Come explore it all

By Sierra Rendon, Ortho Tribune Staff

As thousands of orthodontists descend upon the City by the Bay this week, innovation and progress is sure to be top of mind for most here at the American Association of Orthodontists 115th Annual Session, being held at the Moscone Center.

From new products and technology to new materials and equipment and, finally, to new techniques and sessions, varied educational sessions and exhibits will offer orthodontists a new level of understanding and experience, which attendees can bring back to their practices across the country.

In addition to the vast array of educational sessions available, the exhibit hall is a veritable throng of the latest advances in the orthodontic industry.

Here is just a sampling of the new and improved products you can find in the exhibit hall aisles:

- **G&H new brand and product:** The formal rebrand of G&H Orthodontics is happening here this week at the AAO. G&H Orthodontics, booth No. 2029, is celebrating its 40th year serving the orthodontic community, and it is also

Attendees stream into the American Association of Orthodontists 115th Annual Session at the Moscone Center in San Francisco on Saturday morning. Photo/Sierra Rendon, Ortho Tribune Staff

What will you learn today?

By Sierra Rendon, Ortho Tribune Staff

Today’s AAO educational offerings will continue with a wide variety of topics that are sure to have something for everyone. Here is a brief sampling of today’s sessions:

- Dr. Laura Berman will speak on “The Passion Prescription” starting at 9:45 a.m. as part of the AAO featured speaker series. Berman, a world-renowned sex and relationship educator and therapist, has helped countless couples build stronger relationships, improve their sex lives and achieve more intimacy through her TV and radio shows, books, columns and website. Berman also serves on the advisory board for “The Dr. Oz Show” and is a regular guest on “The Steve Harvey Show.”

- Roger P. Levin will offer “Mastering the Art and Science of WOW Customer Service: How to Get and Start More Patients and Grow Production,” also starting at 9:45 a.m.

- James Kerr will offer tips on “How to Overcome Your Fear of Online Reviews and Smile While Doing It,” starting at 2:30 p.m.

- Jackie Shoemaker will speak on “Measuring Your Practice on the Financial Richter Scale” at 3:45 p.m.
launching its new and improved Thermal Copper Nickel premium archwire. Stop by the booth to find out more about G&H’s full line of clinical solutions.

3Shape’s latest offerings. At booth No. 2253, 3Shape will showcase its latest digital orthodontic solutions, including: TRIOS® digital impression solution, TRIO-OS integration with leading orthodontic software, its new R-Series of lab scanners, Ortho Analyzer and Ortho Planner software, digital indirect bonding, and its Appliance Designer software. Make sure to catch some of the live presentations going on in the booth as well.

topsOrtho fun and learning. Head to the topsOrtho Software booth, No. 2899, for the pithy pins and the tasty cotton candy, and stay to hear how topsOrtho Software can revolutionize the way you use practice-management software. topsOrtho will show you how you can quickly and easily determine the profit drivers (and crashers) in your practice.

3M’s product demonstrations. 3M Unitek, booth No. 1129, will feature industry experts at specialty stations providing demonstrations on a variety of products, including Claytec ADVANCED Ceramic Brackets, the APC Flash-Free Adhesive Coated Appliance System and the Incognito Appliance System. The company will also provide demonstrations of a number of new products, including Victory Series Superior Fit Buccal Tubes, which feature improved gripping and handling and APC Adhesive Coating. Forsus Wire Mount, which is designed to make it easier to incorporate Forsus Class II Correctors mid-treatment, and Unitek Lingual Instruments, which are designed for easy installation of Incognito Appliances and tailored for typical lingual procedures.

Attendees get ready to head into the Moscone Center on Saturday morning.
Natalie’s case involved a very tricky transmigratory impacted canine in the mandibular jaw. Utilizing the data from an i-CAT scan, a clear path was discovered to bring that tooth into place and ultimately improve the function of her bite, the support of her lip structure and give her a fully intact smile she loves.

“It would have been easier to just remove that tooth, but with i-CAT 3D technology we were able to design a treatment plan to save her canine.”

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Dr. Sean K. Carlson
Carlson Orthodontics, Mill Valley, CA

HELP US REACH OUR GOAL! AT AAO
i-CAT Booth #2037

SEE THE FULL REPORT AT
STORIES.i-CAT.COM

#their3Dstory
AAO product scrapbook

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

**Esprit, Class II corrector**
Esprit, a 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. 1715**

**Edge Animation App**
The Edge Animations app is a free Apple/Android application for all orthodontists and orthodontic residents. The app contains an ‘Introduction to Orthodontics” video that explains to your consulting patients and parents why treatment from a certified orthodontist matters. The Edge Animations app also includes many compliance videos to help ensure patients are fully informed about their treatment, with videos on brushing, foods to avoid and much more

**Ortho2, booth 413**

**Epic X**
Epic X from Biolase is the newest generation of the company’s award-winning portable dental laser. Epic X features pre-initiated tips, laser-assisted whitening and temporary relief of minor pain, all from a single diode laser solution. Biolase also is offering a reliability assurance plan, which ensures users are never without the Epic X for more than 24 hours.

