

Braces Built for You

Kadar Orthodontics introduces Insignia, the most advanced system for an awesome smile.

by LIZ HUNTER

JUST LIKE PEOPLE, smiles come in all different shapes. Each one is unique and the treatment to perfect it should be, too. That's the goal of Insignia Advanced Smile Design, a customized orthodontic treatment system that requires fewer office

visits and achieves faster results.

Having experienced crooked teeth as a youth himself, Dr. Tom Kadar knows how important a good smile is for self-esteem. But since then, advances in technology have transformed the field of orthodontics, giving patients options beyond the traditional metal braces. Dr. Kadar, who has been operating his own practice in Sewell for more than 20 years, says he will implement any technology that makes sense for him and his patients.

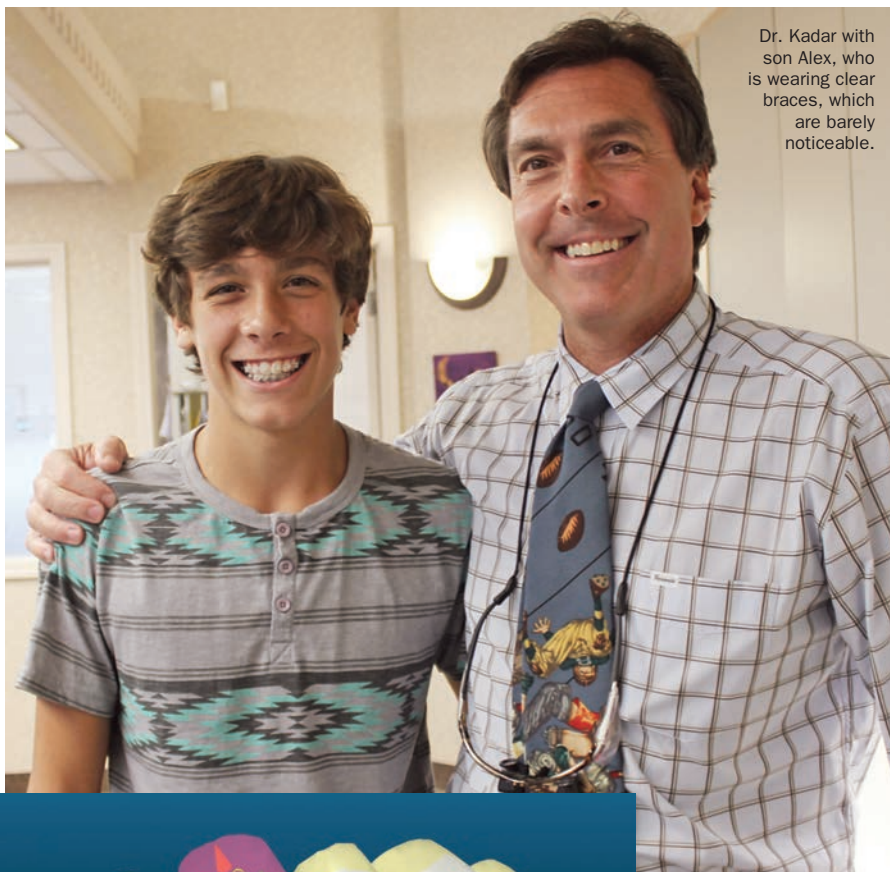
"I don't typically jump in first on anything," Dr. Kadar says. "I don't want to use my patients to test new treatments, but if it will make outcomes better or more efficient and I would use it on myself, then that's something I will try to adopt." He was one of the first in South Jersey to utilize the Damon Braces system of clear, passive self-ligating brackets that proved to move teeth with lighter forces and fewer adjustments often without tooth extractions. Now, he has combined the Damon System with Insignia to provide cutting-edge orthodontic care to his patients.

