

WOMEN'S DAY



A celebration of strength, resilience, and achievement. Today, we honor the voices, dedication, and impact of women everywhere, inspiring equality and a more empowered future.

*Happy
Holi*



*Colours are the
smiles of nature*



March 1

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You plan with Kea™, we produce Crystle™ aligners

@699 each

We plan, we produce Crystle™ aligners

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Dear Colleagues and Friends,

The month of March started off with International women's day that was celebrated on March 8th. A lively online programme was organized by the women's members. A panel discussion which debated on whether IOS women members still need empowerment showed participation with gusto by both women and men IOS members. A quiz followed and prizes were announced for various competitions participated in by student and life members.

National journal club and the second module of the Biomechanics series with another extensive session by Dr. Paulo Merlo were two of the major online programmes this month. Department of Orthodontics, IDST Modinagar organized A to Z, a comprehensive aligner workshop that was well attended by more than 100 patients from all across the country.

Behind the scenes, the IOS HO and EC works hard to run various other activities of the IOS. Nearly 100 students have applied for the IOS research grants and a good no. of life members have applied for the Lm grants too and the selection process is under way.

The IOS international observership programme has been finalized with several members selected and who are set to travel to seven different international universities. The Public awareness programme is also going strong carrying the message of our society to the public and our patients.

Some of our study groups continue to be active in conducting several academic and public awareness activities. We look forward to April which starts with the OPL that is scheduled to take place in Mangalore at the beginning of the month. Follow our social media for the latest updates.

Jai Hind, Jai IOS!

Warm Regards
Sridevi Padmanabhan
IOS President
president@iosweb.net

President's Message



Esteemed colleagues, fellow orthodontists, and members of the Indian Orthodontic Society,

March brings a cherished opportunity to celebrate strength, resilience, and progress on International Women's Day. I extend my warmest greetings to every woman in our society who shapes the future of orthodontics with unwavering passion, precision, dedication, compassion, and excellence.

Orthodontics in India has flourished remarkably, with women professionals playing a pivotal role in this evolution. Today, we honor you—the trailblazers, mentors, and innovators who align not just smiles, but destinies. Your commitment to patient care, research, teaching, and leadership reflects the dynamic, inclusive face of our specialty.

This celebration goes beyond symbolism; it underscores the vital need for empowerment, equal opportunities, and recognition of contributions. As more women ascend to leadership in institutions, academia, and professional bodies like IOS, our community gains richer perspectives, collaboration, and innovation. You balance patient care, academia, and family with the same finesse as a perfect bracket placement.

On this occasion, let us celebrate women's achievements in orthodontics and reaffirm our pledge to empower every member. Together, we'll build a progressive, inclusive future for orthodontics in India - amplifying her voice, supporting her vision, and creating a space where talent knows no gender.

To every woman in IOS: Your alignment inspires us all. Happy International Women's Day! Together, we smile brighter.

Warm Regards

Dr. Shubhaker Rao Juvvadi

Hon. Secretary

Secretary's Message

HAPPY
Women's
DAY



Empowered women empower the world

On the occasion of International Women's Day, we celebrate the strength, dedication, and invaluable contributions of women who continue to inspire progress within our profession and beyond.

As the bond between our readers and us grows stronger each year, we continue our journey with renewed enthusiasm every month. This issue holds special significance as it celebrates the IOS International Women's Day, honoring the remarkable achievements and contributions of women in our orthodontic fraternity.

The other sections reflect the lively expressions of our members' experiences, ranging from the unexplored perspectives in the Beyond Orthodontics page to the insightful and practical guidance offered in the Practice Management pages. Each edition serves as a window to creative expression, allowing imagination to flourish and be beautifully captured through words in our creative and Beyond Orthodontics sections.

The enthusiastic contributions from our writers are undoubtedly engaging and continue to capture the interest and admiration of our readers. This issue is a humble attempt to encourage our budding talents to shape their creativity and cultivate the art of awareness and expression.

The success of any publication depends on our ability to perceive, observe, and explore. With this spirit, we strive relentlessly to bring excellence to this treasure trove of ideas and expressions.

I take this opportunity to sincerely thank all the Committee Editors for sparing their valuable time and sending their best contributions to the newsletter. I extend my heartfelt wishes to all our readers and hope this issue receives your appreciation and continues to play a vital role in the all-round development of the official newsletter of the Indian Orthodontic Society.

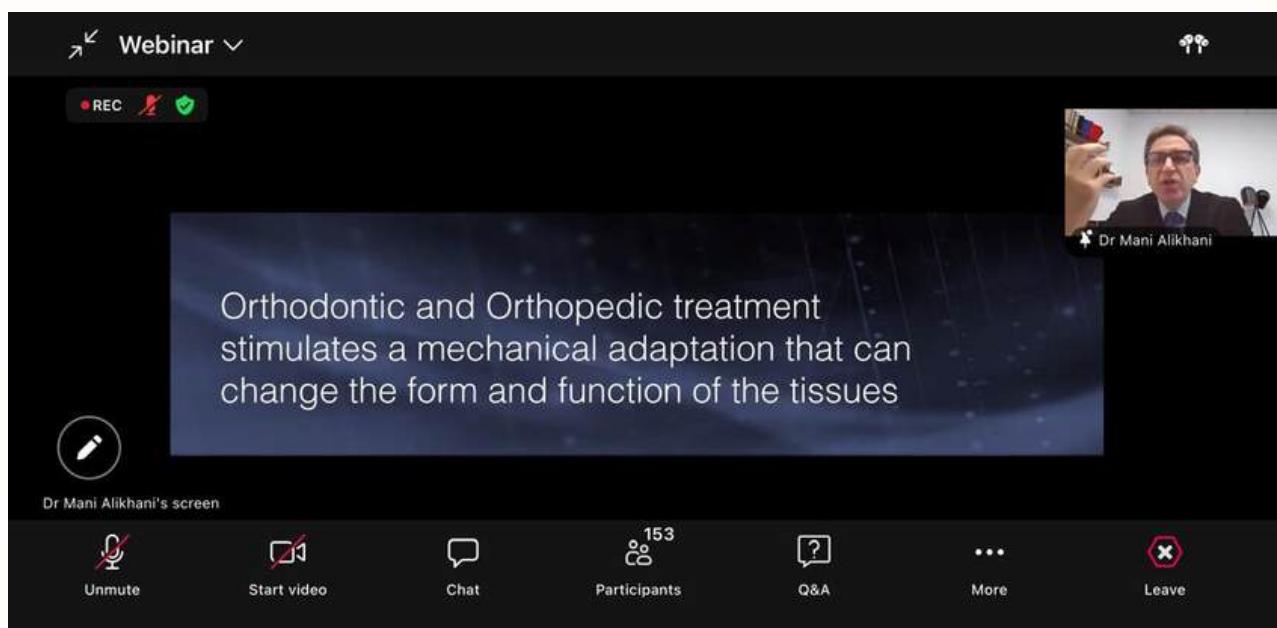
Warm Regards
Dr. Swati Acharya
Editor IOS Times

Editor's Message

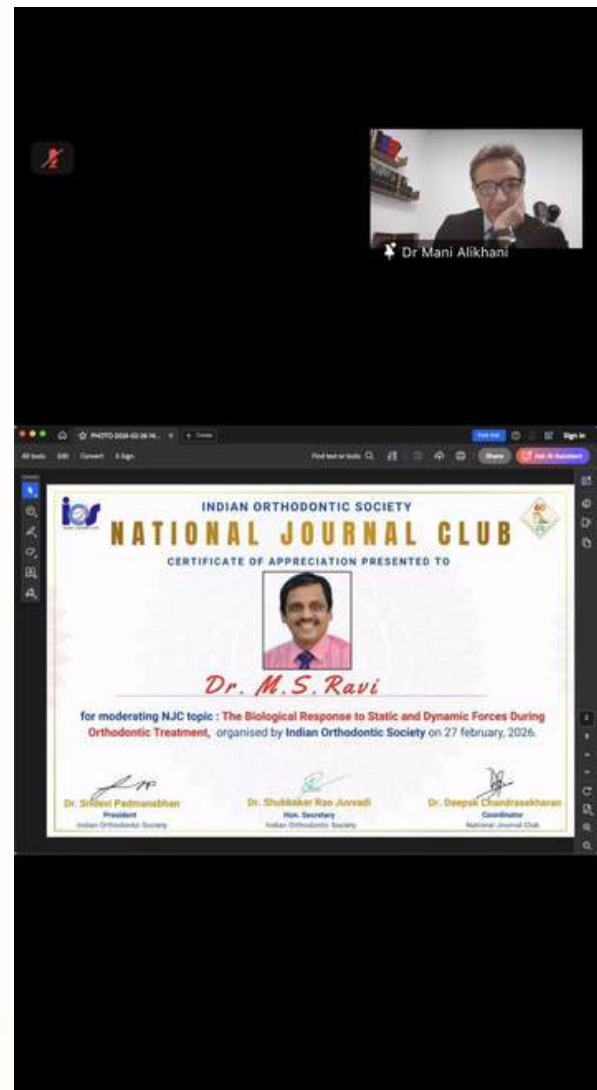
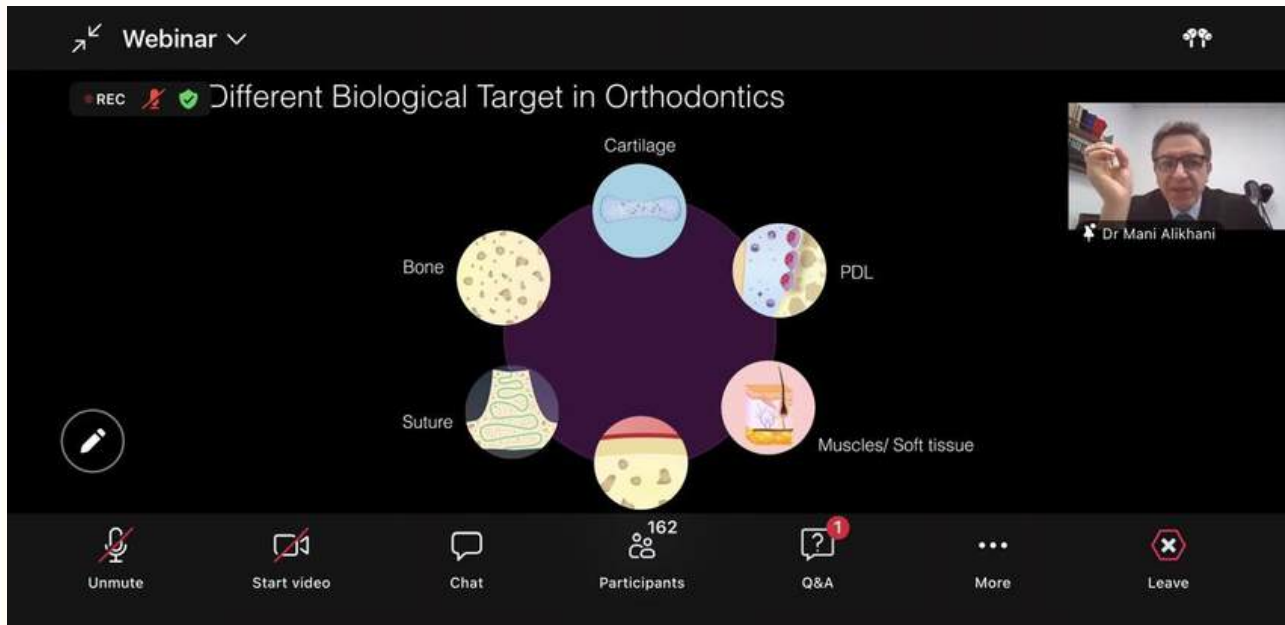
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Cuttack-753010,
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National Journal Club

The Indian Orthodontic Society successfully conducted another impactful session of National Journal Club on February 27, 2026 via an online platform. The session featured an insightful lecture by Dr. Mani Alikhani, DMD, MS, PhD, Professor and Dean at CTOR Academy and faculty member at Harvard School of Dental Medicine. The event witnessed enthusiastic participation from over 200 + Orthodontic Student life members and life members across the country, highlighting the profession's growing interest in evidence-based learning and the critical appraisal of scientific literature.



The topic of the session, “The Biological Response to Static and Dynamic Forces During Orthodontic Treatment,” focused on the biological mechanisms underlying orthodontic tooth movement and the differing cellular responses to static versus dynamic orthodontic forces. Dr. Alikhani provided a comprehensive overview of mechanotherapy principles, emphasizing how various force systems influence bone remodeling and tissue response. His presentation integrated fundamental biological concepts with clinical implications, enabling participants to better understand how evidence-based force application can optimize orthodontic treatment outcomes.





The session was moderated by Prof. Dr. M. S. Ravi, Head of the Department of Orthodontics and Vice-Principal at A. B. Shetty Memorial Institute of Dental Sciences, Mangalore, and was coordinated by Dr. Deepak Chandrasekharan, Past Hon. Secretary, IOS, who ensured the smooth conduct of the session. The event was graced by several distinguished members of the IOS, including Dr. Sridevi Padmanabhan [President, IOS], Dr. Shubhaker Rao Juvvad [Vice President, IOS], and other key office bearers, reflecting the Society's commitment to academic excellence and continuing education.

