Movers and shakers

AAO exhibitors mix up the status quo with giveaways, drawings and more

By Sierra Rendon, Ortho Tribune

It’s halfway through the American Association of Orthodontists’ 112th annual meeting, and although beaches and Mai Tais may be calling your name, you won’t want to miss any of the opportunities offered to you at this show.

Between the top-notch educational program and the ortho-focused exhibit hall, the AAO’s event provides orthodontists with knowledge, products and services aimed specifically at them, unlike most other large conventions.

In the exhibit hall alone, there are activities to brighten your day, treats to quench your thirst and samples to take home with you. Here’s just a small glimpse of some of the unique activities or valuable information you’ll find within some 300 AAO exhibits:

• HELLO ELVIS: Stop by the Ortho Insight 3D by MotionView3D.com booth (No. 303) where you can have a 3-D picture taken with “Elvis.” At the same time, you can learn more about the award-winning 3-D laser and special AAO pricing.

• I MUSTACHE YOU: At the Televox booth (No. 427) you can dress up with props — mustaches, boas, Elvis glasses, pirate hats and more — and take a fun picture in the “Bambooth.” While you’re

Find educational opportunities all around

By Sierra Rendon, Ortho Tribune

If you traveled to Hawaii for the educational opportunities at the American Association of Orthodontists annual meeting, you’re in lots of luck. There’s nary an orthodontic topic that won’t be discussed at this show, and there are plenty of important discussions still taking place today and Tuesday. From extractions to Class II treatment to periodontal considerations, if you’re interested in a specific topic, there’s a good chance you’ll find it in the schedule this week.

Beyond the official scientific program, you will also find many educational events on the exhibit hall floor. Here’s a small sampling:

• Ormco: Stop by Booth No. 1009 to find out when sessions are taking place.

• SimpliClear: From 10 a.m. to 2 p.m. at Booth No. 1147, speakers will discuss SimpliClear technology, SimpliClear patient case review and SimpliClear Practice Integration and Benefits.

• American Orthodontics: Sessions take place at noon each day at booth No. 1227.

• DynaAlign: Stop by for in-booth lectures at booth No. 1015.

• Invisalign: Daily speakers at booth No. 1722.
there, check out the opportunity to win prizes from Televox by sending a text that says “Aloha” to 622622 or snap the QR code at the booth.

- **WIN A VESPA:** Enter to win a Vespa Scooter at the Sesame Communications booth (No. 1927). Visit www.facebook.com/SesameCommunications with Smeethy. Stop by the Rocky Mountain Orthodontics booth (Nos. 332) and get your picture taken with “Smeethy.” The staff will e-mail you a copy of the picture, and you can talk to them about innovative solutions and creative products for your practice.

- **GREEN SCREEN:** Ever wondered what it feels like to be an actor working on a movie? Now’s your chance. Head to the Ortho Classic booth (No. 1603) where you can take a picture and have the hula monster superimposed with you. While you’re there, ask about the OrthoVend, which simplifies the organization of your office’s inventory.

- **BE AN ANGEL:** Stop by the Rocky Mountain Orthodontics booth (Nos. 1027/1221) and make a small donation (suggested $5) to the Colorado Orthodontic Foundation, and in return, you’ll get some cool turquoise flip-flops as a small thank you. With your donations, the COF has been able to provide braces to more than 150 children and families who would otherwise be unable to afford orthodontic services.

- **SMILE, SWEETHEART:** 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 talk to them about innovative solutions and creative products for your practice.

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- **FUN FOR KIDS:** If you’ve brought your children to check out the AAO this year, you’re sure to find yourself at the Kidstage 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.

- **GREEN SCREEN:** Ever wondered what it feels like to be an actor working on a “green screen”? Now’s your chance. Head to the Ortho Classic booth (No. 1603), where you can take a picture and have the hula monster superimposed with you. While you’re there, ask about the OrthoVend, which simplifies the organization of your office’s inventory.

