If you’ve had the opportunity to experience the durability and fast curing of the VALO Ortho curing light, you know what a revolutionary product it is.

Now, here in Honolulu, Opal Orthodontics is previewing its new VALO Ortho Cordless, which is available for pre-order.

“It’s the same powerful and durable curing light as before, but now orthodontists have the choice,” said brand manager Suzanne Wilson. “It’s just another option for the orthodontist.”

The VALO Ortho Cordless offers:

- Unique Xtra Power Quadrant Mode that quickly and efficiently cures five teeth with one touch of the button.
- A powerful, optimally collimated beam that delivers consistent, even cures directly over the labial face of the bracket.
- A slim, low-profile design that allows unprecedented access anywhere in the mouth.
- Intuitive, user-friendly timer controls.
- Highly efficient LEDs that keep the wand body cool to the touch.

“I’ve found most orthodontists I speak to (about the VALO Ortho) are just so happy and surprised with it. They love the fast curing and the power of it,” Wilson said. “To show just how durable the product is, Wilson says she’s even purposely dropped the curing light on the floor to prospective VALO buyers, who often gasp as she does so.”

“IT’s really common for curing lights to fall or get knocked to the ground and, with other lights, you’d be out of commission,” she said. “But the VALO is very durable and can even withstand being dropped on the floor.”

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.

Suzanne Wilson, brand manager, shows off the new VALO Ortho Cordless curing light at the AAO annual meeting. Photo/Sierra Rendon, Ortho Tribune

Here at the AAO
For more information on the VALO Ortho Cordless curing light or to see it for yourself, stop by the Opal Orthodontics by Ultradent booth (No. 409). Opal Orthodontics will feature a daily VALO Ortho Cordless giveaway at its booth, as well as a T-shirt promotion, in which you can pick up a free T-shirt from the booth, and if you’re found wearing it on the exhibit hall floor, you’ll be rewarded with a special prize.

The light features custom, multi-wavelength light-emitting diodes (LEDs) to produce high-intensity light at 395 to 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.
CXDP-700: increasing options for your changing needs

In the orthodontic office, being both smart and logical are very valuable assets. Having an imaging system with the same attributes can be even more beneficial.

SmartLogic™ is an exclusive Gendex technology included in the CXDP-700 series digital pan/ceph/3-D that helps practitioners reach their clinical goals.

With all of the treatment options available to orthodontists, digital imaging has become even more integral to the process. Determining the best course of treatment and viewing the possible obstacles to success before picking up a scalpel can mean a less stressful process for the dentist and the patient.

This high-tech system provides radiographs that can be tailored to body size and image type. SmartLogic technology stores the most frequently used settings and, as a result, reduces set-up time and optimizes workflow.

Thanks to a touchscreen and easy-to-read graphics, the CXDP-700 helps clinical team members to simply, efficiently and quickly choose imaging selections. While the touchscreen makes selections easier, the EasyPosition™ tool aids in comfortable and ergonomic patient positioning.

Because all patients are not created anatomically equal, SmartMotion™ adaptable motion technology adjusts the X-ray beam to compensate for changes in anatomical curvatures. Yet, another tool, PerfectScout™ focuses the scan on the area of interest.

While these tools certainly make capture of radiographs easier, the important part of imaging, the image also takes center stage in this flexible system that offers the opportunity for 2-D panoramics, cephalometrics and 3-D imaging. The GXDP-700 gives the practitioner clear and detailed images for more precise diagnosis and treatment planning for carries, root investigation, orthodontics, implants and surgical procedures.

Achieving the goal of maximum flexibility, this unit offers 33 panoramic options — 11 projections for three patient sizes, including TMJ and bitewing view, two 3-D volume sizes plus a dose-saving scout view and the ability to add cephalometrics — 15 options and five projections for three patient sizes.

For data gathering with 3-D, the orthodontist can view the dentition from any angle — even rotating or slicing it in any direction to determine anatomical variations that can affect the success of the procedure. The ability to rotate or concentrate on the area of interest is also imperative for patient education.

The scans can be used to plan implants from diagnosis to implementation — because applications exist for integration with implant brands and for CAD/CAM applications.

