

## LET'S GO SHOPPING

There are a lot of products you can buy in the exhibit hall. We pinpoint a few you should keep an eye out for.

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## ALL ABOUT THE WEB

Is your website up to par? Here are a few tips to keep in mind when it comes to your online presence.

► page 6



## SAY GOODBYE TO REMAKES?

Orthodontics is going digital, but what does this mean for you? For starters, it could help prevent relapse.

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# History meets the future



The Fishtown section of Philadelphia, immediately northeast of Center City, was named for its former role as the center of the shad fishing industry on the Delaware River. While historically it has been a working-class neighborhood, in recent years it has experienced a regentrification, with housing redevelopment and the opening of upscale art, entertainment and dining establishments. The Center City skyline can be seen from Girard Avenue, one of the neighborhood's main streets. Photo/M. Kennedy, Greater Philadelphia Tourism Marketing Corporation

*AAO 113th Annual Session aims to both educate and inspire you*

As you enter into the Pennsylvania Convention Center during the next few days, in the middle of a city known for its historic roots, the American Association of Orthodontists would like you to take a moment to celebrate the orthodontic specialty's history of success and examine how the future is unfolding. The speakers, exhibiting companies and social events you will find here at the 113th Annual Session are also all designed to help you with that.

The meeting's scientific program will span pivotal orthodontic topics including "New Technology in Tooth Movement: Fact or Fiction," featuring Drs. David L. Turpin, Dubravko Pavlin and Anthony M. Puntillo and seven other Point & Counterpoint presentations.

Attendees can interact with lecturers

► See FUTURE, Page 2

## Tour the town Philly-style

Visitors to Philadelphia can choose from an assortment of options to explore the region, including those of the air, automotive, audio, culinary, self-guided and water-based varieties. Here's a selection of those tours.

### History lessons by day or night

• *The Constitutional Walking Tour of Philadelphia:* Visitors get an up-close look at history during this 75-minute walking tour to more than 20 sites. It runs daily and meets at the National Constitution Center. Downloadable audio tours and free self-guided tours are available online. 525 Arch St., (215) 525-1776, [theconstitutional.com](http://theconstitutional.com)

• *Independence After Hours:* After a feast at City Tavern, guests follow their



A horse and buggy passes by Independence Hall. Photo/R. Kennedy, Greater Philadelphia Tourism Marketing Corporation

Colonial guide through Historic Philadelphia to Independence Hall, where they meet the Founding Fathers in person and eavesdrop on their late-night

► See TOUR, Page 3

AD

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such as Dr. William R. Proffit, speaking on "Evaluating the Chance of Successful Treatment" in the Asking the Experts series, and learn from internationally recognized lecturers addressing such topics as 3-D imaging, enamel and roots, heredity and orthodontics, TMD, biomechanics, technology, esthetics, early treatment, accelerated tooth movement, ortho/perio, recent treatment advances, sleep apnea and state-of-the-art orthodontics around the world.

Each day, today through Monday, there will be a featured speaker series. At 9:45 a.m. today, hear Michael Vitez speak on "Rocky Stories: Tales of Love, Hope and Happiness at America's Most Famous Steps." Vitez, a Pulitzer Prize winning journalist at The Philadelphia Inquirer, spent a year at the Philadelphia Museum of Art steps, along with photographer

### Here at the AAO

For more information on the AAO annual meeting, please pick up one of the official program guides.

Tom Gralish, and wrote a book. In this presentation, Vitez will share the stories and photos of people he met during his year at the steps. He will also discuss his own stories and reflect on the hurdles he had to overcome in writing the book.

On Sunday, health issues take center stage as Barry Sears discusses "Why We Gain Weight, Get Sick and Age Fast" at 8 a.m., followed by Glen Aukerman at 9:45 a.m. with "Nutritional Principles for Integrative Medicine." At 10:45 a.m., the two will meet on stage, along with David Leonardi, to discuss views on nutrition.

Monday features presentations by Laura Berman and Theodore Lazzaro. Berman will discuss "The Passion Prescription: Everything You Need to Know

to Keep Your Body and Relationship Vibrant and Exciting for Life," while Lazzaro will focus on "Cosmetic Procedures in the 21st Century: Looking at Plastic Surgery Through the Hourglass of our Lifetime."

In addition to all the courses and presentations, make sure to stop by the AAO Exhibit Hall to check out all the new technology. The exhibit hall is open until 5 p.m. today through Monday and from 9:30 a.m. to 2:30 p.m. on Tuesday.

### Give back at the AAO

Attendees at this year's annual session are invited to support the Philadelphia chapter of Back on My Feet (BoMF). A \$4.8 million, national non-profit organization, BoMF builds independence among homeless people by engaging them in running as a means of developing confidence, strength and self-esteem. Contributions may be made at registration.