The session was highly educational, informative, and clinically relevant, providing valuable insights into the biological principles guiding orthodontic force application. The program was a great success, further strengthening IOS's commitment to continuing education and academic excellence within the orthodontic community.

**Reported by Associate Editor
Dr. Shantanu Khattri**



www.iosweb.net



Celebrating

Women who create confident smiles and the
Women who choose them.

Happy Women's Day





National Journal Club

The Indian Orthodontic Society successfully conducted another impactful session of National Journal Club on 16th March, 2026 via an online platform. The event witnessed enthusiastic participation from over 250 + Orthodontic Student life members and life members across the country, highlighting the profession’s growing interest in evidence-based learning and the critical appraisal of scientific literature.

The first session was presented by **Dr. Elbe Peter**, Professor and Head, Department of Orthodontics, Government Dental College, Thrissur, Kerala, on the topic “*Environmental Impact of Clear Aligner Material Disposal – A Gas Chromatography-Mass Spectrometry Study*”. The session was moderated by **Dr. Veera Bhosale**, Professor and Head, Department of Orthodontics, Bharati Vidyapeeth University Dental College and Hospital, Pune. The presentation was highly informative and insightful, highlighting an important and often overlooked aspect of orthodontic practice—the environmental impact of clear aligner materials. Dr. Peter provided a clear understanding of the scientific methodology and emphasized the need for greater awareness and responsibility in material usage and disposal. The session stimulated thoughtful discussion among participants and added a valuable perspective on sustainability within orthodontics.

INDIAN ORTHODONTIC SOCIETY
NATIONAL JOURNAL CLUB

Environmental impact of clear aligner disposal

Dr Elbe Peter
 MDS, Ph.D, MFDSRCPs, MOrthRCS, F(Orth)RCPS, Dip. IBO, PG Dip. Res., LL. B

*Professor and Head, Department of Orthodontics,
 Government Dental College, Thrissur
 Vice Principal, Government Dental College, Thrissur
 Dean, Faculty of Dental Sciences,
 Kerala University of Health Sciences, Thrissur*

Statement of the Problem!

10cm arch length x 4 cm arch width = 40 cm²

- x 2 = 80 cm²
- x 80 trays = 6400 cm² (64 m²)

- For entire tray = 25,600 cm²
- 256 M²
- 160 3D printed models (?)
- Packaging
- Refinement trays and models

1/4th of the tray

INDIAN ORTHODONTIC SOCIETY
NATIONAL JOURNAL CLUB
 CERTIFICATE OF APPRECIATION PRESENTED TO

Dr. Elbe Peter

Author / Speaker, IOS National Journal Club,
 for presenting on topic: *Environmental Impact of Clear Aligner Material Disposal - A Gas Chromatography-Mass Spectrometry Study*. (American Journal of Orthodontics and Dentofacial Orthopedics, Volume 167, Issue 1, 39 - 46)
 organised by Indian Orthodontic Society on 16 March, 2026.

Dr. Sridevi Padmanabhan President
Dr. Shubbaker Rao Juvvadi Hon. Secretary
Dr. Deepak Chandrasekharan Coordinator
 Indian Orthodontic Society / National Journal Club



The second session focused on “*Treatment outcomes of 3D-printed custom and conventional mini-implant assisted rapid palatal expanders (MARPE)*” (*Progress in Orthodontics, August 2025; 26(1)*). It was presented by **Dr. Prapti Karamtote**, MDS III Postgraduate Student, Dr. D. Y. Patil Dental College and Hospital, Pune. The presentation was conducted under the guidance of **Dr. Siddharth Chakravarty**, Assistant Professor, and moderated by **Dr. Navya Puvvula**, Professor and Head, Department of Orthodontics, Sree Sai Dental College and Hospital, Srikakulam, Andhra Pradesh. The postgraduate presentation was well delivered, demonstrating clarity, confidence, and strong academic understanding, and was well appreciated by the audience. The session was coordinated by Dr. Deepak Chandrasekharan, Past Hon. Secretary, IOS, who ensured the smooth conduct of the session. The event was graced by several distinguished members of the IOS, including Dr. Sridevi Padmanabhan [President, IOS], Dr Shubbaker Rao Juvvad [Vice President, IOS], and other key office bearers, reflecting the Society’s commitment to academic excellence and continuing education. Overall, the session was a great success, fostering meaningful academic discussions and reinforcing the IOS commitment to promoting evidence-based orthodontics, research awareness, and active postgraduate participation.



INTRODUCTION

- Maxillary expansion is commonly used to correct **maxillary transverse deficiency (MTD)**.
- Expansion is most effective around **13–15 years**, but may still be possible up to **18 years in females and 21 years in males**.
- The amount of expansion depends on the **degree of suture interdigitation**.
- During the adolescent period, the mid-palatal suture becomes more tortuous with increasing interdigitation
- Recently, customized MARPE appliances designed using **CBCT and 3D metal printing** have been introduced to improve skeletal expansion in older patients, though research on their effectiveness is still limited.”



Reported by
Associate Editor
Dr. Shantanu Khattri

IOS International Women's Day Celebrations

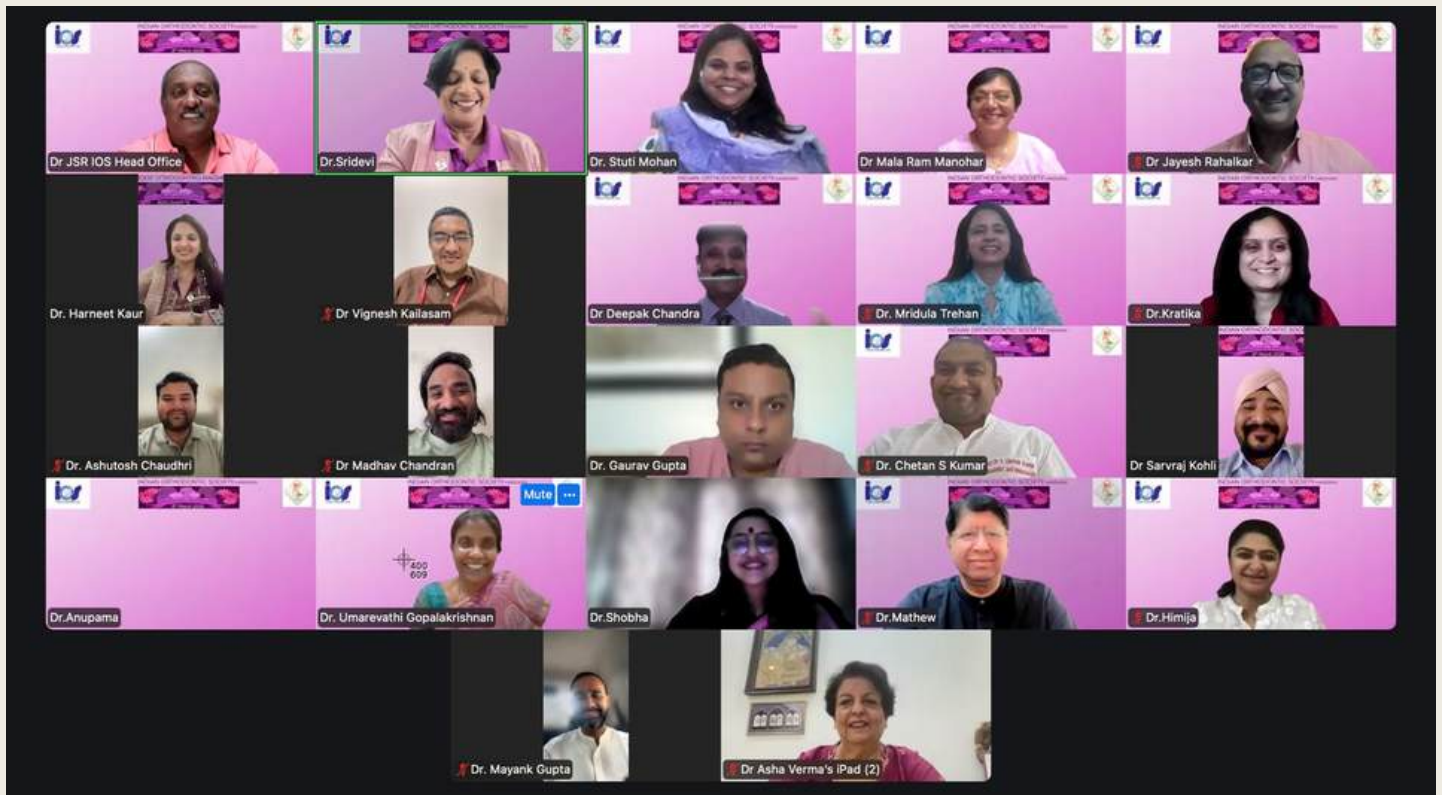
Event Report: IOS International Women's Day Celebration 2026

The Indian Orthodontic Society (IOS) celebrated *International Women's Day* on *8 March 2026* through an engaging virtual programme attended by orthodontists, academicians, life members, and student life members from across the country. Organized under the leadership of **President, Dr. Sridevi Padmanabhan**, the event was conducted on the theme **"Give to Gain,"** emphasizing mentorship, collaboration, and collective growth within the orthodontic community.

The ceremony began with the Presidential Address, followed by encouraging remarks on women's leadership by the Honorary Secretary, **Dr. Shubhaker Rao Juvvadi**, Vice President **Dr. Sarvraj S. Kohli**, and President-Elect **Dr. Suryakant Das**, reflecting the leadership and progressive vision of the Society. The inauguration was honoured by the presence of the Guests of Honour, **Dr. Asha Verma**, the first woman President of IOS, and **Dr. Mala Ram Manohar**, the first woman Vice President of IOS and current Chair of the Indian Board of Orthodontics, whose inspiring journeys continue to motivate generations of orthodontists. The programme commenced with a special IOS video titled **"Celebrating Women in the Indian Orthodontic Society,"** highlighting the achievements and contributions of women orthodontists in India.

A key highlight was the panel discussion on **"Women Empowerment – Is it still needed in the Orthodontic Community?"**, moderated by **Dr. Jayesh Rahalkar** and **Dr. Shobha Sundareshwari**, with panelists **Dr. Silju Mathew**, **Dr. C. Deepak**, **Dr. Mridula Trehan**, **Dr. Panchali Batra**, **Dr. Kratika Mishra**, and **Dr. Himija Karia** sharing valuable perspectives on leadership, mentorship, and professional growth.

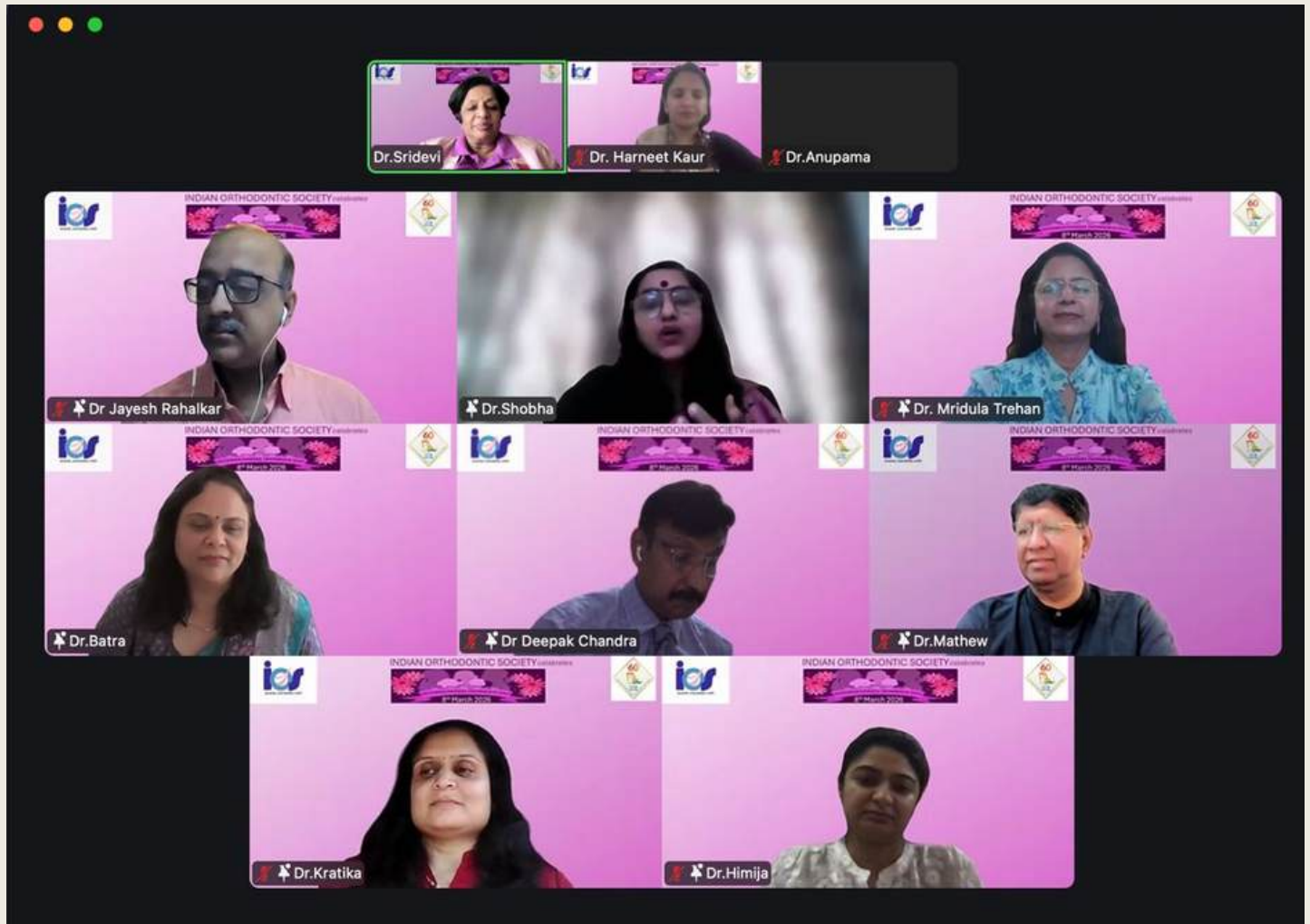
The programme also featured the **"Arch Queens" IOS Women in Orthodontics Grand Quiz**, which included engaging questions for Student Life Members. Distinguished senior orthodontists—**Dr. Girish Karandikar**, **Dr. Sushma Patwardhan**, **Dr. Sarojini Joseph**, and **Dr. Kalyani Trivedi**—were also invited to share their thoughts on women's leadership and empowerment in orthodontics, adding valuable perspectives to the celebration.