With space at a premium in the orthodontist office, the CXDP-700 is one machine with a wide range of clinical applications. If the clinician determines that more is needed than 2-D panoramic imaging for a specific procedure, this imaging solution can change to provide 3-D imaging as well. Two sensors rotate to capture both 3-D and panoramic, changing from 2-D panoramic projections to 3-D images with the press of a button.

The flexibility of this machine even extends to its radiation dose. The adjustable exposure allows the orthodontist to customize dose within the allotted range — for individualized patient care.

"The GXDP-700 is an innovative and reliable imaging series for orthodontic applications," said Filippo Impieri, director of marketing for Gendex.

"Our new, all-in-one pan/ceph/3-D platform reflects the company’s ongoing dedication to delivering products that exceed the needs of dental professionals. We will continue to listen and be a part of our customers’ future successes."

3Shape reveals next-generation innovations

3Shape, a user-acclaimed worldwide leader in 3-D scanners and CAD/CAM software solutions, will present its Ortho System™ and TRIOS®, its new intra-oral digital impression solution, here at the 2012 AAO Annual Session in booth No. 955.

3Shape Ortho System: a complete CAD/CAM solution for orthodontics

Ortho System brings together accurate 3-D scanning, intuitive treatment planning and analysis, efficient patient management, communication tools and appliance design, all providing streamlined workflows that increase efficiency and productivity. Some of the features are:

- Link between orthodontic clinics and labs: The clinic can take a digital impression with TRIOS and immediately per-

form treatment planning with Ortho Analyzer™, while the lab will load the case into 3Shape’s Appliance Designer™ to de-
sign the customized product. Addition-
ally, labs can receive digital impressions directly from the clinic and immediately send feedback or questions.

- OrthoAnalyzer: Provides complete insight into patient cases by simulating treatment plans and applying familiar analyses in a highly efficient and system-
atic manner.

- Appliance Designer: Users can design modified study models or appliances for output using all types of 3-D driven ma-

Chines and materials. Easily create night-
guards, retainers, splints, surgical bites and much more.

- Open formats: The Ortho System al-

ows users to create high-quality digital study models and appliances in the stan-

ard STL file format, allowing labs and

practices to choose their service part-

ners.

TRIOS: next-generation impressions

3Shape will also be showcasing its TRIOS digital-impression solution, including a wide range of new features.

TRIOS enables dentists to rapidly cap-
ture the complete intraoral situation and send the 3-D model directly to the lab. Unlike many other scanners, 3Shape’s TRIOS does not require pre-
spraying of the teeth. The system clinical-

ally validates the impression and includes flexible tools allowing dentists to edit their scans, and even ‘delete-and-rescan’ specific areas where needed. Some key features are:

- Ultra Fast Optical Sectioning™ techn-

ology for high speed

- Spray-free for optimal accuracy and patient comfort

- Accurate scanning with up to 1,000 3-D pictures, for true geometries

- Autoclavable scanner tip with easy to flip tip for scanning upper and lower jaw

- Easy to use with complete motion and positioning freedom

- Smart-Touch screen with line 3-D vi-

ualization

- Instant Impression Validation

- Online communication with the lab

3Shape Ortho System™ and TRIOS®, its new digital pan/ceph/3-D imaging...
Dentaurum is a family-owned German company that was founded in 1886 and recently celebrated 125 years of providing high-quality, German-engineered products to the dental community.

There have been many difficult times and struggles to face during 125 years, but the strong bond of family has helped Dentaurum through and helped it grow stronger over the years, with a reputation for quality, service and innovation.

Dentaurum has a new product line named “M-Series,” and this product line also relies on a strong bond. However, this bond is between brackets and tooth as it guarantees the M-Series product line provides the best bond retention available on the market.

The M-Series is made up of Dentaurum’s premium Discovery brackets and OrthoCast buccal tubes and incorporates its patented laser-structured base for a bond retention that is two times greater than what is provided by a typical mesh-pad base (“Comparison of Bond Strength ...” — Olivier Sorel et al. AJO-DO/Sept. 2002).

Dentaurum is now announcing the expansion of this line of products to include a convertible 1st molar tube (M1c), which is being released here in Hawaii.

