Multidisciplinary assessment of ortho treatment outcomes for the adult mutilated dentition

By Katie E. Miettunen, DDS, MS, and Orhan C. Tuncay, DMD

Abstract

Guidelines to evaluate adult orthodontic treatment outcomes do not exist. In this study, orthodontists, periodontists, and restorative dentists examined the pre- and post-treatment records of 10 adult mutilated dentition orthodontic patients. Study design employed both quantitative and qualitative research methods.

Two questionnaires were used to collect the data. The first was a visual analogue scale (VAS) to assess the overall result, occlusion, periodontal health, restorability, case difficulty and the degree of influence of American Board of Orthodontics (ABO) standards in participants’ judgment.

The second questionnaire asked open-ended questions related to orthodontic treatment outcome. The study results were: i) periodontists and restorative dentists rated treatment results higher than orthodontists, ii) all specialists rate preferred orthodontic outcomes in the following order of importance: esthetics, occlusion, restorability, periodontal health and stability.

Background

In the absence of adult treatment guidelines, judgment of adult treatment outcomes is prejudiced by adolescent treatment guidelines of the American Board of Orthodontics (ABO). The Objective Grading System (OGS) used by the ABO relies on anatomical landmarks such as incisal edges, cusp tips, marginal ridges, etc. These landmarks are not easily identified in an adult dentition that exhibits worn incisal edges and cusp tips, restorations and/or missing teeth.
"It'll feel like you're at the beach when you stop by the OrthoBanc booth (No. 435), which features one of the most unique booth spaces you have ever seen — complete with pseudo-sand flooring, a tiki hut and traditional beach smells. Stop by and have a smoothie and enter a contest to win an Xbox 360 Kinect Game System.

- Stop by the Solomon Orthodontic Systems booth (No. 332) to have your picture taken with “Smeethy.” The staff will e-mail you a copy of the picture, and you can receive a sample of the OrthoBanc event.

- Stop by the MME Consulting booth (No. 649), where the company provides technology planning and integration for orthodontists. (You can also pick up a squishy toy brain while you’re there.)

- Visit the Crest Oral-B, booth No. 1307, where they can play some of the newest video games available for office waiting rooms. While you’re there, enter the free drawing to win an Xbox 360 Kinect Game System.

- Visit the Crest Oral-B, booth No. 1307, where you can receive a sample of the OrthoBanc event.

- Stop by the Dr. Fresh (booth No. 1557) has all the colorful Birds and Hello Kitty toothbrushes. You can find additional booth incentives with PRO-HEALTH System products. You'll also get an iTouch by signing up your company or practice with SorrisoOrtho.

- Dr. Fresh (booth No. 1557) has all the most popular product boxes, which includes a V-Trimm toothbrush, travel toothbrush, floss, mirror, floss threaders, proxy brush case, mint wax and a two-minute timer.

- If you've brought your children to check out the AAO this year, you're sure to find yourself at the KidSpace Interactive booth (No. 1941), where they can play some of the newest video games available for office waiting rooms. While you're there, enter the free drawing to win an Xbox 360 Kinect Game System.

- At the tops Software booth (No. 473), you can pick up some cool pins with self-affirming statements such as, "I Rock," and "Sexy and I Know It" as well as a hot-pink tote bag. While you're there, learn about "topsOrtho, the Mac-based practice management and imaging system."

- SorrisoOrtho is the first app created for the iPhone and iPad with the sole objective of enhancing the orthodontic experience. Download the app, and stop by the company's booth (No. 155), and you will be product box, which includes a V-Trimm toothbrush, travel toothbrush, floss, mirror, floss threaders, proxy brush case, mint wax and a two-minute timer. - If you've brought your children to check out the AAO this year, you're sure to find yourself at the KidSpace Interactive booth (No. 1941), where they can play some of the newest video games available for office waiting rooms. While you're there, enter the free drawing to win an Xbox 360 Kinect Game System. - SorrisoOrtho is the first app created for the iPhone and iPad with the sole objective of enhancing the orthodontic experience. Download the app, and stop by the company's booth (No. 155), and you will be product box, which includes a V-Trimm toothbrush, travel toothbrush, floss, mirror, floss threaders, proxy brush case, mint wax and a two-minute timer. - If you've brought your children to check out the AAO this year, you're sure to find yourself at the KidSpace Interactive booth (No. 1941), where they can play some of the newest video games available for office waiting rooms. While you're there, enter the free drawing to win an Xbox 360 Kinect Game System.
Here at the AAO: What to know