Eminent IOS Members during the Inauguration programme



With the wholehearted support of the entire Executive Committee, the event was organized by the women EC members. The programme was emceed by **Dr. Harneet Kaur**, who also coordinated the Instagram Reel Making Competition. The quiz was conducted by **Dr. Anupama V.** and **Dr. Stuti Mohan**. The IOS video presentation and the IOS Times competition, “From Insight to Impact,” were coordinated by **Dr. Umarevathi Gopalakrishnan** and **Dr. Swati Acharya**, encouraging enthusiastic participation from Student Life Members. The celebrations concluded by reaffirming the spirit of International Women’s Day—honouring the achievements of women orthodontists and inspiring continued mentorship and leadership within the profession; *“for when women rise, they not only shape smiles but also shape the future”*—resilient in spirit, brilliant in mind, and graceful in purpose.



The panel discussion on “Women Empowerment Is it still needed in the Orthodontic Community?”

Reported by Section Editor , Dr. Harneet Kaur

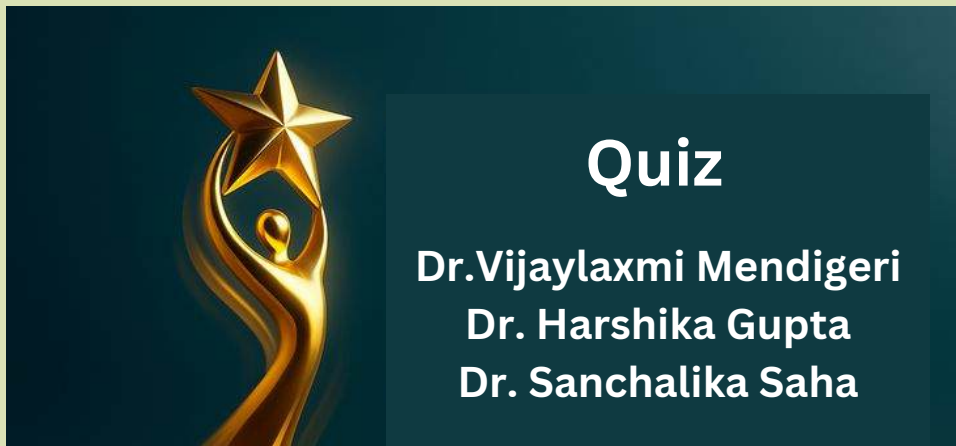




The Indian Orthodontic Society extends its heartfelt congratulations to all the winners of the Women's Day celebrations.

We also sincerely appreciate the enthusiastic participation of all members who contributed to making this celebration meaningful and memorable.

On this special occasion, we celebrated not only accomplishments but also the continued journey toward empowerment, equality, and professional growth. We hoped to continue inspiring, supporting and uplifting one another.



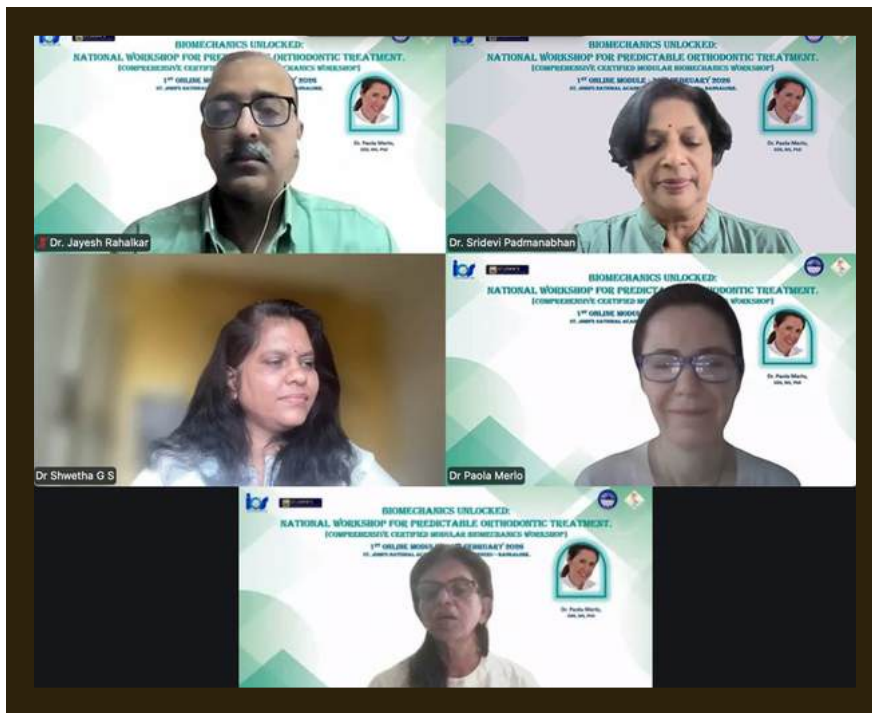
22
March 2026

Biomechanics unlocked

In a unique series of lectures on orthodontic biomechanics, St.John's National Academy of Health Sciences with IOS and Bangalore Orthodontic Study Group brought to you the truth behind orthodontic biomechanics planning.

The LINE OF FORCE must be determined for efficient Orthodontic tooth movement. Dr. Paula Merlo outlined over two webinars the importance of determining the centre of resistance, centre of rotation, finding the m/f ratio and making tooth movement efficient individually or in segments.

These two introductory seminars will be followed by two more, on six geometries, molar uprighting springs, Alpha beta springs, hybrid system and canine disimpaction springs.



These concepts of treatment planning open a new avenue of thinking for predictable tooth movement. Organisers will be conducting a series of revision sessions to enable members to understand these concepts clearly before the Workshop in September where three renowned experts will show us the planning of tooth movements for daily bread and butter orthodontics, for challenging situations and aligner biomechanics.

Review of the programme -

"Yesterday's programme was very informative. Dr. Paola was navigating so carefully through different territories to simplify them. Hats off to her sincerity and dedication" - Dr. Shobha Sunderasweran, Senior teacher, astute clinician with IBO certification.

The next two seminars will be available to participants registered for the workshop in September on September 5th and 6th 2026 in Bangalore.



Dr. Sunanda

International Women's Day 2026 "Give To Gain"



It is both an honour and a responsibility to serve as Director of the Indian Board of Orthodontics. The IBO stands as a beacon of clinical excellence, ethical practice, and professional integrity in orthodontics across India. Being entrusted with a role in shaping its future is deeply meaningful to me. When I first set out to pursue certification, my vision was to become an orthodontist who could fully trust her skills and confidently guide the next generation. Today, as I step into this leadership role, I hope to instill that same confidence in young orthodontists so that they see themselves not only as skilled clinicians but also as future leaders of our specialty.

This year's International Women's Day theme, "Give To Gain," resonates deeply with my vision. The message is simple yet powerful: when we give our knowledge, mentorship, encouragement, and opportunities to others, the entire profession gains strength and progress. In orthodontics, this spirit of giving—through mentorship, collaboration, and academic sharing—creates a culture where excellence can flourish.

As a woman orthodontist, the professional journey often involves balancing multiple responsibilities. Yet these experiences cultivate resilience, perspective, and empathy—qualities that strengthen leadership and mentorship. By supporting and encouraging more women orthodontists to pursue board certification and leadership roles, we enrich our profession with diverse perspectives and stronger collective wisdom.

A key priority during my tenure will be to strengthen the culture of board certification in India. I hope to encourage more Orthodontists - particularly younger colleagues and women practitioners - to see the IBO not as a daunting hurdle but as an important milestone in professional growth.

I would like to emphasize that board certification is not limited to those in full-time academic positions or large institutional practices. My own experience reflects this. I pursued certification while working as a visiting orthodontist, and every case I presented was drawn from my private clinical practice. This demonstrates that with dedication, strong clinical fundamentals, and perseverance, orthodontists from varied professional paths can successfully undertake this journey.

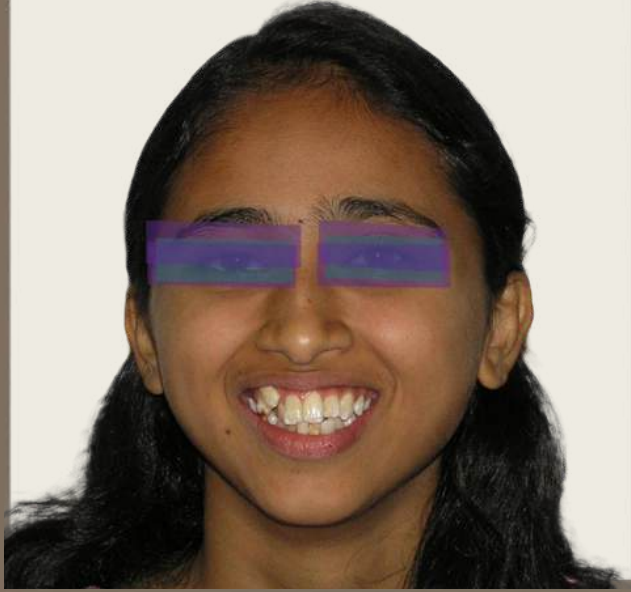
Ultimately, the strength of our profession lies in our collective commitment to excellence. If through mentorship, encouragement, and shared experience we can "give" support to the next generation of orthodontists, we will undoubtedly "gain" a stronger, more progressive future for our specialty.

I look forward to serving the profession and contributing to the continued growth, inclusivity, and prestige of the Indian Board of Orthodontics.





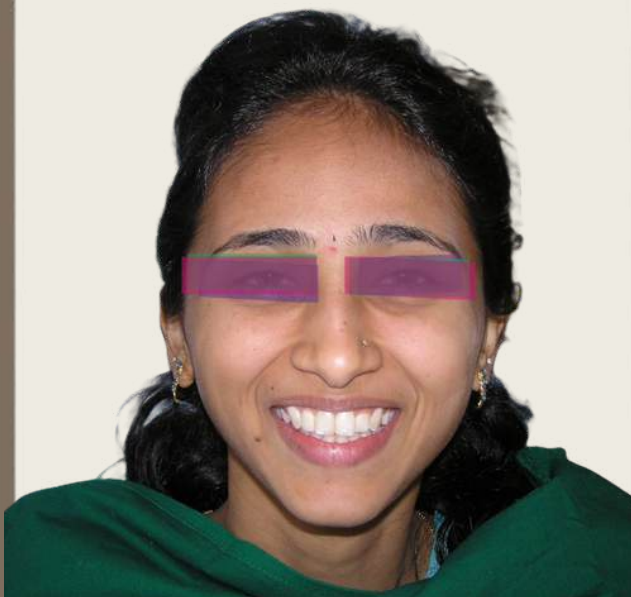
Is your braces doctor a member of Indian Orthodontic Society?



Before



IOS Times acknowledges Dr. Sangamesh for his contribution in the public awareness page.



After



Magic of braces

Before



After



***IOS Times
acknowledges
Dr. Snigdha Gowd
for her
contribution in
the public
awareness page.***

Before



***Magic
of
braces***

IOS Times acknowledges Dr. Jasneet Singh for his contribution in the public awareness page.

