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UNIQUELY OAKLAND

Practice offers tech advantages

By LARA MOSSA

Of The Oakland Press

Customers will smile at the service at Tyler/Dumas/Reyes Specialists in Orthodontics.

The business, with offices in Rochester Hills and Birmingham, has improved its technology to meet patients' needs.

The practice began incorporating more technology into the business when partners Dr. Scott Tyler, Dr. John Dumas and Dr. Brian Reyes moved into a new office in Birmingham.

"We were looking to expand and create a different vision for the practice," Dumas said.

Established in 1989 in Rochester Hills, the company had offices in Royal Oak and Beverly Hills before buying a 7,000-square-foot space in Birmingham. The office opened on Cole Street in March.

"The new location here, we've designed it and tried to create a showcase for technology," Dumas said.

Once the customers step in the door, they are checked in with fingerprint scanners that log them into the computer system. With that technology,



The Oakland Press/CHARLIE CORTEZ

Orthodontist John Dumas works on Andrea Giancarlo, 13, of Birmingham as technician Kara Lusiner assists Monday at Tyler/Dumas/Reyes Specialists in Orthodontics in Birmingham. Dumas is an owner of the business.

the practice can track how long each patient waits for an appointment, Dumas said, boasting that the practice has an average wait time of three minutes. With so many busy, working families, a short wait time makes the practice more attractive to clients, he said.

The company also records all images, such as X-rays, digitally. That information is shared through high-tech Internet connections between the Rochester Hills and

Birmingham offices.

In addition, dentists who work with the patients and need access to the images can log in and use a secured password to see the X-rays.

"It creates a team concept between us and our dentists," Dumas said. "It really allows everybody to interact as a team with that patient."

To keep the patients plugged in, the company developed a Web site that provides them with personal

Name: Tyler/Dumas/Reyes Specialists in Orthodontics

Business: Orthodontics

Owners: Dr. John Dumas, Dr. Scott Tyler, Dr. Brian Reyes

Address: 2388 Cole St., Birmingham

Phone: (248) 258-8283

Web site: www.tdortho.com

E-mail: Through Web site

Hours: Vary

financial and insurance information. Through a password system, patients can check appointment times and make payments online, as well.

Digital practices are becoming increasingly common, said Dr. Mark Berkman, director of the Michigan Association of Orthodontists.

In the past five years or so, there's been a big increase in the use of digital records to record patient data, including digital charting systems, digital X-rays and digital photographs, said Berkman, a partner in Berkman + Shapiro Orthodontics in Commerce Township.

"It helps from a patient's education standpoint," Berkman said.

"Anytime I'm pulling a virtual showing of patient information about future treatment, it helps to educate them about the changes they will be able to see."

Virtual showing is a computer technology that shows what patients' teeth will look like after they have braces or other procedures.

Tyler/Dumas/Reyes uses virtual showings typically with Invisalign treatment.

Invisalign is a brand name for clear retainers that customers can wear to have their

teeth straightened.

Along with Invisalign, Tyler/Dumas/Reyes uses clear braces, as well as the latest in technology for stainless steel braces.

Called self-litigating brackets, the newer technology means patients have to stop into the office less frequently for adjustments.

The period of treatments also can take as little as 16 to 18 months, Dumas said.

Heat-activated wires help make the adjustments a little less painful, he added.

"It's kind of the new rage in orthodontics," Dumas said.

"All the companies are coming out with their own

self-litigating brackets."

Tyler, originally from Birmingham, started the practice in 1989. Dumas, a Bloomfield Township native, joined in 1995. Reyes, a Bloomfield Hills native, joined in 2003.

Dumas, 42, and his wife, Kirstin, have two children and live in Bloomfield Township.

Tyler, 45, and his wife, Sally, have two children and live in Birmingham.

Reyes, 34, lives in Bloomfield Township.

All three graduated from the University of Michigan Dental School.