Everyone can be a superhero!

Get your thinking cap on straight

Orthodontic professionals attend an educational presentation Saturday morning at the Invisalign iTero booth (No. 501).

With their ability to create happier, healthier smiles, it can be said that orthodontists are superheroes. Here in Washington, D.C., at the 2018 Annual Session of the American Association of Orthodontists, one company in particular is embracing this particular theme. Representatives from topsOrtho (booth No. 1933) are wearing superhero T-shirts and passing out buttons with heroic sayings on them. They are particularly excited about their new Lightning Cloud high-performance cloud storage system. The company prides itself on its three great super powers — offering practice management that is “fast, easy and reliable.” Of course no orthodontic practice would be able to deliver super results to patients without the most innovative technology applications in our field,” said Dr. Nahid Maleki, president of the AAO, in a welcome letter to attendees. In the classrooms, offerings include lectures and hands-on courses. In the exhibit hall, many companies are offering in-booth presentations led by thought leaders today through Tuesday.

Check your program guide or download the AAO app for times and locations.

Everyone can be a superhero!

Wearing Wonder Woman and Superman T-shirts and handing out buttons with fun sayings on them, the folks at topsOrtho (booth No. 1933) get into the company’s superhero theme. To find this booth on the show floor, just look for the vortex! Photo/Courtesy of topsOrtho

Orthodontic professionals attend an educational presentation Saturday morning at the Invisalign iTero booth (No. 501). Photo courtesy of Invisalign iTero
Visit us at Booth 324
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--- Dr. David Dayan | Brooklyn, NY

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Changes in ABO certification: A scenario-based format

Part two of two

By Dennis J. Tartakow, DMD, MD, EdD, PhD, Editor-in-Chief

Today, orthodontic education and orthodontics in general as an industry is suspect and may well have lost some of the unique trust and luster that it has held since the late 1940s. The crisis for accountability, affordability and accessibility are the mantra for professional and educational reform. Many of our educators, clinicians and researchers are ill-equipped to deal with such unexpected and unanticipated challenges. The universal trust that was given by the American public to medicine and dentistry probably no longer exists. Working together, we must find ways to rebuild that trust.

The ABO’s mission is to establish and maintain the highest standards of clinical excellence in orthodontics. Its mission statement clearly defines four objectives:

1. Evaluate knowledge and clinical competency of graduates from accredited programs;
2. Re-evaluate clinical competency of a diplomate’s career through recertification;
3. Contribute to the development of quality graduate, postgraduate and continuing education programs in orthodontics; and
4. Contribute to certification expertise throughout the world.

In 2007, the ABO certification process went through many significant changes in criteria: (a) the number of cases required for presentation; (b) specific malocclusions; (c) precise time when a case can be presented; (d) the Initial Certification Examination was offered for the first time to orthodontists graduating in 2007 from a CODA (Commission on Dental Accreditation) accredited orthodontic program and who have successfully passed the ABO written examination; (e) four current board-eligible orthodontists, the Option 1 and 11 pathways were to be completed by 2008 but if this was not possible, there would be a transition pathway available; and (f) a recertification process, that was both voluntary and involuntary.

Board certification was based upon the highest standards of knowledge and clinical skill, and all diplomates were expected to maintain and enhance such standards. According to the board, 38 percent (or more than 3,000) of active AAO members from the United States and Canada were board certified. In its 76 years of existence, the ABO has never exceeded 28 percent, averaging approximately 24 percent as board-certified members of all AAO orthodontists.

In 2017, the ABO elected to research and observe other dental and medical specialty boards to ensure adherence to best practices. Currently, clinical examinations of four American Dental Association’s dental specialty boards are completely scenario-based. While creating a degree of expertise and proficiency that all orthodontists should aspire to attain, the ABO believed it was essential and imperative to conduct an “up-to-date” certification examination.

According to Chung, Tadlock, Barone, Pangrazio-Kulbersh, Sabott, Foley, Trulove, Park and Dugoni: “The board’s extensive evaluations, combined with research of best practices, support the decision that a new design is needed to give an examination that is fair, valid and reliable, while increasing accessibility. To facilitate the development of a new examination design, the ABO contracted with Castle Worldwide (Castle), a certification and licensure testing company with 30 years of experience in the science of psychometrics and training development” (2018, p. 322).

