By Sierra Rendon, Ortho Tribune

If you came to Philadelphia to learn new techniques to bring back to your orthodontic practice, you have plenty of educational options to meet your needs.

From the doctor sessions to the staff sessions to the featured speakers series, if it’s related to orthodontics, it’s probably covered!


Staff sessions include a range of topics from orthodontic digital photography, staff training, risk management, infection prevention, fee collection and more.

Today’s featured speaker series will begin the day at 8:30 a.m. with a free session from best-selling author Dr. Barry Sears.

Sears’ presentation, “Why We Gain Weight, Get Sick and Age Faster,” will explore the changes in the American diet in the last 40 years that have turned on ancient inflammatory genes that are the underlying cause of our obesity and health-care crisis.
OrthoVOICE gears up for its fourth annual meeting

By Davin Bickford
OrthoVOICE board member

OrthoVOICE 2013 is all set for its fourth annual meeting, which will take place Sept. 19-21 at Planet Hollywood in Las Vegas.

As our event continues to redefine the orthodontic meeting experience, this year a host of fresh speakers will accompany seasoned lecturers to bring a variety and dimension not found at other orthodontic meetings.

This year’s speakers include Dr. Katherine Vig, Dr. Neal Kravitz, Dr. Dan Bills, Dr. John Pobans, Nancy Hyman and Andrea Cook. OrthoVOICE will also highlight its unique and always popular social events. These events cultivate practice-changing conversations and idea sharing in a fun and relaxed environment outside of the lecture hall.

OrthoVOICE has applied for CERP accreditation and will offer C.E. credits for all lectures at this year’s meeting with full registration (only $249 before July 15). Orthodontists and team members may instead choose to register for the Exhibit Hall Only Pass (only $49 before July 15), which allows access just to the tradeshow floor and all social activities.

Speaker bios, lecture topics, full speaker lineup and registration information can be found at www.orthovoice.com. Call (402) 932-1298 for a code to get $50 off your registration.
WHAT'S BREWING?
AT BIOLASE BOOTH #551

Visit Booth #551 for groundbreaking, exclusive NEW laser and 3D imaging technology and get your FREE BIOLASE coffee mug! We'll also be giving away a Starbucks Verismo™ system! Stop by for your chance to win!

*Eligible only for free mug & chance to win Verismo™ Brewer. Must visit booth.

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NewTom VG3
3-in-1 3D Imaging System
*Not for sale in U.S. Pending FDA clearance

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Cut Teeth As Fast as a High Speed! Quickest Learning Curve, and Ultimate Playback for Commerce & Advanced Procedures

3Shape TRIOS
Provide Accurate Digital Impressions. Intra-oral 3D Scanning: More Fast, Easy and Accurate

NewTom VGi
True Medical Grade Imaging Technology at a Fraction of the Cost and Radiation Exposure

BIOBASE is the Exclusive NewTom Dental Handpiece for North America

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Here is a look at some of the products you’ll want to check out in the exhibit hall

The 3M™ True Definition Scanner, for use in orthodontic practice, is a complete digital impression system that uses 3-D-in-motion video technology to deliver a true replica of the oral anatomy with precision and accuracy. The digital process brings improved productivity, better oral care and ultimately a better patient experience, according to the company. See the new technology in the 3M Unitek booth, No. 625.

Dentaurum has released its new DISCOVERY PEARL ceramic bracket, which offers the lowest profile in ceramic brackets and is made with a translucent aluminum oxide material that takes on the natural shade of the tooth. The bracket is manufactured using a C.I.M. (ceramic injection molding) process that guarantees strength typically found only in steel brackets. This helps to avoid bracket fracture during de-bonding and tie-wing breakage during treatment. Visit Dentaurum at booth No. 1339 to learn more.

The Icon by DMG removes post-ortho white spots in one patient visit without any drilling. Stop by booth No. 241 to learn more.

WildSmiles braces are the only braces to turn correction into expression. Patients can embrace individual style with such bracket shapes as stars, hearts, flowers, footballs, soccer balls and super-diamonds. For more information, stop by booth No. 1949.
Flossing with braces just got easier. The flossFish™ is a flossing tool that allows ortho patients to floss normally without having to use floss threaders. To see a video demonstration, go to www.flossfish.com or stop by booth No. 851 for more information.