What
American Association of Orthodontists’ 112th Annual Session

When
Today through Tuesday

Where
Hawaii Convention Center, 1801 Kalakaua Ave., Honolulu

Online
www.aaomembers.org/mtgs/2012-AAO-Annual-Session.cfm

Exhibit hall hours
The exhibit hall is located in Level 1 of the Honolulu Convention Center.
• 8 a.m.–3:30 p.m. today and Monday
• 8 a.m.–2 p.m. Tuesday

Table clinics
7:30 a.m.–2:30 p.m. today, Monday and Tuesday

Scientific posterboard exhibits
9:30 a.m. today

Attire
The official dress code of the AAO is “Aloha Wear,” which includes aloha shirts, khakis and loafers for men and aloha shirts, khakis, skirts, city shorts, dresses, loafers and sandals for women.

C.E. Pavilion
While attending the AAO, record the lectures you attend and print your C.E. hours report at the C.E. Pavilion on the Level 3 Breezeway.

Shuttle schedule
The AAO shuttles will operate at 15-minute intervals in the mornings from 6 a.m. to 9 a.m. and late afternoons from 1 p.m. to 3:30 p.m., and at 30-minute intervals during mid-day from 9 a.m. to 1 p.m. every day.

The following hotels will have shuttle service: Hilton Hawaiian Village, Courtyard, Doubletree, Embassy Suites, Hilton Waikiki Beach, Hyatt Regency, Moana Surfrider, Royal Hawaiian, Sheraton Princess, Sheraton Waikiki and Waikiki Beach Marriott.

Please refer to the shuttle signage, which will be posted in each shuttle hotel, for hours of operation and special event details. Routing and pickup locations are subject to change.

Camp AAO
Children 6 months to 12 years old are welcome to participate in the Camp AAO on-site program. The activity center will be located at the Hawaii Convention Center, Room 321, and will be open daily.

Children ages 6 to 12 have the opportunity to participate in educational youth tours as well. The tours depart and return to the on-site activity center each day.

Those children participating in tours also have the option to sign up for hourly on-site attendance prior to and following the tour. An hourly rate will apply. The youth tour program will include visits to Waikiki Aquarium, Honolulu Zoo, Bishop Museum, Dole Pineapple Plantation and the Hawaii Children’s Discovery Center.

Camp AAO activity center hours are from 6:30 a.m.–3 p.m. daily. Youth tour hours are 9 a.m.–12:30 p.m. daily.

For more information, visit www.accentregister.com/register/campAAO12 or call (504) 524-0188.

Professional lecture recordings
Most of the lectures presented at this conference will be audio recorded and available as a package set on a DVD ROM in MP3 format. Most of these recorded lectures will also include the speaker’s screen presentation as an integrated synchronized file.

On-site orders will be available for $158 (includes shipping).

Giving back
Annual session attendees will have an opportunity to “give back” to the Honolulu community by aiding hungry residents of Oahu. The annual session “Virtual Food Bank” kiosk on Level 2 of the Convention Center will accept contributions and provide receipts for donations. All funds contributed will go to a local food bank.

The Hawaii Convention Center at night. Photo/ Hawaii Tourism Authority, Chuck Painter
Moreover, patients with a mutilated dentition often have interproximal bone loss and uneven wear on posterior teeth, which may require the orthodontist to level the bone and reshape teeth to maintain occlusal contacts. Of those adults seeking orthodontic treatment, only about 30 percent require orthodontic treatment alone, 45 percent require the service of another dental specialist and 25 percent require the services of multiple dental specialists.

The aims of this qualitative and quantitative investigation were:

- To determine if orthodontic treatment outcomes are evaluated consistently by individual examiners of different specialties.
- To determine which factors are considered most important by practicing orthodontists, periodontists and restorative dentists for the evaluation of the quality of adult orthodontic treatment outcomes of patients with a mutilated dentition.