After





***Is your
braces
doctor IOS
Endorsed ?***

Before

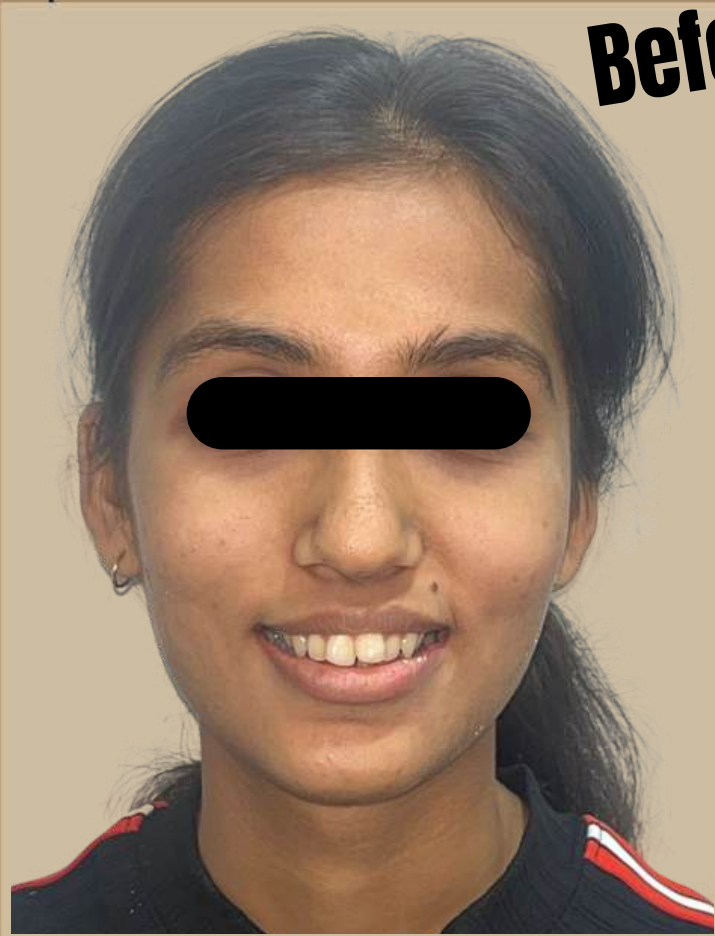
IOS Times acknowledges Dr. Shahista Parveen for her contribution in the public awareness page.



After



Before



Is your braces doctor a member of Indian Orthodontic Society ?

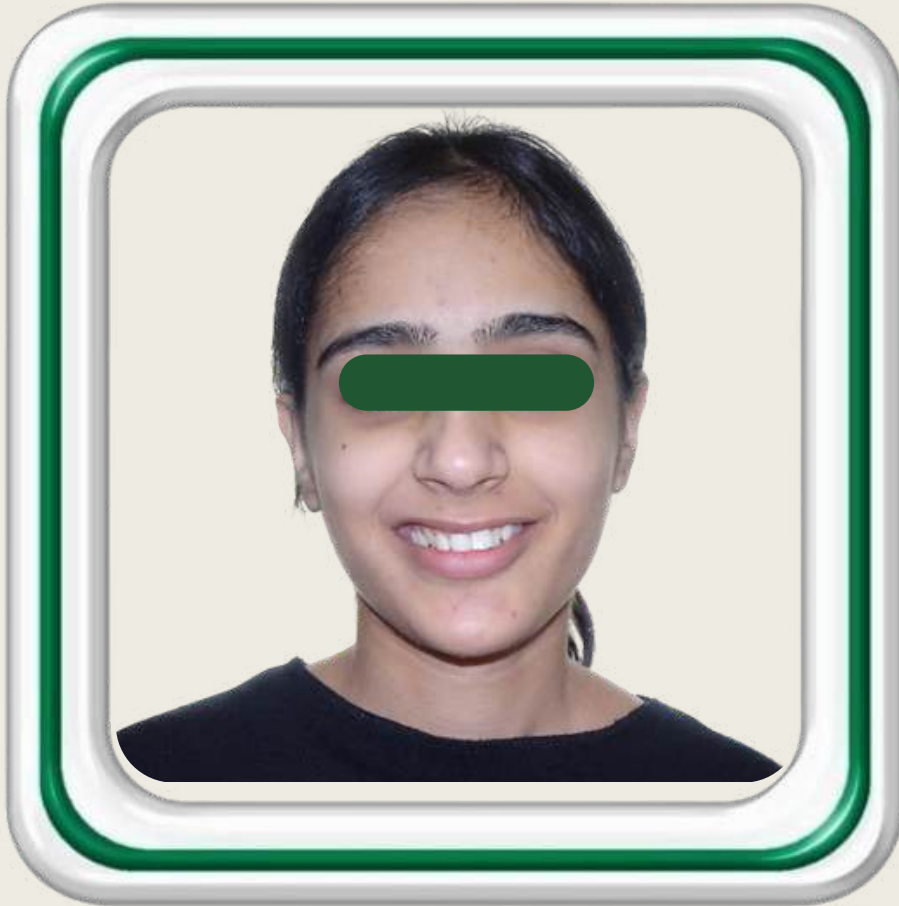
IOS Times acknowledges Dr. Harshit Shah for his contribution in the public awareness page.

After





<https://findanorthodontist.bracespecialists.com/>



***Is your braces
doctor MDS
Orthodontics?***



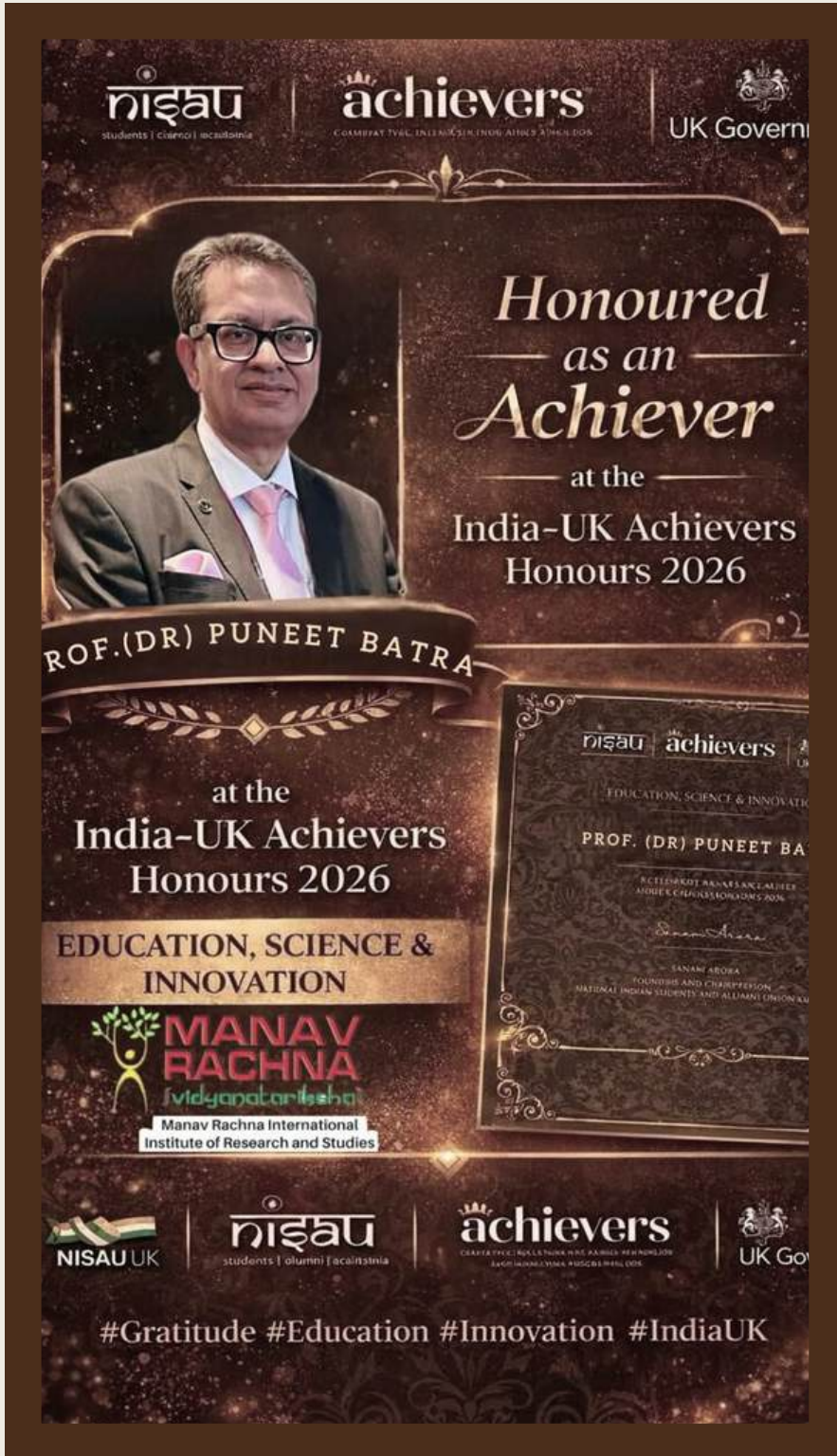
Before & After

**IOS Times
acknowledges
Dr. Sachin Phillip
for his
contribution in
the public
awareness page.**





Achievement of Dr. Puneet Batra



Celebrating excellence in leadership and global impact, Prof. (Dr.) Puneet Batra has been honoured as an Achiever at the NISAU UK Achievers Honours 2026 in the category of Education, Science & Innovation. Organised by the National Indian Students and Alumni Union UK (NISAU), this recognition highlights individuals strengthening the India-UK Living Bridge through impactful contributions in education, research, innovation, and collaboration. Dr. Batra's achievement reflects his outstanding work in dental education, clinical excellence, and international academic partnerships, along with his dedication to advancing cleft care and transformative healthcare initiatives that restore confidence and smiles for countless children.



Reported by Section Editor , Dr. Stuti Mohan

Congratulations



Heartiest Congratulations

Dr. Rajiv Ahluwalia

for achieving

***Masters in Bioethics and Health
Law (University of Porto, Portugal)
from Dr. Abhijat Sheth (Chairperson
NMC) at Pannimalar Medical
College, Chennai.***



Congratulations

Dr N K K Prasad, an IOS member on the cover page of one of the prestigious cleft journals.

The Cleft Palate Craniofacial Journal

Volume 63 • Number 3 • March 2026



2026 EARLY CAREER RESEARCHERS
of the American Cleft Palate Craniofacial Association





Congratulations



Heartiest Congratulations Dr. Ekta Yadav for successfully completing her PhD

Topic - A Cross - Sectional study to compare knowledge of Obstructive Sleep Apnea among medical graduates, dental graduates and post graduates



Reported by Section Editor
Dr. Stuti Mohan



**RESEARCH GRANTS CURRENTLY OPEN- LAST DATE MARCH 26TH**

Call for Investigator-Initiated Research Proposals for “ICMR SMALL Extramural Grants” (“ICMR ANVESHAN Extramural Grants”) - 2026 GRANT AMOUNT : The budget for the project must range between ₹10 lakhs to less than ₹2 Crores. The project duration will be up to a maximum period of three years. SUBMISSION PORTAL: (<https://epms.icmr.org.in>)

INDIA ALLIANCE DBT GRANTS ARE ALSO OPEN FROM MARCH 16TH Supporting small investigator teams (2–3 investigators), led by researchers transitioning towards independent research careers
FOR MORE DETAILS

Guidelines & Application Process:

<https://www.indiaalliance.org/phase-iii/competitions>

WOMENS DAY CELEBRATION

As part of the research column IOS times, we conducted an online competitive event for SLMs, “Insight to Impact”, wherein the student life members were asked to write about an article which inspired them that was written by a women Indian Orthodontist.

We received 15 entries from various dental colleges across India. The selection was decided by a panel of women orthodontists.

The contest was won by postgraduate Dr Anisha Valli, a final year postgraduate from GSL dental college who wrote on an article by Dr.Mala Ram Manohar Titled “The Nose and its Clinical Implications in Orthodontics: An Overview”.



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The Neural Hive Ecosystem



Kea™

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Dr Ponnada B V N Swarupa Rani

Orthodontic Practice Management in the Digital Era: A Patient-Centric Approach

Orthodontic practice management today extends far beyond clinical excellence. In an era driven by digital workflows, heightened patient expectations, and competitive healthcare markets, successful orthodontic practices must combine precision dentistry with structured systems, strong leadership, and compassionate patient engagement.

As the lead orthodontist at Dr Roopa's Braces n Faces Dental Studio, I have experienced firsthand how structured management strategies can transform not only practice growth but also patient satisfaction and treatment outcomes.

• Vision-Driven Practice Planning

Every thriving orthodontic clinic begins with a clear vision. Whether the focus is growth in advanced skeletal expansion techniques (MARPE), Aligners, early interceptive orthodontics defining core objectives allows for streamlined investments in technology, staff training, and marketing.

Strategic planning should include:

- Target patient demographics
- Technology adoption roadmap (intraoral scanners, digital treatment planning)
- Revenue diversification (MARPE, Braces, Aligners, Retention programs)
- Brand positioning in the local community

• Digital Workflow Integration

The transition from conventional systems to digital orthodontics has significantly improved efficiency and case predictability.

- Intraoral scanning
- 3D treatment simulation
- Digital case presentations
- Cloud-based patient records

Incorporating the above techniques reduce chairside time while enhancing patient understanding and case acceptance. Digital systems also strengthen communication between orthodontist, lab, and patient—creating transparency and trust throughout the treatment journey.

• Team Management & Training

An orthodontic practice is only as strong as its team. Structured staff roles, regular training sessions, and standard operating protocols ensure consistency in patient care.

