Edge combines management, imaging and communication

Edge from Ortho2 delivers an all-encompassing practice management, imaging and communication software with plenty of features, high capability and integrated programs — all supported by a customer service team. Edge features private Cloud Computing, with off-site data hosting options, innovative imaging, reminders, patient-education animations and more.

With private, secure Cloud Computing from Ortho2, your practice can eliminate the cost, complexity and risk associated with in-house servers and backups. This feature allows you to fully access the secure web-based data infrastructure from anywhere, even your smart phone.

- 35 percent to 44 percent cost savings with lower initial and ongoing hardware costs
- Secure data protected by world-class firewalls

The design inside Edge uses the latest user interface innovations, such as navigation elements that present meaningful options, hover view and use of drag-and-drop, and Edge is backed by an industry-leading customer-support team.

Check out other advancements available with Edge.

- **Edge Imaging** is one of the most robust imaging technologies available today, according to Ortho2. With an intuitive interface, time-saving features and easy customization, Edge Imaging can help manage all of your patient image files.

Edge Imaging includes new features such as quick-access card flow presentation, smart drag-and-drop layout customization, unlimited undo capabilities, silhouette image alignment and more.

- **Premier Imaging** is an optional upgrade for Edge Imaging and includes comprehensive image morphing, cephalometrics and analysis and Bolton Standards. Superimpose multiple time points on structures rather than oriented planes or use Bolton Standards for no-trace quick review. There is no additional cost for a multi-user license or digital X-ray integration.

- **Edge Animations** are patient-education animations for improved compliance and case presentation, including surgical and 3-D animations. With Edge Animations, you have the ability to edit and customize videos, using annotation and audio controls or drag-and-drop, so virtually any image or movie can be included. Publish your animations to disc, e-mail or YouTube.

- **Edge Reminders** is an easy-to-use system for automating your patient reminders. Send automated phone, text and e-mail appointment reminders for any range of upcoming appointment dates, recall reminders, birthday greetings and more. Patient responses are even integrated into your schedule. Edge Reminders offers low, flat billing with no minimum monthly charge.

- **Edge Portal** offers 24/7 online account access for patients, responsible parties and consulting professionals to retrieve appropriate information and images, make online credit card payments and more.

Edge Portal also gives your practice real-time access to vital practice information, treatment chart data and images from any location or device, including tablets and smart phones.

For more information, contact Ortho2 at (800) 678-4644 or by e-mail at sales@ortho2.com, go online to www.ortho2.com or stop by the booth, No. 2003.

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Here at the AAO

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Opal Orthodontics will preview its new VALO Ortho Cordless curing light this week at the 2012 AAO Annual Session here in Honolulu.

VALO Ortho Cordless follows suit with VALO Ortho, its expertly engineered counterpart, adding a battery-operated, cordless wand for mobility. Both lights maintain the powerfully efficient broadband technology that VALO has been awarded from notable dental organizations.

VALO Ortho Cordless is designed for the orthodontist performing direct and indirect orthodontic procedures, who is seeking the quality, durability and power of VALO, now with the convenience of a cordless curing light.

The light features custom, multi-wavelength Light Emitting Diodes (LEDs) to produce high-intensity light at 395-480 nm — capable of polymerizing all light-cured dental materials quickly and efficiently.

VALO Ortho Cordless comes with VALO rechargeable batteries and a battery charger suitable for power outlets from 100 to 240 volts. The standard lithium iron phosphate rechargeable batteries are safe, inexpensive and optimized for power and longevity.

The new handpiece is designed to rest in a standard dental unit bracket, or it can be custom-mounted using the bracket included in the kit. It offers consistent curing intensity and output in a durable, aerospace aluminum body with Teflon coating and a sleek, ergonomic design.

About Opal Orthodontics
Opal Orthodontics, a division of Ultradent Products, Inc., is committed to bringing new and innovative products to the orthodontic market. Opal Orthodontics products include bands and brackets, archwires, adhesives, instruments, elastomers and homecare products designed to meet the demanding needs of today’s orthodontists practices.

