



HORNER ORTHODONTICS, PC

KEVIN D. HORNER • DDS MS

KERI A. BARROW • DDS MS

Produced for our patients and dental colleagues

Summer 2012

Since 1984, over 10,000 of your neighbors, friends and family have come to our office for their orthodontic care.

Did You Know?

By providing your child with the **proper treatment at the proper time**, we are able to **reduce their overall time in braces**, with the **most stable results**.

Check out our article on page 2 *“Is Early Treatment Worthwhile?”*

- At Horner Orthodontics, we offer **AFFORDABLE Monthly Payment Plans** with **0% Interest**.
- Your appointments run **on-time**, and, ***your treatment is completed on-time!***
- Visit our website www.HornerOrthodontics.com and view **hundreds of our completed patients** (*Before and After Gallery*).
- Scan this code with your smart phone to view our “Practice Video.” →



Are you due or past due for your recall visit to Horner Orthodontics? Please call **605.335.6680 TODAY** to schedule your No Cost recall examination. Remember that it is important for us to examine your child periodically to ensure that we provide your child with the **proper treatment at the proper time**.

Is Early Treatment *Worthwhile?*

1. What Is Early Treatment?

Early treatment means putting braces, or removable devices of some form, on a child's teeth when he or she still has 10-12 baby teeth (typically age 7 or 8). Whenever this is done, a second round of braces is usually necessary when all the permanent teeth grow in. Even when the orthodontist explains this 2-phase process in advance, frequently, parents are surprised when they are told that a second phase of orthodontic treatment is necessary, typically around age 11 or 12.

2. How Does My Child Benefit From Early Treatment?

The simple answer is that any early orthodontic care will most likely achieve some benefit.

The questions that you should be asking are:

“Will early treatment eliminate some portion of treatment later?”

“Will early treatment help to minimize or make my treatment easier later?”

“Will early treatment make later treatment more effective or more stable?”

The American Association of Orthodontists recommends that a child's first orthodontic visit be no later than age 7. Frequently, no early intervention is necessary, except careful monitoring of your child's dental development. This will give you peace of mind when it is not clear whether an issue you see is really a problem or just a stage of development that doesn't require intervention.

There are many orthodontic practices that treat malocclusions early or in two phases of treatment. However, most malocclusions are effectively resolved in one treatment phase,

rather than two. The benefits of one treatment phase may include less time in braces, less time traveling to the orthodontists' office for visits, and less time away from school. **Dr. Horner and Barrow have found that only 10 percent of the children they see need early orthodontic treatment.**

The vast majority of our early patient visits result in observation only. These recall visits are at no cost to you.

Many patients benefit from an early visit to an orthodontist, even if they don't need braces. Just in the last year, some of our early examination patients were found to have **extra or missing teeth**, or **significant muscle habits** that were contributing to a developing malocclusion.

Early treatment plans may involve moving only a single tooth, or perhaps shaping an entire mouth. Many procedures are available that can significantly improve the success rate and outcome of later-phase orthodontic treatment.

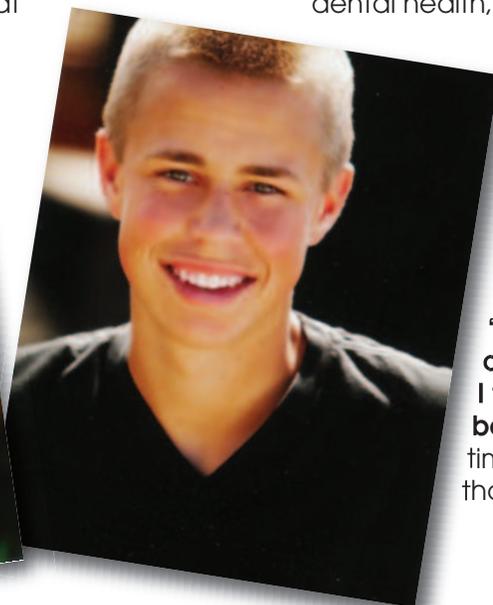
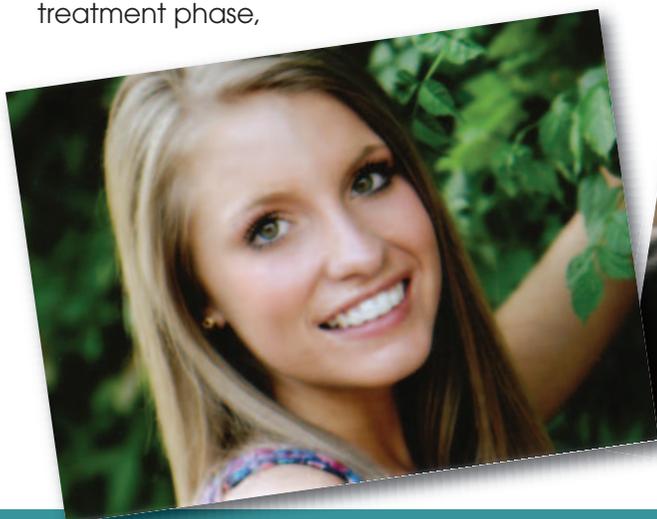
3. Do I Need A Referral From My Family Dentist?

To seek treatment from an orthodontic specialist, you do not need to be referred by your general dentist. The fact of the matter is that the art and science of orthodontics involves years of specialized orthodontic training. An orthodontic specialist makes many of their decisions regarding appropriate care, based on expertise they have acquired after reviewing treatment on hundreds, if not thousands, of orthodontic patients.

