Enhance your passion

By Sierra Rendon, Ortho Tribune

Today’s doctor and staff sessions will feature a wide variety of topics ranging from craniofacial anomalies to lingual orthodontics to facial soft-tissue changes in orthodontics.

In addition to the wide variety of topics appealing specifically to orthodontists, the AAO will also welcome best-selling author and TV talk-show host Dr. Laura Berman for its featured speaker series.

Berman will speak today at 9:45 a.m. on “The Passion Prescription: Everything You Need to Know to Keep Your Body and Relationship Vibrant and Exciting for Life.”

Berman is the host of “In the Bedroom” on the Oprah Winfrey Network (OWN). She is also a regular guest on “The Dr. Oz Show” and previously starred in Showtime’s reality TV series, “Sexual Healing.”

Berman is a world-renowned sex and relationship expert who is considered a thought leader and innovator in her field. As a sex educator, researcher and therapist for more than 20 years, she has helped countless couples build stronger relationships improve their sex lives and achieve a heightened level of intimacy.

This presentation may include some explicit material, and parental discretion is advised.

All systems go

By Sierra Rendon, Ortho Tribune

Today will be your last full day of learning, mingling and shopping here at the AAO’s 113th annual session, so you’ll want to have your day planned out to make the most of it.

Perhaps you’ll start your day bright and early with the 8 a.m. doctor session titled, “Orthodontic and Orthopedic Treatment in the Mixed Dentition” by Dr. Roberto Lima-Filho.

From there, you can head into the 9:45 a.m. practice management session, “The Patient Experience Trumps Clinical Expertise,” with Fred Joyal, who will give you practical steps for enhancing the patient experience and turning your dental team into an effective dental marketing team, so your patients understand and accept more treatment.

After that, you may want to shop for some new items to bring into your practice, so you make your way over to the exhibit hall.

Once inside, you may want to consider visiting Sesame Communications at booth No. 301. Sesame will help you with your patient communication systems, such as web design, social media, SEO and other patient communication tools.

while you’re there, find out how you can win a new Vespa and even take a picture sitting on it to show off to your friends!

Head to the AAO’s registration area with any questions about which programs still have space available.

Photo/Sierra Rendon, Ortho Tribune
Within that area of the exhibit hall, you can stop by Colgate (booth No. 318) to pick up a free toothpaste sample and find out how you can win a Vespa! You may also want to head back to your hotel room and get dressed up for tonight’s AAO Gala from 7–9:30. Here, you can end the day with delicious food and fun conversation with your friends and colleagues within the AAO.

To help out your patients who are athletes, you can stop by the Universal Orthodontic Lab (booth No. 950) and ask about its variety of appliances, retainers for universal aligners and indirect bonding. A short distance away at DENTSPLY GAC International’s booth, No. 1325, you should ask to hear more about the DENTSPLY OrthoLab. The DENTSPLY OrthoLab is a full-service national lab that provides a complete spectrum of appliances, and it’s the exclusive provider of AccuBond® Indirect Bonding trays. Finally, you might want to stop by Honeyseckle Creations (booth No. 1648) to see all of the cool new products to brand your products and reward your patients. Some of these items include personalized toothpaste squeezeers, stylus pens, double-wall tumblers, lip balm, tote bags and much more.

Once you’ve attended all the educational sessions and toured the exhibit halls as long as your legs can handle, you may want to head back to your hotel room and find out how you can make a difference in your patients’ oral health by recommending Colgate Total.

Within that area of the exhibit hall, you can stop by Colgate (booth No. 318) to pick up a free toothpaste sample and find out how you can win a Vespa! You may also want to hear about Universal’s new technology and sports guards. You may also want to learn more about the company’s Kolorz Products offer the benefits of universal aligners and indirect bonding.