The new scenario-based examination format is not intended to make it easier; it’s standards will remain the same high quality. “The ABO believes that in today’s climate a shift is needed to develop an examination that facilitates participation by all, while creating a measure of proficiency and expertise that most specialists should aspire to attain” (Chung, Tadlock, Barone, et al., p. 322).

The new examination will no longer require patient cases but will include four sections: (a) Data gathering and diagnostics, (b) Treatment objectives and planning, (c) Treatment implementation and management, and (d) Critical analysis and outcomes assessment. It will also continue to examine case outcomes of the scenario-based examination by taking into account case and radiographic evaluation, case management form, the discrepancy index and cephalometric superimpositions and analysis.

The written examination will not change; it will use the same layout and design of multiple-choice questions based upon clinical and biomedical sciences, in addition to orthodontics. Once the examinee has successfully completed a CODA-accredited orthodontic program of at least 18 months duration, he or she will be eligible to take the ABO written examination. The recertification process will remain the same, requiring a commitment to lifelong learning, continued clinical improvement, proficiency and self-evaluation.

Change is never easy; it is, however, vitally important for the survival of our profession and the integrity of each one of us. It is only through education that civilization can be advanced and problems solved. There are no teachers … we are all learners. Once we begin to compromise our thoughts and become mediocre Epistemic access to the future has unending possibilities. As the 17th century French philosopher René Descartes stated: “…”under your velvet glove … Cogito ergo sum” is roughly translated as “I think therefore I am.”

The directors of the American Board of Orthodontics are a beacon of elegance and grace. They deserve much credit for their perseverance while swimming upstream in a sea of complexity with no shallow end but indeed, some unpopular opinions and resistance … my hats off to all the directors!

References are available from the publisher.
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I’m iTero Element Flex, and I go wherever you go

My unique, wand-only configuration puts the power of iTero Element technology right in your hands, so you can perform full arch scans in even the smallest office. I prove that power comes in small packages.

> Visit booth 501 for more information
products and services, which can be found in aisle after aisle of the exhibit hall at the Walter E. Washington Convention Center. Many companies are launching new products or updating existing offerings.

Ormco Corp. (booth No. 1017) is showcasing an extensive selection of product innovations, including its new Symetri Clear and Insignia twin appliances, the latest developments in the Damon System, advancements in retention technology and more.

At a news conference held in the company’s booth Saturday morning, members of the industry press received an overview, learned about the various thought leaders who are on hand here in Washington to share their expertise with meeting attendees and had the opportunity to take part in hands-on demonstrations.

According to Ormco, Symetri Clear is the next generation of esthetically pleasing twin brackets made with advanced ceramic manufacturing technology. Backed by several years of dedicated research and development, Symetri Clear is made of polycrystalline-alumina and is designed for strength to withstand forces applied during treatment. It features a low profile, and a proprietary laser-etched pad for reliable bonding and easy, non-destructive single-piece removal, the company said.

Also available from Ormco is Insignia, an award-winning platform that allows orthodontists to combine their treatment preferences with the precision of computer-aided smile design. Coming soon to the conventional twin market, Insignia provides improved predictability, precision, efficiency and consistency, the company said.

At Henry Schein Orthodontics (booth No. 1401), meeting attendees can learn about the new Carriere SLX 3D self-ligating bracket system, which was created by a team of engineers and world-renowned practitioners Dr. Luis Carriere, Dr. Lou Chmura, Dr. Dave Paquette and Dr. Jep Paschal. According to the company, the new system offers beauty, comfort and extraordinary performance.

When it comes to optimizing a practice’s performance, OrthoSynetics has a number of teams in place to help with marketing, consulting, procurement, patient insurance and collections, and financial analysis. You can stop by the company’s booth (No. 2137) to pick up a free practice “boost box.” These are just some of the many offerings available on the show floor. The trade show is open today, tomorrow and Tuesday, so you still have plenty of time.
“The D7 Matrix™ is so powerful. I can see profits by the patient and type of appliance.”

