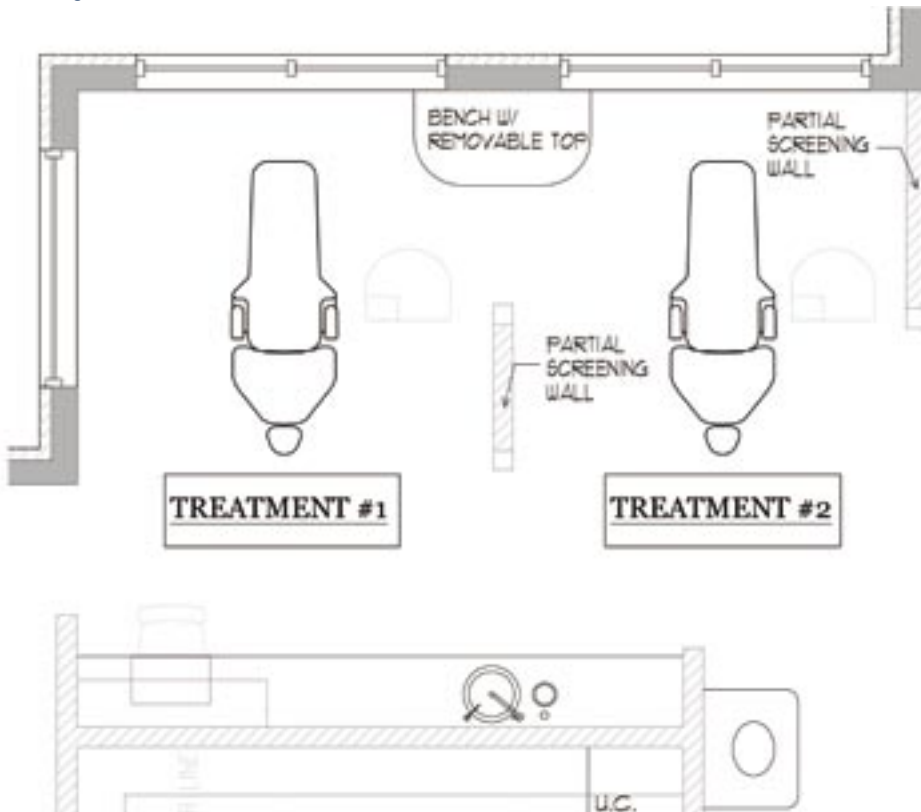
The use of “Personal Orthodontic Assistants” for each patient is a concept used by Dr. Wise and Dr. Bunn. Care is enhanced and efficiencies achieved as personal relationships develop with the individual. Having their own “personal SMILE trainer” can be lots of fun for patients and staff alike! Pictured (from left) are POAs: Mary Jo, Robyn, Tammy and Lauren.

comfortable country club style reception area connects to the treatment area by means of a tile floor cleverly disguised as a cart path. The cabinetry and partition walls are wood grained, patient chairs are a deep blue and the doctor’s stools are a white “sand trap” color. Beautiful photographs and paintings of golf environments brighten everyone’s day at the office.

A PARTNERSHIP WITH THE FAMILY DENTIST

Although the personal orthodontic assistant concept builds strong bonds between caregivers and patients, Wise Orthodontics is also

The McKinney office was designed around the concept of the personal orthodontic assistants. The office features treatment suites that provide a private, yet efficient workspace. Each suite has two dental chairs, two chairside computers, a third computer at a nearby desk and a comprehensive software and Internet package to enhance communications with patients and referring offices.



As a devoted member of the local and regional community, Dr. Wise is passionately involved in a number of charitable enterprises. He founded the Rite to Smile Golf Classic — a charity event benefiting Texas Scottish Rite Hospital for Children and the Texas Dental Association Smiles Foundation. He is a past President of the Frisco Chamber of Commerce, the University of Texas Orthodontic Alumni Association and the North Texas District Dental Society.

