Putting on a show

AAO exhibiting companies pull out all the stops during this year’s meeting

By Sierra Rendon, Ortho Tribune

If you came to the AAO 114th Annual Meeting hoping to find new products and technology to bring back to your orthodontic practice, you came to the right meeting!

The exhibit hall is filled with aisles of products — both the latest and greatest and the traditional favorites — that help an orthodontist to practice efficiently and profitably.

Here is just a sampling of the latest orthodontic technology, free goodies and samples specific to the AAO you can find in the exhibit hall:

- Stop by the DENTSPLY GAC booth, No. 721, and discover how innovation is transforming how orthodontists communicate with patients, what products are used and where the future of practice growth is going. Join the conversation and you could be one of 650 attendees to

 Floor of learning

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From seminars to hands-on workshops, educational opportunities can be found all over the place at this year’s AAO Annual Meeting, including right on the exhibit hall floor.

For example, on Sunday at the 3M Unitek booth, Dr. Lisa Alverto spoke on the “Forsus Corrector: More than a Non-Compliance Device” and Dr. Adam Schulhof explained the art of “Building Your Practice With Esthetic Solutions.”

Similar opportunities continue today. Here are just a few examples:

- At 10:50 a.m., Dr. David Paquette will speak on “Orthodontic Solutions for Obstructive Sleep Apnea” at the Henry Schein Orthodontics booth, No. 1719.
- At 11 a.m., Dr. Jonathan Nicozisis will explain “ClinCheck Pro with 3-D Controls, the Ultimate Features in Treatment Planning” at the Align Invisalign booth, No. 2205.
- At 11:25 a.m., Dr. Scott Frey will offer “Soft-Tissue Orthodontics — BOTOX and Beyond” at the Henry Schein Orthodontics booth, No. 1719.
- At noon, Dr. Donna Galante will speak on “Invisalign Teen: Why Not Now?” at the Align Invisalign booth, No. 2205.

Governor Cash and Senator Tailor debate ‘Profitability vs. Personalization’ at the Ormco booth, No. 1805. Join in the entertaining debate today for a chance at winning prizes. Photo/Provided by Ormco
walk away with a free pair of Converse sneakers! At the ClearCorrect booth, No. 237, attendees can receive 50 percent off a first-case purchase. Instrumentarium Dental is extending its extra-oral product line with the new, feature-rich OP300 Maxio Pan/Ceph/3D, its most advanced imaging system ever. Clinicians are invited to see it at booth No. 1653. At the tops Software booth, No. 2819, attendees who watch a theater demonstration on the D7 Matrix can enter to win an iPad. Demonstrations take place today and Tuesday. Yodle can help orthodontists generate new cases. Stop by the booth, No. 553, and ask for Dan or Steve. Just for stopping by, attendees can be entered to win a Google tablet.

To check out the latest in LED lighting and a custom-built dental telescope, stop by the Designs for Visions booth, No. 1354.

The AAO exhibit hall is a great place to fill your suitcase up with New Orleans souvenirs, product samples and other goodies, including: bags, pens and witty pins from tops Software; sugar candy sticks and shiny red bags from Practice Genius — Patient Rewards Hub; bottle koozie from Focus Ortho; breath-mint container from Solomon Orthodontic Systems; business-card holder and hand sanitizer from AccelDent; FlossFish sample; brightly colored beads from Cloudy Ortho; travel bags from Televox and much more. Photo/Sierra Rendon, Ortho Tribune
This 2014 at the AAO in New Orleans

Join The Conversation @ DENTSPLY GAC
Visit Booth 721

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At the 2014 AAO in New Orleans, the question everyone will be asking is “where’d you get those cool Converse Sneakers?” Tell them, “I won them at the GAC Booth!”

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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

**Victory Series Active Self-Ligating Brackets**

The Victory Series™ brand family of orthodontic brackets from 3M Unitek is known by industry professionals worldwide for its quality. Now, this renowned family has expanded into the self-ligating bracket category with the introduction of new Victory Series Active Self-Ligating Brackets. Victory Series Active SL Brackets bring active door appliances to a higher level of performance, featuring a ligating mechanism that provides durability and ease of operation. A full slot-width size door allows optimal rotational control, and no special instrument is necessary to open or close the door, so orthodontists can incorporate the brackets into their practice without changing their technique.

3M Unitek, booth No. 903

**Planmeca Romexis 3-D Ortho Studio**

Planmeca Romexis® is a comprehensive software suite used by dental professionals for acquiring, viewing and processing 2-D and 3-D images. Planmeca now offers Planmeca Romexis 3-D Ortho Studio module, bringing innovative 3-D tools to orthodontists and dental laboratories. The new module is designed for examination and analysis of digital dental models scanned with Planmeca ProMax® 3-D X-ray units and for planning orthodontic treatments in 3-D.

Planmeca, booth No. 1953

**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.

Reliance Orthodontic Products, booth No. 637
Introducing our Class III™ Appliance

Shelf -
Encourages proper tongue position

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Advances PreMaxilla

Bumper -
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No Front Shield -
Allowing for anterior positioning of the maxilla

Lower Posterior Area -
Allows for acrylic lining to increase stability

See our article in today’s issue on Snore-Cure®, for both Adults & Children, Habit-Corrector®, and Class III™

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Seminars given by Dr. Bergersen, DDS, MSD during the show Booth #1205

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A debate for the ages

By Sierra Rendon, Ortho Tribune

If you have not yet attended the "great debate" at the Ormco booth (No. 1805), you should head there today for what has to be one of the liveliest — and funniest — booth presentations at this year’s AAO Annual Meeting.

