

Campaign will warn patients on DIY orthodontics



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On 19 September 2019 the British Orthodontic Society (BOS) and the Oral Health Foundation announced their plans for a national campaign to warn patients about the risks of direct to consumer orthodontics – also known as ‘DIY Orthodontics’ – at the British Orthodontic Conference (BOC) 2019 in Glasgow.

This joint campaign will advise patients in all circumstances to visit a trained clinician ensuring that they have the various options open to them explained so they can make an informed decision. The website is to be launched in December 2019.

The Campaign comes as recent statistics from BOS reveal adult orthodontics continues to rise with three quarters (75%) of orthodontists reporting an increase in adult private patients.

Both BOS and the Foundation provide patients with expert information that relates to their oral, orthodontic and overall health. By bringing the expertise of the two organisations together on this issue it will empower patients to make the right choices.

Jonathan Sandler, BOS President, said: ‘In my professional opinion, if you embark on any orthodontic treatment without a suitably trained clinician taking the time to examine you and make appropriate recommendations, you could be in danger of having serious conditions missed, as well as inappropriate and dangerous treatment carried out. The value of informed choice cannot be overestimated.’

Dr Nigel Carter OBE, Chief Executive of the Oral Health Foundation, said: ‘We are seeing a growth in online companies offering orthodontic treatments at significantly reduced prices. For many patients, it will feel like a sensible consumer-savvy choice. But this may not be the case.

‘My clinical view is that orthodontics should always involve face-to-face contact with a trained clinical professional. This is to ensure patient safety and the most effective treatment.

‘This new campaign will make sure patients have a trusted space where they can see the most independent and impartial information available.’

The website, which is aimed at anyone seeking information about orthodontic treatment, will be regularly updated and designed to be engaging and informative. It will include testimonials from various experts alongside patients who can talk about their experiences to bring the issues to life.

In addition to the campaign, the BOS is currently exploring regulatory options in relation to this issue and hope that the appropriate bodies will take a patient safety led decision.

Here has been
an advertisement.

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