Dr. Wise has ties to North Texas beyond being Frisco’s first orthodontist. He is a fourth-generation native Texan, married to his high-school sweetheart. Dr. Carol Wise is the Director of Molecular Genetics at the Texas Scottish Rite Hospital for Children in Dallas. They have two active children, Ben and Madeline, who keep their parents busy with sports, music and school activities. His father, William, the original “Wise Orthodontist,” has been straightening teeth in Dallas since the late 1950s.

focused on building partnerships with patients and their referring doctors. “Orthodontics can actually enhance a dentist’s practice,” notes Dr. Wise. “Quality orthodontic care creates lifetime believers in dentistry. Patients are more likely to comply with healthy maintenance programs and pursue needed treatment. Additionally, the same patients who receive orthodontic care are also very interested in pursuing procedures like porcelain veneers, whitening and other cosmetic dentistry.”

Dr. Wise adds, “Our orthodontic team is always mindful of preventive dental care and maintenance throughout the patient’s treatment. We educate our patients about proper care and nutrition to reduce any possibility of decay or decalcification to their teeth during orthodontic treatment. We make sure that our patients have

a wonderful experience and return to their general dentist empowered by a feeling of ownership and investment in their dental health. While the braces are on, we refer them into their dentist’s office for more frequent cleanings, sealants as needed, fluoride applications and many other procedures that are necessary to maximize health during a typical ortho case.”

That sense of investment begins with patients becoming partners in their own care. Of course, the motivational mission is disguised as fun. Patients earn LoneStar Bucks for good dental hygiene, special achievements, progress in their orthodontic care or even losing a tooth in the office. The Bucks are currency for a wall of shopping opportunities, including Playstation games, stuffed animals, CD players and other treats.

“As a rule, we get more results from positive reinforcement and kindness in life, and we have deliberately systematized that concept in our practice,” notes Dr. Wise. “We encourage our patients with a very positive program of incentives — a carrot versus a stick. Our goal is to motivate kids at a very young age to take care of their teeth and be lifelong participants in their own health.”



In this patient-centered office, treatment suites share a great view of the outdoors. Each chair faces a wall of windows that frame a glorious view of the wooded grounds outside. When reclining, patients can relax and muse over the whimsical clouds painted on the ceiling. Many shapes reveal imaginative faces and fantasy figures, like real clouds wafting through the sky on a perfect summer day.

A 'WISE-BUNN' COMBINATION

Beverly Bunn, D.D.S., M.D.S., has a zest for life that is apparent once you see her great smile, and she is revered for her extraordinary skills and experience in orthodontics and outgoing approach to her patients. Dr. Bunn's bright charismatic outlook inspires all and her fun, playful approach to orthodontics is truly contagious. Dr. Wise beams, "Whether she is traveling the world or becoming part of a local community project, Beverly is always out front, showing leadership and being the best that she can be." Dr. Wise and Bunn have more than 25 years of experience in the field of orthodontics. Dr. Bunn notes, "The team spirit here contributes to excellent orthodontic care. Our business, treatment and orthodontic philosophies are well matched and we are proud of our practice. We have a very modern approach to orthodontics by staying current with the latest and greatest advances in orthodontics."

Dr. Bunn points out that modern orthodontic methods usually prevent the need for extraction. "Because we can expand the arches to accommodate the teeth, there is a reduced need for extractions. Arch expansion is typically part of the first phase of treatment. Then, in the second phase, we are just tidying up. Since much of the work is already done, full orthodontic treatment time can be dramatically decreased. This approach allows patients to gain self-esteem and confidence very quickly."

Dr. Bunn and Dr. Wise strongly recommend that children see an orthodontist at around age 7 to evaluate the need for any future treatment and introduce the child to the orthodontist. Their philosophy of "conservative intervention" gives parents confidence that their child is receiving orthodontic care only when necessary. "Usually, the first visit is just a look-and-see appointment at this stage," they explain. "But it allows us to intercept any problems before they become major concerns."

REVOLUTIONARY PRECISION AND COMFORT

Orthodontics is all about transforming smiles into their full potential for beauty and optimal function. It's only fitting that orthodontics should pursue the same kind of transformation — to become the best it can be.

High-tech materials have helped to drive the advances in orthodontics, but techniques have also been transformed by technology. Even the process of applying braces is different today. Precision bracket placement, which Dr. John Wise has offered since 1992, allows brackets to be placed indirectly on a working model of each patient. A dental model is used by an experienced technician in the on-site lab.