Opal Orthodontics is also a proud partner of Susan G. Komen for the Cure in its fight to eliminate breast cancer.

For more information about Opal Orthodontics, call (888) 863-5883 or visit www.opalorthodontics.com.
Ortho Classic offers new marketing, design service

Founded in 1991, World Class Technology/Ortho Classic has quickly grown from strictly manufacturing orthodontic products for some of the industry’s largest suppliers to a direct-to-doctor manufacturer and supplier. During this growth, the company has placed further focus on offering industry-specific solutions and services from an in-house orthodontic laboratory to its newest service offering, OrthoAMP.

OrthoAMP is a marketing and design service primarily focused on helping orthodontic practices create innovative and cohesive multi-channel marketing assets. With strategic focus placed on advertising, marketing and practice building (or AMP), OrthoAMP services include many diversified solutions from professional print and web design solutions to promotional items and advertising.

Each and every project is custom-designed by graphic designers and marketing specialists who currently work in the orthodontic industry.

To best facilitate this new service, Ortho Classic has built a state-of-the-art marketing and graphic design and production room in the heart of its 60,000-square-foot manufacturing headquarters in McMinnville, Ore.

“Everything we do is based on vertical integration; we design and manufacture our entire product line in-house, so the next logical step was to bring in the printing equipment for our graphic designers,” Ortho Classic aims to provide design and marketing expertise on projects of any size, making every effort to understand your practice’s business needs and goals. Its team of marketing experts provide innovative solutions designed to draw attention and improve the visibility of your practice.

To best facilitate this new service, Ortho Classic has built a state-of-the-art marketing and graphic design and production room in its 60,000-square-foot manufacturing headquarters in McMinnville, Ore.

“‘It just made sense for us,’ said Ortho Classic President Rolf Hagelganz of the new design and production room.

Ortho Classic offers a marketing and design service that allows for the creation of innovative and cohesive multi-channel marketing assets. Each project is custom-designed by graphic designers and marketing specialists who currently work in the orthodontic industry.

For more information, contact Ortho Classic at (866) 752-0065 or visit its booth, No. 1603.

‘The next logical step was to bring in the printing equipment for our graphic designers.’

The Canon Rebel T3i is the first Rebel model to include the ability to work with wireless flashes. This feature was previously reserved for higher end, professional cameras and allows the T3i to work with modern wireless macro flashes.

Doing away with the flash power pack and cord results in a lighter, more balanced camera.

The Rebel T3i is an 18-megapixel digital camera that features an articulating LCD screen and a 1080p HD video mode.

PhotoMed offers two wireless flash options for the T3i as well as two traditional macro flashes and four macro lens options.

For more information or to see the Canon Rebel T3i for yourself, visit www.photomed.net, call (800) 998-7765 or stop by the PhotoMed booth, No. 847, here during the AAO Annual Session.

The PLANMECA ProMax® 3D Mid is a CBVT all-in-one unit, including 3-D imaging, panoramic, extraoral bitewing and cephalometric, that can accommodate all of your clinical needs. The PLANMECA ProMax 3D Mid provides an extended selection of 3-D volume sizes combined with traditional 2-D panoramic and cephalometric imaging.

The unit has the unique ability to meet all of your diagnostic needs, including implantology, endodontics, periodontics and orthodontics, as well as dental and maxillofacial surgery and TMJ analysis.

The volume sizes range from ø3.4 by 4.2 cm to ø16 by 16 cm. This wide selection of volume sizes allows for optimizing the imaging area according to specific diagnostic task — always complying with the best practices of dentistry, including the ALARA (as low as reasonably achievable) principle, to minimize radiation.

