Let the party begin

114th annual session takes over New Orleans

Welcome to New Orleans and to the 114th annual session of the American Association of Orthodontists. For the next four days, you will have a chance to listen to world-class lectures, participate in hands-on workshops, mingle with your colleagues and check out the newest products and technological advancements the orthodontic industry has to offer.

To kick off the festivities, the AAO’s Annual Session Opening Ceremonies, taking place today from 4–6 p.m., will feature musical artist Kenny Loggins. If football players are more your thing, then be sure to attend the Excellence in Orthodontics Awards Luncheon with keynote speaker Denver Broncos Quarterback Peyton Manning. The luncheon begins at 12:15 p.m. Sunday, and tickets are $55 for the awards and the luncheon and $15 for just the awards.

Get jazzed up

You might have noticed the multitudes of people in town, all ready to get their jazz on at the annual New Orleans Jazz & Heritage Festival, which features more than 400 acts on 12 stages during the course of 10 days. Being held this weekend and next at the Fair Grounds Race Course, centrally located at 1751 Gentilly Blvd., 10 minutes from the French Quarter, the festival showcases music on multiple stages, Louisiana cuisine in two large food areas and crafts artisans from the region and around the world demonstrating and selling their work.

Besides a focus on contemporary and traditional jazz, the festival also includes every style of music associated with the city and the state: blues, R&B, gospel, Cajun, zydeco, Afro-Caribbean, folk, Latin, rock, rap, country, bluegrass and everything in between.

Tickets are still available at www.nojazzfest.com and www.ticketmaster.com or by calling (800) 745-3000. Tickets can also be purchased in person at the Jazz Fest ticket office located at the New Orleans Arena Box Office. The cost is $70 for a single-day ticket. The festival runs from 11 a.m. to 7 p.m. each day.
Of course, the main purpose of the annual session is to enhance your education. Here are some highlights of this year's scientific program:

• Three of the world's top speakers, Drs. Wick Alexander, Patrick Turley and James McNamara, will be giving the latest information on three critical topics in the AAO's prestigious Salzmann, Mer- shon and Angle special awards lectures.

• When a referring dentist mentions an "abfraction lesion," do you know what it means or if it is real? What is the most contemporary thinking on periodontal grafting techniques? What are the options in cosmetic veneers, minimal preparations and materials? Moderated by Dr. David Sarver, the Interdisciplinary Esthetic Advances Symposium is a full day of the world's pre-eminent cosmetic dental clinicians put together to provide the latest current thinking in interdisciplinary dentistry.

• A comprehensive practice management track with 12 speakers will present three topics critical to today's orthodontic practice: "Marketing for Income," "Managing for Profit" and "Monitoring Your Money."

• Do you know what to do if you just got a bad review on Yelp? Is it really possible to eliminate impressions from your practice? If you are not sure, come to the one-day session "Technology for the Orthodontic Office," for both doctors and staff, to find out the answers to these questions and many more.

• Continuing the "Asking the Expert" and "Point/Counterpoint" programs, this year's sessions will address topical questions, such as "Extraction vs Non-extraction," "Surgery First?" and "Modern Approaches to Mechanics."

• "The First Annual Review of the Orthodontic Literature" will present the editors of the AJO-DO, the Angle Orthodontist and the European Journal of Orthodontics discussing the articles in this year's literature that will have the greatest impact on how orthodontists will practice in the future.

• "The College Bowl" will feature debates between selected universities on two controversial topics. You can be sure they will have the literature organized to put the best argument forward on each side of the controversies, the AAO says.

• New this year will be the "AAO 101" kiosk, where AAO staff members will give mini-presentations on member resources. Topics will include customizing AAO marketing materials, locating legal materials on www.aaof.org, finding practice management and informed consent forms, enrolling staff in the Orthodontic Staff Club and more.

• This year's literature that will have the most impact on what orthodontists practice in the future.

• "Point/Counterpoint" programs, this year's sessions will address topical questions, such as "Extraction vs Non-extraction," "Surgery First?" and "Modern Approaches to Mechanics."

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AAO product scrapbook

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

**I-CAT FLX**

The i-CAT FLX is the newest system in the i-CAT family of cone-beam 3-D imaging products, offering 3-D planning and treatment tools for orthodontics. Features of the i-CAT FLX include: full dentition 3-D imaging at a dose lower than a 2-D panoramic X-ray with QuickScan+; Visual iQuity™ advanced image technology to deliver i-CAT’s clearest 3-D and 2-D images; an easy-to-use, guided workflow with the SmartScan Studio™ touchscreen interface; ability to capture traditional 2-D panoramic images with the i-PAN™ feature; and an Ergonomic Stability System to minimize patient movement and maximize the accuracy of the scanning process.

