

**OFF TO LAS VEGAS**

Continue your education at OrthoVOICE, where fresh faces and seasoned lecturers have a lot in store.

► page 2

**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 & 5

**WIN FOR A CAUSE**

Take enough pictures and you could make your chosen dental charity very happy indeed.

► page 10



Dr. Barry Sears is a leading authority on the impact of the diet on hormonal response, genetic expression and inflammation. He will speak at 8-9:30 a.m. today.

## Pick up some new techniques

By Sierra Rendon, Ortho Tribune

If you came to Philadelphia to learn new techniques to bring back to your orthodontic practice, you have plenty of educational options to meet your needs.

From the doctor sessions to the staff seasons to the featured speakers series, if it's related to orthodontics, it's probably covered!

Today's sessions include topics such as, "New Frontiers in the Early Treatment of Class III Malocclusion," "Missing Maxillary Lateral Incisors: New Procedures and Indications for Space Closure," "Incorporating New Technologies and Advances to Orthognathic Surgery" and "Tips & Tricks for the Digital Office," among much more.

Staff sessions include a range of topics from orthodontic digital photography, staff training, risk management, infection prevention, fee collection and more.

Today's featured speaker series will begin the day at 8 a.m. with a free session from best-selling author Dr. Barry Sears.

Sears' presentation, "Why We Gain Weight, Get Sick and Age Faster," will explore the changes in the American diet in the last 40 years that have turned on ancient inflammatory genes that are the underlying cause of our obesity and health-care crisis.

# Fun with braces



Attendees of the 113th annual meeting of the American Association of Orthodontists stream in and out of the Philadelphia Convention Center on Saturday morning. Photos/Sierra Rendon, Ortho Tribune

*At this year's AAO, brackets aren't just for the mouth — they're for bracelets and earrings, too*

By Sierra Rendon, Ortho Tribune

**T**housands of orthodontists and orthodontic team members have arrived in Philadelphia to take part in the various educational and social offerings at the American Association of Orthodontists 113th annual meeting.

This week's session offers an extensive list of clinical and practice management sessions, feature speaker sessions, oral research abstract presentations and table

► See BRACES, page 14

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# OrthoVOICE gears up for its fourth annual meeting

By Davin Bickford  
OrthoVOICE board member

OrthoVOICE 2013 is all set for its fourth annual meeting, which will take place Sept. 19–21 at Planet Hollywood in Las Vegas.

As our event continues to redefine the orthodontic meeting experience, this year a host of fresh speakers will accompany seasoned lecturers to bring

a variety and dimension not found at other orthodontic meetings.

This year's speakers include Dr. Katherine Vig, Dr. Neal Kravitz, Dr. Dan Bills, Dr. John Pobans, Nancy Hyman and Andrea Cook.

OrthoVOICE will also highlight its unique and always popular social events. These events cultivate practice-changing conversations and idea sharing in a fun and relaxed environment outside of the lecture hall.

OrthoVOICE has applied for CERP ac-

creditation and will offer C.E. credits for all lectures at this year's meeting with full registration (only \$249 before July 15). Orthodontists and team members may instead choose to register for the Exhibit Hall Only Pass (only \$49 before July 15), which allows access just to the tradeshow floor and all social activities.

Speaker bios, lecture topics, full speaker lineup and registration information can be found at [www.orthovoice.com](http://www.orthovoice.com). Call (402) 932-1298 for a code to get \$50 off your registration.

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# WHAT'S BREWING?

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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*



The 3M™ True Definition Scanner, for use in orthodontic practice, is a complete digital impression system that uses 3-D-in-motion video technology to deliver a true replica of the oral anatomy with precision and accuracy. The digital process brings improved productivity, better oral care and ultimately a better patient experience, according to the company. See the new technology in the 3M Unitek booth, No. 625.

Photo/Provided by 3M Unitek



The Icon by DMG removes post-ortho white spots in one patient visit without any drilling. Stop by booth No. 241 to learn more.

Photo/Provided by DMG



Dentaurum has released its new DISCOVERY PEARL ceramic bracket, which offers the lowest profile in ceramic brackets and is made with a translucent aluminum oxide material that takes on the natural shade of the tooth. The bracket is manufactured using a C.I.M. (ceramic injection molding) process that guarantees strength typically found only in steel brackets. This helps to avoid bracket fracture during de-bonding and tie-wing breakage during treatment. Visit Dentaurum at booth No. 1339 to learn more.

Photo/Provided by Dentaurum

WildSmiles braces are the only braces to turn correction into expression. Patients can embrace individual style with such bracket shapes as stars, hearts, flowers, footballs, soccer balls and super-diamonds. For more information, stop by booth No. 1949. Photo/Provided