Craig Beach, Dentaurum USA General Manager, said: “Many orthodontists would love to move their office completely away from using bands on the molars because of the large, expensive inventory it requires and also the extra appointments/chair time required for band spacing and closing appointments. Furthermore, many patients find bands to be very uncomfortable and, in some patients, the teeth are not erupted fully enough to allow for bands to be used. However, the obvious downside to switching an office over to D.B. Tubes is the lost chair time and efficiency from all the de-bonds and emergency appointments.”

Beach added: “Our M-Series line of products answers those concerns by utilizing a laser-structured base that provides incredible bond retention in a low-profile, mini design that is also very comfortable for your patients.”

The M-Series product line is easily our fastest-growing line of products and this rapid growth has been driven mainly through the peer-referrals of our users. Our doctors love these tubes and rave about the significant reduction in emergency appointments their office has seen since switching over to M-Series.

“I would invite any skeptics to put us to the test with our trial offer,” Beach said. “I guarantee that you will see a marked improvement in your bond retention, or we will give you 150 percent of your money back!”

For more information, visit www.dentaurum.com or call (800) 523-3946.

Dentaurum is exhibiting at booth No. 1037. For more information, you can visit www.dentaurum.com or call (800) 523-3946.

The M-Series:
A bond like no other

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Here at the AAO
For more information, stop by the Dolphin Imaging & Management Solutions booth, No. 627/727, or see www.dolphinimaging.com.

Exhibitors

Mobilizing with Dolphin

By Chester H. Wang, Director, Dolphin Imaging & Management Solutions

Dolphin has been addressing the needs of orthodontists for more than 20 years, developing software solutions that accommodate constantly changing practice trends. One of the most dramatic shifts we’ve seen has been in the way in which business is conducted, predictably running parallel to cultural trends. So, as society becomes more mobile, so does Dolphin’s product line.

We recognized a few years ago that clinicians no longer want to be tied to their desks. They want to be able to access their practice data after-hours from home, while at lunch with colleagues — even when on vacation. That’s when we introduced the Dolphin Mobile app, which allowed clinicians to access practice data from any Apple iOS (iPhone®, iPad®, iPod touch®) device.

This year, we added the ability to run Dolphin Mobile on an Android, making it a phone, tablet, PC or Mac. Most importantly, the data needs to be live and synched, wherever they are.

That’s why we’re excited to introduce AnywhereDolphin Apps — Dolphin’s newest solution that allows orthodontists to run all their Dolphin software from the “cloud.”

Actually, Dolphin customers have been enjoying the view from the cloud for more than 12 years, sharing digital records with patients and referrals over the Internet via our AnywhereDolphin service. Now with AnywhereDolphin Apps, they can also enjoy full-featured Dolphin Imaging and Management programs in the cloud. On a practical level, this means they can run Dolphin Imaging and Dolphin Management without the need of a physical server in the office.

Here at the AAO
For more information, stop by the Dolphin Imaging & Management Solutions booth, No. 627/727, or see www.dolphinimaging.com.

SureSmile®, an orthodontic system that combines 3-D diagnostic imaging with computerized treatment planning and robotic archwire customization, recently announced new reduced case pricing. Historically, OraMetrix, the parent company of SureSmile, has offered a tiered scale for pricing based on each orthodontic practice’s case volumes.

Now, to help orthodontists who are just beginning with SureSmile and/or scaling SureSmile into their practice but have not reached significant volumes, OraMetrix has leveled the cost equation for low- to moderate-volume practices. At lower SureSmile volumes, clinicians can now receive nearly a $200 savings per case.

“We know that there is an adoption curve for SureSmile technology for our clinicians and their staff,” said Chuck Abraham, president and CEO of OraMetrix. “With the new pricing structure, we believe the transition to higher volumes and full SureSmile integration will be much easier to accomplish.”

Abraham said, “We are able to pass on these cost reductions to our customers because increased case volume combined with improved processes and automation have yielded new efficiencies in our own business. We are delighted to share these cost savings with our customers.”

Orthodontists who have deeply integrated SureSmile into their practices experience better control and predictability of their treatment, the company says, and with one process, they gain many workflow efficiencies.