The new Philips Sonicare FlexCare Platinum power toothbrush is the next level of power toothbrush innovation. Unique features include the new InterCare Brush Head, three customizable brushing modes and a pressure sensor, removing up to six times more plaque between teeth than a manual toothbrush. For more information, stop by booth No. 1517.

Introducing the new, stronger, faster, Opalescence TresWhite Supreme teeth whitening system. TresWhite Supreme now comes in 15 percent strength to enhance its whitening power. To learn more, stop by booth No. 2225.

Orascoptic’s XVI is the world’s first wireless loupe and headlight in one. This new innovation seamlessly combines Orascoptic’s award-winning loupes with its award-winning headlight. Featuring a lightweight and completely cable-less design, and by removing the heavy and bulky belt packs of past headlights, XVI was ergonomically designed for comfort, function and style. Check it out at the Orascoptic booth, No. 955.

Villa Sistemi Medicali introduces its new Rotograph Evo 3D, a dental imaging system with three-in-one functionality — panoramic, cephalometric and 3-D. 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 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. For more information, stop by booth No. 226.

Introducing the new, stronger, faster, Opalescence TresWhite Supreme teeth whitening system. TresWhite Supreme now comes in 15 percent strength to enhance its whitening power. To learn more, stop by booth No. 2225.
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 of the time of fixed treatment. The cost of the Ortho-T appliance is $59 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 TMJ. 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 interruptions 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-Tain 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 adult?
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.

Here at the AAO

For more information on the Ortho-T Appliance, the Occlus-o-Guide or the Nite-Guide, call (800) 541-662. visit www.ortho-tain.com or stop by the Ortho-Tain booth, No. 2301.

G15 takes the work out of focus, lighting

The PhotoMed G15 Digital Dental Camera is specifically designed to allow you to take all the standard clinical views with frame-and-focus simplicity.

The built-in color monitor allows you to precisely frame your subject, then focus and shoot.

By using the camera’s built-in flash, the amount of light necessary for a proper exposure is almost guaranteed. PhotoMed’s custom closeup lighting attachment redirects the light from the camera’s flash to create a balanced, even lighting across the field.

Here at the AAO

For more information, visit www.photomed.net, call (800) 998-7765 or stop by the PhotoMed booth, No. 2539.
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.
Sesame expands its office space to accommodate workforce growth

Sesame Communications, a leading provider of cloud-based solutions to help dental and orthodontic practices accelerate new patient acquisition and transform the patient experience, announced it is doubling the size of its downtown Seattle headquarters. The expansion comes through the lease of the second floor of the Reedo Building, adding to the third-floor space the company has occupied since January 2010.

During the past three years, Sesame Communications has experienced a 261 percent increase in revenues and has expanded its workforce by 189 percent during the same period.

Located on 1st Avenue South in Seattle’s Pioneer Square neighborhood, the Reedo Building was extensively renovated in 2005 to include energy-efficient systems while retaining its historic façade and personality.

The Reedo Building is among the most accessible in the city of Seattle, with a Walk Score of 83 and a Transit Score of 100.

To encourage the use of public transportation, Sesame Communications provides a 100 percent transit subsidy for its entire staff.

“With employees throughout the Seattle suburbs and surrounding cities in every direction, we believe downtown Seattle represents the ideal hub and technology center for our continued growth,” said Diana Friedman, chief executive officer of Sesame Communications. “This latest expansion of our headquarters will help Sesame continue to attract and retain top talent within the area and provide them with ready access to outstanding commute options and amenities.”

About Sesame Communications

Sesame Communications helps dental and orthodontic practices harness the power of the Internet to accelerate new patient acquisition and transform the patient experience.

The company supports thousands of practices in their efforts to grow and thrive in the digital age.

The Sesame 24/7 platform provides an end-to-end, HIPAA-compliant system tailored to the unique and specific needs of dentistry. An Inc. 500|5000 and Deloitte Technology Fast 500™ company, Sesame is recognized as one of the fastest growing technology companies in the United States.