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## ◀ TOUR, Page 1

debates. Historic Philadelphia Center, 6th and Chestnut streets, (215) 629-4026, [historicphiladelphia.org](http://historicphiladelphia.org)

• *Philadelphia History This Way*: Visitors can download an app and let their smartphones or tablets be their guides on this interactive walking tour of 24 spots throughout Historic Philadelphia. The app also features a map that includes the attractions and pinpoints the user's exact location. [philadelphiahistorythisway.com](http://philadelphiahistorythisway.com)

• *Tippler's Tour*: The older-than-21 set can sing along to 18th-century drinking songs, enjoy stories of the drinking traditions of colonial times and sample a few beverages as they ramble through Historic Philadelphia with a colonial guide. Tipplers stop at four locations, including National Mechanics and the historical City Tavern. Historic Philadelphia Center, 6th and Chestnut streets, (215) 629-4026, [historicphiladelphia.org](http://historicphiladelphia.org)

**Food circuit**

• *Chew Philly Food Tours*: This 2.5-hour tour treats guests to an afternoon of savory and sweet foods and includes bits of architecture, history and culture along the way. Tour-goers sample beloved classics and food found only in Philly. (800)-979-3370, [phillyfoodtours.com](http://phillyfoodtours.com)

• *Italian Market Walk*: A longtime vendor leads visitors through one of Philadelphia's most famous places — the Italian Market. Stops include both newer and iconic businesses. [italianmarketphilly.org](http://italianmarketphilly.org)

• *Junk Food Tour*: Foodies and junk foodies enjoy this five-hour motorcar tour that celebrates the food and neighborhoods where people love to indulge. From Manayunk to South Philadelphia and everywhere in between, guests fill up on full portions of Philadelphia's tastiest food, including sweet sausages with roasted peppers and onions, roasted pork, brisket, hoagies, stromboli, cheesesteaks, pretzels and water ice. (610) 584-8687, [thejunkfoodtour.com](http://thejunkfoodtour.com)

• *Philadelphia Chocolate Tours*: Chocolate lovers savor this 1.5- to 2.5-hour tour of the city's premier chocolate shops and cafes, where they learn the history and health benefits of chocolate and enjoy samples. The Center City Route Tour meets at Reading Terminal Market at 12th and Filbert streets, and the Old City Tour meets in front of the Bourse Building on Independence Mall. (215) 833-0044, [philadelphiachocolatetours.com](http://philadelphiachocolatetours.com)

**Ghostly offerings**

• *Ghost Tour of Philadelphia*: Do spectral spirits really inhabit Independence Hall, St. Peter's Cemetery and other historic landmarks? Visitors find out when they hear the true ghost stories and visit real haunted houses during the Candlelight Walking Tour, the Haunted Trolley Tour of Philadelphia or the interactive Ghost Hunting Tour of Independence Park and Society Hill. Signers' Garden, 5th and Chestnut streets, (215) 413-1997, [ghosttour.com](http://ghosttour.com)

• *Grim Philly Twilight Tours*: In this adults-only tour, historian Joe Wojie guides adventurers past Independence Hall, the Library of Congress and two dozen other sites, telling traditional stories from the Founding Fathers and then moving to the sites of whipping posts, gallows, red-light districts and mass



Introduced to the region by German ('Pennsylvania Dutch') settlers in the 18th century, pretzels quickly became a favorite local snack. Photo/ J. Varney, Greater Philadelphia Tourism Marketing Corporation

burials. 6th and Market streets, (856) 829-3100, [grimphilly.com](http://grimphilly.com)

**Here at the AAO**

For more information about travel in Philadelphia, visit [visitphilly.com](http://visitphilly.com) or [uwishunu.com](http://uwishunu.com).

**By land or by sea**

• *Horse-drawn carriages*: Guides recount Historic Philadelphia's past as visitors sit back in a quaint horse-drawn carriage. Tickets are available at the Independence Visitor Center. 6th and Market streets, (215) 923-8516, [phillytour.com](http://phillytour.com)

• *Patriot Harbor Lines*: Offering excursions along the Delaware and Schuylkill rivers, Patriot Harbor Lines welcomes up to 35 guests on its reproduction of a classic 1920s commuter yacht. Schuylkill River tours depart from the Walnut Street Dock, and Delaware River tours leave from the Independence Seaport Museum at Penn's Landing. (800) 979-3370, [phillybyboat.com](http://phillybyboat.com)

• *Philadelphia Trolley Works*: This Victo-

rian-style trolley allows riders to hop on and off while visiting popular attractions throughout the nation's most historic area and beyond. Passes are good for 24 or 48 hours, and passengers can explore 21 stops throughout the city. Tickets are available online, on the trolley or at the Independence Visitor Center. 6th and Market streets, (215) 389-TOUR (8687), [phillytour.com](http://phillytour.com)

• *Ride The Ducks*: After a lively tour riding through the historic and South Street districts, the amphibious vehicle splashes down into the Delaware River. Participants receive the signature "quacker" as a souvenir of their 70-minute land-and-sea look at the city. Tickets are available at the Independence Visitor Center. 6th and Market streets, (877) 887-8225, [ridtheducks.com](http://ridtheducks.com)

(Source: Greater Philadelphia Tourism Marketing Corporation)

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We can't wait to meet you!

