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# orthotown<sup>SM</sup>

exclusively for orthodontic specialists

More Than  
**Meets the Eye**





# More Than Meets the Eye

by Chelsea Knorr, staff writer, *Orthotown Magazine*



Walk into Dr. Jay Bowman's office and you might think you're in the wrong place. Maybe you accidentally wrote down the address for a Hollywood studio dressing room instead? Or a Hard Rock Café maybe? Movie posters, sports and music paraphernalia adorn every inch of the practice's walls; an eclectic mix of decorations theme each operatory. One hallway boasts a Chewbacca bust, which sits in a display case aside Darth Vader's helmet and Star Wars posters blanket the wall from floor to ceiling. Another room displays signed electric guitars, framed LPs and concert snapshots of rock-and-roll greats. Walk down the hall into Bowman's sports hall-of-fame, where signed basketballs, folded jerseys and photos of sports legends and highlights proudly hang. There is certainly no lack of pop culture appreciation in this practice.



Photography by John Gilroy

## Office Highlights

### Appliances

- American Orthodontics Butterfly System
- American Orthodontics Radiance
- Invisalign and Invisalign Teen
- Ormco Insignia
- OrthoAccel AcceleDent

### Bonding Agents

- Opal Etch
- Opal Bond Flow
- Opal Bond MV
- Pre-coat adhesives using American Orthodontics "Orange Box System"

### Hygiene

- Duraflor Halo fluoride varnish
- Opal Seal sealant
- Procter & Gamble Crest Ortho Essentials

### Laboratory Devices

- AOA Laboratory Bowman Modification Jet
- AOA Laboratory Horseshoe Jet
- AOA Labs MIA Quad Helix
- AOA Labs ProFlex Silicone Positioner
- American Orthodontics Quick Fix
- Davis Dental Labs TPA+

### Patient Financing

- In-House
- Springstone, CareCredit, ChaseHealthAdvance

### Technology

- Dolphin Imaging
- Gendex Orthoralix digital radiography
- IACT CasePresenter
- KaVo ELECTROtorque-plus electric handpieces
- KaVo DIAGNOdent
- KaVo PROPHYflex
- KaVo GENTLEray diode laser
- Opal VALO curing lights
- Ortho2 Edge management system

"I have been a collector, since I was a kid," says Bowman. "From Hot Wheels to baseball cards and soon after came record collecting." When Bowman was planning the design of his offices, his wife, Sherry Bowman, is the one who initially suggested he use some of the collection stored in their basement to decorate. From there, it became a hobby.

Bowman grew up in rural Illinois. He kept his career options open, but narrowed his choices down to becoming either a physician or a rock musician. His father, owing much to the reality of the world, encouraged Bowman to take the medical route and suggested he look into orthodontics. Bowman attended Saint Louis University for his residency and with a certificate to practice orthodontics, he and his wife, set out to find a small community in which to settle. They found a practice for sale in Kalamazoo, Michigan, where it all began. He has since opened two additional satellite offices and has recently celebrated his 26th year in private practice. "Within two years we had outgrown our original location and fortunately another area orthodontist was looking to retire, so we acquired that practice and moved to his location," Bowman says.

**Name:** S. Jay Bowman, DMD, MSD

**Graduate from:** Southern Illinois University – School of Dental Medicine, 1983  
Saint Louis University Department of Orthodontics, 1985

**Practice Name:** Kalamazoo Orthodontics, PC

**Practice Locations:** Portage, Kalamazoo and Paw Paw, Michigan

**Entered Private Practice:** 1985

**Practice Size:** 5,400 square feet (Portage) **Staff:** 12 (10 full time & 2 part-time)

**Web site:** [www.kalamazooorthodontics.com](http://www.kalamazooorthodontics.com)



Adapting to patients' needs might be one of the reasons for Bowman's success. He offers three convenient locations, evening appointments, complimentary initial evaluations, and several payment options including no-down-payment, third-party finance plans, direct debit plans and coordination with the majority of insurances.

He also cares for his patients in more concrete ways. A stocked coffee bar in the waiting room helps patients relax and enjoy their waiting experience. During this time they can use the free Wi-Fi or the provided computer to check e-mail. Kids can play video games. Adults can enjoy the massaging chairs and entertainment magazines. Bowman says, "We take our work seriously, but pride ourselves in doing it in an enjoyable way."

Bowman takes a conservative approach toward two-part treatments and interceptive treatments. He says only seven percent of his patients undergo early treatment. His team prides itself on its high, on-time finishing percentage and strives to reduce treatment times with systems like Insignia, AcceleDent and mini-screws. He determined the average treatment time for his office is 24 months.

Bowman doesn't just allow his passion for movies, sports and music to permeate his office; he also lets his passion for orthodontics permeate the world outside. Bowman stays busy and his passions are evident. Not only does he run his three practices, but he also works as a professor (associate, assistant and instructor, respectively) at three universities.

Bowman is also a widely-known lecturer and researcher and has been involved in researching the effects of molar dislodgment, reducing enamel demineralization and was one of the four doctors on the Invisalign Teen Research Team. In addition to his research, he is an inventor and developed the Butterfly System for American Orthodontics, as well as the tangential devices which followed (the Monkey Hook, Kilroy Springs, Quick Fix, TAD Bite Opener, Ulysses Spring and Propeller Arm for mini-screw application, among many oth-



## Practice Developed Concepts

### American Orthodontics

- Butterfly Bracket System
- Class II Combination Therapy
- Compliance+ V-slot Auxiliary Spring
- Double-Up Support for auxiliary wires
- Kilroy Spring I and II for impacted canines
- Molar Jack for impeded second molars
- Monkey Hook and Loop for impactions & rotations
- Natural Arch III Wires
- Propeller Arm for mini-screws
- Quick Fix with Side Swipes for Pseudo Ills
- SafeVu Light Filter
- TAD Bite Opening Spring for mini-screws
- Ulysses Extrusion Spring for mini-screws
- U-turn V-slot Rotating Spring

### AOA Laboratory

- Bowman Modification Jet
- Horseshoe Jet (with mini-screws)

### Davis Dental Labs

- TPA+ for mild Class Ills

### Dentsply Raintree Essix Glencoe

- Aligner Chewies for clear aligners
- Aligner Patient Kit for clear aligners
- Angled Photo Retractors
- Arch Measuring Gauge
- Cement Spatula
- Duralight Retention Thermoform Sheets
- Pliers Rack Stand for Dentronix racks
- Retainer Retrievers for clear aligners
- WYRED Cheek Expander for bonding

### Hu-Friedy

- Accent Aligner Pliers

### Inman Aligner

- Bowman Consolidator
- Bowman Molar Protractor

### Sybron/Axis Dental Specialties

- Orthodontic Adhesive Removal Set

ers). These inventions show his innovative spirit, confidence and knowledge he has in the subject of orthodontics.

Bowman enjoys a variety of hobbies outside the office. Orthodontist by day and rock musician by night, Bowman, the keyboardist, recently reunited with his high school band mates. Their band, called Shiver, played three sets of music for their 30-year class reunion.

As demonstrated by his office design and his hobbies, Bowman is a bit unconventional. He says, "I might have made things easier by simply following the path of least resistance: flavor-of-the-month orthodontics fads and popular gurus over the past 25 years." The chances you'll ever run into another orthodontist with an operatory dedicated solely to Elvis Costello memorabilia is slim, but then again, the chances of there being another orthodontist like Jay Bowman is also. ■



One of Dr. Bowman's patients before and after Butterfly System Braces.



Dr. Jay Bowman, above, with his keyboard.





Portage - Paw Paw - Kalamazoo  
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