

The Detroit News

October 21, 2006

Business plan

Technology aids orthodontists



High ceilings, large windows, electronic fingerprint check-in and the latest treatments to straighten teeth help Tyler Dumas and Reyes attract patients. But “the human touch is still important,” says Brian C. Reyes, one of three orthodontists at the firm.

The company: Forget that old tin grin—braces have gone high-tech through the specialists at Tyler Dumas and Reyes. The three-person orthodontist practice is composed of Drs. Scott A. Tyler, John J. Dumas and Brian C. Reyes. They have seen adults and children for orthodontic treatments such as braces and retainers since 1989 in Rochester and at their newest office inside a Birmingham industrial-style loft. The trio grew up in southeast Michigan and attended the University of Michigan School of Dentistry before receiving their masters in orthodontics.

Signing in: Pushing their practice forward is its high-tech touch. It begins with an electronic fingerprint check-in machine that quickly processes patient information. A computer tracks their progress, so the doctors can monitor how long patients are waiting. As a result, the average wait time is less than five minutes, which is helpful for busy executives and families, Tyler said.

Body heat: Treatment options are growing every day, Tyler noted. These new ways of straightening teeth involve a lot less friction and force on a patient’s teeth. A new bracket system clips the wires into place, improving comfort and increasing the time between tightening. Also, the wire is activated by body heat, which makes it more pliable and easier to maneuver.

On the Web: www.tdrortho.com

Final word: While the technology is impressive, “it hasn’t eliminated the artistic part of orthodontics,” Reyes said. “The human touch is still important.”

Karen Dybis