We welcome you to our booth at AAO where you can see live demos, try our products and much more

Booth 748

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# AAO product scrapbook

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

3M Unitek today announced its game-changing APC™ Flash-Free Adhesive Coated Appliance System, which will be on display in the 3M Unitek booth, No. 625. The new advanced technology eliminates the flash removal step in bonding, reducing variability and saving time for orthodontists and patients.

Photo/Provided by 3M Unitek



The PhotoMed G15 Digital Dental Camera is specifically designed to allow you to take all of the standard clinical views with frame-and-focus simplicity. The built-in color monitor allows you to precisely frame your subject. Then, focus and shoot. Proper exposure and balanced even lighting are practically assured. For more information, visit PhotoMed at booth No. 2539.

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DC International has launched DCLase, its second generation of soft-tissue diode lasers. DCLase uses advanced laser technology, combined in a small portable device with a user-friendly touch screen. The laser has 980 nm wavelength with a customizable power that goes up to 7 watts with adjustable pulses and super pulses. For more information, stop by the DC International booth, No. 2439.

Photo/Provided by DC International



The Philips Sonicare FlexCare Platinum power toothbrush is the next level of power toothbrush innovation. Features include the new InterCare Brush Head, three customizable brushing modes and a pressure sensor, removing up to six times more plaque between teeth than a manual brush. For more information, stop by booth No. 1517.

Photo/Provided by Philips Sonicare

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# Accelerate new patient acquisition

*Sesame Communications offers the next generation of website design*

Today's web users expect websites they visit to be interactive, mobile-compatible and contain ample relevant content that's laser-focused on their needs. If your website is not meeting these expectations, you are missing a golden opportunity to make today's site visitor tomorrow's new patient.

Here are three fundamental components of practice website creation and management that will help drive increased new patient flow from your local patient community.

## Here at the AAO

For more information on practice website creation and management, stop by the Sesame Communications booth, No. 301.

## Mobile-optimized: Websites move beyond the desktop

Mobile web usage is projected to exceed desktop Internet usage by 2014.<sup>1,2</sup> As more and more of your patients make the mobile web part of their Internet diet, it's important that your website

deliver the experience these users expect.

Responsive design, the ability to have one site that optimizes viewing and use based off screen size, is critical to ensuring patients have a great experience with your website.

The responsive design framework enables websites to dynamically adapt to the screen size users are viewing — whether that is a mobile phone, tablet, laptop or desktop computer — and ensures critical components, such as con-



Photo/Provided by Sesame Communications

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## New patients come in all sizes, does your Website?

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New patients are looking for your practice on smartphones, tablets and computers. If your Website doesn't automatically adapt for optimal viewing across screen sizes, chances are they are looking elsewhere. Sesame Web Design provides this and much more. Personalized onsite videos and Top Patient Appeal Rated™ design ensure prospective patients can quickly find and connect with your practice.

Find out more  
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#301



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tact information and key practice brand elements, remain front and center.

Another benefit of responsive design is that it helps with search ranking. In a recent study, implementing responsive design increased a website's traffic by 400 percent in one month!<sup>2</sup>

## Online video: Increasing both SEO rankings and user engagement

Online video creates an engaging experience for visitors to your practice's website. It also keeps them on your site longer — visitors who view video content on websites stay an average of two minutes longer than those who don't.<sup>3</sup>

Including a professional, personalized on-site video on your website will help visitors connect with your practice. Video has proven to be effective at creating brand goodwill and driving purchases: 85 percent of customers are more likely to make a purchase after watching a video about a product or service.<sup>3</sup>

Search engines also rank video content highly. Including video content makes a website 53 times more likely to get on the first page of Google search results!

## Patient-centric design: Leverage proven design and relevant content

Here are two key website characteristics that create a favorable experience for orthodontic practice website visitors.

- *Include personable, engaging photos on your home page:* During research, it was found that websites that prominently featured one or more photographs of happy, smiling people on the home page scored highly because of the emotional impact they created.

- *Include a "first visit" page for new patients:* Make sure your site features a "Your First Visit" or "For New Patients" page. This page should make a compelling case for why a prospective patient should choose your practice.

Sesame Communications helps orthodontic practices harness the power of the Internet to accelerate new patient acquisition and transform the patient experience.

Stop by booth No. 301 to learn more.