**Biolase, booth No. 3051**

**i-CAT FLX**
The i-CAT FLX is the newest system in the i-CAT family of 3-D cone-beam 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 comparable dose to a 2-D panoramic X-ray with QuickScan+, 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; an ergonomic stability system to minimize patient movement and maximize the accuracy of the scanning process; and exclusive Tx STUDIO software with specific orthodontic treatment planning tools and integration with CAD/CAM applications.

**i-CAT Imaging Sciences, booth No. 2037**

**Clarity ADVANCED Ceramic Brackets**
Clarity ADVANCED Ceramic Brackets are a leading treatment choice and a perfect balance of innovation and design. The translucent ceramic material blends with the color of a patient’s teeth and resists staining and discoloration, so anyone can smile with confidence during treatment. The bracket’s low profile and rounded corners also makes it comfortable to wear. And if you have patients that want colored ligatures, Clarity ADVANCED Brackets make the colors “pop.”

**3M Unitek, booth No. 1239**

**Photos/Provided by 3M Unitek**

**Photos/Provided by Biolase**

**Photo/Provided by Opal Orthodontics**

**Photos/Provided by Ortho2**

**Photos/Provided by Imaging Sciences**
Assure Plus All Surface Bonding Resin
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.
Reliance Orthodontic Products, booth No. 805

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. Stop by the WildSmiles booth during the show to try your hand at a giant Jenga game. You could walk away with an historic $2 bill if you can successfully pull a brick and place it on top without the tower falling.
WildSmiles, booth No. 3010

ClearCorrect
ClearCorrect works with more than 2,000 orthodontists and is a leading manufacturer of clear aligners. Visit the booth to receive 50 percent off your first case.
ClearCorrect, booth No. 545

Leave patients with a good taste in their mouths.

Call for samples and find out why Gelato was voted Top Prophylactic Paste 3 years in a row!
AAO product scrapbook

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

**M5 G&H Thermal Copper Nickel Titanium Wire**
The M5 G&H Thermal Copper Nickel Titanium Wire is a premium nickel titanium wire that incorporates a precise temperature transformation at 27 degrees Celsius for predictable tooth moving forces. G&H-quality manufacturing and testing processes make M5 distinct from other archwires used in orthodontics.

*G&H, booth No. 2029*

**EyeSpecial C-II**
The EyeSpecial C-II digital dental camera is designed exclusively for dentistry featuring 12 megapixels and 8 shooting modes which are easier, faster and more reproducible to ensure the best quality of images are achieved. The EyeSpecial C-II offers a high performance 49mm close-up lens, intuitive one-touch operations, an ultra lightweight sleek body design and a large LCD touchscreen, which allows the user to view and scroll through images effortlessly, even with a gloved hand.

*Shofu Dental, booth No. 3136*

**The Myobrace for Braces series**
The Myobrace for Braces series is a new addition to the Myobrace appliance range. It is a three-stage appliance system, which facilitates the treatment of the habits causing malocclusion alongside simultaneous treatment with fixed orthodontic braces. The appliance series, which can assist in providing more stable orthodontic treatment results, incorporates the B1 for habit correction, B2 for habit correction and arch expansion and the B3 for habit correction in the retention phase with clear aligners.

*Myofunctional Research Company, booth No. 1843*

**Rayscan Alpha Imaging System**
The RAYSCAN Alpha is a state-of-the-art digital extraoral imaging system developed by RAY Company, a spin-off of Samsung. Combining high-resolution pan/ceph/CBCT imaging with a low-dose setting, the RAYSCAN Alpha provides a combination of image resolution and patient safety. The system comes with a standard five-year warranty for peace of mind with your imaging investment.

*LED Dental, booth No. 843*
Improve your patient experience and accelerate your treatment plans.

A BIOLASE diode laser lets you solve soft tissue challenges you encounter in patients' work ups—on the spot—without referring out, and without the bleeding, post-operative discomfort and negative collateral tissue consequences of scalpel, electrosurge or less effective diode lasers.

Improve Bracket Placement
Enhance Patient Hygiene
Solve Your Soft-Tissue Challenges

SAFE to Use Around Metal

Visit Booth #3051 for special pricing!
This isn’t your typical ortho case

By Sierra Rendon, Ortho Tribune Staff

Thanks to i-CAT technology, Natalie was able to keep her transmigratory impacted canine. Photo/Provided by i-CAT

Thanks to i-CAT technology, Natalie was able to keep her transmigratory impacted canine. Photo/Provided by i-CAT

i-CAT technology helped patient Natalie save her canine

P re-teen Natalie never expected anything but your typical orthodontic routine when she stepped into Dr. Sean Carlson’s office. However, her story is a little different.