Key management strategies include:

- Weekly team meetings
- Clear delegation of clinical and administrative tasks
- Performance tracking and accountability
- Soft skills training for patient communication

A well-trained team not only improves workflow efficiency but also enhances the patient experience at every touchpoint—from reception to debonding.



• Financial Systems & Case Acceptance

Transparent pricing structures and flexible payment plans significantly influence treatment acceptance. Educating patients about long-term benefits—oral health improvement, functional correction, and aesthetic enhancement—builds value beyond cost considerations.

Modern practice management also involves:

- Clear financial counseling
- EMI/payment plan options
- Automated billing reminders
- Tracking treatment conversion rates

Data-driven financial management helps maintain steady revenue flow while ensuring affordability for patients.

• Patient-Centric Experience

Orthodontics is a long-term relationship. Patients, especially children and teenagers, require reassurance, education, and motivation throughout treatment.

A patient-focused practice emphasizes:

- Comfortable clinical environment
- Visual treatment simulations
- Regular progress communication
- Retention follow-up programs

When patients feel heard and involved in decision-making, compliance improves, resulting in better clinical outcomes.

• Ethical Marketing & Community Engagement

Today's orthodontic practices must balance professional ethics with digital visibility. Educational content through social media, school dental awareness programs, and preventive health camps help build trust within the community.

Rather than aggressive marketing, value-driven communication—highlighting expertise, technology, and patient testimonials—creates authentic brand credibility.

Conclusion

Orthodontic practice management is a blend of science, systems, and service. Clinical skill remains the foundation, but structured operations, digital integration, financial clarity, and compassionate communication determine long-term success.

In the evolving landscape of modern dentistry, orthodontists must embrace innovation while preserving the human touch that defines healthcare. When management systems align with patient-centered care, both smiles and practices flourish.

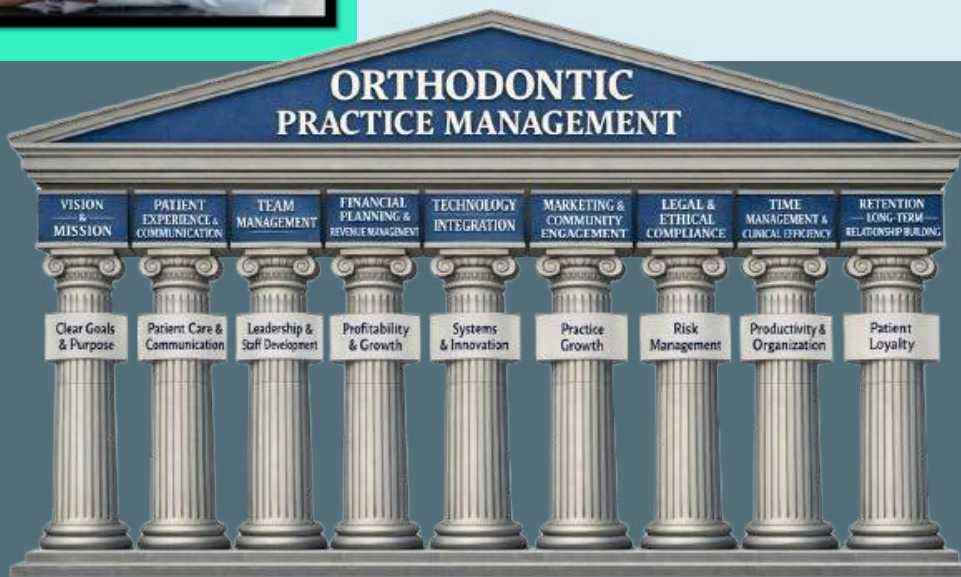


Dr. Javed Khan

ALIGN THE VISION MASTER THE MISSION



Orthodontics and Dentofacial orthopaedics is often considered as the science of aligning teeth and correcting malocclusion . But, in today’s competitive and patient-centric healthcare environment, clinical excellence alone is not enough. Successful orthodontic practice management is a confluence of science, communication, leadership, technology, ethics, as well as finance into a seamless system that delivers outstanding patient outcomes while ensuring sustainable growth and success.



According to me , there are 10 most important pillars in a successful orthodontic practice

1. VISION AND MISSION



Any successful orthodontic practice begins with clarity of vision . A orthodontist should try to focus on his expertise and should have a vision in that direction ultimately leading to have high-end digital orthodontic practice treating patients requiring early interceptive treatment, aesthetic adult orthodontic treatment, and comprehensive orthodontic care.

A clearly defined mission statement helps guide decision-making, team culture, and marketing strategy leading to a successful practice .Orthodontic mission should be to provide patient centered care with highest standards of clinical care using state of the art techniques in a comfortable , warm , friendly and no waiting environment.

These two things will create brand identity , which extends beyond a logo. It includes patient experience, clinic ambiance, communication style, online presence, and community engagement. Consistency across these touchpoints builds trust and long-term loyalty.



2. PATIENT EXPERIENCE AND COMMUNICATION

Today in the era of internet , patients are informed and digitally aware. They expect transparency, empathy, and efficiency from a orthodontist. Practice management must focus on creating a smooth patient journey from the first phone call to retention phase completion which includes Clear explanation of diagnosis and treatment plan through Visual aids, intraoral scans, and digital simulations. Always have Written consent and cost transparency to avoid any miscommunication at the end . Flexible appointment scheduling as well as Regular follow-ups and reminders whenever possible is a secret for getting in good books of the patient and his whole family . As we all know Building rapport with children, teenagers, and adult patients requires different communication styles , try to understand their perspective and difficulties too regarding the treatment especially in skeletal orthodontics treatment . Patient feedbacks through online portals strengthens credibility and community trust, so request patient to share their good experience with pictures.

Orthodontics is a team-driven specialty. The orthodontist acts as the clinical leader and practice CEO simultaneously. Effective delegation, training, and motivation of staff are very important . The Key elements include : - Assigning defined roles and responsibilities of the staff, taking regular team meetings, enhancing continuous skill development , Performance evaluation systems , Incentive-based motivation. A well-trained orthodontic assistant reduces chairside time, improves efficiency, and enhances patient comfort. Front desk personnel shape first impressions and must be trained in communication, appointment coordination, and financial discussions.

3. LEADERSHIP AND TEAM MANAGEMENT

4. FINANCIAL PLANNING AND REVENUE MANAGEMENT

Financial stability ensures clinical freedom. Orthodontic practices must implement structured financial planning. The Core principles includes - Treatment fee structuring based on complexity, Instalment plans with written agreements, Tracking overhead costs (rent, salaries, consumables, lab charges) , Maintaining 30–40% profit margin after expenses and Monitoring key performance indicators (KPIs). Software-based billing and automated reminders reduce missed payments. A clear financial policy prevents misunderstandings and improves collection efficiency.



5. TECHNOLOGY INTEGRATION



Digital orthodontics has transformed practice efficiency and precision. Incorporating technology enhances patient satisfaction and operational workflow. Some of the examples include: Intraoral scanners, Digital radiography, 3D treatment planning software, Aligners and customized brackets and Cloud-based practice management systems. The adoption of self-ligation bracket systems has allowed clinicians to deliver low-friction, efficient treatment mechanics.

Similarly, aligner systems have expanded adult orthodontic acceptance too. Investment decisions must be based on return on investment (ROI), not just trend adoption.

Marketing in orthodontics must be ethical and education-focused. Digital presence plays a major role in patient acquisition. Effective strategies include Google Business optimization, Educational Instagram & Facebook posts, Patient testimonial videos, Before-and-after case presentations (with consent) and School dental awareness programs. Participation in professional bodies such as the Indian orthodontic society enhances credibility and networking opportunities. Community outreach programs, especially in schools, not only build goodwill but also create early referral channels.

6. MARKETING AND COMMUNITY ENGAGEMENT

7. LEGAL AND ETHICAL COMPLIANCE

Strict adherence to ethical guidelines protects both orthodontist and patient. Proper documentation, informed consent, and sterilization protocols are mandatory.

Key components includes - Detailed case records, Radiographic documentation, Photographic records, Consent for fixed appliances or aligners and Clear retention protocol documentation. Maintaining compliance with biomedical waste management rules and data privacy regulations safeguards the practice legally too.

8. TIME MANAGEMENT AND CLINICAL EFFICIENCY

Chairside efficiency determines profitability so scheduling should be strategically designed to separate long procedures from review appointments. Strategies include: Block scheduling , Dedicated aligner review slots, Emergency time buffers and Delegation of non-clinical tasks. Reducing appointment delays improves patient satisfaction and online reviews, so special care should be taken care of appointment delays.





9. RETENTION AND LONG-TERM RELATIONSHIP BUILDING

Orthodontic treatment does not end with debonding. Retention phase management ensures long-term stability and repeat engagement, so schedule structured retainer checks. Other parameters include Providing retainer insurance programs and Maintaining annual smile review appointments. Former orthodontic patients often refer siblings and friends ultimately making retention a marketing strategy in itself.

Burnout among dental professionals is increasingly common now a days . A effective practice management includes self-management. Here are some tips for balancing professional and personal life .

- Delegation of administrative tasks
- Regular professional upskilling
- Networking with peers
- Scheduled time off
- Physical fitness and mental health focus

A balanced orthodontist is more productive, empathetic, and innovative, so enjoy the journey of being a orthodontist before reaching the retirement.

10. STRESS MANAGEMENT AND WORK-LIFE BALANCE



CONCLUSION

Practice management in orthodontics is the art of integrating clinical expertise with leadership, financial planning, patient psychology, and technology. The modern orthodontist must think beyond wires and brackets to systems, scalability, and sustainability.

By building a structured team, embracing digital tools, maintaining ethical integrity, and focusing on patient-centered care, orthodontic practices can achieve both professional satisfaction and financial success for sure.

So friends , Orthodontics is not merely about creating straight teeth — it is about designing confident smiles while building a practice that reflects excellence, integrity, and vision.



Prof. (Dr) Meghna

Director,
Dental Wellness & Beyond, Mumbai

PARADIGM SHIFT IN ORTHODONTIC PRACTICE MANAGEMENT: INTEGRATING EXPERIENCE ECONOMY

Healthcare Industry has undergone massive transformation in the past few decades. Orthodontic Care is today considered a 'Wellness Science' where professionally managed care have become one of the key factors in patients choosing you as their Orthodontists. As we all know Orthodontic treatments and practices with AI and digitally driven end to end treatment care and appliances have reduced human intervention largely, thus giving the understanding of patient as a consumer (customer or buyer), appliance as product and treatment as a commodity.

Today increasing number of patients are choosing appliances based on influencer advertising, price parity, convenience and time efficiency rather than orthodontic recommendation, appliances, skills and experience of the clinician which ideally are the most important factors in providing reliable and stable treatment results. However, one aspect of conventional practices have remained constant and stood the test of time, it is the value of the existing patients and their experience in office.

The modern landscape of orthodontic practice must shift from "Service Economy" to 'Experience Economy' model transforming routine appointments into staged memorable experiences which make patients our loyal ambassadors.

Dental practices over the last few years evolved largely, incorporating technological infusions and conceptual shifts especially in orthodontic practice management. Orthodontic treatment engages a patient in a continuous relationship lasting for 18 to 24 months unlike dentists who might see a patient intermittently or twice in a year. Now, some orthodontists may view this extended time frame as a logistical burden while modern practices incorporating "Experience Economy" framework pioneered by Pine and Gilmore view it as a golden asset. Pine and Gilmore analysed developments in society and argued for the fact that commodities and services are no longer enough to satisfy consumers, realise revenue growth and increase businesses, it is their **Experience** that will also matter to great extent. The philosophy here is "Work is a Theatre Act and every Business is a Stage". Thus every orthodontic practice must uniquely stage experiences in their office as it is an essential factor for better patient growth and retention leading to a consistent increase in economic output.

Every interaction from the initial phone call and consultation to the completion of orthodontic treatment is a performance designed to create a lasting emotional imprint. Orthodontic practice management refers to this strategic conduct as "**Internal Marketing**" which is a brilliant confluence of clinical expertise, treatment experience and ethical protocols. Internal marketing is cost-effective and has relatively more predictable outcomes as compared to external marketing. Outcome of which depends primarily on 2 main factors :

1. **Quality of Internal Marketing** which refers to the positive relationship with your patient, good ambience in your office backed by a high Energy Trained Team.
2. **Quantity** that refers to number of different strategies that we need to practice daily in the office. Internal marketing should be *repetitive, consistent, and positive*.



Internal Marketing works on the principle that patients are always a priority and every bit of their experience that they have in your office should be memorable. Mary Kay beautifully puts it, "I look at everyone as if they had a sign on their forehead that said, 'Make me feel special.'" If any practice employs this concept, the business cannot do anything but explode with success. Further, to operationalize this philosophy, practices should implement a specific 'Experience Economy Toolkit' designed to make the in-office experience of the patient memorable for a lifetime, once they have entered our orthodontic practice. Some of the experience economy tools include:

1. **Selecting a proper practice location and profile** and decide on the target population, especially in economies where diversities can play a part in orthodontic delivery systems.
2. **Logo and Branding** helps in standardization of a theme that connects and promotes instant public recognition. Commitment to an extensive or sophisticated service need multiple exposures.
3. **Practice Ambience** is an important tool of internal marketing and it should coordinate with the theme, logo, branding, colours, and the concept on the whole.
4. **Communication methods** include staging of experiences and SOPs which should be followed during patient interaction like aligning records of similar cases during consultation, using appointment scheduling softwares, and sending patient appointment reminders help in elevating patient experience and trust.
5. **In-office Protocols** considering work is a stage, scripting of staff interactions and SOPs for consistent experience.
6. **Events** which engage informal interaction with patients, like debonding parties, smile fashion show etc.. These events not only make the patient a part of the practice family, but also helps create a lasting bond.
7. **Community networking** includes, to be seen at community events, introducing loyalty schemes and participating as sponsors in inter-school or college competitions.
8. **Feedback** will help learn patient outlook and is a great marketing and referral tool. Feedback can be a written or a video testimonial which can be posted on your social media handle with patient consent.