The brackets are positioned ideally on the plaster cast, and a vinyl-polysiloxane material is used to create a custom placement tray. The tray allows every bracket to be placed in an optimal position on each tooth. "The added precision and resulting efficiency has far-reaching benefits, including less discomfort for the patient, less time in the chair and great results."

According to Dr. Wise, "Precision bracket placement is appreciated by parents and patients, who marvel at the short placement time and minimal discomfort involved. This advancement in orthodontic treatment also helps control overall treatment time because it makes it more efficient, which both parents and patients certainly value."

A TECHNOLOGICAL TRANSFORMATION

The field of orthodontics has itself been transformed over recent years by the convergence of a long list of technological and aesthetic advancements. Space-age nickel-titanium wires developed by NASA for the space program are flexible, resilient and thin. The metal material has a "shape memory" that makes it easier to apply and more breakage-resistant. Dr. Wise explains, "Because these wires produce a constant dynamic force to the teeth, treatment is more comfortable and adjustments are much more gradual. The movement happens continuously over time, rather than all at once in the orthodontist's chair."

The old stainless steel bands that once encircled each individual tooth resulting in the stereotypical "tin grin" have been largely replaced with tiny brackets bonded directly to the tooth. Metal bands are now reserved primarily for the back teeth, which are more susceptible to biting forces and breakage.

CONTEMPORARY STYLE

If patients feel self-conscious about wearing braces, brackets can be clear or translucent tooth-colored, enabling them to disappear against the natural color of the teeth. If bling is your thing, the ligatures that hold the arch wires to the brackets come in an assortment of bright rainbow colors, neons, pastels or even luminescent glow-in-the-dark, which appears tooth-colored in daylight. Colored elastics can be



Dr. Beverly Bunn and Dr. John Wise surrounded by their dynamic and energetic team. From left, back row: Lisa, Mary Jo, Wendy, Shelly, Barbara, Robyn, Tammy and Lauren. Front: Annissa and Joanna.

changed for holidays, special occasions or even to match an outfit or school colors for a game.

A number of manufacturers now offer clear, removable plastic aligners, which take the place of wires and brackets. Patients wear progressive sets of aligners for about two weeks each, removing them to eat, drink or floss. Each set in the series moves the teeth incrementally toward the final prescribed position. Clear aligners are comfortable and durable, and do not interfere with playing a musical instrument or participating in sports. Patients visit their orthodontist about every 10 weeks to check the progress of treatment and pick up the next set of aligners. Wise Orthodontics was one of the first in Collin County to offer Invisalign, one of the most popular clear aligners.

Retainers, which preserve the result after braces are removed, can also be fabricated in colors limited only by the imagination, and can include a logo or team mascot, symbols like a peace sign, initials or teddy bear. The myriad of choices enable teens to customize their appearance during and after orthodontic treatment to match their personality and style.

What a perfect combination for teens — joining in a fashion trend, getting a great smile and asserting their individuality! Better still, novel and fun choices help patients feel more enthusiastic about braces, and foster cooperation and compliance. Customizing orthodontic treatment allows the patient to make an emotional investment that supports success.

PAINLESS AND CONVENIENT

To make orthodontic care painless for the parents, Wise Orthodontics

offers interest-free payment plans, and files any applicable insurance as a service to their busy families. All treatment, office visits, appliances and retainers are included in the up-front estimate so there are no add-ons or surprises. And since efficiency in care results in great smiles, all treatment plans are devised to limit the amount of time a patient must wear braces. Best of all, new patient consultations are done as a courtesy. There is no cost to the patient. This allows patients and parents a chance to meet Dr. Wise, Dr. Bunn and their wonderful team before they make a financial commitment.

Sharing time at two offices conveniently located in Frisco and McKinney, Drs. Wise and Bunn serve all surrounding areas, such as Allen, Plano, Fairview, Celina, Prosper, Little Elm and The Colony. Busy parents appreciate having the orthodontist right in their neighborhood because it makes orthodontic care much more convenient to work and school. For added convenience, early office hours begin at 7 a.m. on Wednesdays, and late appointments are available until 7 p.m. on all other business days. ■



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