When you first get to the booth, you’ll have your badge scanned and information entered at one of the many stations available. This will make sure you are eligible to win one of the great prizes to be given away today.

Then you’ll settle in for an old-fashioned — and highly entertaining — debate between Governor Cash and Senator Tailor. The debate? “Profitability vs. Personalization.”

When looking at the Ormco Custom suite of digital products (Insignia™ Advanced Smile Design™, Lythos™ Digital Impression System and AOA Labs), the core drivers behind the innovative 3-D diagnostics, treatment planning and customized appliances are practice profitability and treatment personalization. You may ask, why profitability? Governor Cash responds, “Why not!” However, in all seriousness, the business trend toward digital technology is one made to enhance efficiencies and reduce costs.

As Governor Cash points out, many clinicians have seen drastic increases in profitability with the use of the Ormco Custom suite, some have seen as much as a 50 percent increase in profitability.

Meanwhile, Senator Tailor argues the point that even more impressive than the profitability of Ormco is the personalization that the products allow. Insignia, for instance, allows orthodontists to give every patient an optimal occlusion and smile that are specifically personalized to his or her unique facial features.

With the treatment designed specifically for each patient — and exactly to the doctors’ preferences — Insignia creates a more predictable treatment path, providing fewer adjustments and less time in the chair, Senator Tailor explains.

Following the side-splitting debate, attendees have an opportunity to vote for which side they believe made the better argument.

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, participants have a chance at winning a $20,000 Lythos Digital Impression System.

“Good luck!”

*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, and custom portraits will be photographed today only at the AAO. Lythos winner will be announced at 4 p.m. (CT) today. Doctors and staff from Massachusetts and Vermont are not eligible to win the Lythos Digital Impression System, nor Insignia cases.

Habits that warrant correction prior to age 6

By Earl O. Bergersen, DDS, MSD

Traditionally in orthodontics, most habits are corrected after 6 years of age when the child starts school. The reason for this philosophy has been that most problems in the dentition, caused by habits such as thumb or finger sucking, become less severe and at least partially self-correct as the child matures. This is usually a result of the child stopping or at least slowing down a sucking habit while in school because of embarrassment.

However, recent research on sleep-related problems in young children has shown there are strong links between these habits and many behavioral and physiological problems, such as attention deficit, hyperactivity, mouth breathing, tooth grinding, daytime sleepiness and poor performance in school.

These associations are often the result of adverse problems in the early dentition, such as open bites, narrow palates, receding mandibles and protrusion of the upper arch and front teeth.

For example, a receding mandible, frequently accompanying an active thumb habit, often is responsible for a narrowing of the oropharynx because a retrusive mandible also is the cause of a retrusive tongue, which narrows the airway and reduces the air and oxygen intake of a young child. This is thought to cause many behavior and physiological problems.

Other problems, in addition to those already named, are morning headaches, irritability, bed wetting, talking in sleep, nightmares, a desire to sleep with parents, restless sleep, aggressiveness toward peers and difficulty in school, particularly with mathematics and spelling. Many of these problems can be the result of other causes, but the association with habitual snoring is so strong that serious consideration should be given to a child’s sleep pattern.

What should the doctor be looking for in a 3- or 4-year-old patient? The most important procedure is to simply ask a parent if his or her child snores rather regularly. Further questions involve the symptoms listed above.

Snoring, however, is a very meaningful diagnostic element to ask about. Is there interrupted snoring involved where a child stops breathing for four seconds or more twice an hour or more? This is called sleep apnea and should be referred to the child’s pediatrician. Also of importance is laboring, difficult and loud breathing, as though the child is having difficulty getting enough air to his or her lungs. This is called hypopnea and should also be referred to a pediatrician.

Enlarged tonsils or adenoids are also strong indications for a referral. When these symptoms are ruled out, the child probably can be significantly helped by one of three pre-formed, easy-to-wear removable appliances: the Nite-Guide®, the Youth Habit Corrector and the Youth Snore Cure.

These appliances are generally used for various problems at this young age. The Nite-Guide is used to advance the mandible and tongue — or prevent them from slipping posteriorly while sleeping — and for cross-bites and occlusal problems as well as TMJ problems in the early deciduous dentition.

The Youth Habit Corrector is to correct mouth breathing, open bites and sucking habits. It also is capable of advancing the mandible and tongue as well as TMJ problems in the young child.

The third appliance is the Youth Snore Cure, which also advances the mandible and tongue. All three appliances can greatly lessen snoring and can also often correct many of the behavior and physiological problems mentioned above.

Anything that can influence a child’s normal sleep pattern, such as sucking habits, open bites, narrow palates and mouth breathing, should be corrected at a young age. All of these things, when left uncorrected, can have a strong influence on normal sleep by restricting the nasal- and oropharyngeal airways, which can severely limit the amount of oxygen intake for a child.
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