Today’s web users expect websites they visit to be interactive, mobile-compatible and contain ample relevant content that’s laser-focused on their needs. If your website is not meeting these expectations, you are missing a golden opportunity to make today’s site visitor tomorrow’s new patient.

Here are three fundamental components of practice website creation and management that will help drive increased new patient flow from your local patient community.

Accelerate new patient acquisition

Mobile-optimized: Websites move beyond the desktop
Mobile web usage is projected to exceed desktop Internet usage by 2014. As more and more of your patients make the mobile web part of their Internet diet, it’s important that your website deliver the experience these users expect.

Responsive design, the ability to have one site that optimizes viewing and use based off screen size, is critical to ensuring patients have a great experience with your website.

The responsive design framework enables websites to dynamically adapt to the screen size users are viewing — whether that is a mobile phone, tablet, laptop or desktop computer — and ensures critical components, such as contact information and key practice brand elements, remain front and center.

Another benefit of responsive design is that it helps with search ranking. In a recent study, implementing responsive design increased a website’s traffic by 400 percent in one month!

Online video: Increasing both SEO rankings and user engagement
Online video creates an engaging experience for visitors to your practice’s website. It also keeps them on your site longer — visitors who view video content on websites stay an average of two minutes longer than those who don’t.

Including a professional, personalized on-site video on your website will help visitors connect with your practice. Video has proven to be effective at creating brand goodwill and driving purchases. 85 percent of customers are more likely to make a purchase after watching a video about a product or service.

Search engines also rank video content highly. Including video content makes a website 53 times more likely to get on the first page of Google search results!

Patient-centric design: Leverage proven design and relevant content
Here are two key website characteristics that create a favorable experience for orthodontic practice website visitors.

• Include personable, engaging photos on your home page: During research, it was found that websites that prominently featured one or more photographs of happy, smiling people on the home page scored highly because of the emotional impact they created.

• Include a “first visit” page for new patients: Make sure your site features a “Your First Visit” or “For New Patients” page. This page should make a compelling case for why a prospective patient should choose your practice.

Sesame Communications helps orthodontic practices harness the power of the Internet to accelerate new patient acquisition and transform the patient experience. Stop by booth No. 301 to learn more.

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3. www.andymohrford.com/benefits-of-adding-online-video-to-your-website
When it comes to patient satisfaction and orthodontic accuracy, nothing impresses like the new iTero intraoral scanner. From the simplicity of our click-to-capture software and the comfort of our digital imaging procedure, to the time, space, and financial savings to be realized from a digitized workflow, iTero elevates your practice above the competition. Whether you’re inspired or intrigued by the latest technology, iTero is the intelligent choice. To schedule a demonstration go to www.iTero.com.
DynaFlex and iTero set out
to lead the digital revolution

New technology aims to eliminate chance of relapse

By Align Staff

The future of orthodontics, like the future of dental and medical, is digital. This is not conjecture or the talk of a futurist. This is fact that grows truer every day.

This is also the conclusion the owner of DynaFlex arrived at approximately three years ago while attending a convention. He saw the digital technology available and made the leap that it’s not a matter of if but of when. So he made the decision to make DynaFlex the first major lab to “go digital.”

The company hasn’t looked back since. In retrospect, it’s somewhat surprising that no other major orthodontic laboratory had established a beachhead in the digital space. Most likely, it was a price-driven decision, as moving into the digital space was not cheap and required a significant capital investment.

DynaFlex started small, taking stone models into the lab and scanning them. But the real prime mover was when it made a strategic decision to partner with Cadent, developers of the iTero intra-oral imaging device, one of the leading brands within the digital orthodontic scanning space.

At the time, Cadent was developing its orthodontic scanning application. iTero has always been an open system, and expanding into the orthodontic space with intra-oral scanning was a natural extension of Cadent’s strong OrthoCAD product offering.

Working with a few pioneering practices in nearby St. Louis, DynaFlex started creating appliances from the digital scans provided by Cadent. Instantly, the participating practices could see a level of accuracy that was simply unheard of when working with alginate impressions.

As fate would have it, Align Technologies (makers of Invisalign) also recognized the potential of iTero intra-oral imaging technology and acquired the company in 2011. At this point, DynaFlex took the initiative and started reaching out to practices that owned iTero scanners but were only using them for Invisalign cases.

The company suggested the practices not only use their scanner for Invisalign cases but also for any time an impression was required.

Orthodontists are tinkerers by nature, and those who were already using an iTero instantly saw the logic in the DynaFlex suggestions. It didn’t take long before DynaFlex was handling hundreds of scans each month.

DynaFlex was founded in 1965 and has grown to be among the largest orthodontic labs in the country by taking care of its customers. Working with the iTero scanner has been a natural fit, and it gave them another way to differentiate itself from other labs while providing exceptional customer service.