Dr. Alex Figueroa
Superhero, Figueroa Orthodontics

Everyone has a Superhero inside, waiting to be discovered. And when the world of daily practice throws its weight against your team, topsOrtho™ is there to elevate them their absolute best. Figueroa adds, “It’s great seeing the patients give you instant cred. You’re using a Mac, it’s what they use.”

What else is there to love about topsOrtho? Security. Feature-richness. Reliability. 100% Real Mac. Impeccable service from team tops. And speed. So much speed! Townie Choice Award® Winner for Best Orthodontic Practice Management Software for the last three years. Are you ready to join our award-winning family of Superhero practices?

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Scenes from Saturday

Josh Somogyi, left, and Dan Elkin of Allure Ortho (booth No. 1552).

Kelly Baker, left, and Andrei Kovacs of Myofunctional Research Co. (booth No. 2052).

Rich Hofmann, left, and Adam Winik of Planmeca USA (booth No. 2233).

Jeanne Hyatt, left, and Heather Ten Broeck of Bracket Ears (booth No. 2348A).

The gang at OrthoSynetics (booth No. 2137).

Photographs courtesy of the companies depicted

The Walter E. Washington Convention Center is filled with orthodontic professionals Saturday morning, at the beginning of the 2018 AAO Annual Session.

Dr. Dave Paquette offers a presentation on the digital ortho workflow Saturday morning at the Henry Schein Orthodontics booth (No. 1401).
From left: Lauren Smith, Dr. Amanda Wilson and Jason Gooden of Ortho-Tain/Healthy Start (booth No. 311).

Meeting attendees get more information about the SureSmile aligner system at the Dentsply Sirona Orthodontics booth (No. 901).

Scott Hudson, left, and Paul Gange of Reliance Orthodontic Products (booth No. 2221).

Lisa Hull, left, and LeAnn MacDonald of Shofu Dental Corp. (booth No. 324).

Salvatore Rayca, left, and Karyn Bena of Propel Orthodontics (booth No. 1915).

Dr. Mark Sanchez of topsOrtho (booth No. 1933)

Meeting participants attend an educational presentation at PracticeGenius (booth No. 2333).

Brett Kowald, left, and Suzanne Wilson of Ormco (booth No. 1017) demonstrate the company’s new Symetri Clear brackets — which are so easy to debond that an Ortho Tribune editor can do it!

After courses let out Saturday morning, AAO attendees come down the escalators to the exhibit hall.
Here is a look at some of the products you’ll want to check out in the exhibit hall

**EverSmile WhiteFoam**
EverSmile WhiteFoam is a patented cleaning formulation designed to gently clean aligners, gradually whiten teeth and freshen breath all at the same time. No soaking or rinsing required. Just pump the foam into your trays, place them in your mouth and go! It can be used up to four times per day with virtually no sensitivity. WhiteFoam™ is available at CVS stores nationwide for $19.99 or online at www.EverSmileWhite. com for $29.99 or $49.99 for a two-pack.

*EverSmile, booth No. 2607*

**HealthyStart Class III & HealthyStart Max A**
The HealthyStart Class III appliance is designed to correct the Pseudo Class III condition in two to four months with two hours of daytime use. The Class III is designed without the upper anterior wall with three tabs positioned behind the centrals with a lip bumper built into the lower portion. The tongue is used to push against the tabs promoting the forward movement.

HealthyStart Max A appliance is designed to promote the advancement of both the maxilla and the mandible in two to four months with two hours of daytime use. The Max A is designed without the upper anterior wall with three tabs positioned behind the centrals. The tongue is used to push against the tabs promoting the forward movement and allowing the lower arch to follow in the forward direction. See www.thehealthystart.com for more information.

*Ortho-Tain/HealthyStart, booth No. 311*

**Tooth Fairy Socks**
Limited-edition, embroidered, Peruvian pima cotton socks in mid-calf style. Both men’s and women’s sizes. Finely crafted to make your feet smile!