*i-CAT Imaging Sciences, booth No. 2437*

**Assure Plus All Surface Bonding Resin**

Introduced in 2014, Assure™ Plus All Surface Bonding Resin makes it possible to bond directly to every intraoral surface using one bonding primer and any bonding paste — chemical or light cured. The product increases adhesion to normal, atypical, dry or slightly contaminated enamel, and now zirconia and acrylic temps, without additional primers. The universal bonding agent also bonds to metal restorations and porcelain without additional primers. No drying or light curing is required, and it can be used with any light or chemical cure system.

*Reliance Orthodontic Products, booth No. 637*

**Esprit, Class II corrector**

Esprit, a new Class II corrector, brings a variety of unique features, including a CNC-machined body that is smooth and durable and a new, innovative, patented clip. The clip is guaranteed to be easy to install and remove, and it stays in place without disengaging during treatment. Esprit also features a mesial hook that prevents rolling into the occlusion. The hook is smooth for patient comfort and can be removed with ease — no cutting required. Esprit’s enclosed stainless-steel spring prevents painful pinching and unhygienic trapping of food. This enclosed spring also resists deformation and maintains consistent force throughout the patient’s wear. The entire corrector is laser welded, allowing it to withstand even the toughest treatment from any patient — 100 percent guaranteed.

*Opal Orthodontics, booth No. 1037*

**Icon**

Icon by DMG removes post-ortho white spots in one patient visit without any drilling.

*DMG, booth No. 1225*

**PhotoMed G15 Digital Dental Camera**

The PhotoMed G15 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. Proper exposure and balanced, even lighting are assured. By using the camera’s built-in flash, the amount of light necessary for a proper exposure is practically guaranteed.

*PhotoMed, booth No. 630*

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*PhotoMed, booth No. 630*
Running an orthodontic practice is a time-consuming endeavor, but who says it has to take away from the time you spend with your family?

OrthoSynetics provides every service you could need for a successful practice by integrating the business and administrative aspects of your practice. Everything from Marketing and Human Resources to Practice Financial Services.

With OrthoSynetics on your side, you’ll be there. Stop by AAO Booth #2537 to find out how our services may be cost neutral.
Kaleidoscope Custom Layouts
Kaleidoscope, a fully customizable, in-office marketing tool, announces its new Custom Layouts feature. Enjoy the freedom to mix and match backgrounds and templates, giving you even more creative flexibility. Each quarter, the company adds new content or introduces new product enhancements to keep Kaleidoscope fresh and exciting.

WildSmiles Braces
WildSmiles are the only braces that turn correction into expression. According to the company, WildSmiles offers a proven treatment option that has been trusted by orthodontists for a decade. Brackets with patented shaped designer pads allow patients to express their individuality during treatment. A clinical study recently published in the AJO-DO finds WildSmiles are selected by 70 percent of young patients.

eXact
eXact computerized indirect bonding solutions, offered by Great Lakes Orthodontics, is a patented suite of precision, computer-aided, bracket placement services. This exclusive technology determines the exact digital placement coordinates for each bracket. Then, through the use of cutting-edge 3-D printing technology, bonding trays are manufactured with unrivaled positioning accuracy.

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Ormco Custom: Investing in personalization

By Ormco Staff

Here is one motivating statistic: 70 percent of buying experiences are based upon a customer’s experience and how they feel they are being treated. Today, customer service is paramount and also largely linked to a personalized experience. Adults and teens alike have come to expect customization—from simple coffee orders to eyeglass prescriptions and Amazon.com shopping recommendations.

When it comes to patient care, a beautifully aligned smile is the end goal, however, the powerful impact of each patient experience cannot be minimized. A large part of patients feeling like they’re “being treated well” has to do with personal attention and a treatment plan that exactly meets their needs.

While personalized treatment appeals to patients, there are also distinct competitive practice advantages. The “4 Ps” of personalization — pre-treatment smile visualization, per-tooth prescription calculations, patient specific bracket and wire manufacturing and precision bracket placement — can lead to fewer appointments, less chair time, a more efficient practice workflow, added treatment control and precise results.

Ormco Custom, debuting at this year’s AAO Annual Session, is a full suite of digital products offering unprecedented treatment personalization. Read on to uncover how Ormco Custom — featuring Insignia Advanced Smile Design™, Lythos™ Digital Impression System and AOA Labs — works toward a common goal: making it easier to give patients clinically superior outcomes.

Insignia Advanced Smile Design

With unprecedented accuracy, Insignia Advanced Smile Design allows doctors to show patients a 3-D virtual image of the projected final results prior to starting a case. The pre-treatment smile visualization ensures that each patient knows the treatment plan is customized and can see his or her unique tooth progression before the first brackets go on or aligners fitted.