So why does accuracy matter so much when it comes to appliances? After all, the $35 cost of the retention appliance isn’t cheap, but it’s not a lot to a thriving practice. Is it worth the potential investment in a digital system such as the iTero?

In a word, yes. First off, the actual cost of the appliance is but the beginning. The real cost manifests itself when you consider the value of the clinician’s time. While estimates vary, AAO studies suggest it costs the practice $80 just to bring a patient in the front door and have him or her sit down. That’s before any of the additional labor and material costs.

Digital scanning literally eliminates the most common reason that a second impression is needed.

Gary Johnson, executive vice president of DynaFlex, says the hyper-realistic impression that practices can get from digital impressions has impacted all aspects of the company’s appliance fabrication business.

“I can’t recall the last time I had to remake a Hawley appliance based on a fit issue,” Johnson said. “We’ve been doing this for several years now.

“We have a full-time dedicated person who answers digital questions. I have five, stereo-lithography technicians and three printers. I have a fully equipped digital lab,” he said. “With the iTero, there’s no such thing as a bad impression. Once you learn to scan with it, every impression you take is going to be perfect.”

One of the real benefits of using digital files is speed. Some of the new technology DynaFlex is utilizing eliminates post-treatment relapse all together.

It does so by letting the clinician scan the patient with the brackets still on, typically at his or her final appointment when it’s getting time to de-bond. The digital technicians at DynaFlex can then electronically remove the brackets, fabricate the retention appliance and ship it to the orthodontist’s office while the patient is still being treated.

“This enables the orthodontist to remove the braces and put the patient in a Hawley or other retainer that very same day,” Johnson said. “That means there’s never a chance for any relapse. This is 100 percent the future. I would not want to be an alginate supplier today. It’s going away. It’s not a case of if but a case of when.”

You can learn more about DynaFlex and its capabilities by visiting the company online at dyna-flex.com. You can also learn more about the iTero and its capabilities by visiting it online at www.itero.com.

“I can’t recall the last time I had to remake a Hawley appliance based on a fit issue.”

— Gary Johnson, executive vice president of DynaFlex
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An interview with Ortho-T inventor Earl O. Bergersen

By Ortho-Tain Staff

Here during the AAO, orthodontic appliance inventor Earl O. Bergersen DDS, MSD, will present seminars at booth No. 2301 on efficient and cost-effective techniques for straightening teeth without braces. But first, he sits down to talk about some of his appliances.

What makes the Ortho-T Appliance for the adult ortho treatment so unique? The Ortho-T technique is the superior, most effective choice of adult orthodontic treatment without braces. Ortho-T’s unique design allows permanent dentition to be guided into a perfect Class I occlusion with only one appliance worn one to two hours per day.

The Ortho-T technique takes one-fifth the time of fixed treatment. The cost of the adult Ortho-T appliance is $99 and takes approximately one hour of total chair time.

What benefits does the Ortho-T technique for adult treatment without braces have over other adult treatment techniques? As previously stated, Ortho-T is worn one to two hours per day. Treatment time is two to 12 months, which is approximately one-third the time of most other procedures. Ortho-T’s cost is one-fourth to one-half that of fixed treatment.

Ortho-T corrects overbite, overjet, crowding, spacing and TMD. It requires only one appliance, which is worn for both active treatment as well as retention. If relapse occurs 10 years later, the same appliance can be re-used.

In addition, no interventions or changing of appliance is needed if dental work is done during treatment. Any type of treatment — bridgework, extractions, implants — none of these affect the fit of the appliance.

How difficult is it for an orthodontist to understand and implement the Ortho-T technique? Attending a one-day course or viewing our seminar on DVD will provide the necessary knowledge. Ortho-T is the easiest appliance to use on the market.

How many patients have been treated with the Ortho-T? More than 3 million.

Is it true that Ortho-T also has an orthodontic treatment procedure for teenagers and young children? Occlus-o-Guide is for 8- to 12-year-olds with overbite, overjet and crowding, all of which can be corrected with only two hours of daytime wear for a period of two to 10 months. Only one appliance is required for treatment. Occlus-o-Guide can be used for almost all malocclusions from ages 8-12.

Nite-Guide is used during the eruption of the upper and lower incisors and is worn passively only while sleeping. Nite-Guide expands the arch up to 4 mm and can correct up to 7 mm of potential crowding, any overbite and overjet, open bite and pseudo Class III. Nite-Guide is an effective and easy Phase I technique.

Does the Occlus-o-Guide and Nite-Guide work similarly to the Ortho-T for adults? Almost the same way, except there is more room for crowding at the ages of 5 to 12 because of larger posterior deciduous teeth.

Is the Nite-Guide the only early treatment device on the market that can straighten the incoming adult dentition with only nighttime wear? Yes. The Nite-Guide allows the teeth to erupt straight. The fiber bundles develop in that position, so there is minimal or no relapse, according to research to date.