“He did an i-CAT scan and found out that I had a rogue tooth that sort of changed everything!” Natalie said.

It turned out that Natalie’s case involved a tricky, transmigratory impacted canine in the mandibular jaw. Utilizing the data from an i-CAT scan, a clear path was discovered to bring that tooth into place.

“It would have been easier to just remove that tooth, but with i-CAT 3-D technology, we were able to design a treatment plan to save her canine,” said Dr. Carlson, based in Mill Valley, Calif.

“It was amazing,” said Natalie’s mother, Laura. “These guys were just wonderful. Being able to see exactly what was going on with the i-CAT was so reassuring, and it made a huge difference.”

Natalie and Dr. Carlson’s story is just one you might hear or read in the “Their Story” i-CAT campaign. This growing collection of stories illustrates how doctors are using i-CAT imaging to help better patients’ lives every day.

“We are very happy to host Dr. Carlson and Natalie and eager for clinicians to visit with them and discuss their inspiring story at our booth,” said Jessica Kachmar, marketing manager for i-CAT.

“In addition to saving Natalie’s canines, the i-CAT booth has also set its sight on some other canines in need of saving.

Here at the AAO, i-CAT has partnered with the Milo Foundation, an established 501(c)(3) nonprofit, no-kill animal shelter in Northern California. Its mission is to provide education, adoption services and sanctuary for animals. John Fonseca, outreach coordinator for the Milo Foundation will be at the booth today, and attendees can get their photos taken with some cute and cuddly puppies.

“We are also appreciative of the humanitarian work done for needy animals by The Milo Foundation, and i-CAT will be donating to this worthy cause,” Kachmar said.

Here at the AAO
Stop by the i-CAT booth, No. 2037, to learn more about the story of Dr. Sean Carlson and his patient Natalie and to get your picture taken with the Milo Foundation dogs.
ESPRIT GIVES YOU OPTIONS

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Now the most technologically advanced bite corrector on the market is available in two installation options: clip or Euclid pin.

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Victory Series Superior Fit Buccal Tubes: Better fit for better results

By Armineh Khachatourian
Brand Manager, 3M Unitek

Our goal at 3M Unitek is to enhance patient lives and comfort, while helping orthodontists work smarter and achieve better results. We provide solutions that improve and shorten the treatment process, so patients spend less time at orthodontic appointments and more time doing what’s really important — enjoying friends and family.

3M Unitek surveyed buccal tube users from around the world to understand the performance and features they deemed most important in these fundamental appliances. They represented users of buccal tubes from a variety of manufacturers, including 3M Unitek. The top priorities among survey respondents were good tooth-to-base fit, ease of wire insertion, patient comfort and ease of positioning and handling.

In response to this extensive input, Victory Series™ Superior Fit Buccal Tubes were designed to meet orthodontists’ requirements, starting with a large compound contour base for superior fit and stability.

They also feature an exclusive contoured funneled archwire slot for easy wire insertion, a low profile and flush mount hook for added patient comfort, and improved gripping and handling characteristics (Fig. 1). To develop this new product, 3M Unitek combined more than 60 years of orthodontic design experience with advanced 3M technologies, including finite element analysis and the 3M Software, Electronic and Mechanical Systems (SEMS) Group’s proprietary software.

Improved fit and functionality

It’s all about the base! Enhancing tooth-to-base fit was a top priority in designing the new Victory Series Superior Fit buccal tubes. The 3M SEMS group developed proprietary software that created an ideal base from many patient samples. Next, new bases were designed around representative first and second molars. Outer “wings” were added to the mesial and distal sides to address the mesial-distal and occlusal-gingival curvatures of the base. These proprietary structures curve around and “hug” the tooth’s clinical crown to enhance tooth-to-base fit.

Unlike the angled transition area found in most straight-sided funnel entry systems, Victory Series Superior Fit buccal tubes have a new funnel entry that features curved funnel sides that gradually taper to the archwire slot. This new entry is designed to receive the archwire on the first try by enabling the archwire to be smoothly inserted into the archwire slot (Fig. 2).

Features for better handling and placement

Several new features were added to assist clinicians in easy placement. The top (buccal side) of the buccal tube was made parallel to the tube’s torque plane. The gripping notch of the buccal tube was improved to be perpendicular to the torque plane of the bracket.

Aligning these surfaces either perpendicular or parallel to the torque plane gives clinicians several areas to push the buccal tube onto the tooth without having the buccal tube slide away during the bonding process. A mesial-distal visual line also was added along the buccal side of the tube to help clinicians align the tube during placement on the tooth.

Preventing occlusion of the lower first molar buccal tubes with the upper teeth was a critical design requirement, and much work went into reducing the tube’s occlusal profile. In order to maintain a reasonable funnel area on such a low profile tube, the mesial end of the tube was extended in the gingival direction, increasing the funnel entry area without negatively affecting the tube’s occlusal profile.

