

# Web and email product guide

## Myofunctional Orthodontics Online

With a multitude of online communication channels parents have become well informed about their child's dental options prior to visiting their local practitioner. Driven by a highly competitive market and legal obligation dental professionals are compelled to expand their knowledge and explore more modern techniques.

**E**stimations suggest as much as 85 per cent of growing children have a malocclusion and most parents notice these problems when they become evident in the primary and early mixed dentition. Before making the informed decision for their children to potentially have braces parents are looking for other options. Through online media including educational websites, social networks, forums and groups the demand for early orthodontic treatment continues to increase. Myofunctional orthodontics and The Myobrace System™ meet this demand for early treatment.

The Myobrace System™ has packaged traditional myofunctional habit correction, arch expansion and dental alignment into one integrated system, which is easily implemented, for better results, with less time and effort.

Supporting this treatment method are some very powerful online resources; myoresearch.com, myobrace.com and the recently established Myofunctional Orthodontics Forum on Facebook.

These sites provide in-depth information for professionals, their patients, and also for members of the general public interested in learning more about myofunctional orthodontic treatment options.

### **Myoresearch.com**

Designed primarily for practitioners myoresearch.com offers features not seen in the industry before, incorporating research, an extensive library of training resources and weekly tips on myofunctional orthodontic treatment methods. The site guides doctors through

the steps on how to diagnose and treat patients using myofunctional orthodontic techniques, as well as implementing these methods into your practice.

The website is host to international event schedules detailing all upcoming myofunctional orthodontic courses presented by some of the worlds most experienced practitioners in myofunctional orthodontic techniques including, CEO and Founder of MRC and The Myobrace System™, Dr Chris Farrell.

Another convenient and valuable feature for practitioners visiting myoresearch.com is the Appliance Selector. This reference tool allows practitioners to enter patient and treatment characteristics to receive insight and assistance on matching an appropriate appliance, or a sequence of appliances, to a patient's needs.

Myoresearch.com assists in arming doctors with the knowledge to confidently perform myofunctional orthodontic procedures more efficiently, and achieve better treatment outcomes.

### **Myobrace.com**

Myobrace.com was built specifically to help members of the general public gain a better understanding and clearer insight into early orthodontic treatment options for a natural approach to achieving straighter teeth and improved facial development.

A comprehensive tool for professionals, the myobrace.com website allows for more efficient ways of educating parents and patients on myofunctional orthodontic treatment options.

Patients can easily learn how treatment

works and why Myobrace® is a viable alternative to traditional orthodontic treatment with braces.

The site also allows users to perform a self assessment in order to better understand if treatment is suitable for their needs and directs them to their nearest certified provider.

### **Myofunctional Orthodontics Facebook Forum**

The Myofunctional Orthodontics Facebook Forum is interested in fostering lively conversation regarding all facets of myofunctional orthodontics with other dental professionals.

The Myofunctional Orthodontics Facebook Forum was created to provide a platform for discussion regarding diagnosis and myofunctional pre-orthodontic treatment of malocclusion, effective ways to correct soft tissue dysfunction, breathing and ways to treat TMJ Disorder.

You can find this valuable resource on Facebook by searching myofunctional orthodontics or go to [www.facebook.com/groups/myofunctionalorthodontics](http://www.facebook.com/groups/myofunctionalorthodontics).

### **Comprehensive information**

These three online resources provide clear, comprehensive information on myofunctional orthodontics for both the public and professionals and cater for the increasing demand for early orthodontic treatment.

Myofunctional orthodontics using The Myobrace System™ can be incorporated into any orthodontic practice and allows for more stable results with less chair side time and increased practice profitability. □