On the doctor side, Insignia Ai — the enhanced and easy-to-use Insignia Advanced Smile Design Approver Interface — combines two occlusion tools into a simultaneous function for clinicians to interact with the patient’s occlusion from multiple angles.

This function provides a higher level of interactive visualization to achieve both the esthetics and occlusion preferred. The occlusion tool is accompanied by a new wizard to easily navigate throughout the entire submission and approval experience, ensuring every detail of customization is documented.

With clear precision placement guides (jigs) shipped with each Insignia case, Ormco Custom provides the means to calculate and view exact bracket placement on a patient’s teeth before curing. This precision placement results in fewer mid-treatment adjustments.

Essentially, Insignia considers the anatomy of each patient’s teeth, the position of each tooth within the mouth and its desired path of travel and then creates a per-tooth prescription based on each tooth’s desired final destination.

Insignia Advanced Smile Design

LPD impressions can be difficult, require many retakes, cause patient discomfort and fail to provide an all-encompassing, 360-degree view of the teeth, arches and bone structure. Lythos Digital Impression System uses AFI technology to capture and stitch together data in real time, acquiring high-definition surface detail at all angulations of the tooth surface.

Unlike traditional impression systems, Lythos can provide up to 2.5 million 3-D data points per second. The result is a more exacting, and personal, single high-resolution scan. In fact, the name “Lythos” was inspired by the word “lithography” — the process of replicating or producing a mirror image of data within the exact confines from which it was taken.

For greater customization, each scan can be manipulated on Lythos’ touch screen. With rotation capabilities, and several vantage points, Lythos provides enhanced visibility to better personalize each patient’s treatment course.

AOA Labs

Ormco Custom is supported by AOA Labs. Customized appliances, including class II correctors, aligners, splints and retainers, offer an unmatched degree of personalization. With this component of Ormco Custom, orthodontists have the ability to create per-tooth prescriptions for every patient.

Join the debate

Profitability vs. personalization. The debate continues at Ormco booth No. 1805. Join in on the fun and cast your vote! If you select today’s winning side, you’ll be eligible for prizes of free Insignia cases, valued at $800**, and professional headshots to be photographed at the booth. In addition to at-show prizes, all participants have a chance at winning a $20,000 Lythos Digital Impression System. What side will you choose?

* McKinsey
** Only AAO 2014 North American doctors are eligible to win. Participants must vote and be present to win any prize. Winners announced daily at the end of each debate. Custom portraits will be photographed at AAO, April 26-28. Lythos winner will be announced April 18, at 4:45 p.m. Doctors and staff from Massachusetts and Vermont are not eligible to win the Lythos Digital Impression System, nor Insignia cases.
I'm Senator Tailor, announcing new possibilities for Personalization with Ormco™ Custom. Yes, Ormco Custom also offers Profitability - but what do we really care about? Personalization! I'm uniting orthodontists to vote for:

» Pre-Treatment Smile Visualization
» Per-Tooth Rx, Custom Torque Brackets
» Custom Wires

VOTE Personalization for a chance to win prizes at BOOTH #1805

REGISTER TO VOTE and watch the debate at Ormco Booth #1805 for your chance to win a FREE $20,000 Lythos® Digital Impression System!

* Only North American AAO 2014 doctors are eligible to win. Participants must vote and be present to win any prize. Winners announced daily at the end of each debate and custom portraits will be photographed at AAO April 20th through April 28th, 2014 during booth hours only. Lythos winner will be announced Monday, April 28th, at 4:00 pm. Doctors and staff from Massachusetts and Vermont are not eligible to win the Lythos Digital Impression System nor Insignia cases.
Healthgrades: Using topical search to generate more case starts

By Sesame Communications

When consumers go online, the vast majority start at a search engine. According to Pew Internet, 93 percent of online activities begin with a search. Healthcare is a very popular search, as 72 percent of Internet users looked online for health information within the last year. With the high volume of content at larger search engines, there has been a shift toward what’s known as vertical search or topical search sites. These are websites that focus on a specific topic or area of interest. In the last half of 2012, topical sites had an 8 percent increase in search traffic while major search engines decreased by 3 percent.

Today, the largest topical search site for U.S. health-care providers is Healthgrades. Each year, more than 255 million visitors use Healthgrades to search, evaluate and connect with health-care providers. Healthgrades.com visitors represent the ideal demographic for orthodontics—overwhelmingly female (92 percent), highly educated (84 percent have post-secondary education) and affluent (52 percent have annual household incomes greater than $75,000).

Healthgrades offers orthodontic practices a large, highly focused audience of prospective patients. During the past 12 months Healthgrades tracked more than 20 million searches for dental care providers, with orthodontists being one of the top searched specialties within that group. Most importantly, Healthgrades users don’t just search—they schedule appointments. More than half (54 percent) of Healthgrades visitors will schedule an appointment with a local provider.