Sesame is also the proud recipient of numerous awards and accolades, including a two-time Pride Institute Best-of-Class winner and as one of the 100 Fastest Growing Companies by Puget Sound Business Journal.
Revolutionary Techniques to Straighten Teeth

Nite-Guide®
• For the 3-7 year old
• Worn while you sleep

Occlus-o-Guide®
• For the 8-12 year old
• Worn 1-2 hours per day

Ortho-T®
• For adults
• Worn 1-2 hours per day

• Corrects Crowding
• Corrects Spacing
• Corrects Overjet
• Corrects Overbite

Educational Seminars given by Dr. Bergersen, inventor, during the show at Booth #2301
Gendex launches the Family Scrapbook Photo Contest

New social media contest to celebrate ‘120 Years of Imaging Excellence’

This year, Gendex proudly celebrates “120 Years of Imaging Excellence,” honoring a legacy of remarkable accomplishments, according to the company, that have helped shape today’s dental imaging by delivering continuing innovation, dependable performance and comprehensive solutions.

To mark this milestone, Gendex has launched a social media photo contest: the Gendex Family Scrapbook. The contest encourages Gendex owners to submit pictures of their staff using Gendex products and share them with their Facebook community to receive votes.

The photo with the highest number of votes received by midnight on Nov. 1 will be declared the winner of the Gendex Family Scrapbook contest. The winner will then have the opportunity of naming a dental charity of their choice to receive a digital intraoral X-ray package donated by Gendex. The package, valued at more than $15,000, includes the award-winning GXS-700™ digital sensor.

The 501(c) dental charity selected by the winner will be presented with the donation at a ceremony held during the 2013 Greater New York Dental Meeting. Eligible charities can encourage their supporters who own Gendex products to participate in the Gendex Family Scrapbook photo contest.

Detailed information about the program can be found on the Gendex Facebook page. Participants can also receive contest updates on Twitter using the hashtag #FamilyScrapbook.

The Family Scrapbook photo contest is one of several initiatives launched to celebrate Gendex’s legacy, a story that can be traced back to 1893 with C.F. Samms and J.B. Wantz, founders of Victor Electric. Today, Gendex is a global leader in intraoral and extraoral dental imaging.

With a product line that ranges from intraoral sensors and cameras to 3-D cone-beam scanners as well as digital panoramic and imaging software, Gendex offers dental professionals a wide range of comprehensive imaging solutions.

About Gendex Dental Systems

Gendex, which, according to the company, is known for its innovative and dependable products, offers a wide variety of comprehensive digital imaging solutions for both general dentists and specialists.

The company’s strong history in continuing innovation, along with a deep dedication to delivering products that exceed the needs of dental professionals, has earned Gendex recognition as a global leader.

Learn more about the full line of Gendex products at www.gendex.com.
Customized Practice Solutions for ORTHODONTISTS

From the Front Office to the Treatment Room and every touch-point in between, Henry Schein has the solutions you need to connect all of your practice technologies to maximize the digital workflow resulting in greater efficiencies.

With your success in mind, let us help you determine which products and technologies will advance patient care within your practice. Our specialists have the experience and knowledge to assist and guide you in all of your equipment and technology choices.

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www.henryscheindental.com

Contact your Henry Schein Sales Consultant to ask about equipment and technology to advance patient care in your practice.
DC International, a dental technology leader focused on serving dentists and orthodontists worldwide, has recently launched DCLase, its second generation of soft-tissue diode lasers, developed through feedback from current users and laser experts. “We are proud of DCLase and all the positive responses we receive from our clients,” said David Boëgler, vice president of DC International. “The dental market is moving toward the 980 nm wavelength, high power and super pulses, as this combination delivers the best clinical results compared to other diode laser technologies. “DC International relies on high-end quality technology and personalized customer service to ensure our clientele has the best. We believe our investment should be in the technology, education and our end users.”

He continued. “We want our clients to understand the benefits of using our device, and we want to make sure they will use it. With so much buzz around laser technology in the industry, we want to guide dentists in their choice of product as well as support them with the tools to succeed, regardless of their level of experience with lasers. “DCLase is the ideal device for an orthodontist to perform a gingivectomy or frenectomy, uncover impacted teeth, as well as perform many more surgical and non-surgical procedures, with a great hemostasis while cutting.”