Designed for practicality and comfort, the tubes feature a flush mount, smooth, rounded hook. Victory Series Superior Fit buccal tubes also are available with APC™ Adhesive coating (Fig. 3).

What evaluators tell us

• “We all loved the design of the actual tube. The fluted/ flared mesial opening made wire insertion simple, even in difficult, mesially rotated molars,” said Dr. Ross Taddeo, of Orlando, Fla.

• “Being a huge advocate of only banding lower molars, I was very skeptical of even trying a bonded bracket on the lower 6’s. The new Victory Series Superior Fit Buccal Tubes just fit so well into the occlusion and having them fit right into our pre-coated bonding system made it seamless. Overall, I could not be happier!” said Dr. Scott McCranels, of West Palm Beach, Fla.

For more information here at the AAO, please visit 3M Unitek’s booth, No. 1129.
Introducing: Dolphin 3D Digital Study Models

The new standalone 3D Digital Study Model software module is designed for doctors who want to work with 3D study model data in addition to 2D patient data. What you can do:

- Store and organize 3D digital study model files
- Display models in various surface and volume views
- Take various 3D measurements
- Run traditional 2D arch-length-discrepancy analyses
- Available in the Cloud

A patient CBCT is not required to store 3D model data. Supports standard .STL and .OBJ file formats from existing intraoral and study model scanners. Seamless integration with CEREC Omnicam and CEREC Ortho Software. For more information, visit www.dolphinimaging.com/3dstudymodel.

Stop by Dolphin Booth 729/829 at the AAO in San Francisco for a hands-on demo. Don’t forget to ask about our special show pricing!
New software lets you add digital study models

By Ken Gladstone, Manager of software development, Dolphin Imaging

Dolphin 3D Digital Study Model software lets you add digital study models to your Dolphin Imaging database. It works with all existing intraoral and study model scanners, but is the only system that seamlessly integrates with the CEREC Omnicam and CEREC Ortho Software from Sirona.

Once your study model data is imported, you can:
- Set occlusion and orientation
- Display the models in various surface and volume views
- Take various 3-D measurements
- Available in the cloud

A few frequently asked questions

The only 3D data I work with is study models. Do I have to buy the whole Dolphin 3-D package?

No. The Dolphin 3-D Digital Study Model software is available as a separate, lower-cost product for those doctors who don’t require the entire Dolphin 3-D system.

Whether you scan your models or take digital impressions, you can use the new 3-D study model software module to store these records within the patient’s chart.

A patient CBCT is not required to store 3-D model data.

How does the digital study model software product differ from the full Dolphin 3-D product?

Full Dolphin 3D is a complete software suite, designed for doctors working with both DICOM volumetric data and STL/OBJ surface data. The Dolphin Digital Study Model system is a less expensive subset of full Dolphin 3D. It does not support DICOM volumetric data; it only supports STL and OBJ surface data from intraoral scanners, digital impressioning systems and 3D cameras.

What if I buy this study model module and later want to upgrade to full Dolphin 3D?

You can upgrade to full Dolphin 3D by simply paying the price difference between the two modules. You won’t even need to install any new software — Dolphin will simply deploy the upgraded license to you over the Internet.

What if I want to share a patient’s records to someone who doesn’t own Dolphin?

One of the big benefits of storing all of your patient imaging data in Dolphin is that you can either:
A) Upload a patient to our secure AnywhereDolphin website and grant viewing access to whomever you choose; or B) Archive the patient and share the file with whomever you choose. That person can then download and install our free Dolphin patient viewer from www.dolphinimaging.com/viewer and view the entire patient file.

What do I need to buy to use this module?

The Digital Study Model module can be purchased as a standalone or added to any existing 2D Dolphin Premium installation. Beyond that, you simply need a computer that meets the minimum requirements listed on our website (www.dolphinimaging.com/3d), and a CEREC OmniCam or any intraoral or desktop model scanner that exports STL or OBJ files.

How does Dolphin Study Model system operate differently with CEREC vs. other digital model systems?

Dolphin plus CEREC equals one seamlessly integrated system. A Dolphin user simply needs to create a Dolphin patient record, then select to capture a CEREC scan for that patient. That will automatically bring up the CEREC user interface, which will guide the user though scanning the patient’s teeth. As soon as the user has finished scanning, the screen will return to Dolphin, with the scan already loaded. And CEREC customers needn’t worry about STL file format, or CEREC “lab” licensing — the CEREC data simply flows automatically into Dolphin.

Here at the AAO

For more information or to check out the Dolphin 3D Digital Study Model software, stop by the booth, No. 829.

Photos/Provided by Dolphin imaging

For oral health awareness, please visit sealtwo.org.
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Orthodontics has changed more in the past 20 years than the previous 100 years. Today, orthodontists can offer a treatment experience that’s healthier, more comfortable, more esthetic and faster than ever before.