Healthgrades has established a partnership with Sesame, and orthodontists can now secure an enhanced profile, which offers several strategic advantages over a standard Healthgrades profile and gives your practice better access and exposure to prospective patients seeking an orthodontist. Just a few of the benefits include:

- Featured provider placement on Healthgrades.com: Provides your practice with greater visibility and exposure to prospective patients looking to schedule an appointment.
- Automatically published post-appointment reviews: Leverages your high-quality reviews to differentiate the value of your practice and ensures all reviews are really patients.
- Premium phone number and online appointment requests: Allows patients to request an appointment with your practice by simply clicking a button on your Healthgrades profile.

Final thoughts

New case starts are core to your growth and profitability. For many orthodontic practices, online search has become a primary source for new patient opportunities. Healthgrades is a highly compelling channel, with millions of prospective patients ready to schedule an appointment the moment they find the right orthodontist. A Healthgrades enhanced profile is your best opportunity to engage this valuable audience and fill your schedule.

References

2. www.pewinternet.org/Reports/2013/Health-online/Summary-of-Findings.aspx

The Mission of the AAO Foundation, the charitable arm of the American Association of Orthodontists, is to “advance the orthodontic specialty by supporting education and research.”

Foundation funding ensures the future viability of the specialty by investing in the next generation of educators and researchers. Since 1994, the AAOF Awards Program has contributed $9.5 million in funding, primarily in support of Junior Faculty.

In addition to support of Junior Faculty, the Foundation has created the AAOF Craniofacial Growth Legacy Collection (www.aaolegacycollection.org) designed to preserve representative materials from the participating orthodontic collections, improving orthodontic research in the U.S. and Canada.

The latest fundraising effort of the AAO Foundation’s overall Continued Commitment to the Specialty® is the new Research Initiative focused on improving orthodontic research in the U.S. and Canada by bringing in $5 million in new pledges, so that overtime and calculated at an average rate of return of six percent, this will result in an additional $300,000 restricted for orthodontic research.

Please consider a pledge to support this new initiative!

For further information contact Robert Hazel, rhazel@aaortho.org, 800.424.2841, #546 or visit our website at www.aaofoundation.net

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Innovative machined clip design allows easy placement with predictable locking.

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When we asked doctors what they wanted in a Class II corrector, the response was clear: More comfort. More durability. Easier placement.

So we developed Esprit. The breakthrough appliance that offers everything your Class II corrector is missing.
A new ‘dynamic duo’ in self-ligation

Victory Series Active Self-Ligating Brackets offer treatment alternative

By Silviya Karapetian, Global Brand Manager, 3M Unitek

Although self-ligating brackets have been available since the 1990s, their evolution and acceptance by the orthodontic community seems to have progressed most in the past two decades.

Recently, this evolution reached a new level when 3M Unitek introduced the first active self-ligating brackets with pre-coated adhesive.

This new “dynamic duo” in self-ligation — combining the advantages of active self-ligation with the time savings of pre-coated adhesive technology — is found only in Victory Series™ Active Self-Ligating Brackets, offering practitioners a new level of treatment efficiency that hasn’t been available before.

Quality and reliability from a trusted brand

Victory Series Active Self-Ligating Brackets. Photos/Provided by 3M Unitek

Designed using extensive practitioner input, Victory Series Active Self-Ligating Brackets combine industry benchmark performance with APC™ Adhesive, the most efficient bonding system in orthodontics, resulting in an outstanding and unique treatment choice.

From the beginning to the end of treatment, Victory Series Active SL Brackets are designed to give practitioners the quality and reliability they need to treat the most complex cases. They feature a robust ligating mechanism that provides durability and ease of operation, and the full slot-width size door allows optimal rotational control.

There are no special instruments necessary to open or close the door, so the brackets can be used without changing techniques. Patient comfort is also enhanced with thoughtful design aspects such as round, low-profile hooks and rounded edges on the bracket body.

3M Unitek recruited orthodontists who were using competitive active self-ligating brackets for design input and asked them to treat their patients with the brackets in an evaluation phase. Comments received were overwhelmingly positive, including:

• “I felt I was in control the entire duration of treatment, as I had no loss of the ability to ligate the wire in an active state.”

• “What I found most exciting about the Victory Series Active SL Bracket system was the quality finishing I was seeing with a straight wire. Quality engineering led to improved lower anterior alignment.”

• “Dependability, control and quality are what I get with Victory Series Active SL Brackets. Doctors using active self-ligation should consider this system.”

Efficiencies with APC II Adhesive system

Victory Series Active SL Brackets are available pre-coated with proven APC II Adhesive, which reduces bonding steps and variables for added efficiency and convenience. Fewer steps during the bonding process can make the [infamous] bonding appointment more pleasant for both orthodontists and patients.