My 25 years of successful orthodontic practice is a huge testimony to the fact that the above experience economy tools play a pivotal role in Orthodontic Practice Management. Patient in-office engagement, care beyond orthodontic treatment, end-to-end digital protocols, and most importantly patient education have been the reason of long-term success of our practice.

It is noted, while all other practice management tools constitute the heart of the strategy, the experience economy tool forms the soul of our orthodontic practice.

Factors that matter to a patient in their recall of orthodontic treatment are experience related.

Conceptually, "Smiles are only part of what patients eventually take home!"

Alvin Toffler in his book Future Shock talks about the upcoming "Experiential Industry", in which people in the future would be willing to allocate a huge percentage of their earnings to "living amazing experiences", the question now 'Can orthodontic treatment be that experience?'

**Dr. Surendra Lodha**

YOUR CLINIC'S RECEPTION DEPICTS YOUR PERSONALITY

The first thing a patient notices in an orthodontic clinic is not the bracket system, not the aligner trays, not even the chair.
It is the reception.

A young teenager walks in with his mother. He is nervous. He knows he may need braces. He avoids eye contact. His mother is scanning the walls silently, judging the place where her child's smile will be entrusted.

Then something unusual catches their attention.

On the centre table lies a beautiful photography album — not stock images, not generic landscapes, but original photographs! Early morning mist over hills! A bird frozen mid-flight! Sunlight breaking through forest trees! Real moments. Real patience. Real detail.

The mother flips through it.

"Doctor clicked these?" she asks softly.

"Yes," the receptionist smiles. "Sir loves nature photography."

The boy looks up for the first time.

He doesn't see just an orthodontist anymore. He sees someone who waits for the perfect frame. Someone who understands angles. Light. Precision. Timing.
Someone who observes carefully.

In another corner of the reception, neatly placed on a small wooden shelf, is a book written by the doctor himself. Not a dental textbook. A book filled with memories, emotions, reflections of childhood. A different side of the same mind that designs smiles.

The mother picks it up.

"Has the doctor written this?"

"Yes, ma'am."

Something shifts in the room.



The waiting area is no longer just a waiting area. It becomes a story space.

The walls are no longer silent. They now speak of creativity, discipline, nostalgia and patience. They speak of a person behind the profession.

Before the consultation even begins, trust has already taken root.

There is something powerful about seeing your doctor beyond dentistry. When patients notice that the same hands that place brackets also hold a camera steady at sunrise... when they realize that the same mind calculating biomechanics can also write about childhood memories... a deeper respect forms.

Orthodontics is about alignment. But alignment requires vision. And vision is not developed only in clinics — it is cultivated in life.

A reception that reflects personality does something subtle yet profound. It reduces fear. It builds conversation. It humanizes expertise.

Children waiting for braces begin to ask about birds in the photographs. Teenagers who walked in anxious begin to smile while flipping pages. Parents begin to see that this is not a factory practice — this is a thoughtful and creative space.

In today's world, every clinic may have scanners, aligners, digital imaging, advanced technology. Those are important. They represent progress.

But personality represents authenticity!

And authenticity cannot be copied.

When your reception displays your photography, your book, your journey — you are not marketing. You are revealing.

You are saying without words:

“I pay attention to detail.”

“I value beauty.”

“I am patient.”

“I create.”

And in orthodontics, those qualities matter deeply.

By the time the patient is called inside, something invisible has already aligned—
CONFIDENCE.

A clinic's reception is not just furniture and walls.

It is the first chapter of your story.

And when that story reflects who you truly are, patients don't just come for treatment, they stay for connection.

Disclaimer:- This story is based on an original idea by the author and was developed with assistance from the ChatGPT platform.

Dr. Surendra Lodha

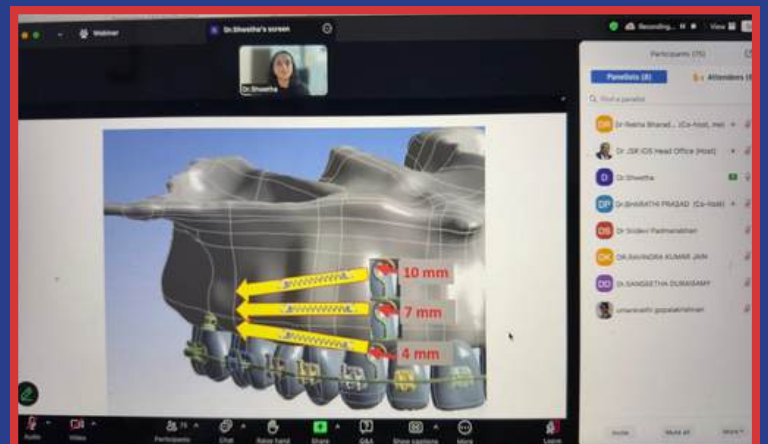
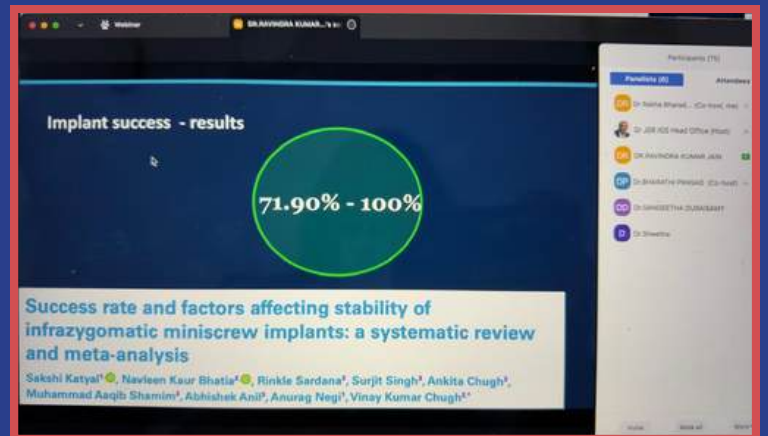
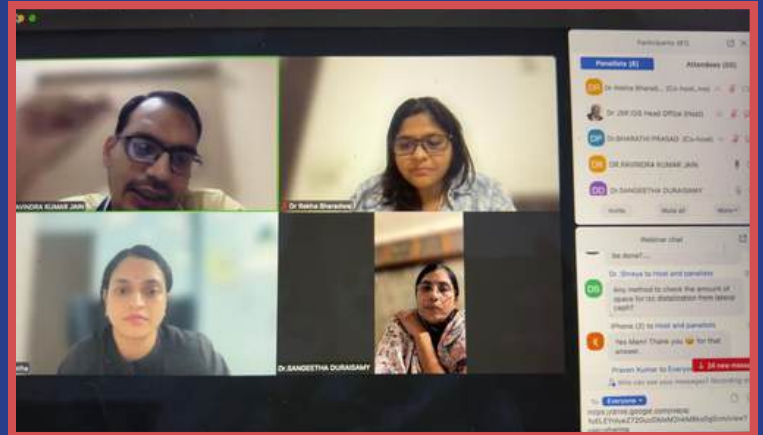
Umrao Dental Care and Orthodontic Centre

Bhilwara, Rajasthan. 9829587852

Reported by Dr. Hasini Gopal

Madras orthodontic study group

CLINICIANS's CORNER- An initiative of Madras orthodontic study group to provide a platform for all clinicians to showcase their interesting and challenging cases, clinical innovations done and failures encountered during Orthodontic treatment. The second program was held on 03-03-26 via IOS online platform. We had two excellent speakers Dr. Ravindra Kumar Jain, Professor & Head, Dept. Of Orthodontics, Saveetha Dental College and Hospitals and Dr. .N. Shwetha, Asst.Professor, Saveetha Dental College and Hospitals on Infra-zygomatic crest implants- Evidence based strategies for predictable clinical outcomes. A very comprehensive and very interactive session, Q & A session well moderated by Dr.Sangeetha Duraisamy, Professor, SRM Dental College and Hospitals, Ramapuram,Chennai. and lecture well attended by all senior and junior practitioners, academicians, HODs from various colleges and post graduates. On behalf of MOSG, I thank the speakers for the wonderful presentation and moderator for the brainstorming session. Heartfelt thanks to our IOS President of Dr. Sridevi Padmanabhan for all the appreciation and support towards this initiative and for joining us for the program. I thank our IOS Honorary Secretary Dr.Shubhakar Rao Juvvadi and Vice president Dr. Sarvaraj Kohli for supporting all our endeavours amidst their busy schedule. I thank my co-conveners Dr. Uma Revathi and Dr. N. R Shrinivasan for being a pillar of strength. Finally thanks to Dr. Bharathi, for the fantastic MC.



**Reported by Managing Editor ,
Dr. Akhil Agarwal**

Madras Orthodontic study group

Madha Dental College & Hospitals in association with Indian Orthodontic Society and Madras Orthodontic Study Group conducted “ENVISION 2026”, Masterclass on Lingual Orthodontics- a two day Intensive Hands-On workshop in Lingual Orthodontics. The program was well organized, with Dr.Sanjay Labh and Dr.G. Dharmadheep, the guest speakers enlightening the participants with Lingual Biomechanics and Hands-on training. The program was well attended by more than 70 participants and our President of IOS Dr. Sridevi Padmanabhan graced the inaugural ceremony along with Chairman LN.Dr. S.Peter, Dean Dr.M.C.Sainath , enriching the program with their esteemed presence. We were honoured to have the Guest of Honour Dr.N.R.Krishnaswamy , inspiring all with his gracious participation. Kudos to the entire organizing crew for a well-executed program.



Reported by Managing Editor , Dr. Akhil Agarwal

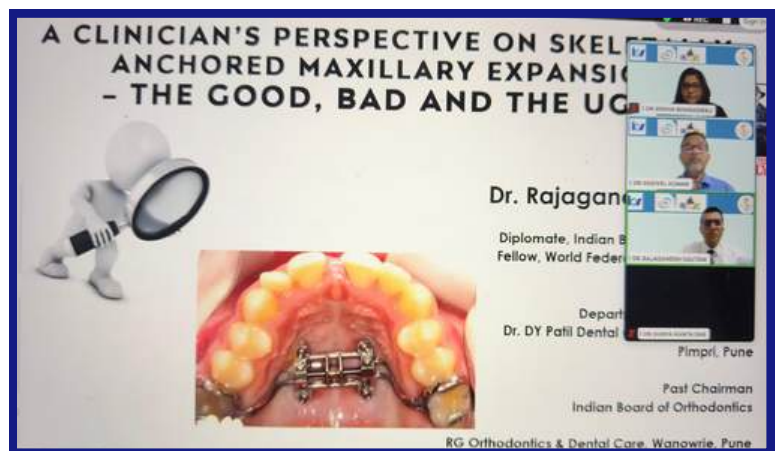
The Madras Orthodontic study group conducted the clinical enrich program on 22nd March 2026 on a very intriguing and contemporary topic- "A clinician's perspective on Skeletally Anchored Maxillary Expansion- The Good, Bad and The Ugly" by Dr. Rajaganesh Gautam, a well renowned and distinguished clinician whose expertise and knowledge is an inspiration to many of us. The speaker, enlightened the participants with a very comprehensive lecture covering the entire gamete of Skeletal expanders highlighting the positive aspects and challenges faced clinically supported with excellent literature evidence. The lecture was very informative and engaging to the audience. The program involved participants across various states with many senior academicians, practitioners, fellow colleagues and post graduate students who were actively involved in the lecture followed by a very interactive Q&A session. The program was exceptionally moderated by Dr. Vadivel Kumar with energetic and interactive Q & A sessions. On behalf of the MOSG, my heartfelt thanks to the office bearers of IOS, President Dr. Sridevi Padmanabhan for everlasting support, Honorary Secretary Dr. Shubhakar Rao and president Elect Dr. Surya Kanta Das for joining with us amidst their busy schedule. My sincere gratitude to the speaker,

Dr. Rajaganesh Gautam for the brilliant rendering of cases with evidence, our moderator for the wonderful moderation and discussions, Dr. Bharathi for the fantastic MC, my co-convenors Dr.N.R.Shrinivasan for introducing the moderator and Dr. Uma Revathi for delivering the vote of thanks and finally to all the elite members and students for making this program a grand success.