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Ortho Essentials

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

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

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

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

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

continuing the care that starts in your chair
AAO product scrapbook

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

Allesee Orthodontic Appliances (AOA) recognizes the luxury that each one of us enjoys in having choices. That is why it offers several aligner options for the growing express market, including Clearguide Express and Simpli5, both uniquely designed to best fit your individual practice’s needs. Stop by AOA booth No. 1009 to learn more about its express aligner options. Photo/Provided by AOA

The i-CAT FLX, the newest system to the i-CAT brand, offers 3-D planning and treatment tools for implants and restorations, oral and maxillofacial surgery, orthodontics, TMD and airway disorders. According to the company, the i-CAT FLX has a range of features that deliver greater clarity, ease-of-use and control, including Visual IQuity image technology and SmartScan STUDIO’s touchscreen interface and integrated acquisition system. For more information, stop by booth No. 111. Photo/Provided by Imaging Sciences

Great Lakes now accepts intraoral or desktop scans for fabricating custom appliances. The company can fabricate any appliance from digital STL, and its lab can also work from existing models or impressions. In addition to fabricating custom appliances, Great Lakes can also provide digital study models as well as high-precision printed study models, work models and bites. STL files can be easily uploaded through Great Lakes secure Digital Ortho Portal. A Digital Rx is also available for specifying the digital model services needed for each patient or case. For more information about the digital services, stop by booth No. 1909. Photo/Provided by Great Lakes Ortho

Looking for a faster, easier alternative to alginate? Try Status Blue, available from DMG, booth No. 241. Photo/Provided by DMG
Gendex introduces SRT™, Scatter Reduction Technology, to its award-winning GXDP-700™ cone-beam 3-D system.

This new feature allows clinicians to reduce artifacts caused by metal or radiopaque objects, such as restorations, endodontic filling materials and implant posts.

The use of SRT image optimization technology delivers 3-D scans with higher clarity and detail around scatter-generating material.

SRT represents a significant aid when 3-D scans are required for a variety of procedures, from endodontic to restorative and the post-surgical assessment of implant sites.

“We continue to make significant investments in research and development to bring new, meaningful innovations to the market,” says Mike Bisho, senior product manager for Gendex.

“Our proprietary SRT technology further enhances the diagnostic capabilities of the modular GXDP-700 Series.”

The introduction of SRT to the GXDP-700 platform aligns with the Gendex design philosophy focused on delivering innovations with clinicians and patients in mind.

The activation of SRT is simple: When a scan is prescribed near a known area of scatter-generating material, the user needs only to select the SRT button from the GXDP-700 touchscreen interface.

Gendex is showing off the new SRT technology here at the AAO in booth No. 2607, along with its full line of comprehensive imaging solutions, ranging from digital intraoral sensors and panoramics to intraoral cameras.

About Gendex Dental Systems

Gendex offers a wide variety of comprehensive digital imaging solutions for both general dentists and specialists. The company’s history in continuing innovation, along with a dedication to delivering products that exceed the needs of dental professionals, has earned Gendex recognition as a global leader, according to the company.

Learn more about the full line of Gendex products at www.gendex.com.
Don’t let braces hinder hygiene

By Kristine Colker, Show Daily Editor, and Sierra Rendon, Ortho Tribune

If you’re an orthodontist who would like to help your patients maintain a better level of hygiene care, you’ll want to learn more about Ortho Essentials. Crest and Oral-B, in collaboration with Dr. Duncan Brown, a practicing orthodontist, created Ortho Essentials to improve hygiene for patients with braces.

“Independent research suggests that patients with consistent poor oral hygiene could be in orthodontic treatment longer than originally expected,” said Mike Wagner, category account executive at Procter & Gamble. “Crest and Oral-B created the Pro-Health System: Ortho Essentials, which includes the Oral-B Professional Precision 5000 Electric Toothbrush with Smart Guide, Crest Pro-Health Clinical Protection Toothpaste, Crest Pro-Health Complete Rinse and Oral-B Super Floss. These products, when used together, are proven to reduce plaque and gingival bleeding.”