With a combination of bracket and adhesive, orthodontists and their patients can enjoy the unique benefits of the world’s only pre-coated active self-ligating bracket.

For more information, visit www.3MUnitek.com/VSActiveSL or stop by the booth, No. 903.
Experience the NEW self-ligating Dynamic Duo

Victory Series™ Active Self-Ligating Brackets

Introducing Victory Series™ Active Self-Ligating Brackets - an outstanding new bracket choice from 3M Unitek. They’ve been coupled with APC™ Adhesive coating for an unbeatable combination of treatment advantages and bonding efficiency.

- Quality manufactured to strict tolerances
- Extensively tested to assure reliability
- Robust ligating mechanism for durability and ease of operation
- Full slot-width size door to maximize rotational control
- APC™ II Adhesive coating for reduced bonding steps and convenience

For more information visit 3MUnitek.com or contact your 3M Unitek Representative.

Visit us at Booth #903
The decision to be exceptional

By Jamie Hagen, OrthoSynetics Inc.

If you want to make sure your patients receive an exceptional experience from the day they decide to call your practice to the day their treatment ends, you need to make a decision. You must decide to go above and beyond normal operations, to think of new ways to impress your patients and to work a little bit harder and a little bit longer than the office down the street.

This decision is to be exceptional, which means providing an exceptional experience to every patient, every day.

When you decide to be exceptional, you will create an office culture that both patients and staff will want to become a part of. All it takes is a few fresh ideas and a willingness to change your current environment, and your decision will create happy, satisfied patients and an abundance of referrals.

Happy patients are your biggest advocates and a voice for bringing in new patients. Word-of-mouth is a powerful form of advertising, and an exceptional experience will drive patients to talk about your practice with all of their friends.

Communication is critical

Communication plays a critical role in creating a positive, successful and lasting impression on your patients. Communication is something that happens all day long and that takes place between all parties involved in your practice. While there are many opportunities to use exceptional communication each day, the single most important time in the patient cycle is the moment your front-desk phone rings with a new inquiry.

An impression of the doctor, the team and the practice’s quality of service begins to develop as soon as the line begins to ring. Even before the front-desk associate picks up the phone, the caller is forming an impression and working through the decision of whether to become a patient of the practice. The manner in which this call is handled is a true make-it-or-break-it moment. If this call isn’t handled in a way that’s professional, positive and personal, you have lost a new patient.

For the call to be exceptional:

• Answer the phone within three rings.
• Do not let the call be answered by voicemail. The purpose of voicemail is to collect calls and information while the office is closed. You and your staff should assume that every time the phone rings, a potential new patient is on the other end of the line.
• Develop and use a script for handling new inquiries so the call is professional and efficient. The goal is to invite the patient into the practice for a consultation.

Consider the following to facilitate a positive call:

• As the phone rings, decide to answer the phone with a positive attitude. A positive attitude means the person answering the phone is thinking something to the effect of, “I can’t wait to turn this caller into a new patient!” He or she is not thinking, “I’m way too overwhelmed and busy to pick up. They’ll have to leave a message.” If you are front-desk associate is too busy to answer the phone and the call must go to voicemail, the duties of the front-desk team should be:

• Before the phone is answered, check body language. Sit up straight on the edge of the chair, take a deep breath and smile. Even though the caller can’t see the positive body language, the attitude will come through.
• Answer the phone with immediate enthusiasm and remember to speak slowly. The person answering the phone should always begin by stating his or her first name.

Consider the following to add a personal touch to the call:

• Listen to the caller and use every available opportunity to relate to him or her as a person.
• Think of all callers as current members of your practice family and treat them as such. Assume they will be scheduling an appointment and accepting treatment.
• Speak to the caller with enthusiasm about what your practice has to offer. Most likely, this caller is “shopping around” for treatment. Be sure to offer him or her an unmatched experience on this call so that he or she selects your office. Do this by talking to him or her as a person, not a patient.

Environment is essential

One way to realize the potential of increasing the level of service you provide is by looking at your practice through the eyes of a current patient, a potential patient or a parent. Act as if you are “shopping” your business for the first time. Would you want to do business here? Would you send your child to your practice if you didn’t work here?

It is easy to become complacent with day-to-day operations. You may not easily notice what could be done differently to grow, change and enhance your team to become better. Looking at your entire operation through the eyes of the patient will help with keeping it fresh and appealing.

A key component to the level of service you offer is hospitality. Remember, first impressions are crucial. Make sure the reception area and your receptacle make a positive impression on your patients. The reception area is the first physical impression that patients will gather. As your patients walk into your office, what does your reception area say to them? Who does your reception area better suit—the team and the doctor? Or does it better suit the patient, his younger sister and his mother? Be sure the reception area is as clean, organized and inviting as possible.