Subject selection

Following IRB approval, the subjects were selected from the existing records of consecutively treated patients who finished treatment at Temple University in the department of orthodontics within the last three years. Inclusion criteria for the patients were:

- 18 years of age or older.
- Two or more missing teeth.
- No active periodontitis.
- Good cooperation during treatment.

Examiner selection

The evaluators selected were dental faculty, periodontic faculty and three faculty members from the restorative dentistry department served as evaluators. The orthodontic evaluators were additionally asked if they based their judgment on ABO standards or what is reasonably achievable for the patient. A second round of data collection was designed to obtain qualitative data from all evaluators through the use of an open-ended questionnaire.

Data analysis

This study was designed to collect both quantitative and qualitative data. The consistency among individual evaluators was evaluated. Judgment of final outcome of orthodontic treatment involves an aesthetic component that is subjective in nature. The open-ended questions offered insight into the factors deemed most important to assess the outcome of orthodontic treatment.

Results

Consistency was noted among individual examiners, but each group showed different priorities in what is optimal as described by the ABO guidelines with what is reasonably achievable for the patient.

Conclusions

Orthodontists and periodontists rate esthetics – a high-priority qualitative entity – as the most important factor to judge orthodontic treatment outcome. The OGS excludes this critical criterion. We are tempted to suggest the results of this study might serve as the foundation to develop adult orthodontic treatment guidelines.

References


About the authors

KATIE MIETTUNEN, DDS, MS, practices orthodontics in Champaign, Ill. ORHAN C. TUNCAY, DDS, is the chairman and director of the orthodontics program of the department of orthodontics at Temple University. His long career started in the Department of Biochemistry at the University of Pennsylvania School of Dental Medicine. Among his numerous achievements, Tuncay is also known as the person who wrote the book on Invisalign.
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The new AnywhereDolphin Apps lets you run Dolphin Imaging and Dolphin Management software without the need of a physical server in your office. You now have the option to say goodbye to costly file server purchases and the fees associated with its complex configuration and ongoing maintenance. You run the latest version of Dolphin software, every time. We even perform the necessary, regular data backups for you. AnywhereDolphin Apps seamlessly supports multiple offices. It also runs under Windows or Mac operating systems. For more information, visit www.dolphinimaging.com/anywhere.

Visit us at Booth 627/727 at the 2012 AAO in Honolulu for a hands-on demo. Ask about our special show pricing!
Product scrapbook

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

The NeoLucent Plus Ceramic Bracket delivers esthetics by blending with the natural tooth tone for a virtually invisible appearance. What’s in the ‘Plus’? A Crunch COAT™ Base for strong bonding and predictable debonding, plus it has a compatible in/out with the Maestro® Bracket. See the NeoLucent Plus Ceramic Bracket at Ortho Organizers’ booth, No. 1227. Photo/Provided by Ortho Organizers

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. Stop by the PhotoMed booth, No. 847, to learn more. Photo/Provided by PhotoMed

The new PLANMECA ProMax® 3D Mid is a CBVT unit including 3-D imaging, panoramic, extraoral bitewing, cephalometric all-in-one machine 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, having the unique ability to meet all of your diagnostic needs including implantology, endodontics, periodontics, orthodontics, as well as dental and maxillofacial surgery and TMJ analysis. The volume sizes range from ø3.4 x 4.2 cm to ø16 x 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. To learn more, stop by PLANMECA’s booth, No. 637. Photo/Provided by PLANMECA

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Ortho2’s Edge delivers all-encompassing practice management, imaging and communication software. Edge features Cloud Computing, imaging, appointment reminders, patient-education animations and more. Discover a world of efficiency, profitability and innovation in your practice. Stop by Ortho2’s booth (No. 2003) to learn more. Photo/Provided by Ortho2

Visit DENTAURUM at booth No. 1037 to see its SUS2 – Chairside Class II Corrector. The SUS2 includes such features as an internal spring for better hygiene and patient comfort, and it also incorporates an archwire locknut for the lower base arch to help avoid bracket debonding and interference with the bite. This product sells for only $269 for a complete three-patient Kit ($89/kit). (800) 523-3946, sales@dentaurum-us.com. Photo/Provided by DENTAURUM
VALO’s curing light goes cordless

By Sierra Rendon, Ortho Tribune

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 preorder.

