



## GETTING TO KNOW

### *Dr. Derek Straffon*

“Everything is better customized.” This is just one of the standout practice mottos that Dr. Derek Straffon and his staff live by—so much so that they even considered ordering t-shirts that sport the saying. Straffon Orthodontics<sup>™</sup>, located in Denver, Colorado, is rooted in premium patient care, cutting-edge technology and smile customization. It’s a place where nothing short of the best will do.

In this issue, we’re getting to know Dr. Straffon whose love for the orthodontic craft is infectious. Pursuing a profession that runs in his blood, Dr. Straffon’s devotion to creating beautiful customized smiles for every patient who walks into his office is exceptionally admirable. If you weren’t impressed already, Dr. Straffon is also an avid athlete with a passion for Colorado’s skiing and biking.

**ProOrtho:**  
**How did you get your start in the orthodontic field?**

**Dr. Straffon:**

I have to give credit to my dad. My father was a pediatric dentist and I source much of my inspiration to pursue a career in the dental/orthodontic field from him. My uncle was also a dentist so to say I had some exposure to the profession growing up would be an understatement!

When I went to college, and began evaluating my career options, it became obvious what path I wanted to take. My dad and uncle have been outstanding

professional examples. From the way they cared for their patients to their dedicated mastery of their craft, they’ve been role models for how to thrive in this profession and enjoy it.

Additionally, I have to give credit to my mentors at the University of Michigan where I received my Masters of Science degree in Orthodontics. Each of my mentors and peers, including Drs. Lysle E. Johnston, Jr. and James A. McNamara, Jr., at one point or another, enabled, challenged and encouraged me to be a better orthodontist.

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**ProOrtho:**  
**Tell us about your practice environment.**

**Dr. Straffon:**

At the core of my practice is my team. I feel very fortunate to have developed and be surrounded by an absolutely incredible

team. I’ve said it once, and I’ll say it again, I’m only as good as those around me. When treating a patient, my staff and I work as one. Each of our orthodontic assistants are highly skilled, well-trained and have been certified in their field, ensuring that our patients receive the best possible care.

**ProOrtho:**

**What makes your practice unique?**

**Dr. Straffon:**

One thing that makes Straffon Orthodontics unique is that we take time to understand each patient’s smile wish list before designing their custom treatment. From the incredibly advanced digital technology we use to the thoughtful, aesthetic design with which we develop a patient’s treatment plan, the level of customization in our office is significant.

Every new patient who walks into my office has the opportunity to sit down with me face-to-face. I like to hear specifics about why they’re seeking treatment, what their smile goals are and what concerns they may have. Similarly, I prefer to continue these conversations throughout treatment as a way to build the doctor-patient relationship and establish trust.

**ProOrtho:**

**What orthodontic appliances/solutions do you use?**

**Dr. Straffon:**

We run a very technologically advanced practice. Digital orthodontics is surely

on the upswing and we're proud to be embracing it. Incorporating advanced tools into our practice such as Ormco's Insignia™ Advanced Smile Design™ enables me to present each patient with their before, and after shots using a Movie feature. Insignia is our GPS system. This digital planning software helps us visualize how to get from Point A to Point B without any unwanted distractions or wrong turns.

Another tool we've adopted is digital scanning. The Lythos™ Digital Impression System has made the need for PVS impressions obsolete and is truly groundbreaking for the profession as a whole. Additionally, Lythos is specifically designed to integrate easily into any practice and I love that these digital tools work together for a seamless workflow. Patients benefit from the digital capabilities of Lythos, too. They are no



longer subjected to the gooeey, messy and uncomfortable aspects of PVS impressions.

Also, we now offer a revolutionary way to tailor patients' payment plans to their budgets with OrthoFi. With OrthoFi, a patient never has to choose between the very best treatment and affordability. This flexible payment plan offers completely customized financing.

**ProOrtho:**

**What are three tips you would give a colleague or someone starting out in the field?**

**Dr. Straffon:**

1. Spend time creating your team and believe in them: Select employees whose goals and objectives align with yours, and work to inspire confidence and trust in them. It will make your practice better.
2. Understand what you're trying to accomplish and what your end goal will look like: Before you execute any plan of attack, consult the drawing board. Know where you're going and how you're going to get there before you begin a specific project.
3. For great results, always focus on the smile design and treatment plan: Orthodontics is an art. Don't ever forget that! At the heart of any great smile is a well-crafted, thought out treatment plan.

**ProOrtho:**

**What's your favorite thing about being an orthodontist?**

**Dr. Straffon:**

I strongly believe that being an orthodontist is a privilege; it's one of the main reasons why I wake up every day. I feel very fortunate to be able to offer people something that can make a difference in their daily lives—something that will impact their confidence on that first date, that important job interview or any other significant life event. This has to be my favorite part about being an orthodontist.

**ProOrtho:**

**Outside of the office, what are your passions?**

**Dr. Straffon:**

Family is huge for me. I'm a happy guy when we are all sitting around the table enjoying a casual spaghetti dinner or taking a Saturday afternoon hike together. Also, anything outside, like mountain biking, skiing and triathlons. I do live in Colorado after all!

**ProOrtho:**

**If you weren't an orthodontist, what would you be?**

**Dr. Straffon:**

Good question! I would probably be an architect. At the base of each vocation—orthodontist and architect—is a detailed design process. I guess that's why both appeal to me.

*Learn more about Dr. Straffon and his practice at <http://www.straffonorthodontics.com/>.*

## 5 Things DR. STRAFFON Can't Live Without:

1. My family: my wife Stacie and our two beautiful daughters, Savannah and Tye.
2. Biking with Stacie and friends in the mountains, and skiing with my girls in the winter.
3. My extended network of professional colleagues and friends.
4. My amazing Straffon Orthodontics team.
5. Lythos Digital Impression System: digital scanning eliminates the need for PVS impressions.