Take pride in this area as you would in your own home. This area is where patients should be able to relax and feel comfortable while waiting for their appointment. Invite them to make themselves at home.

How to be exceptional

Consider the following to create a reception area that is exceptional:

• Offer beverages and treats.
• Offer free Wi-Fi access, and post signs to let people know about it.
• Market inter-office and community entertainment, education and events.
• Promote the businesses of patients and their families, and network for them.
• Offer open invitations and easy opportunities to gather referrals.
• Put out a guestbook for every guest or patient to sign or write in on every visit.
• Create a “Team Member of the Month” poster highlighting the member’s favorite movie, ice cream flavor, sport, vacation spot and so on to create a more personal connection between your team and your patients.

As the doctor or practice owner, visit the reception area a few times daily to say hello to patients waiting, straighten the magazines and even clean smudges and fingerprints off the door or windows.

One way to be exceptional: Go into every phone call with a positive attitude.

Photo/Provided by dreamstime.com

About the author

Jamie Hagen is director of education and instructional designer at OrthoSynetics Inc. Hagen has a seasoned performance consultant and customer service sales expert with more than 30 years of experience in consulting companies and customers in the health and wellness industry. At OrthoSynetics, Hagen facilitates the development and delivery of all educational items available to OSI clients, including training guides, videos, scripts, webinar training series and detailed educational curriculums. She also offers unique motivational and customer service training to doctors and their teams. Hagen has a bachelor of science degree from Iowa State University.

Service is significant

Being exceptional will separate your practice from the competition in your area.

Remember, exceptionality requires going above and beyond normal operations. You should constantly be thinking of new ways to impress your patients and keep your operations fresh and innovative.

Most importantly, work a little bit harder than the office down the street.

How to be exceptional

• Write notes: Challenge yourself and your team to write one personal note to a patient daily or weekly. Don’t text or email but instead handwrite and mail a simple “Thank you.” “It was great to see you.” “Good luck this weekend at your soccer game” or another inspirational message to a patient.
• Make calls: Take pride in your work, and take pride in your patients. Make personal confirmation calls, initial banding and de-bandng calls, “Thank you” calls to referral-makers and even calls “just because.” This gesture will speak volumes for what you do and the level of personal service and care you provide.
• Celebrate: Who doesn’t love a party? Celebrate every initial banding, de-banding, birthday or graduation, or even celebrate just to celebrate! Realize that an exceptional experience is the deciding factor for patients to choose your practice, become a part of your practice family and bring other patients to the practice. The moment they decide to call your practice should set your own decision into motion.

Make the right decision. Decide to go above and beyond, decide to impress that patient and decide to work a little bit harder and a little bit longer than the office down the street.

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Ortho Classic names Dr. Thomas Pitts as new executive clinical director

Pitts, a leading authority in the fields of orthodontics, orthodontic finishing and smile arc protection, to lead Ortho Classic’s clinical area

Ortho Classic, a leading supplier of high-quality orthodontics products distributed in 85 countries, has announced that Dr. Thomas R. Pitts has been named Ortho Classic’s new executive clinical director. In this role, Pitts will handle and nurture clinical relationships, new product development, worldwide lecture and seminar series, new clinical approaches with emphasis on smile arc and traditional techniques, and the development of partner doctors for continuing education success.

Pitts, who has practiced orthodontics exclusively since 1970 out of Reno, Nev., has been published in multiple journals and clinical publications and has developed and published specific bracket-placement guidelines. He has also been an active educator in the orthodontic community in a variety of settings both nationally and internationally since 1986, with an emphasis on orthodontic finishing and smile arc protection. He currently serves as associate clinical professor of orthodontics at the University of the Pacific.

“We are delighted to welcome Dr. Pitts as the new executive clinical director of Ortho Classic,” said Ortho Classic President Rolf Hagelganz. “Dr. Pitts is a renowned expert who has advanced the orthodontics profession with his teaching, writing and innovative practice. He is also a trusted advisor to Ortho Classic, which is why we are excited to have him join our team and help us continue to deliver the highest quality clinical standards in the industry.”

Pitts earned his dental degree from the University of the Pacific and earned a master of science in orthodontics degree from the University of Washington. He is a member of the American Association of Orthodontists, the Pacific Coast Society of Orthodontists, the American Dental Association, the Nevada State Dental Association, the Northern Nevada Dental Society and the Progressive Study Group.

About Ortho Classic

Ortho Classic produces and distributes a variety of high-quality products, according to the company. Manufactured in the United States, each catalog item undergoes inspections and constant quality checks. Ortho Classic asserts that its unique manufacturing process allows it to produce high-caliber products at competitive prices. From brackets to buccal tubes and elastics to instruments, Ortho Classic is a one-stop orthodontic resource in 85 countries.
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So the next time you think of innovation in orthodontics, think beyond the bracket. Think GAC.