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Sesame Communications, Ortho2 unveil data-sharing partnership

Sesame Communications, a leading provider of online patient communication and engagement tools for the orthodontic industry, and Ortho2, the largest independently owned provider of comprehensive orthodontic practice management and imaging systems, this week announced a data-sharing partnership.

Sesame Communications will obtain patient data from Ortho2’s Edge™ system to bring the full suite of Sesame services to Ortho2 cloud-based customers. Sesame has a long history of providing patient communications to customers on other Ortho2 platforms and the addition of the Edge system to that list ensures customers can stay current with the latest Ortho2 technology while still utilizing all the Sesame services they are accustomed to.

“We are thrilled to be expanding our collaboration with Ortho2,” said Diana Friedman, chief executive officer of Sesame Communications. “This partnership allows us to bring convenience and reliability to our shared customers, ensuring they always have the latest technologies without constant hardware upgrades.”

Sesame’s patient connection platform features a robust patient portal with integrated automated reminders, surveys, online payment options, interactive treatment imagery, health history forms, and more.

Orthodontists can access their Sesame 24/7™ centralized dashboard to view the performance of their digital marketing efforts and real-time patient analytics, enabling clinicians to monitor the health and performance of their practice to make informed decisions to help boost profitability, increase patient satisfaction, multiply referrals and improve productivity.

“Ortho2 is pleased to make Sesame Communications available to our growing Edge customer base,” said Amy Schmidt, director of marketing and corporate relations of Ortho2. “The complementary cloud-based technologies provide an excellent integration between products.”

According to Ortho2, Edge delivers an all-encompassing practice management and imaging system, with robust features, unmatched capabilities and integrated programs — all supported by a top-notch customer-service team. Edge features private, secure cloud computing with off-site data hosting, innovative imaging, appointment reminders, patient education animations, online account access and more.

About Sesame Communications

Sesame Communications is a leading provider of cloud-based patient communication systems for the dental industry with more than 6 million patients regularly communicating with providers via Sesame services. Sesame continues to build on its category leadership position by expanding its team and service offerings through extensive market research and industry needs assessment.

An Inc. 500/5000 and a Deloitte Technology Fast 500™ company, Sesame is one of the fastest-growing technology companies in the United States. Sesame is also the 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.

For more information about Sesame, visit www.sesamecommunications.com or call (877) 635-5193.

About Ortho2

Ortho2 is one of the largest independent-ly owned providers of comprehensive orthodontic practice management and imaging software and has been serving orthodontists exclusively for more than 30 years. Ortho2 is committed to improving the efficiency and profitability of orthodontic practices across the country through continuous research and innovation of practice management technologies.

For more information about Ortho2, visit www.ortho2.com or call (800) 678-4644.

Here at the AAO

For more information on Sesame Communications, stop by booth No. 1927. For more information on Ortho2, stop by booth No. 2003.
Here is a look at some of the products you’ll want to check out in the exhibit hall

For a glove that feels inexistent and provides the maneuverability of a bare hand, take a look at Plak Smacker’s newest gloves: the Ultra Thin Nitrile. The Ultra Thin Nitrile — part of Plak Smacker’s new TruFit line — is a latex-free glove made with a soft nitrile material. This allows the glove to be used during appointments where the patient or clinician has a latex allergy. Free TruFit samples are available at booth No. 1847. They are available in seashell white in both 100-count and 200-count boxes. Photo/Provided by Plak Smacker

Inventory control can be an expensive headache, which is why Ortho Classic created OrthoVend. The machine offers automated inventory tracking, secure storage and purchasing, standardized organization, automatic reordering with pay-as-you-go options and easy setup. Stop by booth No. 1603 to learn more. Photo/Provided by OrthoClassic

The PhotoMed G12 Digital Dental Camera is specifically designed to allow you to take all of 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. It’s that easy. Proper exposure and balanced even lighting are assured. For more information, visit www.photomed.net, call (800) 998-7765 or stop by the PhotoMed booth, No. 847. Photo/Provided by PhotoMed

For more information, visit Opal Orthodontics’ booth, No. 409. Photo/Provided by Opal Orthodontics