*Honeysuckle Creations, booth No. 1540*

**Oasis bracket**
An MIM’d bracket made in the United States. Low profile with rounded tie wings and 80 count mesh base.

*OrthoEssentials, booth No. 540*
Bracket Ears
Grow your practice and promote your brand with cool ortho-themed jewelry your patients will love! The Lisa Classic, our signature piece, offers sturdy, hypo-allergenic bracket studs and comes gift boxed with 40 interchangeable color bands so patients can literally “match their smile with their style.” See the entire line for gals and guys at the booth or visit bracketears.com.

OrthoBanc
OrthoBanc’s professional payment management service provides payment drafting and complete account management, including follow-up for failed payments and obtaining new expiration dates for expired credit cards. OrthoBanc integrates with most management software platforms for automated payment posting.

EXPERIENCE Rh and LEGEND Mini Rh
GC Orthodontics is proud to introduce the first complete Rhodium System (Rh): EXPERIENCE® Rh, an interactive self-ligating bracket, and LEGEND®Mini Rh, a fully programed twin bracket. GC’s exclusive process ensures that rhodium is bonded at a molecular level to provide the perfect esthetic finish that will not chip or flake. The rhodium surface will not affect the wires super elasticity, thermal dynamics or the wire dimension.

EyeSpecial C-III
The EyeSpecial C-III is the first digital camera designed exclusively for dentistry. Intended for predictable and consistent clinical photography, case documentation, lab collaboration and patient education, the EyeSpecial C-III achieves brilliant images with simplicity and convenience. Equipped with a high-quality sensor and unique FlashMatic module — a proprietary system of flashes and filters — this intelligent camera can demonstrate true-color reproduction and an exceptional depth-of-field range. Like smartphones and tablets, the EyeSpecial C-II is considered highly intuitive and user friendly. It possesses eight pre-set dental shooting modes for efficient dental photography and features numerous smart functions that can enrich peer-to-peer and lab collaboration as well as patient education.

Pitts 21 bracket
At OC Orthodontics, the company’s latest innovation, Pitts 21 System, delivers consistent results using the most revolutionary self-ligating bracket technology. The reduced .021 slot depth provides a tighter pairing between the wire and the bracket, which can lead to earlier engagement, improved torque and better control. Square wire finishing uses 30 to 40 percent lighter forces with greater control than traditional rectangular wires. It achieves true 3-D control in as few as four wires and promotes efficient tooth movement. Visit oc-orthodontics.com or stop by the booth.

Shofu Dental, booth No. 324

OC Orthodontics, booth No. 1901

OrthoBanc, booth No. 2015

BracketEars, booth No. 2348A

GC Orthodontics, booth No. 349

BracketEars, booth No. 2548A
The clear alternative has arrived.

Clinically Powered. Clinician Controlled.

The SureSmile® aligner system is powered by a robust, clinically driven digital treatment planning platform. It ensures the clinician is in control of treatment, and is designed to enable optimal patient customization. Using the advanced capabilities of the software and clinical expertise of the SureSmile Techno Center™, each aligner is custom designed to the clinician’s treatment plan, and anatomically designed to the patient’s facial photo for ideal smile design. Choose either our complete or select system for aligners your way.
Experience aligners your way at AAO Booth 901

In-Booth Speaker Schedule

**Saturday, May 5**
11:30-12:00 DIY Aligners and IDB
   Dr. Cory Costanzo
12:30-1:00 SureSmile: One platform. Many Options.
   Dr. Con Vanco

**Sunday, May 6**
11:30-12:00 DIY Aligners and IDB
   Dr. Cory Costanzo
12:30-1:00 SureSmile Aligners and the Hybrid Treatment Plan
   Dr. Peter Kierl

**Monday, May 7**
11:30-12:00 DIY Aligners and IDB
   Dr. Cory Costanzo
12:30-1:00 SureSmile Aligners and the Hybrid Treatment Plan
   Dr. Peter Kierl
Improve patient acceptance and practice profitability with the EyeSpecial C-III

By Shofu Dental Staff

Clinicians who strive to increase the effectiveness of their practices seek products that can engage everyone in a practice, help streamline the clinical processes and improve the hands-on experience of patients. Clinical photography plays a pivotal role in creating a patient’s consult and documenting dental treatments. In hands of clinicians, dental hygienists, and dental assistants, clinical images can ameliorate patient’s communication and education by providing evidence-based information about a treatment, its progress and challenges.