While this is great news for our industry, it’s important to keep in mind that many consumers don’t understand how advanced orthodontics has become. The old consumer mindset is that orthodontic treatment is painful, takes too long and only straightens teeth. This message no longer resonates with today’s health-conscious and esthetically-minded consumer who expects instant gratification.

To differentiate an orthodontic practice, a new era of consumer education must take place, in which patient dialogue addresses treatment advancements beyond straightening teeth. Through education, orthodontists can help patients better understand the versatile benefits of treatment, directly impacting patient starts.

This is where Ormco’s new My Smile Consult™ comes in — to help motivate patients to start treatment.

My Smile Consult
My Smile Consult is a new online tool from Ormco that can increase case starts by educating patients on the benefits of orthodontia and the Damon™ System. Exclusive to Damon System providers, My Smile Consult features include:

- **Personalized user experience** — Consumers can answer a short series of assessment questions upon arrival to the platform’s homepage. Based on the answers provided, My Smile Consult directs consumers to one of four intuitive dashboards with content that’s tailored to their profile — adult female or male, teen or a parent seeking treatment for their child(ren). Doctors and staff members may also jump directly to any of the dashboards, as needed.

- **Multimedia library** — Consumers can browse relatable multimedia content that is personalized to match their gender and age profile. This tailored approach ensures patient engagement through material that will best resonate with them and have a greater influence.

- **Practice customization** — Doctors can create customized versions of My Smile Consult to showcase their practice branding and contact information, patient photos and testimonials. Doctors may then advertise their customized My Smile Consult via pre-designed Web banners for their practice websites and social media pages and via pre-designed emails to patients.

- **Esthetic appliance options** — With My Smile Consult, patients can explore the clear benefits of virtually invisible treatment such as Damon Clear.

- **Treatment benefits** — My Smile Consult helps to educate audiences on why smiles are important and what an ideal smile looks like through photos, graphics and figures. Topics addressed include ideal tooth display, upright teeth, broadening smiles and more.

Grow your practice with the Damon System
The Damon System is clinically proven to provide remarkable advantages for doctors and their patients, Ormco asserts. To support Damon doctor’s local practice marketing and education programs, Ormco offers a complete range of marketing and staff education assets to help increase patient starts.

Meeting patient demand for esthetically pleasing treatment, Ormco offers Damon Clear passive-self ligating brackets. Orthodontists can stop by the Ormco booth, No. 1119, to learn about Damon Clear2 brackets, which feature a new ultra-precision slot that provides two times the rotational control.*

* As compared to Damon Clear, data on file. Standard torque, upper 3-3 brackets.

Here at the AAO
Ormco’s AAO booth No. 119 will provide My Smile Consult demonstrations and team members will be available to discuss practice benefits of the Damon System and Damon Clear2. You can also register your practice for My Smile Consult.
INTRODUCING CEREC ORTHO

Sirona’s powerful new Ortho Software for CEREC AC with Omnicam opens up a whole new world of orthodontic treatment opportunities—and that’s in addition to the comprehensive restoration capabilities for which CEREC is already known. A fast, precise full-arch scan is all it takes to produce a variety of orthodontic appliances, including clear aligners, retainers, sleep apnea devices, mouthguards and more.

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Assistant Makenzie Thomas
Newell Orthodontics
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John Graham, DDS, MD
sugarhouse orthodontics

topsOrtho has a 99% customer retention rate, so it’s not too hard to find orthodontists and their staff willing to go on record to rave about us. Dr. Graham says, “I love the instant access to patient and office information — especially from home.”

What else is there to love about topsOrtho? Security. Reliability. Mature, native-Mac platform. And speed, speed, speed. Actually, there’s even more, so why not email sales@topsortho.com or call 770-627-2527 for a demonstration. We’d love to hear from you.
PRG Barrier Coat offers protection time that can last up to 6 months

By Shofu Dental Staff

PRG Barrier Coat effectively treats dentinal hypersensitivity by providing immediate and long-lasting relief.

A light-cured, bioactive, resin-based varnish with extended protection time of up to six months, PRG Barrier Coat is unlike any other varnish on the market, according to the company.

It incorporates Shofu’s proprietary Giomer technology, a “surface pre-reacted glass” filler that releases six beneficial ions shown to inhibit bacterial adhesion and characterized by a high-fluoride release and rechargeability, acid neutralization and anti-plaque benefits.

PRG Barrier Coat was designed with self-adhesive abilities to allow easy application on flat and slanted surfaces. Only a thin protective layer is required (15 um) to block dentinal tubules from external irritants and provide esthetic results.

HEMA-free, acetone-free and alcohol-free, PRG Barrier Coat has little odor and reduces the occurrence of detrimental effects on intraoral tissue.