“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.

“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 dropped 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.

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 attributes. 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 panoramic, cephalometrics and 3-D imaging. The GXDP-700 offers the practitioner clear and detailed images for more precise diagnosis and treatment planning for caries, 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 CXDP-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 perform treatment planning with Ortho Analyzer. While the lab will load the case into 3Shape’s Appliance Designer™ to design the customized product. Additionally, 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 systematic manner.
- Appliance Designer: Users can design modified study models or appliances for output using all types of 3-D driven machines and materials. Easily create nightguards, retainers, splints, surgical bites and much more.

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

TRIOS enables dentists to rapidly capture 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 clinically 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™ technology 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 visualization
- Instant Impression Validation
- Online communication with the lab

Here at the AAO

For more information on 3Shape's new technolo-
gies, stop by the booth, No. 955.
The M-Series: A bond like no other

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 bracket 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. AJODO, 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.

Dentaurum USA General Manager Craig Beach 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.

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

You know how important photographs are to your practice, but you don’t know who to turn to for advice. PhotoMed understands your needs and can help you choose the right camera. We also include a support and loan program for the life of the camera so you have someone to turn to if you have questions.

PhotoMed dental cameras feature the best digital camera equipment available. The Canon G12, Rebel T3 and T3i are great choices.

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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 desktops. 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 possible for clinicians to access practice data from any Apple iOS (iPhone®, iPad®, iPod touch™) device. This includes real-time access to data, as well as the ability to edit and synch the data, wherever they are.

That’s why we’ve 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, Nos. 627/727 or see www.dolphinimaging.com.

This obviously eliminates the big, initial purchase of a server and all the ongoing maintenance and hardware configuration fees. All software is updated and backed up automatically, so they don’t need to worry about it.

AnywhereDolphin Apps seamlessly supports multiple offices. It also runs under Windows or Mac operating systems. Tying these technologies together is our Super Questionnaire, a multi-platform program we introduced last year. Again, realizing the orthodontic practice is no longer confined to four physical walls, the Super Questionnaire lets clinicians, staff and patients fill out medical history, informed consent and other standard forms wherever and whenever is convenient. This saves time because the patient can fill out the form at home before the initial appointment and send that data to the clinician immediately. So the staff has the information in the patient’s chart before he arrives.

To sum up, choosing Dolphin gives a clinician the confidence of knowing his or her practice is backed by a progressive team that works with the orthodontic community to anticipate its evolving needs.

For more information, visit www.dolphinimaging.com.

SureSmile gets a new pricing structure

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.”
YOUR DESIRE, CURED.

VALO ORTHO-CORDLESS
broadband LED curing light

- Powerful, broad-spectrum output for rapid, complete curing
- Slim wand and large footprint designed for easy and effective posterior curing
- Durable wand body crafted of aerospace aluminum
- Operates on common, low-cost, rechargeable batteries for affordability and convenience

Call 888.863.5883 today to request a free demo. And see how VALO Ortho Cordless will cure your desire.

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) Sweepstakes 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 sweepstakes 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 content 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 sweepstakes 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 sweepstakes 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 sweepstakes 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.
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IN-BOOTH SPEAKERS

Saturday, May 5th
10:00 am-10:30 am
Dr. Raphael Greenfield  
68.5%, 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  
68.5%, 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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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) 334-7711 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

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Exploring Oahu

Take some time to discover the history and culture of Hawaii

You came to Honolulu for the American Association of Orthodontists’ annual meeting, and while you’re here for all the latest in education and important interaction with your colleagues, you certainly don’t want to miss the natural beauty and culture surrounding you on this beautiful Hawaiian island.

With the exhibit hall doors closing each day at 3 p.m., be sure to take this opportunity to get out and explore Oahu.

With Waikiki as a central hub, you can explore the legendary North Shore one day and spend the next on the east side snorkeling at Hanauma Bay, a protected marine sanctuary with tons of colorful fish. Thrill seekers can skydive at Mokuleia while daydreamers can relax peacefully on the beach.

Here are some tips and activities to consider when exploring Oahu.