Dental photography can also enhance the experience and communication between clinicians and dental laboratory technicians by eliminating unclear or vague cues, leaving no room for the misrepresentation of a desired treatment direction or an outcome. Therefore, incorporating the right camera into a dental practice can help increase the practice’s productivity and profitability.

Simple and easy to use for the entire dental team, the EyeSpecial C-III camera captures exceptional images for case documentation, diagnosis and treatment planning, patient communication and education, insurance verification, legal documentation, and dental laboratory collaboration, according to Shofu Dental, the company behind the product. Packed with dental-specific, pre-programmed shooting modes, the EyeSpecial C-III offers clinicians and their team members an effortless navigation through photography tasks without the need of photography knowledge or experience.

Engineered to deliver predictability and functionality, the ultralight (weighing ca. 1 lb) EyeSpecial C-III complies with infection control protocols. The camera’s body is water-, chemical- and scratch-resistant, and it can be swiftly disinfected with a sterilizing towel, virtually eliminating the possibility of cross-contamination.

The right dental camera is a versatile, easily-operated instrument that can be used by the entire dental team to advance clinical accuracy, patients’ acceptance and a practice’s efficiency. Equipped with intuitive, cutting-edge functions tailored specifically for dentistry, the EyeSpecial C-III can help clinicians and their team members meet the varied needs of their patients while improving practice’s productivity and profitability, according to Shofu.

The EyeSpecial C-III offers clinicians and their team members a navigation through photography tasks without the need of photography knowledge or experience. Photo/Provided by Shannon Brinker, CDA, CDD.

Here in Washington, D.C.

To learn more about the EyeSpecial C-III camera, stop by the Shofu Dental booth, No. 324.

‘I convinced our doctor to purchase the EyeSpecial camera for our dental practice. Within 30 days, the practice’s patient acceptance and productivity increased by 20 percent.’

— Shannon Brinker, CDA, CDD

‘Most dental professionals do not realize how beneficial the EyeSpecial camera can be until they actually use it. When I am able to persuade colleagues to try this camera, they typically end up purchasing it and having success with it.’

— Scott J. Chanin, DMD, FAGD

‘For direct communication with the lab, case documentation and educating the patient, I have the EyeSpecial camera. The fact that it is hygienic, lightweight and easy to use make this an excellent camera system.’

— Howard S. Glazer, DDS, FAGD
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to boost your practice’s growth instantly!

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Henry Schein introduces proprietary SLX Clear Aligner System here at AAO

By Henry Schein Staff

Henry Schein Inc., a provider of health-care products and services to office-based dental, animal health and medical practitioners, announced Friday that it has entered the rapidly growing market for orthodontic aligners with its proprietary SLX™ Clear Aligner System.

The SLX Clear Aligner System is a complete solution that incorporates the popular Sagittal First/Motion 3D technology, a proprietary offering of the company’s Henry Schein Orthodontics (HSO) business.

According to HSO’s lead clinical advisor, Dr. Dave Paquette, Sagittal First/Motion 3D can significantly reduce the number of aligners needed for use in a typical case, providing meaningful time savings and clinical benefits to doctors and patients alike.

This new and innovative system offers clinicians and patients an intuitive and simplified treatment process and was introduced by Henry Schein Orthodontics here at the AAO.

The SLX Clear Aligner System, which has been cleared by the U.S. Food and Drug Administration, uses patented manufacturing processes to achieve aligner clarity and a precise fit for greater comfort and improved tooth control, according to the company. The SLX Clear Aligner web portal will accept STL digital impressions from all leading intraoral scanners.

“Henry Schein is committed to providing clinicians with the most advanced and patient-friendly treatment options available,” said Stanley M. Bergman, chairman of the board and chief executive officer of Henry Schein. “With the launch of SLX Clear Aligners, based on the Sagittal First/Motion 3D technology, we are advancing that mission while positioning the company globally as a full-solution provider of innovative orthodontic products. We see considerable growth opportunities in this market, and we are pleased to provide clinicians a new way of satisfying the oral-health needs of their patients.”