## References

1. [pewinternet.org/Reports/2011/Smartphones.aspx](http://pewinternet.org/Reports/2011/Smartphones.aspx)
2. [www.digby.com/mobile-statistics/](http://www.digby.com/mobile-statistics/)
3. [www.andymohrford.com/benefits-of-adding-online-video-to-your-website](http://www.andymohrford.com/benefits-of-adding-online-video-to-your-website)

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# DynaFlex and iTero set out to lead the digital revolution

## *New technology aims to eliminate chance of relapse*

By Align Staff

The future of orthodontics, like the future of dental and medical, is digital. This is not conjecture or the talk of a futurist. This is fact that grows truer every day.

This is also the conclusion the owner of DynaFlex arrived at approximately three years ago while attending a convention. He saw the digital technology available and made the leap that it's not a matter of if but of when. So he made the decision to make DynaFlex the first major lab to "go digital."

The company hasn't looked back since.

In retrospect, it's somewhat surprising that no other major orthodontic laboratory had established a beachhead in the digital space. Most likely, it was a price-driven decision, as moving into the digital space was not cheap and required a significant capital investment.

DynaFlex started small, taking stone models into the lab and scanning them. But the real prime mover was when it made a strategic decision to partner with Cadent, developers of the iTero intra-oral imaging device, one of the leading brands within the digital orthodontic scanning space.

At the time, Cadent was developing its orthodontic scanning application. iTero has always been an open system, and expanding into the orthodontic space with intra-oral scanning was a natural extension of Cadent's strong OrthoCAD product offering.

Working with a few pioneering practices in nearby St. Louis, DynaFlex started creating appliances from the digital scans provided by Cadent. Instantly, the participating practices could see a level of accuracy that was simply unheard of when working with alginate impressions.

As fate would have it, Align Technologies (makers of Invisalign) also recognized the potential of iTero intra-oral imaging technology and acquired the company in 2011.

At this point, DynaFlex took the initiative and started reaching out to practices that owned iTero scanners but were only using them for Invisalign cases. The company suggested the practices not only use their scanner for Invisalign cases but also for any time an impression was required.

Orthodontists are tinkers by nature, and those who were already using an iTero instantly saw the logic in the DynaFlex suggestions.

It didn't take long before DynaFlex was handling hundreds of scans each month.

DynaFlex was founded in 1965 and



The iTero. Photo/Provided by Align

has grown to be among the largest orthodontic labs in the country by taking care of its customers. Working with the iTero scanner has been a natural fit, and it gave them another way to differentiate itself from other labs while providing exceptional customer service.

So why does accuracy matter so much when it comes to appliances? After all, the \$35 cost of the retention appliance isn't cheap, but it's not a lot to a thriving

practice. Is it worth the potential investment in a digital system such as the iTero?

In a word, yes. First off, the actual cost of the appliance is but the beginning. The real cost manifests itself when you consider the value of the clinician's time.

While estimates vary, AAO studies suggest it costs the practice \$80 just to bring a patient in the front door and have him or her sit down. That's before any of the

### Here at the AAO

For more information on DynaFlex or the iTero intra-oral imaging technology, stop by the Invisalign iTero booth, No. 1601.

additional labor and material costs.

Digital scanning literally eliminates the most common reason that a second impression is needed.

Gary Johnson, executive vice president of DynaFlex, says the hyper-realistic impression that practices can get from digital impressions has impacted all aspects of the company's appliance fabrication business.

"I can't recall the last time I had to remake a Hawley appliance based on a fit issue," Johnson said. "We've been doing this for several years now."

"We have a full-time dedicated person who answers digital questions. I have five, stereo-lithography technicians and three printers. I have a fully equipped digital lab," he said. "With the iTero, there's no such thing as a bad impression. Once you learn to scan with it, every impression you take is going to be perfect."

One of the real benefits of using digital files is speed. Some of the new technology DynaFlex is utilizing eliminates post-treatment relapse all together.

It does so by letting the clinician scan the patient with the brackets still on, typically at his or her final appointment when it's getting time to de-bond. The digital technicians at DynaFlex can then electronically remove the brackets, fabricate the retention appliance and ship it to the orthodontist's office while the patient is still being treated.

"This enables the orthodontist to remove the braces and put the patient in a Hawley or other retainer that very same day," Johnson said. "That means there's never a chance for any relapse. This is 100 percent the future. I would not want to be an alginate supplier today. It's going away. It's not a case of if but a case of when."

You can learn more about DynaFlex and its capabilities by visiting the company online at [dynaflex.com](http://dynaflex.com). You can learn more about the iTero and its capabilities by visiting it online at [www.itero.com](http://www.itero.com).

*'I can't recall the last time I had to remake a Hawley appliance based on a fit issue.'*

— Gary Johnson, executive vice president of DynaFlex





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