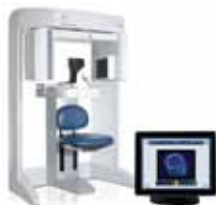


## LET'S GO SHOPPING

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

► pages 4 & 6



## JOIN THE DEBATE

In the battle of profitability vs. personalization, which side are you on? Speak up, cast your vote — and maybe even win a prize!

► page 8



## IT'S YOUR CHOICE

You want to provide the best practice possible for your patients. Where to start? By making the decision to be exceptional.

► page 14



# Let the party begin



A view of Bourbon Street in New Orleans. Photo/Provided by [www.freeimages.com](http://www.freeimages.com)

## 114th annual session takes over New Orleans

Welcome to New Orleans and to the 114th annual session of the American Association of Orthodontists. For the next four days, you will have a chance to listen to world-class lectures, participate in hands-on workshops, mingle with your colleagues and check out the newest products and technological advancements the orthodontic industry has to offer.

To kick off the festivities, the AAO's Annual Session Opening Ceremonies, taking place today from 4–6 p.m., will feature musical artist Kenny Loggins.

If football players are more your thing, then be sure to attend the Excellence in Orthodontics Awards Luncheon with keynote speaker Denver Broncos Quarterback Peyton Manning. The luncheon begins at 12:15 p.m. Sunday, and tickets are \$55 for the awards and the luncheon and \$15 for just the awards.

► See PARTY, page 2

# Get jazzed up

You might have noticed the multitudes of people in town, all ready to get their jazz on at the annual New Orleans Jazz & Heritage Festival, which features more than 400 acts on 12 stages during the course of 10 days.

Being held this weekend and next at the Fair Grounds Race Course, centrally located at 1751 Gentilly Blvd., 10 minutes from the French Quarter, the festival showcases music on multiple stages, Louisiana cuisine in two large food areas and crafts artisans from the region and around the world demonstrating and selling their work.

Besides a focus on contemporary and traditional jazz, the festival also includes every style of music associated with the city and the state: blues, R&B, gospel, Cajun, zydeco, Afro-Caribbean, folk, Latin, rock, rap, country, bluegrass and everything in between.

Tickets are still available at [www.nojazzfest.com](http://www.nojazzfest.com) and [www.ticketmaster.com](http://www.ticketmaster.com) or by calling (800) 745-3000. Tickets can also be purchased in person at the Jazz Fest ticket office located at the New Orleans Arena Box Office. The cost is \$70 for a single-day ticket. The festival runs from 11 a.m. to 7 p.m. each day.

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← PARTY, Page 1

Of course, the main purpose of the annual session is to enhance your education. Here are some highlights of this year's scientific program:

- Three of the world's top speakers, Drs. Wick Alexander, Patrick Turley and James McNamara, will be giving the latest information on three critical topics in the AAO's prestigious Salzmann, Mer-shon and Angle special awards lectures.

- When a referring dentist mentions an "abfraction lesion," do you know what it means or if it is real? What is the most contemporary thinking on periodontal grafting techniques? What are the options in cosmetic veneers, minimal preparations and materials? Moderated by Dr. David Sarver, the Interdisciplinary Esthetic Advances Symposium is a full day of the world's pre-eminent cosmetic dental clinicians put together to

provide the latest current thinking in interdisciplinary dentistry.

- A comprehensive practice management track with 12 speakers will present three topics critical to today's orthodontic practice: "Marketing for Income," "Managing for Profit" and "Monitoring Your Money."

- Do you know what to do if you just got a bad review on Yelp? Is it really possible to eliminate impressions from your practice? If you are not sure, come to the one-day session "Technology for the Orthodontic Office," for both doctors and staff, to find out the answers to these questions and many more.

- Continuing the "Asking the Expert" and "Point/Counterpoint" programs, this year's sessions will address topical questions, such as "Extraction vs Non-extraction," "Surgery First?" and "Modern Approaches to Mechanics."

- "The First Annual Review of the

Orthodontic Literature" will present the editors of the AJO-DO, the Angle Orthodontist and the European Journal of Orthodontics discussing the articles in this year's literature that will have the greatest impact on how orthodontists will practice in the future.


- "The College Bowl" will feature debates between selected universities on two controversial topics. You can be sure they will have the literature organized to put the best argument forward on each side of the controversies, the AAO says.