While your dentist is busy caring for your family's dental health, let Drs. Horner and Barrow shape their beautiful smile.

If you're wondering, **“Why hasn't that tooth come in?”** or **“Will that space close?”**, perhaps you should see us.

“What do you mean my child needs braces... I thought her teeth were beautiful?” Parents sometimes find out too late that orthodontic problems





are present. Impactions and bite problems are issues that may not be obvious to you. Diagnostic tools, such as panoramic x-rays, allow your orthodontist to foresee potential problems now, before your child's teeth are visible. This also allows appropriate preventive measures to be implemented to correct the problem as quick and cost-effective as possible. **"But, don't you need to wait for all the teeth to come in?"** Early orthodontic evaluation, and properly-timed observation visits, may eliminate questions and surprises that can surface when children don't see an orthodontist until they are older. **Remember, the American Association of Orthodontists recommends that all children receive an orthodontic evaluation by age 7.**

4. I'm So Confused. Whose Opinion Should I Trust? Start treatment now. Wait awhile. Expand. Take out teeth. Even the types of braces. All of these are issues that arise during an initial screening exam. After visiting several orthodontists, you may be confused about the best time to start, the duration of treatment, and even the types of appliances to be used.

Dr. Horner has rendered first, second, and sometimes, third opinions for over 25+ years, with all types of treatment, braces and philosophies.

Drs. Horner and Barrow, and their staff of professionals treat every patient as if they were a member of their own family.

Rest assured, we will make decisions leading to the proper treatment that are quick, simple, comfortable, and cost-effective.

During an initial interview and consultation, we will spend as much time as necessary,

evaluating, planning, and discussing your options based on our experience and your unique orthodontic needs.

Remember, there are many details that go into selecting an orthodontic office. **Be sure to read our article on page 4, "Important Things To Consider When Choosing An Orthodontist."**

We are confident you will find our office to be your best choice for orthodontic care.

"Our daughter has had her orthodontic work done at Horner Orthodontics and we are extremely pleased. Her new smile makes her feel very good about herself and gives her confidence to pursue her dreams. The doctors and staff at Horner Orthodontics are professional, thorough, and extremely skilled."

—Heather M., June 5, 2012

"We had an awesome experience from beginning to end at Horner Orthodontics. Everything was explained very well. Thanks for giving our son a perfect smile."

—Joan H., June 1, 2012

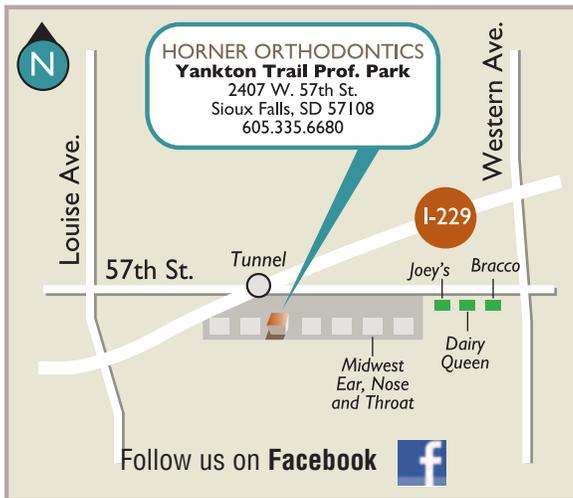
"Horner Orthodontics and their staff are always friendly and welcoming. They went above and beyond to always be accommodating to our needs. We were always kept well informed and would strongly recommend their services."

—Judy G., June 7, 2012

"We are very happy with all aspects of our orthodontic experience at Horner Orthodontics. All we can say is, thank you so much!"

—Teresa K., June 4, 2012





©Copyright 2012. GetOrthoCases. Printed in the USA

Important Things To Consider *When Choosing An Orthodontist*

Choosing an orthodontist is an important decision, but it does not have to be an overwhelming task. Look for an **orthodontic specialist** who is well-recommended, has a gallery of completed cases available for you to view, and one who is flexible and understands that your schedule is busy, too.

Word of mouth recommendations are usually the best way to start out a search for a new medical provider of any kind. Practices know this, and good ones will make sure they cultivate relationships with patients and referring dentists.

“Horner Orthodontics has a great reputation with our referring dentists; and, the families of our patients have also been an excellent referral source,” says Dr. Kevin Horner.

Today, many general dentists have taken classes to offer braces or clear aligners (Invisalign®), but **an orthodontist is still the best choice for orthodontic procedures.**

“General dentists are experts in diagnosis of dental decay, preventative dentistry and restoring, replacing and repairing teeth, while an orthodontist is an expert in the diagnosis, prevention and treatment of dental and facial growth

irregularities,” says Dr. Keri Barrow, a partner at Horner Orthodontics.

Orthodontists have two to three years of additional specialized orthodontics education accredited by the American Dental Association, and the best orthodontists are also board certified.

After finding a highly-recommended orthodontic office, look at samples of their finished work and find out if the office is a good fit. Call the office to get the basic information, find out if appointments are open for new patients, discuss insurance and financing policies and ask if they offer free consultations. That is the ideal time to discuss treatment goals and how much experience the orthodontist has in correcting specific problems.

“Our staff is more than happy to answer any questions patients have about our practice,” says Dr. Barrow.

Orthodontic treatment can be a lengthy process, and patients interact with the doctors on a nearly monthly basis, so make sure the orthodontic office you choose is one you are comfortable with and confident about.