PRG Barrier Coat is ideal for exposed root surfaces and a variety of other applications, including orthodontic brackets, hard-to-brush areas, newly erupted molars and white spots.

PRG Barrier Coat is not indicated for prevention of tooth sensitivity after tooth preparation for direct and indirect restorations.

PRG Barrier Coat retails for $36.65. As a special incentive, clinicians who purchase PRG at the AAO will receive a complimentary pack of 12 Dura-Green stones.

Visit Shofu booth No. 3136 today! PRG Barrier Coat is also available through your local dealer.

For more information, contact Shofu Dental at (800) 827-4638 or go online to www.shofu.com.
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BOOTH #2329

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A product line built with you in mind

By Planmeca Staff

The Planmeca Compact i Touch, Sovereign and the Planmeca ProMax® 3D Mid make up a distinctive product line that is built with the clinician in mind. Feature-rich and designed to accommodate your preferred working positions, these units are made to minimize physical strain and maximize the life of your practice.

Planmeca Sovereign

The Planmeca Sovereign is a combination of sophisticated engineering, innovative technology and award-winning design. It is the only dental unit on the market with both a motorized chair swivel and a motorized base for ease-of-use for any treatment need.

In addition, the length of the motorized backrest can be adjusted to optimally position patients of all sizes. Available only on the Planmeca Sovereign, this feature guarantees the best possible comfort for the patient and optimal working ergonomics for the dental team.

Planmeca Sovereign can be customised to fit the needs of orthodontics. A large surgical and orthodontic tray table is available for all your instruments. In addition, you get direct access to clinical information via Planmeca Romexis and the dental unit integrated monitor.

Planmeca Compact i Touch

Planmeca Compact® i Touch supports an ergonomic and smooth workflow, with simple and intuitive details that make your everyday work easy, comfortable and efficient — without compromise.

For versatility, its compact size fits almost any office design, plus it’s packed with features and functionalities to maximize your productivity.

With more than 40,000 satisfied users around the world, it is designed to accommodate a wide variety of needs in dentistry.

Planmeca ProMax 3D Mid

Planmeca ProMax 3D Mid is a genuine all-in-one CBCT unit including 3-D imaging, 3-D photo, digital 2-D panoramics and cephalometry, all in the same unit. Planmeca ProMax 3D Mid complies with a multitude of diagnostic requirements, including orthodontics and TMJ analysis. It is also an excellent tool for diagnosing ear, maxillary sinus, and respiratory tract diseases.

Planmeca ProMax 3D Mid provides volumes sizes for every clinical application with the possibility to adjust the volume position according to acquired scout images.
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See us at the AAO Meeting, booth 805

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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 225 million visitors use Healthgrades to search, evaluate and connect with health-care providers.

Healthgrades.com visitors represent the ideal demographic for orthodontics — overwhelmingly female (72 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 orthodontists, 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

Healthgrades.com
Photo/Provided by Sesame Communications

Here at the AAO

To learn more about having a Healthgrades enhanced profile, stop by the Sesame Communications booth, No. 2905.

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Dental professionals can spend copious amounts of time searching for a prophy paste that does it all. A paste considered to be ideal would be one that works well for the dentist, does its job in patients’ mouths and enables patients to leave the office with a good taste.

With Gelato prophy paste by Keystone Industries, the possibilities have no limits, according to the company. The paste, which provides a smooth, splatter-free application, is 1.23 percent fluoride ion and will leave a patient’s teeth with excellent polish — and stains removed. Minimal enamel loss is met with each use.

Review: ‘Top Prophy Paste’
One of the biggest bragging rights Gelato prophy paste has earned is from The Dental Advisor. For two consecutive years (2013 and 2014), Keystone’s paste won Top Prophy Paste. In the review, based on more than 2,500 uses with 35 consultants, it earned a 4.5 grade out of 5 and a 91 percent clinical rating. The ranking would appear to confirm how the paste gets the clinical job done and also provides patients with the flavor options to leave their mouths feeling fresh and clean.

Coming in four different grits (fine, medium, coarse and x-coarse), Gelato has a wide range of uses for removing stains.

A flavor for every taste
Keystone’s Gelato comes in six flavors: bubble gum, cherry, mint, piña colada, orange sherbert and raspberry. The paste is available in 6- and 12-ounce jars, and also boxes of 200 individual cups.

To order some of the Gelato prophy paste, visit Keystone Industries online at www.keystoneind.com/en/home.
Introducing Victory Series™ Superior Fit Buccal Tubes – a new generation of the popular and widely used Victory Series™ Buccal Tubes from 3M Unitek.

Designed with extensive user input, these tubes offer performance enhancements you can both see and feel when you place them.

"Victory Series™ Superior Fit Buccal Tubes just fit so well into the occlusion, and having them fit right into our pre-coated bonding system, made it seamless. Overall, I could not be happier."