- New this year will be the "AAO 101" kiosk, where AAO staff members will give mini-presentations on member resources. Topics will include customizing AAO marketing materials, locating legal materials on [aaoinfo.org](http://aaoinfo.org), finding practice management and informed consent forms, enrolling staff in the Orthodontic Staff Club and more.

AD


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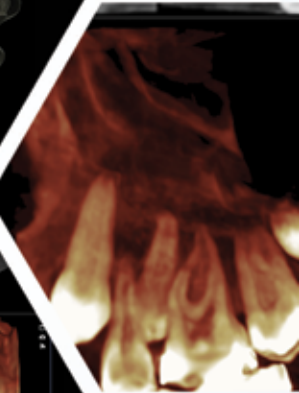
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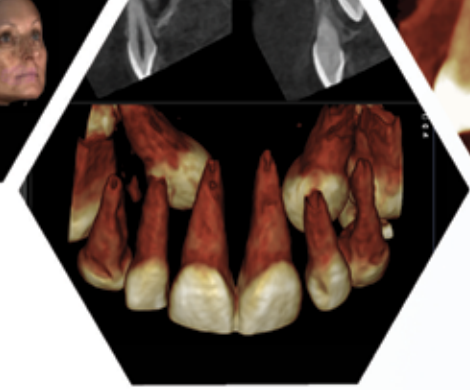
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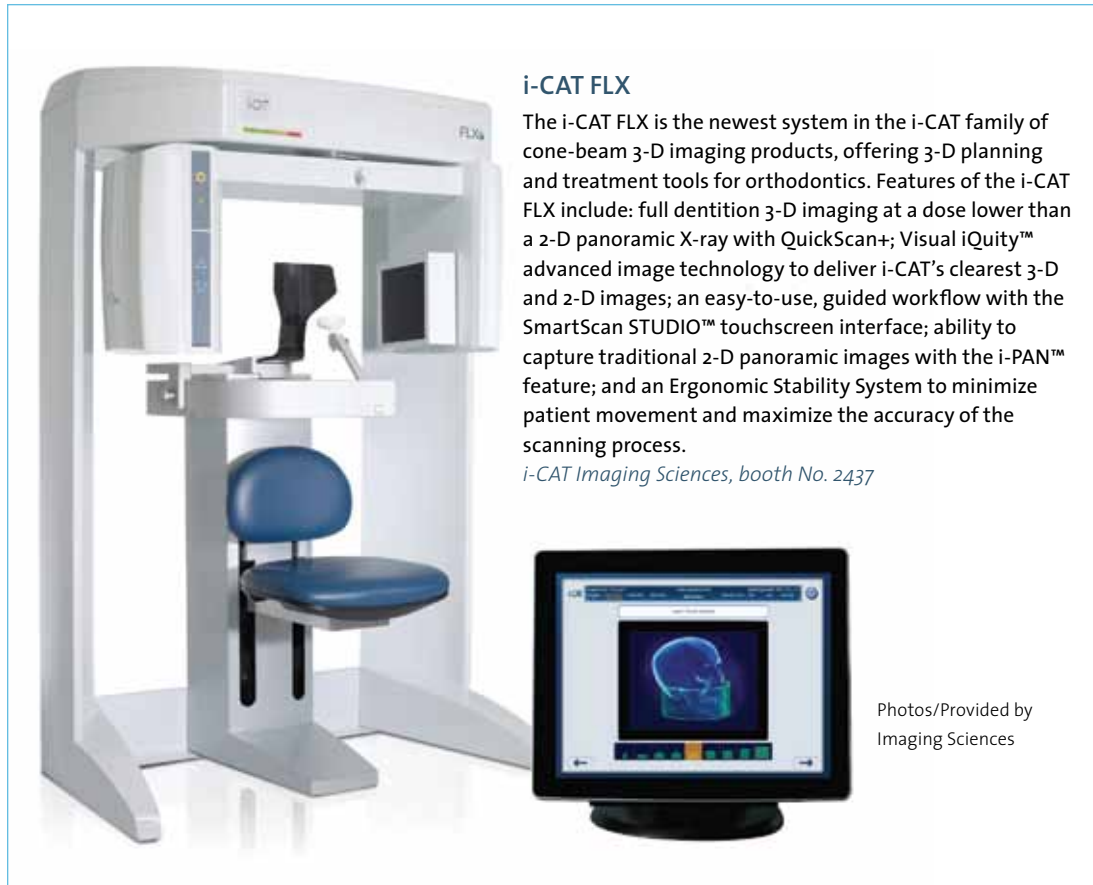
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# AAO product scrapbook

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



## i-CAT FLX

The i-CAT FLX is the newest system in the i-CAT family of cone-beam 3-D 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 dose lower than a 2-D panoramic X-ray with QuickScan+; Visual iQuity™ advanced image technology to deliver i-CAT's clearest 3-D and 2-D images; 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; and an Ergonomic Stability System to minimize patient movement and maximize the accuracy of the scanning process.