For more information on the PLANMECA ProMax 3D Mid, stop by the Patterson Dental booth, No. 655, here during the AAO.
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Advanced ortho case control with Tx STUDIO for i-CAT

In orthodontics, as with any dental specialty, the more details the clinician can see, the more control is possible over the treatment outcome. For this reason, CBCT imaging is increasingly becoming a valuable orthodontic tool for effective, less invasive treatment planning. Now, orthodontists with i-CAT® have access to software, Tx STUDIO™, that makes diagnosis, treatment planning and implementation even more precise and predictable. With its wide selection of treatment-planning features, Tx STUDIO is an integral part of i-CAT cone beam 3-D systems, which are known for unparalleled clinical and dose control, as well as the industry’s fastest workflow, the company says.

The process begins with an i-CAT scan from which all initial records, including panoramic and cephalometric views, can be accessed with a single scan. Accessing cross-sectional views and volume renderings from the scan shows the orthodontist the precise location of impacted and unerupted teeth that can interfere or prevent proper tooth movement during treatment. Then, treatment planning and implementation is facilitated with the Tx STUDIO.

Fully integrated and exclusive to award-winning i-CAT 3-D systems, Tx STUDIO is the only software designed for a cone-beam 3-D unit that does everything from diagnostics to implant and orthodontic treatment planning.

Because it was designed by clinicians, Tx STUDIO addresses the goals and concerns of the orthodontist, resulting in a fast workflow and more control over results. Tx STUDIO’s optional 3-D Cephalometric Analysis package results in quicker, more accurate cephal tracings than traditional 2-D cephal tracings.

Another innovative feature is the new face-MATCH photo-wrapping feature that allows easy and immediate wrapping of a facial photo taken with a standard digital camera onto the 3-D volume. With no special camera set-up required, face-MATCH demonstrates the impact of anatomy and treatment plan on the facial profile and personalizes the case to each patient.

When viewing this application, patients are amazed to see their own features instead of a model or stock images and, as a result, are often more confident the treatment will be specific to their needs.

Tx STUDIO also includes a feature that provides virtual study models in occlusion, complete with the crowns, roots and bone. With this, the orthodontist can predict soft-tissue changes that may result from orthodontic or surgical treatment. In addition, Tx STUDIO includes an anchor pin library for virtual TAD placement.

Airway analysis and sleep studies are increasingly becoming an important part of the orthodontic workflow. As a result of these studies, clinicians can provide orthodontic services, appliances or recommend surgery. Tx STUDIO gives clinicians the ability for instant measurement of total airway volume, localization and area measurements of maximum constriction and also automatic color-coded constriction values of the airway volume.

To implement treatment that relieves the pain of joint disorders, the TMJ visualization tool allows orthodontists to track condylar position over the course of treatment by showing superimposed changes to the TMJ complex over time.

The ability to forecast the changes over the course of treatment is beneficial to the clinician for case control, but it is also imperative to be able to share this information with other specialist colleagues and use it to show patients why treatment is necessary.

The Diagnostic Reports Tool option quickly and efficiently fosters communication by using customized templates. The combination of scan views and renderings that are accomplished in the software lets patients view and understand their anatomy, so they comprehend how treatment will evolve. Understanding leads to greater compliance and even faster and more successful treatment outcomes.

"Tx STUDIO gives our orthodontic customers access to advanced 3-D treatment tools that result in better diagnostics and treatment for the patient, and allows the clinician to advance the practice to provide more options,” said Mark Hilebrandt, business unit director for i-CAT.

"More information on the patient’s condition leads to better planning and less surprises during treatment."

"Tx STUDIO is an integral part of orthodontic treatment planning and implementation is facilitated with the Tx STUDIO."
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A brief history of orthodontics

More than 100 years ago, and before Edward Angle, dentists realized they could move teeth into a more esthetic position by applying various mechanical devices to the teeth. This, in turn, caused apposition and deposition of bone in areas where forces were increased or decreased. Teeth could be moved into a more esthetic position, and so the orthodontic profession was born.

Angle clearly stated his view that it was unethical to extract teeth for orthodontic purposes and proved that, with his complex fixed appliances, he was able to expand the arches and align the teeth. The problem at this stage was that a lot of these cases (possibly most of them) relapsed.

