

NOVEMBER  
2018

shoreline  
orthodontics

smiles  
delivered.

## YOUR DOCTORS



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## SURGICAL ORTHODONTIC TREATMENT - MANDIBULAR ADVANCEMENT SURGERY

Adult orthodontic treatment is often complex for two main reasons. First adult jaws are not growing and secondly because adult teeth often come with history. If adult jaws are misaligned then we can't modify their position like we can in growing children. Adult teeth with fillings, wear, gum recession or teeth that are missing further complicate the process.

In some adults the bite can't be corrected to ideal without moving the teeth and the jaws in the process. This involves not only braces but also an operation that generally occurs about 12 months into the treatment. In the process we not only create a beautiful smile with a healthy bite but there is also a significant change in the facial appearance and profile in particular.

Trinity came to us wanting her big 'overbite' corrected. Her overbite existed because she had a very small lower jaw. To correct her 'overbite' she had orthodontic treatment and her lower jaw was moved forward with an operation. You can see the positive profile change that came with treatment in that her lower jaw is in a better position relative to the upper part of her face. This type of surgery can also increase the airway and is sometimes used to help treat sleep apnea.



Before



After



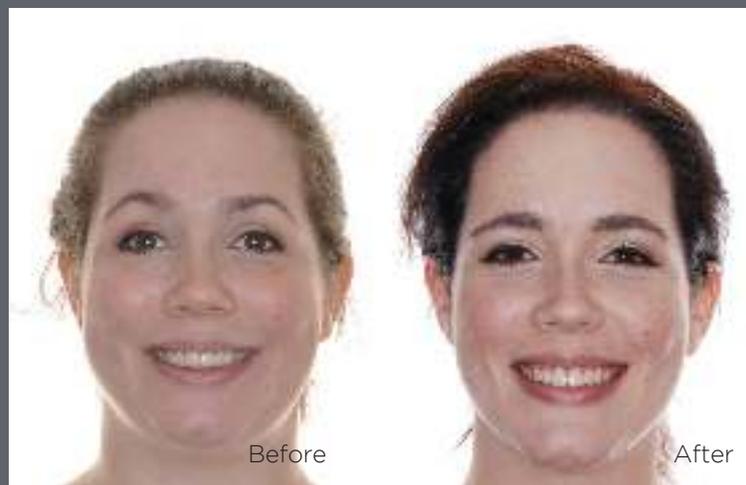
Ceph Xray



Before



After



Before



After

## NASO-ALVEOLAR MOLDING (NAM) CONFERENCE

Our doctors at Shoreline are always excited to keep learning. This past month Dr. McFadden from our Langford and Nanaimo offices and Dr. Kosmowski from our Courtenay/Campbell River offices headed to New York to learn about Naso-Alveolar Molding (NAM) from the doctor who created the technique himself, Dr. Barry Grayson. Naso-Alveolar Molding is a technique used for cleft lip and palate babies to reduce the size of the cleft and restore nasal symmetry before the lip repair which typically happens around 3-4 months of age. Dr. Helpard was trained by Dr. Grayson years ago and has been providing NAM to patients from all parts of the island for 15 years. With offices in more communities and more Shoreline Doctors trained we are now able to provide this service for families closer to home.

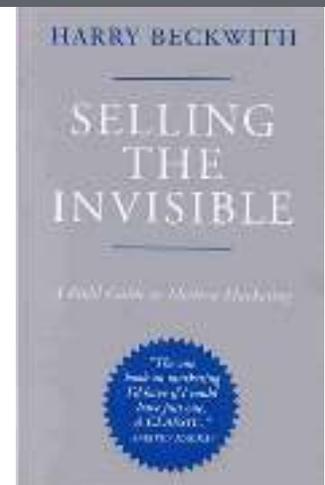


## SELLING THE INVISIBLE: A FIELD GUIDE TO MODERN MARKETING

By: Harry Beckwith

Selling the Invisible presents a series of mini-essays on topics of selling services to clients that do not know what they are getting. Our top three take-aways from this book are as follows:

1. Professional services, such as dentistry, are not selling expertise because the public already assumes we have the expertise. You are selling a relationship. It is about how you make your patients feel. Your marketing should start by putting yourself in your patients' shoes.
2. Most of us already think we are providing exceptional service but in reality, we all have areas that we can improve. Ask around to your existing patients, your team and peers about what you can improve on and take value in the feedback. Repeat this regularly.
3. People typically remember their first and last impressions not what happens in the middle. That means a patient in your office will remember how they feel when they first arrive and when they leave your office. Go a step above and get your whole team on board.



## GET IN TOUCH

**Did you know?** Every photo used in our material is an actual Shoreline patient.

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