*i-CAT Imaging Sciences, booth No. 2437*

Photos/Provided by  
Imaging Sciences



Photo/Provided by PhotoMed

## PhotoMed G15 Digital Dental Camera

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 assured. By using the camera's built-in flash, the amount of light necessary for a proper exposure is practically guaranteed.

*PhotoMed, booth No. 630*



Photo/Provided by  
Reliance Orthodontic  
Products

## Assure Plus All Surface Bonding Resin

Introduced in 2014, Assure™ Plus All Surface Bonding Resin makes it possible to bond directly to every intraoral surface using one bonding primer and any bonding paste — chemical or light cured. The product increases adhesion to normal, atypical, dry or slightly contaminated enamel, and now zirconia and acrylic temps, without additional primers. The universal bonding agent also bonds to metal restorations and porcelain without additional primers. No drying or light curing is required, and it can be used with any light or chemical cure system.

*Reliance Orthodontic Products, booth No. 637.*

## Esprit, Class II corrector

Esprit, a new 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. 1037*



Photo/Provided  
by Opal Orthodontics



Photos/Provided by DMG

## Icon

Icon by DMG removes post-ortho white spots in one patient visit without any drilling.

*DMG, booth No. 1225*



Before Icon



After Icon



# Who Relies on OrthoSynetics?

He Does



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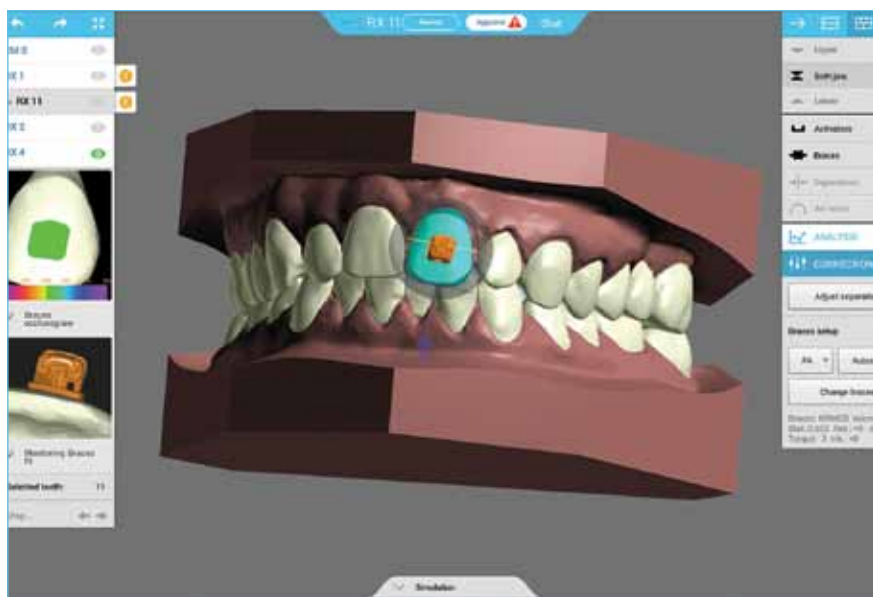


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# AAO product scrapbook



Photo/Provided by Great Lakes

## eXact

eXact computerized indirect bonding solutions, offered by Great Lakes Orthodontics, is a patented suite of precision, computer-aided, bracket placement services. This exclusive technology determines the exact digital placement coordinates for each bracket. Then, through the use of cutting-edge 3-D printing technology, bonding trays are manufactured with unrivaled positioning accuracy.

Great Lakes Orthodontics, booth No. 2218



Photo/Provided by WildSmiles

## 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.

WildSmiles, booth No. 1053



Photo/Provided by Kaleidoscope

## Kaleidoscope Custom Layouts

Kaleidoscope, a fully customizable, in-office marketing tool, announces its new Custom Layouts feature. Enjoy the freedom to mix and match backgrounds and templates, giving you even more creative flexibility. Each quarter, the company adds new content or introduces new product enhancements to keep Kaleidoscope fresh and exciting.