“Optimal patient care is the main reason that we are an 100 percent SureSmile practice,” said Dr. Steve Moravec, of Moravec Orthodontics in Plainfield, Ill. “However, there are distinct practice management advantages also. Clinically, we have one system because all patients are SureSmile. Scheduling templates, appointment flow, appointment intervals are consistent across the board. I don’t have to operate two separate systems.”

SureSmile also recently released the latest version of its software, SureSmile 6.0, which allows orthodontists to plan and visualize the final root positions in the supporting bone. Until now, orthodontists could only estimate how their treatment would affect root positions in the supporting bone. This new capability is revolutionizing how orthodontists plan and treat patients.

“I love SureSmile,” said Dr. Heather Woloshyn of Woloshyn & Clements Orthodontics, and professor of orthodontics at University of Washington, Seattle. “It enables me to incorporate everything into the treatment plan that I want to do diagnostically, and my patients finish sooner. SureSmile is truly cutting edge technology that is the next wave of the future.”

Here at the AAO
For more information on SureSmile, stop by its booth, No. 601, or visit www.suresmile.com.

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www.valo-led.com
Benefits of hosting online contests and sweepstakes

By Diana P. Friedman, MA, MBA

While traditional in-office contests have been around for a long time, they have taken on a new life with the growth of social media. As patients migrate to the Internet, practice communication platforms emerge to translate traditional effective patient engagement strategies to the web.

Contests and sweepstakes are no exception. While these campaigns are certainly not the answer to every marketing challenge, they should be part of every practice toolkit.

Here are the top three reasons why:

1) Sweeps and contests are great channels for building your online community. Whether your practice is starting with 100 or 1,000 likes on your Facebook page, contests offer a proven way to significantly increase your number of contacts.

A basic enter-to-win sweeps with a low barrier, easy-to-enter process, often provides the best option for those just starting out with social media contests or with a small audience base.

Campaigns with an appealing prize allow your online presence to go viral as web savvy patients share the contest details with their respective networks.

2) Contests allow you to engage in non-clinical, fan dialogue with your patients. In addition to increasing the number of people who interact with your brand, a contest provides the ability to deepen your connection with your patient base.

Audience-generated content, such as photos, videos or essay-based contests, is a great way to do just that. This type of contest drives serious participation and provides an opportunity for your patients, their friends and family to experience “15 minutes of fame.”

Most importantly, when participants upload their personal content to your promotion, they are naturally more invested in your brand.

3) Contests and sweeps offer a plethora of information. You don’t want to introduce too many barriers to participation, but don’t miss the opportunity to learn a bit more about your participants. For example, have them indicate how they heard about your promotion.

Remember what you ask should be appropriate with the services your practice offers in return. In addition to collecting data as part of the entry process, you can also learn a great deal from the interaction and conversation that takes place around your contest, so be sure to tune in and listen.

Like other tools, contests and sweeps can be extremely effective when used as part of a comprehensive social media strategy. In order to build a successful campaign, it is important to identify the goals you are aiming to achieve (for example, patient engagement, patient re-activation, new patient acquisition) and tailor the right campaign to achieve that specific goal.

Before you start a contest, be sure to familiarize yourself with local and state contest laws and regulations. Every state has its own contest laws, and some can be tricky, so do some research to make sure your promotion is in legal compliance.

Contests require dedicated resources to ensure your practice is leveraging all opportunities to promote the campaign and grow your social media presence. It’s best if your practice can leverage a third-party provider that has extensive experience in dentistry and can effectively integrate this campaign into a cohesive online marketing strategy.

One of the most recent launches into this service area is Sesame Sweepstakes®, a service that builds patient engagement and new patient acquisition through interactive contests and sweeps on social media platforms such as Facebook. Sesame is currently the only technology company within dentistry to offer comprehensive integration between patient data and contest platforms.

A third-party resource will take care of all of the finite details of your campaign, including compliance surrounding Facebook guidelines and local and state regulations, promotion via e-mail blasts and newsletters to your existing patient base and campaign landing pages to ensure you capture all entrants’ information.

An industry-savvy contest manager will understand how to effectively communicate to dental patients to drive both engagement and practice growth.

