A capital destination!

By Fred Michmershuizen, Ortho Tribune Staff

The theme for AAO’s 2018 Annual Session is “A Capital Destination, A Monumental Experience,” and judging by the enthusiasm shown among attendees here at the Walter E. Washington Convention Center in Washington, D.C., the event is living up to expectations. Orthodontic professionals have gathered from around the country and even from overseas to partake in an abundance of educational opportunities and to see the very latest products and technology.

In the exhibit hall, many companies are launching new products or announcing updates to existing systems.

Henry Schein Orthodontics (booth No. 1401) is introducing its proprietary SLX Clear Aligner System, a complete solution that incorporates Sagittal First/Motion 3D technology. According to HSO’s lead clinical advisor, Dr. Dave Pa-
“Hi, I’m iTero Element 2 and I bring innovation to visualization”

The modern scanning system streamlines the smile transformation process with powerful computing and a high-definition widescreen.

Visit booth 501 for more information

“Hi, I’m iTero Element Flex and I go wherever you go”

The portable system offers the convenience of on-the-go scanning and small space operation.

One brand. Two powerful options for making smile transformation a smoother process.

iTero Element Flex is a mobile digital impression system (DIAS) used to record the topographical images of teeth and soft tissue.

To use the iTero Element Flex scanner, the user must purchase a laptop separately. To view a list of certified laptops, please visit the iTero.com website.

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quette, Sagittal First/Motion 3D can significantly reduce the number of aligners needed for use in a typical case.

According to the company, this new and innovative system offers clinicians and patients an effortless navigation through photography tasks without photography knowledge or experience, the company said.

Special C-III offers clinicians and their team members an effortless navigation through photography tasks without photography knowledge or experience, the company said.

These are just some of the many offerings available in the exhibit hall here at AAO. The show is open daily until 5 p.m. and tomorrow from 9 a.m. to 5 p.m., so you still have time to explore.
Scenes from Sunday

The gang at American Orthodontists (booth No. 1319).

From left: Brenda Page, Alisa Kemmerer and Mark James of G&H Orthodontics (booth No. 1921).

Art Micheli of iCat (booth No. 1221).

The team members at Cloud 9 ortho (booth No. 2533) have plenty to smile about.

Erica McKinney of Specialty Appliances (booth No. 511) shows off some earrings made of clear aligners.

Carlos Nunez, left, of Invisalign iTero (booth No. 501) offers hands-on instruction to a meeting attendee during a one-on-one presentation.

Michael Liebrock, left, and Tom Fraser of Rocky Mountain Orthodontics (booth No. 733).

Photographs courtesy of the companies depicted
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Dr. Neil Warshawsky and Dr. Adam Schulhof at the 3M booth, No. 419. During the weekend, both doctors presented on ‘A New Addition to the Clarity Esthetic Portfolio, Providing Doctors Control, Choice and Flexibility’ at the Leaning Lab inside the 3M booth. Warshawsky is the founder and owner of Get It Straight Orthodontics, a leading-edge orthodontic practice in the Chicago area, while Schulhof is a board-certified orthodontic specialist who runs a state-of-the-art private practice, The Schulhof Center, with locations in New Jersey and New York.

From left: Luke Lumpkin, Mike Mattscheck, Joanne Padula and Bryan Epstein of OrthoAccel Technologies (booth No. 1093).

Sourena Ghandehari, left, and Steve Bigelow of Dentaurum USA (booth No. 411).

Orthodontic professionals visit the AAO exhibit hall Sunday morning.
You can’t be a Superhero without a little training!

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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
AAO product scrapbook

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

OrthoEssentials pliers
OrthoEssentials manufactures its own pliers in New Jersey. Highly manufactured anti-corrosive tips made from FMC-125V with box-joint construction. Lifetime warranty on the forgings.

iTero Element 2 and iTero Element Flex
Align Technology introduced two new iTero Element® scanners here at the 118th American Association of Orthodontists Annual Session, booth No. 501. The expansion of the iTero Element scanner portfolio builds on the existing high-precision, full-color imaging and fast scan times of the current iTero Element scanner.

The iTero Element 2 scanner (above right) is equipped with next-generation computing power that enables 2X faster start-ups and 25 percent faster scan processing time, as compared to the current iTero Element. The iTero Element 2 provides improved screen resolution while minimizing scanner footprint because of its slim 21.5-inch monitor and 16:9 widescreen viewing format. The integrated lithium-ion battery provides easy mobility from operatory to operatory without the need to plug in for power or reboot.

The iTero Element Flex (above left) wand-only configuration is a portable scanner for easy transport from office to office, allowing doctors to leverage the power of chairside visualization coupled with iTero scanning precision in any location. It’s perfect for practices with multiple locations who need a scanner that is convenient and easy to transport. Working seamlessly with compatible laptops, practitioners can now scan anywhere, even in the smallest of operatories. The iTero Element Flex includes a convenient, custom-designed carrying case.

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!

Breeze
OrthoBanc’s new point-of-sale solution, PayWithBreeze, is a simple interface that is focused on the features you use every day. OrthoBanc offers a range of Ingenico terminals at affordable prices, all certified to be Payment Card Industry (PCI) compliant. PayWithBreeze is now integrated with Dolphin Management.

