

Specialist Orthodontist & Founder
Sunna Orthodontics

Dr. Samer Sunna

Shaping Modern Orthodontics with
Science and Innovation

The Front Page
Exclusive



Orthodontics sits at a rare intersection in healthcare where clinical precision, scientific knowledge and genuine human connection must all work together. Patients who begin treatment are not simply seeking a procedure. They are placing trust in a process that unfolds over months or years, and the practitioner behind it carries real responsibility for how that journey feels from start to finish.

Dr. Samer Sunna, Consultant Orthodontist & Founder of Sunna Orthodontics, has built his career and clinic around exactly that understanding. He combines rigorous clinical training, thoughtful technology integration and a deeply patient-centred philosophy that places trust at the heart of everything he does.

Let's explore the journey, vision, and philosophy that continue to shape Dr. Samer Sunna's approach to modern orthodontic care!

A Journey Shaped by Passion and Precision

Dr. Samer's path into orthodontics was not a gradual discovery; it was a realization that came early and decisively. During dental school, he quickly recognized that orthodontics offered something fundamentally different from other dental specialties. While each field had its strengths, orthodontics stood apart in its ability to combine scientific knowledge, creativity, and meaningful patient interaction over an extended period of time. This unique combination resonated deeply with him and ultimately shaped the direction of his career.

“Orthodontics was unique because, for me, it combined elements of science, technology and art, along with long-term patient engagement and meaningful patient relationships,” he notes.

Over the years, this initial spark has only grown stronger, reinforced by the personal impact of his work. He has found that treating complex cases, particularly those involving challenges with eating, speaking, major cosmetics, or cleft conditions, is both demanding and profoundly rewarding. Many of these cases require significant time, effort, and dedication, making the journey as meaningful as the outcome itself.

The culmination of these efforts often comes at the completion of treatment, when the final results are revealed. For both patients and their families, it can be a deeply emotional moment. For him, these experiences define the

true value of his profession. He believes that watching patients transform not only in terms of cosmetics and function, but also as people, remains one of the most rewarding aspects of his work and continues to reinforce his passion for orthodontics.

Building a Foundation of Excellence

Dr. Samer's professional foundation was shaped through rigorous academic and clinical training at some of the most prestigious institutions. His master's degree from the University of Birmingham, along with the renowned “Membership in Orthodontics” from the Royal College of Surgeons in London, provided a strong scientific base.

However, he emphasizes that education in this field is never complete. Continuous learning has remained a central pillar of his career, supported by affiliations with leading institutions, residencies in the United States, and active participation in major orthodontic organizations.

“It's never-ending,” he notes, underscoring the importance of staying current in a field that evolves rapidly. This commitment to lifelong learning has not only shaped his clinical approach but also reinforced a mindset of constant improvement.

Embracing Innovation with Purpose

Orthodontics today is defined by technological advancement, and Dr. Samer has been at the forefront of adopting these innovations. Yet, his approach is measured, balancing enthusiasm with critical evaluation.

By nature, he is drawn to innovation. *“I like to adopt new technologies early,”* he shares, but with a clear caveat: not every advancement is worth immediate implementation. Each new development is approached with curiosity and excitement, but also with careful scrutiny to distinguish



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meaningful progress from industry hype. He believes that innovation should be explored with an open mind while remaining grounded in evidence and research.

This philosophy has shaped the way technology is integrated at Sunna Orthodontics. Over the years, the clinic has adopted several major technological milestones, including intraoral digital scanning and cone beam CT imaging. According to him, digital scanning has reshaped the entire industry. While replacing traditional impressions with digital scans is valuable in itself, he believes the real value comes from what follows.



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The digital information obtained from these scans allows for better analysis of the patient's teeth and dentition. When combined with cone beam CT imaging and advanced software, an additional layer of diagnostics becomes possible. More recently, AI has added further capabilities to this process.

As he explains, “*Having these diagnostic tools based on digital analysis, and later AI, has truly transformed the way we diagnose, treatment plan, and more recently manufacture and even follow up with the patients.*”

For him, technology is not about adopting every new trend that enters the market. Rather, it is about embracing innovations that provide meaningful value while remaining grounded in research, evidence, and sound clinical judgment.

A Vision Built on Specialization

The foundation of Sunna Orthodontics reflects a deliberate and strategic vision. Rather than expanding horizontally into multiple dental services, Dr. Samer chose to grow vertically, focusing exclusively on orthodontics.

He recognized a gap in the market for a dedicated, professional orthodontic center and set out to build one. This approach aligns with a broader shift in healthcare toward specialization, where focused expertise leads to higher quality outcomes.

Today, the center stands as a testament to that vision, with a team of nine orthodontists working collaboratively under one roof. He describes it not as a collection of individual

practitioners, but as a unified team operating with shared goals and mutual support.

“*We work not in competition, but in collaboration and flow,*” he explains, highlighting the importance of collective expertise. This model allows the center to invest deeply in technology, refine its processes, and deliver consistent excellence.

Patient-Centered Care at Its Core

At the heart of Dr. Samer's philosophy is a simple yet powerful belief: “*Patients first*”, a belief that focuses all energy and resources towards the patient. A major cornerstone of this approach is patient education. From the very beginning, transparency and communication have been integral to the clinic's approach.

“*I strongly believe an informed and educated patient is a good patient,*” he states. He believes that in orthodontics, where treatments are often long and complex, patient cooperation is critical, and that cooperation depends on understanding.

Reflecting this belief, the team invests significant time and effort in explaining every stage of the process, from initial consultations to post-treatment care. Patients are guided through expectations, limitations, and responsibilities with honesty, clarity, and transparency.