800.645.5530  newdentsplygac.com
An orthodontic practice management leader, Ortho2 has announced the release of Practice Connect, a new, office-specific app that facilitates patient communication, adds marketing features and expands orthodontists’ practice community.

This Android and iPhone app is uniquely branded for each office and allows practices to customize the information their patients, responsible parties and prospective patients see. The app includes many new mobile features, such as patient access to upcoming appointments, images, animations and even reward points and prizes, as well as global messaging and automatic GPS patient sign-in.

Amy Schmidt, Ortho2’s director of sales and marketing, said: “Practice Connect was developed from specific customer input that we received during the last year. Many of our orthodontists told us they wanted an app that was designed and customized for their office and that they could use to engage their patients as well as drive new patients to their practice.

Practice Connect lets patients set their own reminders for appointments at exactly the time they want — anywhere from 30 minutes to hours or days before the appointment. In addition, patients can sign in for their appointment via the app’s GPS patient sign-in once they come within a certain distance of your office and within a certain time before a scheduled appointment.

Practice Connect also makes referrals simple and rewarding. Patients can easily enter the name and email address of the person they are referring, with the option to include a phone number. Your office gets an email, as well as the person being referred.

Dr. Tim Dumore, an orthodontist in Winnipeg, Canada, said: “I’m very excited to incorporate Practice Connect into our office. What a fantastic way to interact with our patients, as well as for them to see how their treatment is progressing. This marketing tool will greatly help get our name out to those looking for an orthodontist in the area.”

Practice Connect runs seamlessly on Ortho2’s Edge cloud platform and is the latest in a series of mobile app development.

“The response to Practice Connect has been phenomenal,” said Dr. Craig Scholz, Ortho2’s director of emerging technologies. “We are excited to be able to leverage our cloud-based Edge system by adding a powerful patient-based app that is branded uniquely for each office. Now orthodontists can stay connected with their patients 24/7 by giving them meaningful content and unique mobile functions.”

Ortho2 products can be found in more than 2,000 orthodontic offices, and the company has been providing orthodontic software solutions for more than 30 years.
Crest + Oral-B names final winners in Pros in the Profession award program

Crest + Oral-B has recognized four outstanding registered dental hygienists (RDHs), who demonstrate excellent patient care, a passion for the profession and a dedication to learning, with the third year of the Pros in the Profession awards program. These awards acknowledge the pivotal role hygienists play in their patients’ lives, in addition to their unwavering personal commitment to promoting good oral health in their communities.

“We have seen extraordinary entries during the past several years, which is why we must continue to honor those hygienists whose passions shine through in their everyday work,” said John Scarcelli, global scientific communications for P&G Oral Care.

The four winners are Michelle Vacha, Heather Steich, Mallory Edmondson and Amy Kinnamon.

Michelle Vacha
Michelle Vacha, RDH, BS, received her degrees from Northern Arizona University and has been practicing in Colorado Springs, Colo., for the past 24 years. “I am so honored to be receiving this award,” said Vacha, about being named a winner for year three. “I am hoping the attention from it will bring awareness to the public and other hygienists who care for older adults. Through my work, I help seniors deal with specific health factors they face because of lack of dental support. We want to ensure that all of the good work that has gone to maintain oral health throughout life is also preserved once insurance is no longer available through retirement or fixed income.”

Heather Steich
Heather Steich, RDH, received her degree at the University of the Pacific, Arthur A. Dugoni School of Dentistry, and has been practicing in San Francisco for the past five years. “I will be taking my second oral health service/mission trip to Honduras this year,” said Steich, about winning $1,000 for the award. “Last year I used my own funds for the trip, but this year I plan on using the award to put toward the expenses of the trip. In effect, the award will be going back to the community I love to serve!”

Mallory Edmondson
Mallory Edmondson, RDH, BS, received her BSDH from Indiana University South Bend and is currently at the University of Bridgeport Fones School of Dental Hygiene for her MSDH. She has been practicing in Merrillville, Ind., for the past two years. “My favorite aspect of dental hygiene is the limitless opportunities available within the profession,” Edmondson said. “We are educators, managers, practitioners and much more. Hygienists are able to adapt to any given situation and apply their knowledge and skill sets far beyond the dental chair.”