Dr. Rekha Bharadwaj

Convener, Madras Orthodontic Study Group

Madras Orthodontic study group



International Women's Day Celebrations & Heritage Walk at Lodhi Gardens Organized by Orthodontic Study Group of Delhi (OSGOD) & COC, 60th IOC Delhi

On the occasion of International Women's Day, the Orthodontic Study Group of Delhi (OSGOD), in collaboration with the Core Organizing Committee (COC) of the 60th Indian Orthodontic Conference (IOC) 2026, Delhi, organized a unique and engaging Heritage Walk at Lodhi Gardens on March 15, 2026. The event beautifully blended cultural appreciation, wellness, and professional camaraderie, celebrating the contributions of women in orthodontics.

The programme was jointly led by the OSGOD convener Dr. M. S. Sidhu and 60th IOC organizing secretary, Dr. Ashish Gupta, who warmly welcomed the delegates and introduced the gathering of approximately 40 IOS members from the Delhi-NCR region.

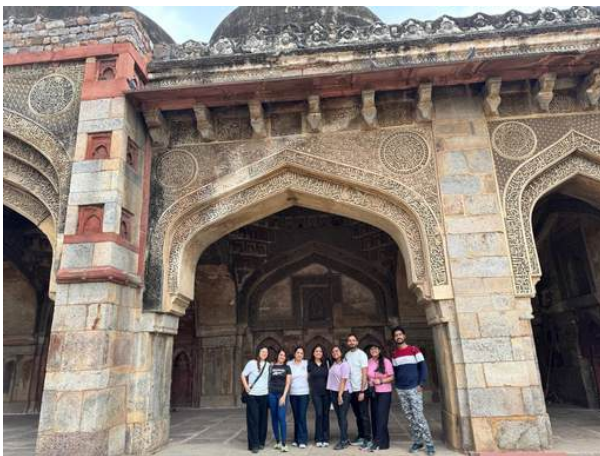




60th IOC scientific convener Dr. Anup Kanase along with Dr. Ragini, and Dr. Puneet Narang led the heritage walk, curating an engaging session interaction, drawing parallels between structural heritage and principles of orthodontic stability and balance. The walk commenced from Ashoka Gate, with participants exploring the rich historical landscape of Lodhi Gardens, including iconic landmarks such as Sikandar Lodi's Tomb and Bara Gumbad. An engaging ice-breaking session conducted by OsGOD Convener Dr. Harneet Kaur encouraged participants to reflect on and share their lifestyle habits, fostering interaction and connection among attendees. Emphasizing holistic well-being, the programme also included a stretching session led by OsGOD Convener Dr. Sunanda Roychoudhury, followed by a rejuvenating yoga session conducted by Dr. Vinod Goyal, Dr Navin Futela and Dr Dipti Rajput promoting physical and mental wellness.

Participants enjoyed a refreshing break with traditional thandai, adding a festive touch to the morning. Concluding the event, 60th IOC organizing chairman Dr. Rajiv Ahluwalia addressed the gathering and shared important updates regarding preparations for the 60th IOC 2026, motivating members to actively promote registrations across the country.

Overall, the Heritage Walk emerged as a unique platform for networking, wellness, and cultural engagement, strengthening professional camaraderie within the orthodontic community. The initiative was widely appreciated for its innovative format, leaving participants inspired, rejuvenated, and keenly anticipating future collaborative endeavors.



**Reported by Section Editor
Dr. Harneet Kaur**






Madras Orthodontic study group

Madras Orthodontic Study Group presents - MOSG Podcast Series We are delighted to present an insightful episode on “Mastering Miniscrews: Insights from the Expert” Featuring Dr Johnny Joung Lin Liaw, interviewed by Dr Sirengalakshmi on March 25th . This episode covers valuable clinical insights, practical tips, and expert perspectives on miniscrew usage in orthodontics.

On behalf of MOSG conveners, I would like to express my sincere gratitude to the speaker Dr.Johny Liaw for his gracious acceptance and sharing his valuable insights , making the podcast truly engaging to the audience. My sincere gratitude to Dr.N.R.Krishnaswamy who was instrumental in connecting us with Dr.Johny Liaw. Kudos and heartfelt thanks to Dr.SriRengalakshmi, Professor at Saveetha Dental College & Hospitals for her incredible efforts taken in interviewing the insightful and enriching discussions and editing the podcast to perfection. I am truly grateful to IOS President Dr.Sridevi Padmanabhan, Honorary Secretary Dr. Shubakar Rao for the consistent support in all our endeavours. Earnest appreciation to all the members of IOS and MOSG for the unwavering support and encouragement.

With regards,Dr. Rekha Bhardwaj


MOSG PODCAST

Mastering Miniscrews: Insights from the expert

DR JOHNNY JOUNG LIN LIAW
INTERVIEWED BY
DR SIRENGALAKSHMI

MARCH 25TH
6.30 PM




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President

Dr Shubakar Rao Juvvadi
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Dr Rekha Bharadwaj
Chief Convener MOSG

Dr Uma Revathi
Co - Convener MOSG

Dr N.R Shrinivasan
Co - Convener MOSG

Dr. Sushama

Dr Sushama Sonawane Tambe, Professor, Department of Orthodontics, DY Patil University School of Dentistry, Navi Mumbai, has received the prestigious 'International Women's Gloria Award' on January 25, 2026, in Delhi, in recognition of her exemplary service and contribution to the field. The award was presented by Smt. Kamaljeet Seharawat, Hon'ble Member of Parliament (Lok Sabha), and Shri Sandeep Seharawat, Hon'ble MLA, Delhi, in the presence of Mr. Sanjay Kumar Yadav, Former Finance Minister of Nepal, and Dr Pankaj Kumar Singh, Hon'ble Cabinet Minister, Government of the National Capital Territory of Delhi.



Official Newsletter of Indian Orthodontic Society

Dr Sushma has also received the "Excellence in Medical Education" award at Global Healthcare and Wellness Awards Summit 2026, Hyderabad on February 22nd, 2026. The award is conferred based on her achievements and contribution to the healthcare industry. The chief guest for this award ceremony were Hon'ble K. Pushpaleela

Ex - Minister, Women and Social Welfare Department Ex-Member, Andhra Pradesh Legislative Assembly

Dr. G. Poojitha Ji
Additional Private Secretary (Addl. PS)
Minister of State (MoS) for Home Affairs,
New Delhi

Sqn Ldr Shri Mohan Krishna Ji ADC
(Military) to Governor Haryana



Dr. Sanjana

Athletic Girls United (AGU) is a bold and growing women’s sports movement founded with a clear vision – to create a powerful, supportive, and high-energy athletic community exclusively for women. More than a platform for events and training sessions, AGU represents a cultural shift where women confidently claim their space in sport, fitness, and competitive arenas.

Founded by Dr. Sanjana Dharaiya, AGU was born out of a deep understanding that women thrive when given structured opportunities, safe environments, and a strong community backing them. Her vision was not simply to organize sports activities, but to build a sisterhood rooted in discipline, empowerment, and collective growth.

Under her leadership, AGU curates coaching programs, tournaments, fitness events, and community-driven sporting experiences that blend performance with connection. From pickleball leagues to high-intensity training sessions, each initiative is carefully designed to challenge women physically while strengthening them mentally and emotionally.



The organization operates with professionalism and responsibility. Participants voluntarily engage in sports, fitness training, coaching sessions, and tournaments with full awareness of the physical commitment involved.

AGU emphasizes medical fitness, adherence to safety guidelines, and respect for coaches, venues, and partners – reinforcing its commitment to a structured and secure sporting environment.

As the founder, Dr. Sanjana Dharaiya is not just leading a community – she is shaping a movement. Her role extends beyond administration; she is the driving force behind the brand philosophy Empower • Inspire • Unite. Through AGU, she is building platforms where women discover confidence, embrace competition, and support one another unapologetically.

Dr. Sanjana Dharaiya’s leadership reflects resilience, vision, and passion. By founding Athletic Girls United, she has created more than a sports organization – she has created a legacy in the making. AGU stands today as a testament to her belief that when women train together, compete together, and grow together, they transform not just themselves, but the sporting landscape around them.



By women, for women

Women-led sports community Athletic Girls United to promote fitness, confidence

Ahmedabad Mirror Bureau
feedback@ahmedabadmirror.com

Posts @ahmedabadmirror

Among the many things that women are known to initiate, here is an interesting initiative by Dr Sanjana Dharaiya and Dhvani Desai, aptly titled Athletic Girls United, which is a women-led sports and fitness community created by women, for women and girls. Launched today, there are already close to 500 women that have signed up to be part of the community.

But, how did the thought of starting something sporty like this come up? “We have played plenty of sports and participated in sporting events. Women seemed to be sidelined or less focussed on, were a secondary part or their participation a byproduct of the men’s event. This idea took seed then, to enable and ensure that women are centrestage of each and every event,” says Dharaiya, of the community where women can join in free of cost.

Considering most women are professionals, above age 16 with no upper limit, “the fees for the sport undertaken would be charged and would vary from sport to sport, depending on choices available”.

The Pickleball Tournament, for example, is announced for a fee of Rs 3,999 for 12 sessions. “And there’s more... Aqua Zumba, swimming, spin session, fitness workout



Dr Sanjana Dharaiya and Dhvani Desai

and also a women’s day meet which is on the house!” she adds, excited to lead the all-women gang who do not have to depend on anyone else for getting initiated into sports.

“If your mind and body are willing, you can start anything at any age, it’s never too late,” says Desai.

What is noteworthy is that this initiative isn’t about training to become a professional but about training the body and mind, aligning to a sport one likes, playing as therapy and just about moving one’s body and meeting other women sharing a similar mindset, in the process “growing emotionally, mentally and physically”.

Networking with “likeminded women” and celebrating confidence will be a natural outcome each time the women meet, for all the sporty reasons.



DR. NEERAJ

Beyond his professional achievements in orthodontics and digital dentistry, Dr. Neeraj S. Rohida nurtures a deep passion for music, sports, and meaningful family time. Trained in Indian classical music, he finds immense joy in playing the piano and singing. His musical taste leans toward soulful, unplugged renditions—especially ghazals and slow romantic Bollywood melodies. Among the artists who inspire him most is the legendary Jagjit Singh, whose timeless ghazals remain a favorite in Dr. Rohida’s personal repertoire.

Music often becomes a shared experience at home, where he enjoys informal musical sessions with his wife, Dr. Diya Rohida—an accomplished aesthetic dentist, talented singer, and yoga teacher. Together, they create moments where creativity and relaxation blend seamlessly with their busy professional lives.

Outside music, Dr. Rohida enjoys staying active through badminton and occasional strength training. He particularly cherishes spending time with his son, Darsh, a passionate badminton player, and takes great pride in watching him pursue the sport with enthusiasm. His professional journey with digital dentistry has also opened doors to global travel, as he frequently lectures internationally on his DTS software. These travels have sparked a growing love for exploring new places and cultures, often accompanied by the simple pleasure of discovering local cuisines.

For Dr. Rohida, these pursuits—music, sport, travel, and family—create a balanced rhythm to life, enriching his perspective both personally and professionally.



Dr. Raghu Ram

TRANSFORMING SPACE THROUGH ART AND SUSTAINABILITY

During my visit to 29th IOS National PG Convention, I had the opportunity to spend time in the Department of Orthodontics at GSL Dental College and Hospital. What I expected to see was a well-equipped clinical department. What I did not expect was to witness a space transformed into a living example of creativity, sustainability, and collective spirit.

While seated in the staff room between sessions, my attention was drawn to what must once have been a stark white wall framed by glass windows. Today, however, the room radiates warmth and positivity. I learned that this transformation began with a simple idea: introducing greenery.

Unused orthodontic plaster model boxes had been repurposed into plant pots using coir rope, drainage holes, and their lids as water trays. Filled with soil and small plant cuttings, they added a calming freshness to the room — a reminder that thoughtful reuse can create meaningful change at minimal cost.



The blank wall soon became the canvas for something greater. A large frame was installed, and what began as a modest idea evolved into a collaborative mural. Faculty members, postgraduates, and interns contributed during lunch breaks and spare moments, creating a textured artwork of parrots and foliage. The mural now serves as a vibrant focal point, reflecting teamwork and artistic expression.



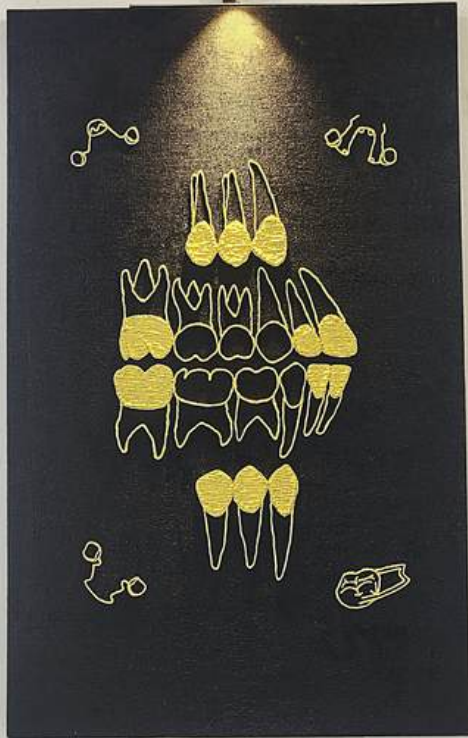
Creativity extended beyond this centerpiece. Leftover canvas was transformed into framed artworks displayed throughout the department, including a textured depiction of the Godavari Bridge, celebrating regional identity and pride.