This commitment extends to managing expectations in an era increasingly influenced by social media. While digital platforms can be a valuable source of information and inspiration, they can also create unrealistic perceptions of perfection. He acknowledges this challenge, noting that such platforms can contribute to “unrealistic expectations.” He also recognizes that misleading information online can sometimes make patient education even more important.

Transforming the Patient Experience Through Technology

One of the most significant shifts in modern orthodontics that Dr. Samer has witnessed is the ability to visualize treatment outcomes before they begin. Digital tools now allow practitioners to map the entire journey with remarkable accuracy. He describes this development as a “godsend,” particularly when compared to earlier methods that relied heavily on estimation and approximation. Today, patients can see a realistic preview of their results, which enhances both motivation and understanding.

This shift has fundamentally changed the way he approaches treatment planning. “Today, we start with the end in mind,” he explains, describing a process where treatment is planned digitally from the final outcome backward. For him, this proactive approach not only improves precision but also transforms the treatment journey from one based on reactive adjustments to a carefully mapped process with a clear destination in mind.



Leadership Rooted in Trust and Collaboration

For Dr. Samer, leadership in healthcare requires more than operational efficiency; it demands trust, openness, and a shared sense of purpose. Throughout the growth of Sunna Orthodontics, he has worked to cultivate a culture that reflects these values.

His leadership philosophy is built on openness and inclusivity. Describing it as an “open door philosophy and a roundtable philosophy,” he emphasizes the importance of creating a safe environment where every team member can contribute. He believes that people perform at their best when they feel heard, respected, and comfortable sharing their opinions.

He explains that “*The culture that I’ve built within the center is a culture built on trust, openness and safety.*” This approach extends across all levels of the organization, from doctors and nurses to front-office staff, technicians, and support teams.

Central to this culture is a shared commitment to patient care. “*Patient comes first,*” he affirms, describing it as a guiding principle that shapes every decision and action within the clinic.

At the same time, continuous improvement remains a priority. Regular meetings, goal-setting, and performance reviews ensure that the team evolves collectively. He believes that every year should be an opportunity to get better, both individually and collectively, ensuring that the organization continues to move forward with purpose and energy.



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The Role of Education and Academic Engagement

Beyond clinical practice, Dr. Samer maintains a strong connection to academia. His involvement in teaching and lecturing across countries is driven by genuine passion.

“*It’s one of the most exciting parts of my profession,*” he shares, highlighting how teaching not only contributes to the field but also enhances his own growth. Preparing lectures requires deep engagement with the latest research, ensuring that he remains at the forefront of advancements.

Balancing these commitments with a demanding clinical schedule and personal life is undoubtedly challenging. Yet, passion continues to drive his dedication to both practice and education.

Navigating Challenges in a Changing Landscape

Like any evolving field, orthodontics presents its share of challenges. The rapid pace of technological change can be overwhelming, even for experienced practitioners.

Dr. Samer acknowledges this reality candidly: “*Overwhelming, yes, absolutely. Difficult to keep up, yes, but not impossible.*” His solution lies in consistent daily

microlearning combined with larger learning opportunities such as conferences and presentations.

At the same time, he emphasizes the importance of maintaining a strong scientific foundation. As technology becomes more integrated into practice, there is a risk of over-reliance. He cautions against losing the diagnostic and clinical skills and the human and creative aspects of orthodontics, stressing the need to preserve “the basics, the science, the art, the evidence base” alongside technological advancements.

Embracing the Future of Orthodontics

Having witnessed decades of transformation within the profession, Dr. Samer remains excited about the future of orthodontics and the

possibilities that technology continues to create. Among the developments that excite him most is the way digital technologies and AI are adding greater precision to diagnosis, treatment planning, and patient care.

At the same time, he does not view technology as a replacement for clinicians. As he explains, “*I am not concerned that AI and technology will replace orthodontists. I believe they will complement and empower us, not replace us.*” In his view, technology enhances precision, improves patient outcomes, and supports decision-making, but the expertise, judgment, decision making, human connection, and artistic elements that define orthodontics will always remain essential to delivering exceptional care.

While optimistic about the future, He recognizes that managing patient expectations will become increasingly important in a digital age. As information becomes more accessible and social media continues to influence perceptions, he views that patient education and communication will remain critical components of successful treatment.



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Creating an Impact Beyond Orthodontics

Beyond his clinical and academic contributions, Dr. Samer takes great pride in the broader impact that Sunna Orthodontics has had on the community. Over the years, he has helped shape a culture that extends beyond patient care, embracing education, mentorship, and community engagement.

Through internship programs, university affiliations, educational initiatives, and charitable activities, he has worked to ensure that the center contributes meaningfully to the society it serves. These efforts reflect his belief that healthcare organizations should not only provide treatment but also play an active role in supporting their communities.

One of the achievements he values most is seeing the center evolve into something larger than a practice. As he reflects on its growth, he takes pride in the fact that it has become “part of the community,” extending its influence beyond orthodontics and into education, service, and social responsibility.

A Leadership Philosophy Built to Last

Dr. Samer Sunna's journey is defined by a commitment to continuous learning, patient-centered care, and professional

excellence. Throughout his career, he has balanced innovation with scientific rigor, technology with human connection, and growth with purpose.

Whether leading a team of orthodontists, embracing new technologies, educating patients, or contributing to the wider community, he remains guided by the same principles that first drew him to the profession. His focus on collaboration, education, and putting patients first continues to shape both his leadership approach and the culture of Sunna Orthodontics.

As orthodontics continues to evolve, Dr. Sunna remains committed to growing alongside it, embracing innovation while preserving the art, science, and human connection that remain at the heart of exceptional orthodontic care. 📺