The North Shore

If there is such a thing as a perfect wave, you’ll likely find it on the North Shore. The big, glassy winter waves of this legendary surf mecca attract the best surfers in the world.

Stretching for more than seven miles, the beaches of the North Shore host the world’s premier surfing competitions, including the Super Bowl of wave-riding, the Vans Triple Crown of Surfing.

To get to the North Shore, drive along northwestern Kamehameha Highway (Highway 83) from Haleiwa to Sunset Beach. From Waikiki, it takes about 45 minutes to get to Haleiwa and an hour to get to the beaches.

Top places to visit in the North Shore:

• Waimea Bay: Waimea Bay is the birthplace of big wave surfing and is the venue for the Quicksilver in Memory of Eddie Aikau Big Wave Memorial. This surf competition pays homage to legendary surfer Eddie Aikau and takes place only when the epic Waimea waves are at least 20 feet high.

• Banzai Pipeline (Shark’s Beach): The merciless waves of Pipeline break just 50 to 100 yards off the beach over a shallow reef, making this one of the most dangerous surf spots in the world.

• Sunset Beach: The northernmost surf spot on the North Shore is Sunset Beach. The long wave breaks here are the setting for the O’Neill World Cup of Surfing, the second contest in the Vans Triple Crown of Surfing.

• Haleiwa: This laid-back surf town with a country feel is the gateway to the North Shore, filled with restaurants and shops.

Waikiki

World-famous Waikiki was once a playground for Hawaiian royalty. Known in Hawaiian as “spouting waters,” Waikiki was introduced to the world when its first hotel, the Moana Surfrider, was built on its shores in 1901.

Today, Waikiki is a vibrant gathering place for visitors from around the world. Along the main strip of Kalakaua Avenue, you’ll find shopping, dining and entertainment.

At legendary Waikiki Beach, a statue of Hawaiian hero Duke Kahanamoku welcomes you with open arms. Regarded as the “Father of modern surfing,” Kahanamoku grew up and surfed in Waikiki during the turn of the century. Discovered as a swimming sensation, he won Olympic gold medals in the 100-meter freestyle in 1912 and 1920, then went on to act in Hollywood and use his fame to spread the popularity of surfing.

Waikiki has a variety of beaches to explore. The main stretches include:

• Waikiki Beach: This is the classic shorefront stretch along the beach behind the Sheraton Waikiki, the Royal Hawaiian Hotel and the Moana Surfrider.

• Kahala Beach: When the world thinks of Waikiki, this golden stretch of sand along Kalakaua Avenue is what comes to mind. To the east, Kahanalu Pier extends into the Pacific, giving you a view of the Waikiki shoreline.

Pearl Harbor

Pearl Harbor, named for the pearl oysters once harvested there, is the largest natural harbor in Hawaii and the only naval base in the United States to be designated a National Historical Landmark.

The aerial attack on Pearl Harbor resulted in 2,390 dead and hundreds wounded, and drove the United States into World War II. Today, these attacks are honored by memorial sites.

• USS Arizona Memorial: At 8:06 a.m. on Dec. 7, 1941, the USS Arizona was hit by a 1,760-pound armor-piercing bomb, which ignited its forward ammunition magazine. The catastrophic explosion that resulted sank this massive battleship in nine minutes, killing 1,177 crewmen. Begin your tour at the Visitor Center where you can view a film about the attack and view plaques honoring lives lost on that fateful day. You’ll then take a boat shuttle to the USS Arizona Memorial, a floating memorial built over the sunken hull of the Battleship USS Arizona, the final resting place for many of the ship’s crew.

• Battleship Missouri Memorial: General MacArthur accepted the unconditional Japanese surrender that ended WWII on Sept. 2, 1945, on the Surrender Deck of the Battleship Missouri Memorial.

Today, the massive “Mighty Mo” is a living museum, with exhibits spanning three wars and five decades of service. Explore the decks of this 60,000-ton battleship, three football fields long and 20 stories tall. Stand on the Surrender Deck and view the documents that ended the war. Take a tour and get special access to restricted areas. And don’t miss the ship’s most stunning feature: towering 46-inch guns that could fire a 2,700-pound shell 23 miles.

(Source: Hawaii Visitors and Convention Bureau)
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