

Diamond Braces Orthodontics

Memo

To: Richard Schumaker
From: Alicia Grant
Date: July 2nd, 2016
Subject: Progress Report on Completion of Report on "Recent Breakthrough in Orthodontics"

As discussed in our last executive meeting, the results of our customer satisfaction survey reported that a high number of patients felt as though our treatment options were limited and did not provide a wide variety of potential treatment options that would address preference for accelerated time of treatment and reduced levels of comfort. The report also revealed that clients who have switched to another orthodontic provider in the last 6 months were due to the number of available options provided whether their personal condition qualified them or not.

Overview

Given the task of investigating current breakthroughs in the field of orthodontics that address duration of treatment and sensitivity to the discomfort of standard treatment, I have discovered research that supports the use of controlled vibrations to aid in tooth movement and the reduction of pain and discomfort. Currently, there are a select group of practices that are offering this technique through the use of FDA approved devices, AcceleDent and Propel.

Work Completed:

As of July 1st, the preliminary report (first draft) was completed. The preliminary report covers the following:

- Analysis of research phase- compilation of articles on theories and studies of micropulse vibrations in accelerated tooth movement and pain management.
- Outlining of pros and cons of current products on the market approved by the FDA.
- Inquiries were made to two manufacturing companies-OrthoAccel Technologies and Propel Orthodontics, as to how we can acquire a contract for use of products and what the stipulations of the agreement would be.

Next Steps & Follow-up

- Preliminary report will be sent to executive team members via email as an attached pdf on Monday July 4th.
- Team Members will be allowed to provide feedback and questions based off of the preliminary report up until Thursday July 7th.
- The final report will be completed and made available at the next executive team meeting on Monday July 11th.

If there are no pressing concerns or foreseeable challenges the final report is on schedule to be completed for the upcoming executive team meeting. At which point the executive team will be able to move forward in strategizing on the acquisition of additional treatment options that will improve our client retention.

Thank you,

Alicia Grant

Alicia Grant
Senior Director of Sales and Client Services