Research also shows that children who wear the Nite-Guide for one hour of sleeping time will receive the same results in most cases as a full night’s wear. Research also shows 93 percent of all 5- to 7-year-olds are candidates. One practitioner can treat hundreds of patients each year.

What type of education will orthodontists receive if they stop by booth No. 2301 during the AAO? Academics of early treatment and orthodontics for adults, overview of all techniques, how to get started, how to measure, what to charge, how to code for insurance and a free diagnosis of cases brought to booth.

3 options, 1 device

Introducing Rotograph Evo 3D

Villa Sistemi Medica1 introduces its new Rotograph Evo 3D, a dental-imaging system with three-in-one functionality — panoramic, cephalometric and 3-D.

This new machine is based on the highly regarded mechanical platform of the Rotograph Evo, now adapted mechanically and electronically to operate with the latest cone-beam technology, allowing 3-D reconstruction of the jaws.

The core of the Rotograph Evo 3D is the flat panel detector (FPD) using amorphous silicon technology associated with cesium iodide (Csl) scintillator.

Thanks to its ability to work in either panoramic or 3-D modality, pan images are acquired directly and not reconstructed from a volume, thus having the same layout usually visible on traditional pan units.

Because of the unit’s 3-D field of view of 8.5 x 8.5 cm, the entire dental status of the patient is commonly visible at a glance, without the need to make different exposures to obtain it.

The result is a complete diagnostic tool, featuring the most advanced technology, yet one that is as easy to use as a normal dental panoramic system.

To give to users the maximum flexibility and grant the safeguard of their investment, the Rotograph Evo 3D can be integrated with a digital cephalometric arm or upgraded at a later time in case of need.

Here at the AAO

For more information on the Rotograph Evo 3D, stop by the Villa Radiology Systems booth, No. 226.

Photos/Provided by Ortho-Tain

Before-and-after photos using the Ortho-T (Figs. 1, 2) and the Nite-Guide (Figs. 3, 4).

Fig. 1

Fig. 2

Fig. 3

Fig. 4

The Rotograph Evo 3D.

Photo/Provided by Villa Radiology Systems
Ortho Essentials

A comprehensive program that empowers your patients and helps grow your practice

- Improves Oral Hygiene
  The PRO-HEALTH SYSTEM® helps ensure that orthodontic patients complete their treatment with healthy, beautiful smiles.

- Drives Patient Compliance
  Introducing EMBRACE IT! — an exciting new tool that helps patients and parents stay engaged in oral care.

- Supports Practice Building
  Provides online customizable referral materials to connect to the community and local dentist offices.

To learn more, contact your Crest Oral-B representative, visit dentalcare.com/ortho, or call 1.800.543.2577.
A digital solution for orthodontists

3Shape, a global leader in 3-D scanning technologies and CAD/CAM software for dental applications, declares “all systems go” for the release of its TRIOS® Ortho solution.

Finally — digital impression taking for orthodontists.

By replacing manual methods with digital impression taking, orthodontists can reap a wide range of business benefits, such as reduced chair time, increased patient comfort, fewer retakes and durable impressions.

The digital format allows orthodontic clinics to reduce their storage costs and systematically access their case records. TRIOS Ortho’s integrated communication tools allow orthodontists to discuss cases and treatment plans in 3-D with the lab and colleagues, easing cooperation and ultimately achieving optimal results for the patient.

The digital format allows orthodontic clinics to reduce their storage costs and systematically access their case records. TRIOS Ortho’s integrated communication tools allow orthodontists to discuss cases and treatment plans in 3-D with the lab and colleagues, easing cooperation and ultimately achieving optimal results for the patient.

Here at the AAO

For further information regarding 3Shape, visit www.3shapedental.com, like it on Facebook at www.facebook.com/3shape or stop by the booth, No. 348.

Complete digital workflows with Ortho Analyzer Software

3Shape has bundled its user-acclaimed Ortho Analyzer™ together with TRIOS to give orthodontists a complete digital workflow all the way to the lab. The scanned full-bite situation can be uploaded directly into the Ortho Analyzer software running on a server PC that is included with the TRIOS Ortho solution.

Ortho Analyzer makes it easy to create a digital study model, including a virtual base, and perform treatment planning using 3-D and 2-D tools, virtual setups and digital articulators. The virtual model can then be optimized for digital appliance design in labs that use 3Shape Appliance Designer™ software and digital manufacturing machines.

Digital database for impressions integrated in your clinic

3Shape TRIOS Ortho also includes the Ortho System TRIOS Inbox software and the Ortho System™ database. The Ortho System TRIOS Inbox facilitates efficient import of digital impressions from TRIOS into the Ortho System database — which in turn can be made easily accessible from the clinic’s general practice management system for complete case integration in the clinic.