—Dr. Scott McCranels
West Palm Beach, FL

FEATURES

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- Exclusive "contoured funnel" design for easy wire insertion
- Low profile and flush-mount hook for patient comfort
- Improved gripping and handling features
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Visit 3MUnitek.com/SuperiorFit or talk with a 3M Unitek Representative for more information.

Discover more at the 3M Unitek booth.
Take a guided tour to experience Ormco Custom’s digital workflow

By Ormco Staff

If you haven’t had a chance to swing by the Ormco booth (No. 1119), there’s still time! Ormco is hosting a number of hands-on technology demos and educational sessions with leading practitioners. For those of you looking to better integrate and optimize today’s digital solutions, Ormco has just the demo for you. Technology experts are conducting guided hands-on tours of Ormco Custom, an end-to-end suite of digital tools.

Your complete digital treatment workflow

With a goal of dramatically streamlining your workflow and reducing treatment times, Ormco Custom offers some of today’s most advanced digital orthodontic appliances, the company asserts. Working in tandem, the combined solutions of Lythos™ Digital Impression System, Insignia™ Advanced Smile Design™, and AOA integrated custom lab services can help increase efficiencies for greater practice profitability. Ormco Custom supports the full treatment process, from capturing a digital scan to bonding patient-specific custom appliances.

• Scan
Ormco Custom begins with Lythos, a state-of-the-art digital intraoral scanner. Lythos offers a convenient, powder-free scanning method using innovative video technology to capture real-time impression data for all intended appliances and records. As an added bonus, Lythos removes the inherent challenges associated with traditional impressions — no messy powders and PVS models to store. Furthermore, Ormco’s scanner is specifically engineered to integrate easily into any practice and allows users to own, store and send treatment scans to anyone that accepts .stl files — at no cost.

• Design
Award–winning Insignia software allows you to combine your treatment preferences with the precision of computer-aided smile design, to give every patient an optimal occlusion and smile arc specifically proportioned to their unique facial features. With advanced 3-D technology, Insignia allows users to better visualize and plan treatment for more ideal finishes. From pre-treatment smile visualization to patient specific brackets and wires, Insignia helps make difficult cases more manageable and routine cases exceptional.

• Build
Ormco Custom is integrated with AOA lab services to offer custom brackets, wires and appliances that are unique to each patient and treatment plan, according to the company. To streamline practice workflow, you simply need to place the key words “Lythos Scan” after patients’ names, which will automatically trigger a notification to AOA to retrieve the scanned data from the Ormco cloud. No file converting. No third-party FTP sites involved.

Here at the AAO

Ormco is offering attendees the chance to win FREE registration for the Ormco Custom Global Users Meeting. Simply stop by the booth and drop off your business card, and you’ll be entered for a chance to win complimentary registration (up to a $674 value). Head to the Ormco booth (No. 1119) to learn more!

• Bond

Every Ormco Custom case is accompanied with clear jigs manufactured to fit like a puzzle piece onto patients’ occlusal anatomy. With this, you’re able to view exact bracket placement prior to light curing for a more comfortable bonding experience for staff and patients.

Additionally, each bracket and wire is custom designed for exacting results with fewer finishing appointments.

Learn even more at the Ormco Custom Global Users Meeting

The hands-on Ormco Custom demos and guided tours don’t stop at the AAO Annual Session. The Ormco team is proud to be hosting its Ormco Custom Global Users Meeting June 11-13 in Las Vegas. This meeting will provide leading clinicians with advanced yet digestible educational content on digital practice solutions that can be immediately implemented and impactful at their practice.

An added component to this year’s meeting will be to provide valuable networking opportunities, connecting physicians just getting started with Ormco Custom digital solutions with those who’ve seen the benefits work for their practice and patients.
The new CS 9300C with Fast Scan. Lowest-dose, all-in-one CBCT with one-shot ceph on the market.

There’s no need to sacrifice quality or control to gain a low-dose advantage. The new CS 9300C does it all, including digital modeling. One-shot ceph capability saves time. High-res 2D or 3D images are produced quickly for improved workflow, and 3D images are provided at a dose up to 85% lower than panoramic imaging*. And all the while, Fast Scan mode minimizes exposure for patients young and old. Your need for speed has been sated.

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*Based on studies conducted by John B. Ludlow, University of North Carolina, School of Dentistry: Dosimetry of CS 8100 CBCT Unit and CS 9300 Low-Dose Protocol, August 2014; Dosimetry of the Carestream CS 9300 CBCT unit, June 2011. 85% reduction (3μSv) found in 5x5 cm adult exams; exact dose reduction varies based on field of view and ranges from 0% to 85%. 73% to 95% dose reduction when compared to the standard acquisition program for the CS 9300/CS 9300 Select and varies based on field of view selected.
Bentson Clark & Copple workshop to focus on key elements of partnerships

Partnerships are on the rise. They are one of the fastest growing practice types throughout the United States. However, creating a successful partnership between two dental professionals isn’t easy — it’s more than just a handshake.