Sweepstakes and contests will help you grow your social media base through word-of-mouth referrals, engage your patients and community to keep your practice top of mind and extend your presence to your patients’ social media circles to gain new prospective patients.

About the author

Diana P. Friedman is president and chief executive officer of Sesame Communications. She has a 20-year success track record in marketing innovative technologies and fortifying brand positioning for dental companies in the professional and consumer markets. Throughout her career, Friedman has served as a recognized practice management consultant, speaker and author. She holds an MBA in management and marketing as well as an MA in sociology from Arizona State University.

For more information on marketing your practice through contests and sweeps, stop by the Sesame Communications booth, No. 1927.

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Here at the AAO

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IN-BOOTH SPEAKERS

Saturday, May 5th
10:00 am-10:30 am
Dr. Raphael Greenfield
98.5% Non-Extraction Treatment Using Coordinated Arch Development

11:00 am-11:30 am
Dr. Ronald Perkins
Why Should you Treat Sleep Disorders in your Orthodontic Practice?

Sunday, May 6th
10:00 am-10:30 am
Dr. Robert Brewka
Integrating the Ti Self-Ligating System into an Established Practice

11:00 am-11:30 am
Dr. Ronald Perkins
Why Should you Treat Sleep Disorders in your Orthodontic Practice?

Monday, May 7th
10:00 am-10:30 am
Dr. Raphael Greenfield
98.5% Non-Extraction Treatment Using Coordinated Arch Development

11:00 am-11:30 am
Dr. Robert Brewka
Integrating the Ti Self-Ligating System into an Established Practice

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BUILD THE FUTURE
Increasing awareness of WildSmiles Designer braces among kids and parents is leading many orthodontists to go wild for WildSmiles!

“WildSmiles is a great differentiator,” said Dr. Ben Burris, a WildSmiles provider located in Jonesboro, Ark. “In a sea of providers offering braces and aligners, WildSmiles lets me stand out. WildSmiles makes patients decide to choose me — mostly because kids demand them!”

After being “tested” in the marketing for more than a decade, many of the clinical and detailed questions orthodontists often present have been shown to not be real concerns, said a WildSmiles representative.

WildSmiles Braces provides brackets with patented shaped pad designs. The designer brackets are placed on the maxillary arch only and can be mixed and matched with color elastics for added patient individuality.

Many patients find information about WildSmiles when doing Google searches about the braces process before getting braces. In fact, Dr. Neal Kravitz, an orthodontist with practices in northern Virginia, says many of his “new patients come to our offices specifically asking for WildSmiles.”

He goes on to say, “many kids hold up the WildSmiles typodont and their faces light up! Entire teams have come to our office for WildSmiles and choose the team colors. We create raving fans who show off their braces.”

Patients seem to identify with the shape they choose in a personal way. They love to talk about their shaped brace. Because other esthetic options are geared toward hiding your braces, it’s natural the WildSmiles option is a fun thing for patients to focus on.

Since 2002, WildSmiles has grown to service orthodontists all across the United States and into more than 30 different countries. Company representatives tell us many of their clients love the added community marketing benefits.

One representative tells a story of new patients visiting an orthodontist, a WildSmiles customer, because they were talking about the cool super-diamond shaped braces at soccer practice.

“It has definitely been the practice builder I wanted,” said Dr. Jeff Haskins in Denver.

The company says many clinicians are eager to share how easy they find WildSmiles to be to integrate into their practices. It does not seem to matter if you use self-ligating or twin brackets, WildSmiles customers use them all.

One thing WildSmiles customers seem to have in common is a willingness to offer options for their patients.

Dr. David Sarver, a practicing orthodontist in Vestavia Hills, Ala., puts it this way, "Orthodontics is and should be fun. "WildSmiles gives us an option that allows us to be playful but serious at the same time." And that’s what it’s all about for WildSmiles, helping to make the experience of having braces more enjoyable for the patient.”

Here at the AAO
More information about WildSmiles Braces can be found at www.wildsmilesbraces.com, call (402) 334-7171 or stop by the booth, No. 346.

Go ‘wild’ for multi-shaped braces

Some of the different shapes of WildSmiles brackets. Photos/Provided by WildSmiles