Innovation was evident in every corner. A shattered glass window had been preserved in resin and reimagined as a beach-themed wall clock — a striking example of how discarded materials can be reborn with purpose. Even wooden crates used for transporting ceiling fans had been converted into decorative frames adorned with mirrors and greenery.



With each new batch of interns, participation has grown, turning the initiative into a shared departmental tradition. In the postgraduate clinical area, leftover wooden planks have been repurposed into textured educational panels, blending artistic creativity with orthodontic learning.



Today, the department stands as a testament to what can be achieved through imagination, sustainability, and collective ownership. This transformation was made possible through the encouragement and support of the institution's management, which facilitated the resources and infrastructure needed to enhance the workspace.



As I left, one thought stayed with me: orthodontists are artists by nature. We shape smiles every day — but when we extend that creativity to our surroundings, we create environments that inspire healing, positivity, and joy.

When we transform our surroundings with creativity, we do more than beautify walls — we cultivate spaces where smiles are created with happiness.

Submitted to Indian Orthodontic Society Times Magazine by a visiting orthodontist.

Reported by Section Editor, Dr. Harneet Kaur

Dr. Anand Ambekar

The narrative of “From nowhere to somewhere” is not just a personal story, but is spreading the light of knowledge, skill and encouraging the believers to step up in their role of life. For him, when he started his journey as a young college chap, he was very much curious about science fiction and that drew him to invent more & more which had gone far beyond the professional boundaries.

He is a passionate singer and believes in music therapy. He loves to play with pencil which resulted in number of sketches on canvas. The emotions on canvas are a powerful and therapeutic way to communicate the feelings that words often fail to capture. His powerful emotions often indulge him to write poems on surrounding status.

From childhood, he had also loved drama. This passion of drama brought him on stage and he performed “Natsamrat” a very famous Marathi character. He did numerous one act plays as well as skits on stage in metaphorical space in social life. He says, “Life is with twist and turns, stunning vistas which really lead you to catch the views on camera.” And this desire made him a passionate photographer. He loves clicking nature more. From childhood, he was a member of Rashtriya Swayam Sevak Sangh which imbibes the habit of helping others. He is also one of the board members of ‘Vidyavardhini Pratisthan’, which helps poor students by paying college fees as scholarship since last 8 yrs.

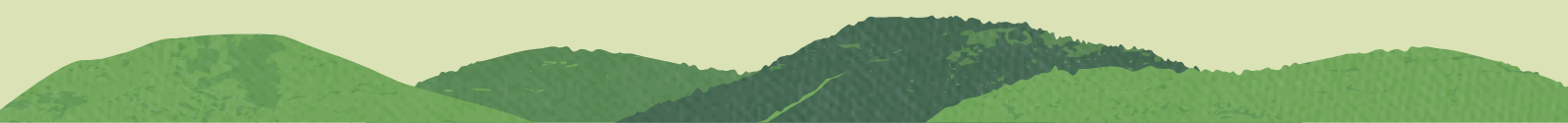
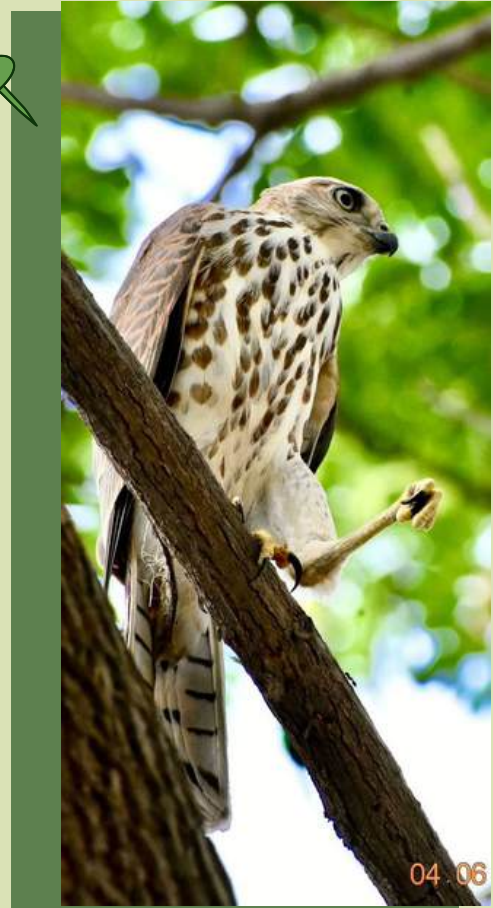


Academic excellence

In the professional life, Dr Anand has received the 'Dr George Jacob Award' for the best clinical innovation by IOS – twice. He has also published awareness articles in local newspapers for which he has received 3rd prize for best public awareness by IOS. He has many patents and copyrights on his name. Moreover, he has served as a principal at MIDS dental college. He has recently received Dr C.S. Raman runner up trophy at National level for best scientific convener of IDA.

Besides, he loves health fitness and balances life with work, health, yoga and meditation. He has participated in 5km, 10 km marathon and finished in stipulated time period. In addition, he is a socially active figure in life and donated blood 30 times.

To sum up, Dr Anand is an artist, academician, poet, singer, photographer, an administrative and a clinician.

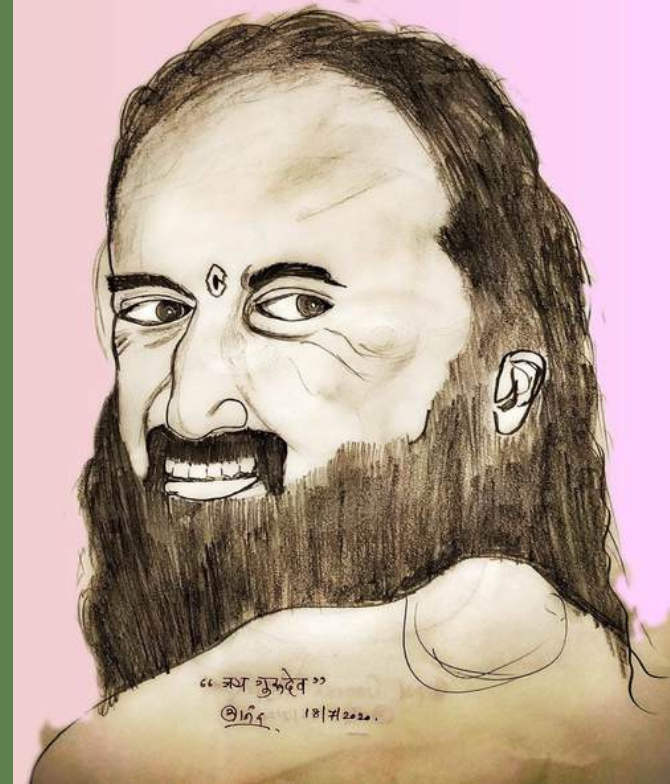




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Reported by Dr Sonam Sehrawat



Dr. Deeksha S Innanje

Dr. Deeksha Innanje is a blend of precision and passion — a clinician by profession and an artist at heart.

Her journey began with a deep love for music. Trained formally in Carnatic music, she immersed herself in the discipline, emotion, and technical brilliance of this timeless art form. She successfully completed formal examinations in classical music and actively participated in numerous singing competitions. Her voice became a signature presence during her college years, where she was consistently invited to perform before major events — setting the stage with grace, confidence, and soul.

Parallel to her artistic growth, she pursued her academic excellence in dentistry at SDM College of Dental Sciences in Dharwad, where she completed both her BDS and her postgraduate specialization in orthodontics. Her years of rigorous training refined not only her clinical expertise but also her eye for symmetry, balance, and detail — qualities that beautifully echo her musical foundation.

As an orthodontist, Dr. Deeksha combines scientific precision with an aesthetic sensibility. She doesn't just align teeth — she designs confident smiles. Her approach reflects patience, dedication, and an understanding that every smile tells a story.

Balancing the structured world of orthodontics with the expressive realm of music, she represents harmony in its truest sense — where science meets art, and discipline meets passion.

Reported by Dr. Kasturi Mukherjee





Dr. Pallavi

In an era where professional identities are constantly evolving, some individuals manage to blend multiple passions while still remaining deeply rooted in their primary field. Dr. Pallavi is one such professional who has expanded her identity beyond the dental chair.

Dr. Pallavi's academic journey began with a notable achievement. During her Bachelor of Dental Surgery, she emerged as a university topper under Rajiv Gandhi University of Health Sciences, topping five subjects. It was during these formative years that she discovered a profound interest in orthodontics.

Motivated by this passion, she pursued her postgraduate specialization in orthodontics at KLE Society's Institute of Dental Sciences in Bangalore. After completing her training, she began her professional journey in clinical practice.

Two years after completing her postgraduate studies, a long-standing passion resurfaced — traveling. Exploring new destinations had always been very close to her heart, and she began sharing glimpses of the places she visited on Instagram.

What initially started as simple documentation of her travels slowly evolved into a platform celebrating the beauty and diversity of India.

However, an unexpected turning point came during the lockdown. With travel temporarily halted, the period became a time for reflection. It brought with it the realization that life should not always be taken too seriously, and that moments of joy and laughter hold immense value.

During this phase, she began creating humor-based, family-oriented content that resonated with audiences seeking lightheartedness and positivity. Over time, this blend of travel, humor, and everyday storytelling helped her build a strong and engaged community online.

Today, with a growing digital family of over 1,25,000 followers, Dr. Pallavi uses her platform not only for entertainment but also for awareness and inspiration. She actively creates content around physical health, mental well-being, and long-term lifestyle balance.

While she continues to run her private clinic, Dr. Pallavi now balances her professional expertise with content creation and her passion for travel.

Her journey reflects a modern perspective on professional identity — one that embraces evolution rather than limitation. By combining orthodontics with creativity, storytelling, and digital influence, Dr. Pallavi exemplifies how professionals today can expand their impact far beyond traditional boundaries.



As an orthodontist, I've had the privilege of witnessing the transformative power of a confident smile on women's lives. From correcting misaligned teeth to transforming self-esteem, my job is not just about straightening smiles, but about empowering women to feel their best. I've seen women walk into my clinic feeling self-conscious about their teeth, and walk out beaming with confidence.

On International Women's Day, I celebrate the women who inspire me - my patients, my colleagues, and the trailblazers who paved the way for women in medicine and in field of Orthodontics. Their strength, resilience, and beauty - inside and out - are a reminder of why we do what we do. Whether it's a young girl getting her first braces or a professional looking to perfect her smile, every woman deserves to feel empowered and beautiful.

But let's be real, women deserve to be celebrated every day, not just on March 8th. Let's make a conscious effort to uplift and support the women in our lives - at home, at work, and in our communities. Let's celebrate their achievements, big and small. Let's create a world where women feel valued, heard, and empowered to chase their dreams.

As a woman I'm proud to be part of our orthodontic community that supports and uplifts each other. Let's keep smiling, and keep breaking barriers. Here's to the women who make the world a more beautiful place, one smile at a time.

Dr Poulomi Roy
Assistant Professor
Burdwan Dental College and Hospital, Burdwan(WB)



Dr. Sushrut Anarase

The story of a postgraduate student often begins with long hours in the department—surrounded by cephalograms, research papers, and the constant curiosity to understand orthodontics a little better every day. Somewhere between patient appointments and academic discussions, a question appears: Can technology make our diagnosis more accurate? For Dr. Sushrut Anarase, a postgraduate student at SMBT Dental College and Hospital, Sangamner, that question turned into an opportunity for meaningful research.

His research proposal, titled “Evaluation of Accuracy and Reliability of Cephalometric Measurements Obtained by an Artificial Intelligence Assisted Software (WebCeph) and Digital Software (EasyCeph) as Compared to Conventional Method of Tracing,” was recently approved under the Short Term Research Grant (STRG) scheme by Maharashtra University of Health Sciences (MUHS) for the academic year 2024–2025. The project is conducted under the guidance of Dr. Hrushikesh Aphale, encouraging innovation in orthodontic diagnosis.

But the story of this postgraduate student is not limited to academics alone. At the 27th IOS PG Convention held at Terna Dental College, Navi Mumbai, Dr. Sushrut Anarase stepped away from cephalometric tracings and onto the badminton court—securing First Prize in Badminton among postgraduate delegates from across the country. His competitive spirit continued at the 28th IOS PG Convention at Manav Rachna Dental College, Faridabad, where he earned Second Prize in Table Tennis Singles and Second Prize in Doubles.

His journey reflects the spirit of a modern postgraduate student—balancing rigorous research, clinical training, and extracurricular achievements. It is a reminder that the same person who measures a mandibular angle with careful precision can also step onto a badminton court and deliver a powerful smash. And perhaps that is the quiet, wonderful story of postgraduate life: science in one hand, a racket in the other, and the determination to excel at both.

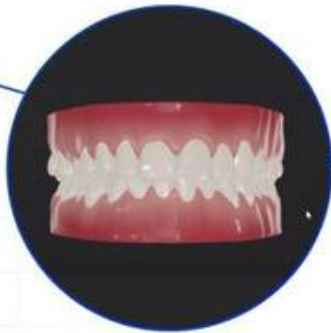




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