Kaleidoscope, booth No. 1324

AD

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# Ormco Custom: Investing in personalization

By Ormco Staff

Here is one motivating statistic: 70 percent of buying experiences are based upon a customer's experience and how they feel they are being treated\*. Today, customer service is paramount and also largely linked to a personalized experience. Adults and teens alike have come to expect customization — from simple coffee orders to eyeglass prescriptions and *Amazon.com* shopping recommendations.

When it comes to patient care, a beautifully aligned smile is the end goal; however, the powerful impact of each patient experience cannot be minimized. A large part of patients feeling like they're "being treated well" has to do with personal attention and a treatment plan that exactly meets their needs.

While personalized treatment appeals to patients, there are also distinct competitive practice advantages. The "4 Ps" of personalization — pre-treatment smile visualization, per-tooth prescription calculations, patient specific bracket and wire manufacturing and precision bracket placement — can lead to fewer appointments, less chair time, a more efficient practice workflow, added treatment control and precise results.

Ormco™ Custom, debuting at this year's AAO Annual Session, is a full suite of digital products offering unprecedented treatment personalization. Read on to uncover how Ormco Custom — featuring Insignia™ Advanced Smile Design™, Lythos™ Digital Impression System and AOA Labs — works toward a common goal: making it easier to give patients clinically superior outcomes.

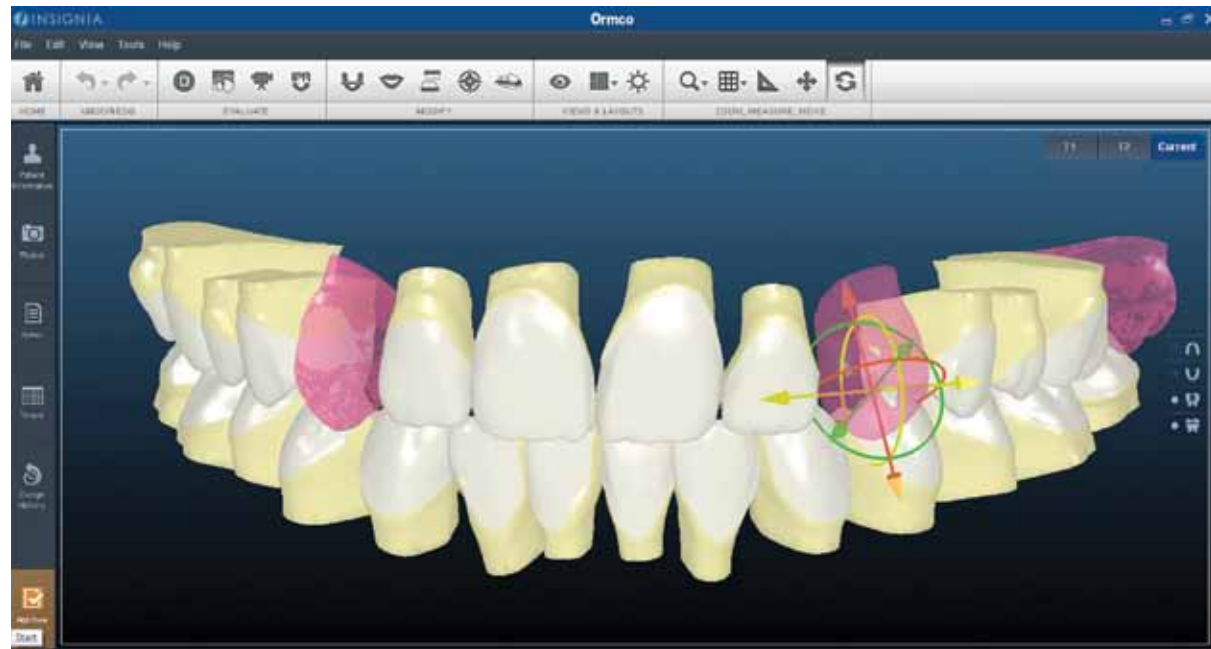
## Insignia Advanced Smile Design

With unprecedented accuracy, Insignia Advanced Smile Design allows doctors to show patients a 3-D virtual image of the projected final results prior to starting a case. The pre-treatment smile visualization ensures that each patient knows the treatment plan is customized and can see his or her unique tooth progression before the first brackets go on or aligners fitted.