The SLX Clear Aligner System provides an enhanced esthetic orthodontic treatment option for consumers, as well as an easy-to-use case submission and treatment planning process for clinicians that offers high-quality outcomes, according to the company.

Henry Schein Orthodontics will begin registration and training immediately. Case submission will begin on May 25.

To learn more about the SLX Clear Aligner System, stop by the Henry Schein Orthodontics booth, No. 1401.

The SLX Clear Aligner System.

Photo/Provided by Henry Schein Orthodontics

Henry Schein introduces proprietary SLX Clear Aligner System here at AAO
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2018 AAO Annual Session

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DON'T LET OTHER MANUFACTURERS TAKE YOU FOR A RIDE.
Request a demo and download the study at planmeca.com/na/Imaging/ULD/.

*According to "Dosimetry of Orthodontic Diagnostic FOVs Using Low Dose CBCT Protocol" by JL Ludlow and J Koivisto.
Ortho-Tain’s HealthyStart celebrates 4 million children treated, continued innovations in children’s health

Company announces new technology in pediatric airway development

By Ortho-Tain Staff

Dr. Bergersen is responsible for developing early orthodontic treatment with oral appliances. More than 50 years of research and innovation led him to understand the negative impacts of mouth breathing by creating treatment that promoted nasal breathing.

Fast forward to today, when Ortho-Tain® is introducing the HealthyStart® series of appliances that address the underlying root cause of sleep disordered breathing (SDB).

New HealthyStart technology focuses on the deficiencies in both the upper and lower jaws by promoting the growth, development and advancement of both jaws. The “Max A™” (Maxillary Advancement) is the newest addition to the HealthyStart System, which continues to bring 50 years of breaththroughs to the industry, promoting growth and development in our pediatric patients.

Treatment with the HealthyStart System

A series of no more than three removable appliances, generally only worn at night, gently expand the arches, eliminate habits, open the airway, align the teeth and correct malocclusions in pediatric patients. The inherent, eruptive forces of a child’s own teeth can be utilized for arch expansion. Early treatment also allows for greater stability, reducing the necessity for lifelong or long-term orthodontic retention.

The Ultimate Phase 1 Plus™ treatment easily converts the most challenging orthodontic malocclusion cases into easy Class I cases, or in many cases, no further orthodontic treatment is needed.

Here are some of the most common questions (and answers) orthodontists have about the HealthyStart system.

1. What is the best age to start treatment using the HealthyStart by Ortho-Tain system?

We recommend screening all patients as early as age 2 for habits, airway, sleep-disordered breathing (SDB), retrognathic mandibles and deep overbites. In the absence of these concerns, the best time to begin orthodontic intervention treatment is when the lower permanent incisor begins to erupt.

2. Which cases can be treated with the HealthyStart by Ortho-Tain system?

Almost all malocclusion cases can be corrected with a series of removable appliances, including overbite, overjet, gummy smile, cross-bite, open-bite, crowding, spacing and pseudo Class III.

3. How is compliance monitored with this removable appliance system?

The HealthyStart by Ortho-Tain appliance system has a built-in compliance indicator. Progress can also be tracked, quantified and monitored through the HealthyStart app and doctor dashboard.

4. If I start a Phase 1 Plus case with the HealthyStart by Ortho-Tain appliance system, will I need to do Phase 2?

Our research shows that very few cases will necessarily “need” Phase 2 treatment since the malocclusion is improved or eliminated through Phase 1. The HealthyStart by Ortho-Tain appliance system easily converts most orthodontic malocclusion cases into easy Class I cases, but if you want to idealize torque or finishing, a few express aligners or a few months in brackets and wires is an option.

5. How many cases have been treated with the HealthyStart by Ortho-Tain appliance system?

Since 1967, our doctors have treated nearly 4 million cases in 43 countries.