Opal Orthodontics’ new line of highly specialized instruments were handcrafted in Germany by Hammacher. Each instrument is individually inspected for workmanship and accuracy every step of the way to guarantee consistency. The line of instruments includes pliers and cutters. Stop by booth No. 409 to check them out. Photo/Provided by Opal Orthodontics

WildSmiles Braces provides bracket 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. 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. More information about WildSmiles Braces can be found at www.wildsmilesbraces.com, by calling (402) 334-7717 or stopping by the booth, No. 746. Photo/Provided by WildSmiles

The new VALO Ortho Cordless follows suit with the popular VALO Ortho but adding a battery-operated, cordless wand for mobility. 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. For more information, visit Opal Orthodontics’ booth, No. 409. Photo/Provided by Opal Orthodontics
Imaging is Everything.
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Since its inception, Sirona has been a pioneer in the development of x-ray tools for the progressive Orthodontist. From our full line of ORTHOPHOS® XG digital panoramic and cephalometric units to our innovative GALILEOS® 3D x-ray system with integrated Face Scanner, Sirona has the perfect solution for all of your imaging needs.

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Stop by BOOTH 611 at the AAO to see the NEW GALILEOS Face Scanner

Face scan and 2D/3D x-rays can be used in various ORTHO software tools.

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ORTHOPHOS XG 3D CEPH
- Versatile 2D / 3D Hybrid
- Quickshot
- Integration with CAD/CAM
Ride the 3-D imaging wave

By Dr. White

In surfing, to “barrel” is to ride the wave hollow when it is breaking. I hope that we all ride the technological waves coming to our profession with equal joy.

I have been practicing orthodontics for 30 years. I love the art, the science and the opportunity to make a difference in my patient’s lives.

Five years ago, I had an epiphany: I “needed” CBCT imaging in my practice. I now own two Galileos units. The return on my investment has been dramatic. My case acceptance rate has increased, even in challenging times. 3-D imaging has simplified patient education and enhanced patient understanding. Using precise volumetric information, I am able to optimize treatment plans, often resulting in shorter overall treatment times, as well as improving quality of outcomes. This has resulted in happier, more confident patients who refer more. And I don’t “lose” second opinions.

I am far more comfortable treating TMD patients and screening for subclinical TMJ issues because Galileos scans provide clear TMJ “tomos” without the need for referral.

Sirona is introducing this Integrated FaceScanner here at the 2012 AAO. Your journey in achieving the highest quality treatments and ultimate practice successes will be rooted in the technology you choose to purchase and integrate into your workflow. You may just be realizing that CBCT and 3-D imaging is an inevitable change in how we diagnose and treat our patients or you may be well on your way to learning about and acquiring these latest technologies.

I am confident you’ll arrive at the same conclusion as me. Cone-beam CT and its supplemental software applications are now the diagnostic and treatment-planning tools that produce the greatest outcomes for our patients. The age of the accurate virtual 3-D patient is here!

Come visit with Sirona and the Galileos team at booth No. 611, and you can even get your very own face scan, as seen at left.

This 3-D imaging tool is invaluable for airway visualization. Often we are the first to document airway issues. The patient/parent find the images understandable and compelling, resulting in follow through with ENT referrals. And now, ENTs refer new patients to me!

I chose and continue to advocate for Galileos as the best 3-D imaging solution available. First and foremost, Galileos has one of the lowest effective patient doses per scan, something that patients, parents and I find reassuring, as it is consistent with the ALARA principle.

Second, the easy-to-use software simplifies thorough examination of all aspects of orofacial morphology and has been designed to dovetail beautifully with Dolphin Imaging.

Third is Galileos’ parentage. Sirona is committed to improving its products through regular software updates, technology advancements such as integration of Galileos and intraoral scanning (CAD/CAM functionality) and the development of an amazing new Integrated FaceScanner (which takes a 3-D facial image during a Galileos scan). The IFS sets the stage for how we will better plan and assess treatment with an accurate virtual image of the patient’s face in the future.

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