On the doctor side, Insignia Ai — the enhanced and easy-to-use Insignia Advanced Smile Design Approver Interface — combines two occlusion tools into a simultaneous function for clinicians to interact with the patient's occlusion from multiple angles.

This function provides a higher level of interactive visualization to achieve both the esthetics and occlusion preferred. The occlusion tool is accompanied by a new wizard to easily navigate throughout the entire submission and approval experience, ensuring every detail of customization is documented.

With clear precision placement guides (jigs) shipped with each Insignia case,



Insignia Advanced Smile Design allows doctors to show patients a 3-D virtual image of the projected final results prior to starting a case. Photos/ Provided by Ormco

## Here at the AAO

It's a debate for the ages! Pick a side and then watch as candidates Senator Tailor and Governor Cash argue which benefit is better: personalization or profitability. Participants who vote for the winning side will be eligible for daily prizes of free Insignia cases and professional headshots and have a chance to win a \$20,000 Lythos Digital Impression System. For more information or to watch one of the debates, head over to the Ormco booth, No. 1805.

Ormco Custom provides the means to calculate and view exact bracket placement on a patient's tooth before curing. This precision placement results in fewer mid-treatment adjustments.

Essentially, Insignia considers the anatomy of each patient's teeth, the position of each tooth within the mouth and its desired path of travel and then creates a per-tooth prescription based on each tooth's desired final destination.

## Lythos Digital Impression System

PVS impressions can be difficult, require many retakes, cause patient discomfort and fail to provide an all-encompassing, 360-degree view of the teeth, arches and bone structure. Lythos Digital Impression System uses AFI technology to capture and stitch together data in real time, acquiring high-definition surface detail at all angulations of the tooth surface.

Unique to orthodontic impression systems, Lythos can provide up to 2.5 million 3-D data points per second. The result is a more exacting, and personal, single high-resolution scan. In fact, the name "Lythos" was inspired by the word "lithography" — the process of replicating or producing a mirror image of data within the exact confines from which it was taken

For greater customization, each scan



Lythos Digital Impression System can provide up to 2.5 million 3-D data points per second for a more exact and personal, single high-resolution scan.

can be manipulated on Lythos' touch screen. With rotation capabilities, and several vantage points, Lythos provides enhanced visibility to better personalize each patient's treatment course.

## AOA Labs

Ormco Custom is supported by AOA Labs. Customized appliances, including class II correctors, aligners, splints and retainers, offer an unmatched degree of personalization. With this component of Ormco Custom, orthodontists have the ability to create per-tooth prescriptions for every patient.

## Join the debate

Profitability vs. personalization: The debate continues at Ormco booth No. 1805. Join in on the fun and cast your vote! If

you select today's winning side, you'll be eligible for prizes of free Insignia cases, valued at \$800\*\*, and professional headshots to be photographed at the booth.

In addition to at-show prizes, all participants have a chance at winning a \$20,000 Lythos Digital Impression System. What side will you choose?

\* McKinsey

\*\* Only AAO 2014 North American doctors are eligible to win. Participants must vote and be present to win any prize. Winners announced daily at the end of each debate. Custom portraits will be photographed at AAO, April 26–28. Lythos winner will be announced April 28, at 4 p.m. Doctors and staff from Massachusetts and Vermont are not eligible to win the Lythos Digital Impression System, nor Insignia cases.



# PERSONALIZATION

I'm Senator Tailor, announcing new possibilities for Personalization with Ormco™ Custom. Yes, Ormco Custom also offers Profitability - but what do we really care about? Personalization! I'm uniting orthodontists to vote for:

- » Pre-Treatment Smile Visualization
- » Per-Tooth Rx, Custom Torque Brackets
- » Custom Wires

**VOTE Personalization for  
a chance to win prizes  
at BOOTH #1805**

**WATCH THE  
DEBATE**

**LAUGH**

**VOTE**

**WIN**

**REGISTER TO VOTE** and watch the debate at **Ormco Booth #1805** for your chance to win a **FREE \$20,000 Lythos™ Digital Impression System!**

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\* Only North American AAO 2014 doctors are eligible to win. Participants must vote and be present to win any prize. Winners announced daily at the end of each debate and custom portraits will be photographed at AAO, April 26th through April 28th, 2014 during booth hours only. Lythos winner will be announced Monday, April 28th, at 4:00 pm. Doctors and staff from Massachusetts and Vermont are not eligible to win with the Lythos Digital Impression System, nor Insignia cases.