Digital imaging has been the biggest advantage for the field of orthodontics, he says. "The ability to use digital scanners and eliminate photo and X-ray developing and goopy impressions has made a huge difference in turnaround

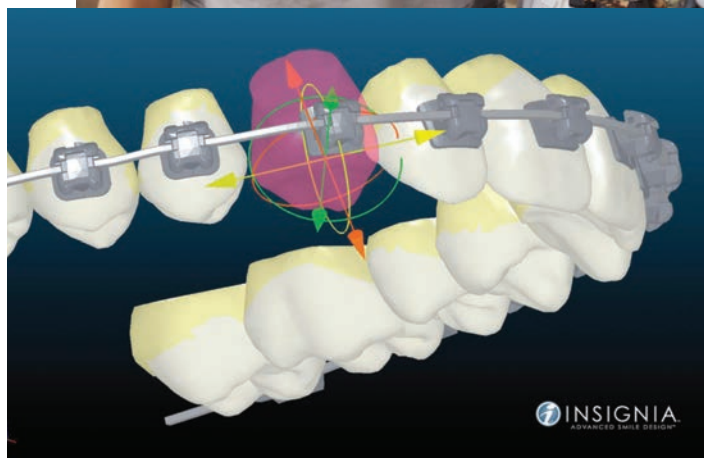
Dr. Kadar uses the Insignia system to apply braces on a patient.



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Dr. Kadar with son Alex, who is wearing clear braces, which are barely noticeable.



time and predicting the best treatment plan for the patient.”

With the introduction of Insignia, Dr. Kadar says the patient has many treatment options and predicting results is more accurate and reliable than ever.

Insignia is advanced software that creates a 3-D representation of a patient’s exact tooth positioning, as well as facial symmetry and features, factors that contribute to choosing the optimal orthodontic treatment plan. “Orthodontics is not just about straight teeth,” says Dr. Kadar. “There are many details that can make the smile and face look ideal at the end of treatment, and this technology capitalizes on that.”

When a patient comes in to Kadar Orthodontics, digital images of their face and teeth are taken and reviewed by Dr. Kadar along with the

patient. When treatment is initiated, a digital scan is done (in less than 10 minutes) which is used to create a patient’s customized Insignia treatment plan as well as the braces and/or appliances that will be worn. “There are infinite positions every tooth can have,” he says. “This allows us to dial in the best position of each tooth and to coordinate the smile for each person’s facial pattern.”

Dr. Kadar says once the ideal positioning is agreed upon between doctor and patient, a treatment plan is accepted and the braces—brackets and wires—are tailor-made for that patient.

“Traditional braces are generic, one-size-fits-

all,” he says. “If you have a choice of having a totally customized bracket system, there’s no question which one to choose.”

In addition to the customization, total treatment time is statistically reduced by 25 to 50 percent using Insignia and Damon systems. “With traditional braces, monthly adjustments are required,” says Dr. Kadar. “We typically do adjustments in 8-12 week intervals, resulting in less chair time and less time in braces overall,” he says. “The level of precision is what makes this possible.”

Worldwide, approximately 70,000 patients have used Insignia, and in his own practice Dr. Kadar’s son is using it. “I’m seeing him progress through wires more quickly and easily than someone going the traditional route. He’s definitely ahead of schedule compared to someone who isn’t using the system,” Dr. Kadar says.

In terms of price, Insignia does cost significantly more than traditional braces, but for patients at Kadar Orthodontics, the fees did not increase. “We chose not to raise our fees for this system,” says Dr. Kadar. “We weighed the efficiency and time savings and we think it balances out.”

While Insignia is available for all orthodontic patients at any age, Dr. Kadar advises it might not be the right choice for patients that require minor tooth movement or early phase treatment. “Anyone who is going through full orthodontic

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treatment is a candidate,” he says. “I believe in reviewing each case together to create our patients’ customized treatment plan. We realize that technology does not replace a personalized approach to patient care. We encourage the patient and their parents to actively participate in the orthodontic treatment process.”

“With Insignia, the level of customization I’m able to offer each patient is truly exceptional,” says Dr. Kadar. “The best part is I can give my patients, from kids to adults, the great Kadar smile they’ve always wanted, but with fewer office visits and faster results—that’s an outcome everyone can smile about.” ■

Kadar Orthodontics

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