Of course, none of these products can help if the patient is not consistent in using them.

“Compliance is key. Ortho Essentials includes many different patient education materials that will help keep the patient using the products to improve their oral health,” Wagner said.

Another way orthodontists can help their patients is by directing them to the new Embrace It! hub, also from Crest and Oral-B.

“Embrace It! is a one-stop shop where one can find information pertaining to any part of the ‘braces journey,’” Wagner said. “With an eye to understanding what would actually be helpful and useful to a parent and their kids, this hub will provide practical content, expertise and resources to parents while also providing engaging tools parents will actually want to share with their kids and tweens. Also here, parents can find participating Ortho Essentials offices in the area where they live.”

Orthodontists can point parents to the Embrace It! hub at the same time a child is first receiving braces.

“Orthodontists should embrace the hub, no pun intended, and feel like they can use Embrace It! as a resource to share with their patients,” he said. “They should feel great about sitting down and using the materials on Embrace It! during an appointment or sending parents home with the website to learn more, giving peace of mind to both the orthodontists and patients.”

To learn more about Embrace It!, visit www.embraceit.com or stop by the company’s booth, No. 2101.
BIOLASE, a leading laser manufacturer and distributor of NewTom and 3Shape TRIOS technologies in North America — is showcasing its award-winning laser systems, 3-D cone-beam devices and digital intraoral scanning technology here at the AAO.

EPIC standard set for diode lasers

New this year is the EPIC Total Diode Solution, the newest laser from BIOLASE. It’s described by the company as being packed with one category-exclusive feature after another, setting a new standard in diode laser performance and value. A graphical touchscreen gives clinicians fingertip access to as many as 20 common soft-tissue procedure presets — plus 20-minute full-mouth whitening and FDA-cleared temporary pain relief.

Additionally, a new ComfortPulse setting reduces pulse length to as little as one ten-millionth of a second to avoid heat buildup at the surgical site. This provides for fast tissue cutting with less patient discomfort.

3Shape TRIOS digital scanner, full range of WaterLase all-tissue lasers

Another addition is the 3Shape TRIOS digital intraoral scanner system. The TRIOS digital solution, which includes a hand-held scanner, operator’s control cart and intuitive software, provides faster impression taking, improved accuracy and clinical results, reduced need for retakes and less adjustment and grinding.

According to 3Shape, TRIOS’ unique features include spray-free scanning, high accuracy optimized for an extensive range of indications, clinical scan validation, online communication with the lab and intuitive Smart-Touch user interfacing.

Other products you can get information about include WaterLase iPlus, WaterLase MDX and WaterLase MD Turbo, BIOLASE’s full range of all-tissue laser devices. According to the company, WaterLase iPlus represents a pinnacle of 20 years of research to improve cutting speed to match that of a high-speed drill, with a fraction of the discomfort and ancillary challenges a dental drill creates.

The WaterLase MDX and WaterLase MD Turbo are described as being ideal for practices seeking a basic, lower-cost entry point for all-tissue laser dentistry.

NewTom compact CBCT technology

Finally, the Biolase booth has full-size models of NewTom Cone-Beam Computed Tomography (CBCT) technology. The technology is relatively new to dentistry and is a more compact version of standard medical CT imaging.

The NewTom VGi is reported to have the finest image quality of any CBCT system in dentistry, with a minimal dose of radiation to patients. Clinicians using the NewTom CBCT technology report increased treatment plan acceptance, improved diagnostic capabilities and other advantages, according to the company.

About BIOLASE

BIOLASE develops, manufactures and markets dental lasers and distributes and markets dental imaging equipment. BIOLASE’s core products include dental laser systems, dental imaging equipment and CAD/CAM systems. BIOLASE has sold more than 21,000 lasers.
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Visit us in Booth #111 at the AAO to see it for yourself or go to i-CAT.com!

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*Utilizing the i-CAT FLX QuickScan+ exposure protocol. Data on file.