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Understanding the symptoms of sleep disordered breathing and the connection to orthodontics

By Ortho-Tain Staff

What is Open Airway Orthodontics™ and how does it impact Phase 1 Plus™ Treatment? The connection between orthodontic conditions, habits and sleep disordered breathing (SDB) is well established, but most doctors have not been formally educated on the subject. SDB and airway health are closely related to a child’s overall systemic health.

Understanding the orthodontic conditions and how these conditions translate into sleep disordered breathing issues is essential.

- **Mandibular retrusion:** Increases vertical facial growth, lowers tongue and narrows palate.
- **Mandibular vertical growth:** Lowers tongue and narrows palate, encourages mouth breathing.
- **Nighttime mouth breathing:** Allows tongue to close oropharynx and to narrow upper arch, restricts nasal airflow, lowers oxygenation or blood.
- **Daytime mouth breathing:** Intensifies habits, allows tongue to close oropharynx and to narrow upper arch, restricts nasal airflow, lowers oxygenation or blood.
- **Overjet:** Influences position of mandible and oropharyngeal restriction by tongue.
- **Overbite:** Tends to restrict forward movement of mandible and tongue.
- **TMJ:** Posterior-superior displacement—superior displacement increases retruded tongue position and obstruction of oropharynx. TMD has less growth of mandible and face, increases oropharyngeal restriction.
- **Crowding:** Crowded teeth have narrower arches and can restrict nasal airflow.
- **Eruption Guidance®:** Encourages upper anterior and posterior arch widths, increasing the width by 5 mm and 4 mm (upper and lower).
- **Bruxism:** Related to active leg movement in abnormal sleep, justifies to correct sleep problems to correct harmful grinding.
- **Cross-Bite:** Functional cross-bite has a narrow palate and encourages mouth breathing.
- **Abnormal swallowing:** Narrows palate and encourages mouth breathing.
- **Abnormal tongue position:** Narrows palate and encourages mouth breathing.
- **Mid-face retrognathism:** Discourages nasal breathing.
- **Speech problems:** Encourages abnormal swallowing and abnormal tongue position.
- **Posterior lateral tongue thrust:** Deepens bite with retrusive mandible.

HealthyStart® treatment provides Open Airway Orthodontics by identifying airway issues, addressing improper growth and development and treating orthodontic conditions associated with sleep difficulties. Treatment protocol includes a series of usually no more than three removable appliances generally worn at night, which gently expand the arches, eliminate habits, open the airway, align the teeth and correct malocclusions. Sleep questionnaires are available to further evaluate the patient’s outward symptoms of sleep disordered breathing.

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Here in Washington, D.C.

For more information on HealthyStart, stop by the Ortho-Tain booth, No. 311, or go online to OpenAirwayOrthodontics.com or TheHealthyStart.com.
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Communication is one of the most important aspects of an orthodontic practice. It’s absolutely mandatory for efficient dialogue, time management and organizing infrastructure. Communication relays vital information, scheduling resolution and offers a dialogue between team members that can keep a practice running smoothly.

One of the first communication mechanisms was the postal service. This expanded to the telegraph and eventually the telephone. Then we saw the introduction of faxes and emails, followed by texts and instant messaging.

As business communication evolved, there was a need for both security and a standard for all. The Health Insurance Portability and Accountability Act — HIPAA — is a set of regulations that became law in 1996. Its purpose is to help people carry health insurance from one company to the next, as well as streamline the movement of medical records from one healthcare institution to another. In addition, HIPAA created a system to recognize and enforce the rights of patients to protect the privacy of their medical records.

HIPAA was constructed in the early 1990s when it first became apparent that the medical-care industry would become more efficient by computerizing medical records. Plus, the health-care industry needed new standards regarding the management of crucial data. Companies that deal with protected health information must have physical, network and process security measures in place and follow them to ensure compliance.

Digital technology revolutionized our profession. The ability to instantly share records, charts, images and messaging has transformed it. The act of exchanging information between a practice and its patients as well as between practice staff must be HIPAA-compliant. Emails and text messaging can be subject to data compromise.

With the possibility of fines, a data breach that violates HIPAA compliance can be financially devastating. Secure communication should be a high priority for every orthodontic practice.

When we were developing topsExpress™ for topsOrtho™ practice management software, we wanted to create the ultimate digital communication service, fully capable of every communication need. topsExpress contains sophisticated, built-in SMS appointment reminders and secure, encrypted, HIPAA-compliant email. It incorporates direct, one-to-one SMS messaging that originates from the primary practice telephone number, not from staff’s personal cell phones.

One final thought about secure communication is the challenges of a ransomware attack. The city of Atlanta was hit by ransomware with the city’s government services and internal communication data locked away. The bad actors taking the info hostage demanded a ransom of $51,000. Opening an email and clicking on an unknown link can trigger ransomware. Some ransomware comes from what appears to be a company you work with, such as a bank. When you are asked for a password or credit card, that is likely “phishing.” Don’t open it! Call and confirm or go directly to the company’s website and search for the department reaching out to you.

We hope this information conveys the importance of secure communication and helps your practice avoid any data breach.
MEET ME @ BOOTH #1915
- sincerely, VPro+

Propel In-Booth Lectures | Monday, May 7th

**THOMAS SHIPLEY**
10:00-10:30 AM

**BRUCE MCFARLANE**
11:00-11:30 AM

**DANIELA STORINO**
2:00-2:30 PM

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