DCLase uses the most advanced laser technology combined in a small portable device with a user-friendly touch screen. The laser has 980 nm wavelength with a customizable power that goes up to 7 watts with adjustable pulses and super pulses.

According to the company, the combination provides outstanding clinical results and can also be used for several practices, including orthodontics, general dentistry, laser teeth whitening and laser therapy procedures.
2013 AAO Annual Session
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Gendex Dental Systems | 800-323-8029 | www.gendex.com
When you’re walking through the exhibit hall, don’t pass up the many generous samples and freebies offered to you. It’s a great chance to try new toothpaste, prophylaxis paste and floss. Pick up some water to keep you hydrated and cotton candy for a quick sugar fix. Bring home a golf ball to your golfing buddy and an ‘I rock’ pin for your significant other. And finally, don’t forget all those colorful tote bags that will help you ‘go green’ at the grocery store! (Thanks for goodie examples to DMG, Sesame Communications, Plak Smacker, Dolphin, Orapro, Opal Orthodontics, Colgate, flossFish, Dr. Fresh, Tops Ortho, Universal Orthodontic, Ziegler Practice Transitions, OrthoEase, OrthoBanc, BracketEars and the Dental Assisting National Board.)

- **BRACES, Page 1**

orthodontists and much more to fulfill attendees’ educational needs.

To spice things up, there are social activities each day, including today’s Fun Run & Walk (6:30–8:30 a.m.) and the AAO Foundation Breakfast (7–8:30 a.m.), which will give honor to key volunteers for their work within the AAOF.

For orthodontists or team members who came looking to stock up on supplies or to look for fun new products to bring home to the office, the exhibit hall is brimming with new technology and other treats.

The AAO is a great place to find the latest and greatest to bring back to your community and patients.

Here is a sampling of the unique products you can purchase or the free samples and fun treats waiting for you in the exhibit hall:

- **BracketEars** are a fun way to match your braces to your earrings. BracketEars are little earrings shaped like a bracket and with multi-colored elastic packs, so you can match them to the color in your mouth! This brand new accessory is available on Amazon.com, but stop by the booth (No. 1554) to hear about the show specials that can save you some money.

- To spice up your day, stop by the circus-like OrthoBanc booth (No. 1637) where people are ‘getting silly in Philly’! Munch on some complimentary snowcones and cotton candy and let OrthoBanc tell you how it can simplify your account management.

- Want to help your patients floss more often? Let them try flossFish! flossFish uses regular dental floss and goes under the wire and between the brackets so users can floss with braces without the fuss of using floss threaders. Stop by the company’s booth (No. 851) to watch a demonstration and pick up a sample.

- If you have a few patients playing on sports teams, you’ll want to stop by the TotalGard booth (No. 1849) to check out its new swirl-colored mouthguards. TotalGard offers sports mouthguards, Class II activating appliance mouthguards and StressGard II, a comfortable, easy-fit night guard for TMJ pain, teeth clenching and grinding.

- To say goodbye to dry skin, stop by booth No. 1952 to try out Hawaiian Moon Aloe, which is paraben free and made with 100 percent organic aloe. Customizers who have tried Hawaiian Moon Aloe reported improvement in age spots, blisters, chapped skin, chemical burns or peels, dermabrasion, eczema, itching, psoriasis, rashes, rosacea and much more.

- **Orthodontists** who have been considering clear aligners may want to stop by the ClearCorrect booth (No. 2748) to hear more about its options. Dr. Willis Pumphrey, founder of ClearCorrect, says he introduced ClearCorrect to keep clear aligner therapy simply, friendly and affordable, and he says you’ll save about 40 percent by using his company’s product.

- Another fun way to help your patients show off their style is with Braced-lets at booth No. 2640. These colorful bracelets — made with actual braces — were created and designed by orthodontists Dr. Marc Lemchen and Dr. Jennifer Salzer, along with jewelry designer Lisa Salzer of Lulu Frost.