About 3Shape

3Shape is a Danish company specializing in the development and marketing of 3-D scanners and CAD/CAM software solutions, designed for the creation, processing, analysis and management of high-quality 3-D data for application in complex manufacturing processes.

3Shape tries to manufacture its solutions to empower dental professionals through automation of real workflows, and its systems are applied in thousands of labs in more than 70 countries worldwide.

With TRIOS, 3Shape now brings its expertise and innovation directly to dentists. 3Shape boosts its first-line distributor support network with a second-line support force of more than 30 in-house experts placed in five support and service centers strategically located around the globe.

3Shape is a privately held company headquartered in Copenhagen, with the market’s largest team dedicated to scanner and software development for the dental segment based in Denmark and Ukraine. It also has production facilities in Poland, and business development and support offices at several locations in Europe, in North and South America, and in Asia.
SOFT TISSUE DIODE LASER

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Imaging Sciences debuts i-CAT FLX

Imaging Sciences International announces a new addition to the i-CAT® family of cone-beam 3-D imaging — the i-CAT FLX, an innovative 3-D imaging solution that can help clinicians to quickly diagnose complex problems with less radiation* and develop treatment plans more easily and accurately, according to the company.

This newest system to the i-CAT brand offers 3-D planning and treatment tools for implants and restorations, oral and maxillofacial surgery, orthodontics, TMD and airway disorders.

According to the company, the i-CAT FLX has a range of features that deliver greater clarity, ease-of-use and control.

- Visual iQuity image technology provides i-CAT’s clearest 3-D and 2-D images*.
- QuickScan+ allows for a full-dentition 3-D scan at a lower dose than a panoramic image*.
- SmartScan STUDIO’s touchscreen interface and integrated acquisition system yields more control and workflow flexibility by allowing the clinician to select the appropriate scan for each patient at the lowest acceptable radiation dose.
- Ergonomic Stability System (ESS) offers seated positioning, robust head stability and adjustable seating controls to minimize patient movement, thus reducing the need for retakes. ESS also provides wheelchair accessibility.
- i-Collimator electronically adjusts the field-of-view to limit radiation only to the area of scanning interest.
- i-CAT FLX’s small footprint fits easily into any practice.

“Data on file

“ ‘We are thrilled to debut the i-CAT FLX — a complete 3-D treatment solution,” says Kalpana Singh, senior product manager for Imaging Sciences International. “Given its high level of control over radiation dose and easy workflow, we know the i-CAT FLX can benefit dental team members and patients they treat.”

Here at the AAO
For more information or to see the i-CAT FLX, visit www.i-CAT.com or stop by the i-CAT Imaging Sciences International booth, No. 111.

Making myofunctional the new standard

By Daniel P. Smith
Operations Manager, MRC

MRC’s well-established Trainer System is now the dominant early myofunctional treatment system preferred by dentists and orthodontists around the world. MRC has constantly developed the most advanced dental appliances, and now these latest appliances will be exclusively under the Myobrace® name.

Myobrace is now the unified brand taking MRC and myofunctional orthodontics into the future.

The Myobrace System™ incorporates the advanced range of dual-moulded appliances with additional features that provide improved myofunctional habit correction and dental alignment. This means a wider range of growing children and a wider range of malocclusions can now be treated with The Myobrace System.

Myobrace uses a three-stage appliance system that takes into consideration a patient’s age, dentition and type of malocclusion, allowing for a clear and more precise approach to diagnosis and appliance selection.

Another significant advancement by MRC has been the development of the Myobrace Certified Provider™ program. This program caters to clinicians wanting a more efficient approach to making myofunctional orthodontics really work in their practice. Here are just some of the potential benefits of becoming a Myobrace Certified Provider.

- Treat a wider range of patients.
- Increase patient flow in your practice.
- Free up orthodontist time by delegating more tasks to trained auxiliaries.
- Less chair-side time is required per patient.
- Financial benefits can be achieved for both the clinician and the patient.

The growing demand for myofunctional orthodontics in both the professional and public arenas can be seen in the increasing number of practices entirely devoted to these evolutionary treatment methods.

The Myobrace System will allow myofunctional orthodontics to become the standard orthodontic treatment — treating earlier and treating myofunctional habits first will allow orthodontic treatment to become simpler and more effective.

For more information, visit www.myoresearch.com or www.myobrace.com or stop by the MRC booth, No. 2048.

Here at the AAO
For more information, visit www.myoresearch.com or www.myobrace.com or stop by the MRC booth, No. 2048.

* Data on file

The i-CAT FLX. Photo/Provided by Imaging Sciences International

The I-CAT FLX. Photo/Provided by Imaging Sciences International

The Myobrace System. Photo/Provided by MRC