So Tweed, who was Angle’s student, suggested that the extraction of teeth was the only way to get stability. In the 1950s, extraction orthodontics became the normal practice after the Australian Orthodontist Percy Raymond Begg developed the first straight wire appliance, which required less wire bending skills than previous methods.

Today, orthodontists revere self-ligating brackets as the key to non-extraction orthodontics. Angle would be amused if he were around today. Has the stability of orthodontics changed? No. The orthodontic profession has accepted that to expect case stability using fixed appliances without fitting permanent retainers is both impractical and unrealistic.

Progress in orthodontic stability is achieved by advances in flowable composite, rather than advances in orthodontic technique. The Australian Society of Orthodontists (ASO) website is an example of the widespread acceptance that stability is not possible with tooth-centred orthodontics.1

“Teeth may have a tendency to change their positions after treatment. The long term, faithful wearing of retainers should reduce this tendency.” (Source: www.aso.org.au/Docs/Orthodontics/Risks.htm)

Myofunctional therapy

Understanding how the oral muscles and the tongue influence the jaws and dental arches predates Angle by a long way. The history of myofunctional therapy dates back to the 15th century in Italy. In 1906, American Orthodontist Alfred Rodgers experimented with facial muscle exercises and, in 1918, wrote a paper titled “Living Orthodontic Appliances,” in which he cited that muscle function alone would correct malocclusion. In 1907, renowned orthodontist Edward H. Angle’s textbook “Malocclusion of the Teeth” detailed the effects of oral habits on occlusion.

Angle stated that in his view, every malocclusion has a myofunctional cause. Myofunctional therapy became the popular “adjunct to orthodontics” in the 1960s and 1970s, when Daniel Garliner created the Myofunctional Institute in Florida.

Garliner trained thousands of myo-
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Myofunctional orthodontics

Myofunctional orthodontics put forward that the cause of malocclusion was muscle dysfunction. From an early age, mouth breathing, thumb sucking, tongue thrusting or swallowing incorrectly can be observed in most children. All will have a developing malocclusion. The problem with treating myofunctional habits early is that the compliant patient will no longer need braces. This is one of the biggest dilemmas facing an orthodontist today. Correct the causes early and the market for braces can be drastically decreased. However, treating children earlier at their optimal growth stage (between ages 5-8 years) using myofunctional orthodontic techniques can make orthodontic treatment later easier and more stable.

Once you can diagnose the causes of the malocclusion, you are capable of resolving the malocclusion, rather than just treating its symptoms. Treating the causes of the malocclusion, rather than just relying on mechanical forces to align teeth has great benefits for both patients and parents. If you’d like to learn more, MRC offers Myofunctional Orthodontic training.

Benefits of myofunctional orthodontics

Myofunctional orthodontics produces healthier patients who are able to grow without the detrimental habits that limit facial growth. Patients who stop mouth breathing are healthier and get less allergies and infections because of breathing through their nose. Fixing incorrect swallowing patterns and improving poor nutrition allows correct downward and forward facial growth and development.

Case after case using myofunctional orthodontics produces stable maxillary arch development and resolves lower anterior crowding with little mechanical effort. No braces are needed, and for the majority, no permanent retainers are required.

Reference


Exhibitors

Tongue supports upper-arch development.

Lower-crowding caused by poor myofunctional habits.

About the clinician

Chris Farrell, BDS, graduated from Sydney University in 1971 with a comprehensive knowledge of traditional orthodontics using the BEGG technique. Through clinical experience, he took an interest in TMJ/TMD disorder and, after further research, Farrell discovered that the etiology of malocclusion and TMJ Disorder was myofunctional, contradicting the established views of his profession. Farrell founded Myofunctional Research Co. (MRC) in 1989 and has become the leading designer of intra-oral appliances for orthodontics, TMJ disorder and sports mouthguards.