Amy Kinnamon
Amy Kinnamon, RDH, received her degree from Shawnee State University and has been practicing in Athens, Ohio, for the last 17 years. “Last year, I was invited to the U.S. National Oral Health Alliance because of my research concerning ways to increase compliance in dental care amongst Appalachian children,” Kinnamon said. “This year, I have the honor of giving a continuing education course concerning my research at Ohio’s dental hygienist total development weekend. This has been a career goal of mine since returning to my hometown in Appalachia almost 20 years ago.”
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Analyze adult snoring carefully

Condition is often a symptom of other serious problems

By Earl O. Bergersen, DDS, MSD

Snoring in an adult is considered to be a most important symptom that is strongly associated with daytime sleepiness, inattention, restlessness while sleeping, high blood pressure, stroke, atrial fibrillation, heart attacks and even diabetes. It is considered a frequent cause of auto accidents because of daytime drowsiness and lack of attention.

What should a doctor be asking to gain important diagnostic hints as to potential problems strongly related to snoring? Helpful questions can be summarized as follows:

1. Do you snore?
2. How often? Two to four nights a week — this is considered moderate snoring. If it is five to seven nights per week, or almost always when sleeping, it is considered habitual.
3. Is the snoring interrupted by a cessation in breathing? When the breathing resumes, the patient usually shifts the head to one side but may or may not wake up.
4. Count the number of seconds the breathing has stopped. If it is 10 seconds or more, and if these cessations occur at least 10 times per hour, this is considered a serious problem, usually involving sleep apnea.
5. Does the patient seem to have difficulty breathing while sleeping? This is a sign of hypopnea, another serious form of sleep disturbance that is very similar to apnea (the complete cessation of breathing).
6. Does the patient often fall asleep watching television or while reading a book?
7. Most often (but not exclusively), it is a middle-aged male who is overweight and has a large neck size (usually 17 inches or more). There are, however, those who have serious sleep apneas who are not overweight and are not a typical candidate. How should the doctor deal with a snoring patient? To simply issue an anti-snoring device will solve the irritating snoring problem but may ignore much more life-threatening symptoms as mentioned above.

The simplest way is to use a home-night study, which consists of a device (such as supplied by Res-Med) that can monitor not only the severity of snoring (intensity of sound, frequency and when it occurs), but the type and frequency of apnea, blood oxygen and number of breaths, etc. If there is evidence of apnea (a complete cessation of breathing) or hypopnea (labored breathing), then a snoring device could be prescribed.

A simple device is called the Snore-Cure®, which is pre-formed and advances the mandible and tongue at different amounts (4 mm and 7 mm from an end-to-end incisal position).

Choosing the right sterilization process

By Peter O. Sildev, Director, Dentronix

It’s been well over a year ago that I had the privilege of having an article published in the Journal of Clinical Orthodontics (September 2012). The article was about the choices we have in infection control methods and how they impact the materials from which instruments are made.

I obviously have a dry heat sterilizer bias because of the groundbreaking developments Dentronix has made in this technology during the last 25 years, but our FDA-cleared, biologically verifiable dry heat system is no longer a compliant technology during the last 25 years, but there is a feeling among some clinicians that tougher regulations automatically translate to a safer clinical environment.

In my opinion, this is a solution in search of a problem. Until we thoroughly assess the microbiological implications of predominately non-invasive orthodontic treatment via a v-a-s (a) the unsterile clinical environment, (b) unsterile barriers and personal protective equipment (PPEs) and (c), in many cases, unsterile treatment components, the idea of enhancing patient and staff safety by delivering a sterile instrument at the point of treatment is legitimately questionable. There is a viable debate that can be had between the proponents of “sterile” instruments and those that accept “sterilized.”

The risks to instrument longevity and functional integrity are exponentially increased once we begin exposing hinged and inserted orthodontic instruments to steam, water and high-humidity conditions. The disconnect between prudent instrument care and the sterilization of compatible infection control methods has become significantly pronounced in an increasingly digital world.

There are, in fact, instruments manufactured that have a better tolerance to steam sterilization, but there are numerous tradeoffs in functionality. Many older instruments in practices that are purchased by graduating residents have no tolerance for steam sterilization, and if sterilization protocols are changed in these practices without consulting instrument manufacturers, the replacement of an entire damaged instrument inventory can be a significant unanticipated cost.

I also fear the false sense of security that may come through bagging instruments might mask other more subtle areas of potential infection control breakdown. The infection control goal of any patient treatment procedure performed in a non-sterile environment should be to break the chain of cross-contamination.

The sheer number of patient and staff interactions that happen daily in an orthodontic environment demands a thorough assessment of how we biologically isolate one patient from the next. This includes the many infection control tools at our disposal — things as simple as hand washing, plastic barriers on computer keyboards and covers on curing lights.

Creating a totally sterile environment in the orthodontic clinic is certainly one answer, but it’s not a practical one. We need to identify the problem we are seeking to solve, create an office procedure based on existing sterilization, disinfection and cleaning lines, document it, train it to your staff and periodically audit it. This should provide adequate levels of protection in a practical, legal and moral context.
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