Clear expectations and a solid financial plan are the keys to a smooth transition. Establishing effective and inclusive partnerships takes time. It is important to create the right framework from the start and review both the structure and process of the partnership on an ongoing basis.

If you have considered adding an orthodontic partner or even a pediatric dentist to your practice, we invite you to attend a full-day lecture, hosted by Bentson Clark & Copple, which will focus on the key elements of partnerships from a panel of distinguished experts with first-hand experience.

“Building a Lifelong Partnership” is scheduled for Friday, June 19, from 7:30 a.m. to 4:30 p.m. at the O. Henry Hotel, located in the heart of Greensboro, N.C. This educational lecture will focus on the business of building a lifelong, successful partnership. From the legal aspects of creating a partnership to the physical building requirements needed for a partnership, our guest speakers will offer their first-hand experience of long-term partnerships with both orthodontists and pediatric dentists. Many topics will be discussed, including the different types of partnerships, considerations in building a partnership and how to locate a partner.

“When it comes to partnerships, preparation is the key to a smooth transition. This lecture is designed as a great place to start this planning process,” said Chris Bentson, partner, Bentson Clark & Copple, LLC.

The lecture will close with an open forum, panel discussion, where you may pose questions to the Bentson Clark & Copple team and guest presenters regarding anything partnership-related. Scheduled to present are Chris Bentson, Doug Copple, CVA, Dr. Jeffrey Johnson, Joyce Matlack, BSDH, ASID, Dr. Michael F. Nelson, Shannon Patterson, CPR, Dr. Ronald K. Risinger, and Daniel Sroka, JD.

Bring your potential orthodontic partner or future pediatric dental partner and/or your spouse to this event. Registration is open now. Cost to attendee is $599 per person and includes a buffet-style breakfast and networking lunch.
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There is a better way (and LVI can show you what to do)

By Mark Duncan, DDS, LVIF, FAGD, FICCMO, Clinical Director, LVI

You know how those days go — all morning long, it felt like you were struggling to keep on track with the schedule. Your team is frustrated because they haven’t had their full hour lunch more than one day a week in as long as they can remember. And then, to top it off, you walked by the sterilization room 15 minutes ago, and it sure sounded like they were complaining to each other because you said to work in that emergency, and they were struggling to figure out how to pick up their kid from daycare on time. Again. You want them to enjoy working here, but you have to be able to pay the bills. And your best assistant just asked you again if she can have that raise you have been promising her. Don’t they understand?

Today will be another day of three chairs and patient after patient asking you questions about treatment, all eager to get started with getting their mouth fixed, but yet you still won’t see any of them show up on the schedule. They said they wanted to do the work, but for some reason, they never seem to come back and do it. They say insurance doesn’t cover it, or they ask for a pre-determination. Too bad they don’t know the pre-determination doesn’t mean much. Today, you have 27 patients on your schedule and will work your butt off and still not have a chance to pee. It looks like you should be able to be done by 5, but today will finish worse than yesterday. It feels like half of your patients are crankier than you are, and your team isn’t really talking to you today, and you know when you get home, all you will want to do is go to sleep and wake up on Saturday — except it’s still Tuesday!

It doesn’t make sense — you have taken C.E. courses every time they come to town. The new insurance plan was supposed to make things easier. You bought a bunch of new equipment to save money on taxes — of course now you have to pay for it every month — but why does it seem like the harder you work, the further behind you get? There has to be a simple reason.

Well, it turns out there actually is — and it’s something that you learned when you were about 5! Do unto others. More specifically, build systems in your office so that you can treat your patients the way you would want to be treated — comprehensively and with exceptional information to make good decisions — and produce a consistent experience time after time.

While doing that, add exceptional care — esthetic adhesive excellence like you see in the journals. But how? Well, the answer happens to be the foundation that LVI was built upon — building the excellence in a patient-centered practice. And the programs at LVI have been teaching clinical excellence and communication and business systems for almost 20 years to help doctors do a better job of not only seeing the patient but, more importantly, connecting with them. Two decades of not only communication but comprehensive diagnosis and clinical excellence.

As a result, the doctors at LVI have a statistically higher professional satisfaction and income. Isn’t it time you go find out what they are doing differently? Yes. Yes, it is — and congratulations on the journey you are about to start.

For more information on the Las Vegas Institute for Advanced Dental Studies, go online to www.lviglobal.com.
The personalization offered by Ormco Custom is proven to reduce treatment time on average by 37% with 7 fewer office visits per case! With the unrivaled efficiency that Ormco Custom provides, you’ll have a little more of that priceless “you time” to hit the back nine. It’s your world – Ormco Custom is here to help you maximize it.

To learn more about how our portfolio of products can improve your practice visit: OrmcoCustom.com

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