6. How can the HealthyStart by Ortho-Tain appliance system straighten teeth without using external forces?

Using a series of removable appliances, the eruptive forces of a child’s own teeth can be utilized for arch expansion and dental alignment.

7. Are there any risks associated with using the HealthyStart by Ortho-Tain appliance system?

The gentle, eruptive forces of a child’s own teeth can be utilized for arch expansion and dental alignment.

8. Do I need to use retention after the HealthyStart by Ortho-Tain appliance system?

Early treatment allows for greater stability for crowding and rotational corrections, reducing the necessity for lifelong or long-term orthodontic retention. Moreover, the final appliance in the HealthyStart system can be used as lifelong retention and is warranted against bite-throughs.

9. How do I submit a case?

Our doctors have access to the HealthyStart by Ortho-Tain provider portal, through which records can be uploaded in a secure, HIPPA-compliant manner.

10. What records are necessary for case submission?

The recommended records vary according to the age of the child and the presented symptoms, but they may include photos, panos, a SDB questionnaire and cephalometric X-rays.

11. How do I become a HealthyStart by Ortho-Tain provider?

Visit www.openairwayorthodontics.com to sign-up for a digital class or a destination course.

12. Where can I learn more at AAO?

To learn more about the HealthyStart by Ortho-Tain appliance system, visit booth No. 311 and www.openairwayorthodontics.com.
MEET ME @ BOOTH #1915
- sincerely, VPro+

Propel In-Booth Lectures | Sunday, May 6th

JONATHAN NICOZISIS
11:30-12:00 PM

BRUCE MCFARLANE
2:00-2:30 PM

YAE L FRYDMAN
3:00-3:30 PM

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Bring this ad to a Propel lecture @ booth #1915 and
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*Winning raffle ticket selected after each lecture. Winner will receive 1 VProS or 1 Tip.
By Dr. Mark Sanchez, founder/chief developer of topsOrtho

As a child who grew up with a military parent, I understood the importance of proper training. My father was a colonel in the U.S. Army. The Army was the first to use the ADDIE Model for training. It was first developed during the 1970s by Florida State University’s Center for Educational Technology. ADDIE is an acronym for the five-phase courseware development program of analysis, design, development, implementation and evaluation. The ADDIE Model has become a widely used and frequently modified best practice within the private sector. It is often employed for compliance training and other learning events that are not time sensitive. The study of the ADDIE Model and other training programs and their effects have lead to overall increases in productivity, efficiency, job satisfaction and retention. Proper training is also a vital tool for implementing new policies, equipment and/or employees.

Let’s expand a bit on this. Proper training:
- Improves employee performance. Training provides hands-on experience, competency and a good procedural understanding. This, in turn, leads to greater employee confidence in their skills.
- Builds consistency. A structured program encourages a consistent experience and background knowledge. Employees should know proper procedures and expectations of their assigned tasks.
- Addresses weaknesses. Most employees have a weakness in a particular skill. Sound and proven training can strengthen an employee to improve both skill level and knowledge. It also empowers employees to work independently and with less supervision.
- Increases employee satisfaction. Some companies expect employees to seek out training outside of work. Investing in training and development programs show the employee they are valued. It leads to a stronger workplace. Employees who feel appreciated and are challenged feel more satisfaction with their jobs.
- All too often, orthodontists might expect their office manager to take care of all training and development. They might be very hands off with it. Keep in mind, however, that it’s you that sets the tone for your practice. It’s smart to engage your manager on occasion to find out what’s working and not working with your staff’s training. Be willing to listen and work with your manager to develop a set of best practices for training in your office.

Proper training has always been a top priority for topsOrtho®, for both our employees and — more importantly — our clients. We designed our software to be very intuitive. We also know our clients must feel comfortable using it in their practice. We hold a three-day immersive training period so that every team member in a practice has hands-on training. We asked one of our tops docs about their experience with topsOrtho training:

“The training and support are both fantastic. I have never had to wait more than a few minutes to receive support, and the trainers are very patient and thorough,” Dr. Michal Kleinlerer, Augusta, Maine

About the author
Dr. Mark Sanchez is a practicing orthodontist and founder/chief developer of topsOrtho.

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