by WildSmiles



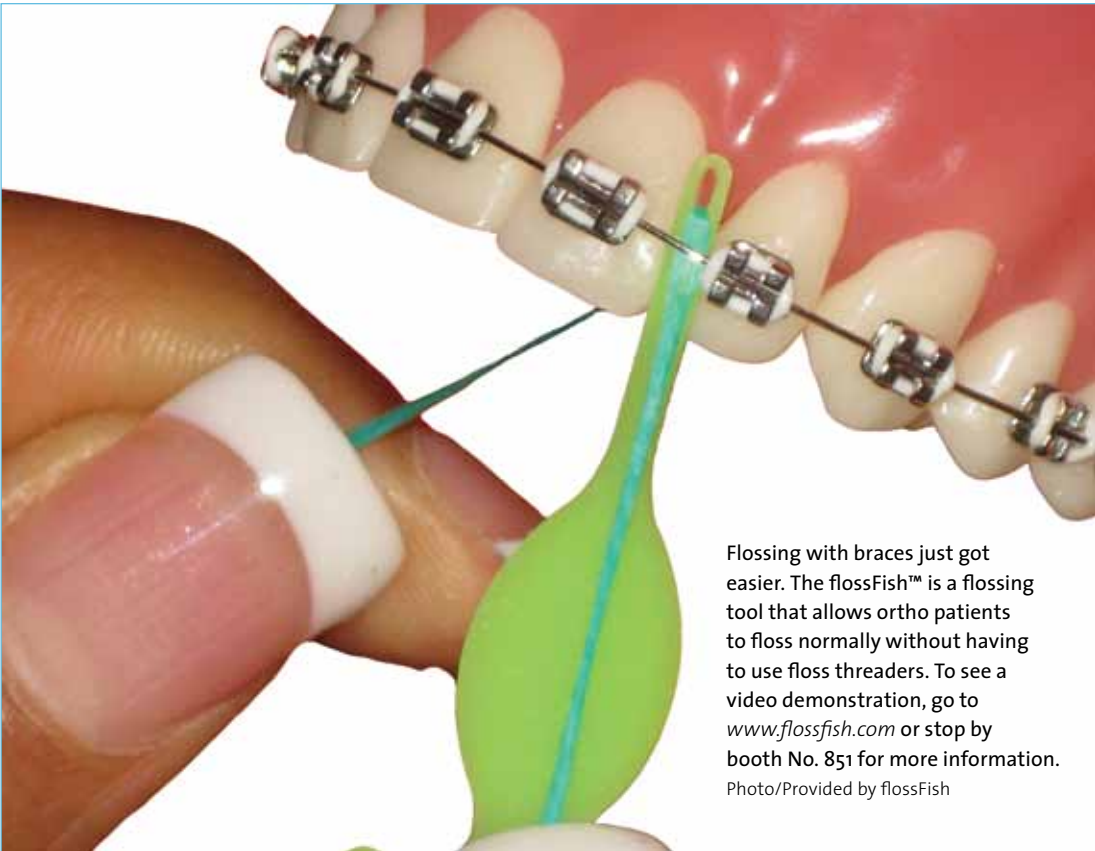




The new Philips Sonicare FlexCare Platinum power toothbrush is the next level of power toothbrush innovation. Unique features include the new InterCare Brush Head, three customizable brushing modes and a pressure sensor, removing up to six times more plaque between teeth than a manual toothbrush. For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



Orasoptic's XV1 is the world's first wireless loupe and headlight in one. This new innovation seamlessly combines Orasoptic's award-winning loupes with its award-winning headlight. Featuring a lightweight and completely cable-less design, and by removing the heavy and bulky backpacks of past headlights, XV1 was ergonomically designed for comfort, function and style. Check it out at the Orasoptic booth, No. 955. Photo/Provided by Orasoptic



Flossing with braces just got easier. The flossFish™ is a flossing tool that allows ortho patients to floss normally without having to use floss threaders. To see a video demonstration, go to [www.flossfish.com](http://www.flossfish.com) or stop by booth No. 851 for more information. Photo/Provided by flossFish

Villa Sistemi Medicali introduces its new Rotograph Evo 3D, a dental imaging system with three-in-one functionality — panoramic, cephalometric and 3-D. The core of the Rotograph Evo 3D is the flat panel detector (FPD) using amorphous silicon technology associated with cesium iodide (CsI) scintillator. Thanks to the unit's 3-D field of view of 8.5 x 8.5 cm, the entire dental status of the patient is commonly visible at a glance, without the need to make different exposures to obtain it. For more information, stop by booth No. 226. Photo/Provided by Villa Radiology



Introducing the new, stronger, faster, Opalescence TresWhite Supreme teeth whitening system. Treswhite Supreme now comes in 15 percent strength to enhance its whitening power. To learn more, stop by booth No. 2225. Photo/Provided by Opal Orthodontics

# An interview with Ortho-T inventor Earl O. Bergersen

By Ortho-Tain Staff

Here during the AAO, orthodontic appliance inventor Earl O. Bergersen DDS, MSD, will present seminars at booth No. 2301 on efficient and cost-effective techniques for straightening teeth without braces. But first, he sits down to talk about some of his appliances.

## *What makes the Ortho-T Appliance for the adult ortho treatment so unique?*

The Ortho-T technique is the superior, most effective choice of adult orthodontic treatment without braces. Ortho-T's unique design allows permanent dentition to be guided into a perfect Class I occlusion with only one appliance worn one to two hours per day.

The Ortho-T technique takes one-fifth the time of fixed treatment. The cost of the Ortho-T appliance is \$59 and takes approximately one hour of total chair time.

## *What benefits does the Ortho-T technique for adult treatment without braces have over other adult treatment techniques?*

As previously stated, Ortho-T is worn one to two hours per day; treatment time is two to 12 months, which is approximately one-third the time of most other procedures. Ortho-T's cost is one-fourth to one-half that of fixed treatment.

Ortho-T corrects overbite, overjet, crowding, spacing and TMJ. It requires only one appliance, which is worn for both active treatment as well as retention. If relapse occurs 10 years later, the

## *Here at the AAO*

For more information on the Ortho-T Appliance, the Occlus-o-Guide or the Nite-Guide, call (800) 541-6612, visit [www.ortho-tain.com](http://www.ortho-tain.com) or stop by the Ortho-Tain booth, No. 2301.

same appliance can be re-used.

In addition, no interruptions or changing of appliance is needed if dental work is done during treatment. Any type of treatment — bridgework, extractions, implants — none of these affect the fit of the appliance.

## *How difficult is it for an orthodontist to understand and implement the Ortho-T technique?*

Attending a one-day course or viewing our seminar on DVD will provide the necessary knowledge. Ortho-T is the easiest appliance to use on the market.

## *How many patients have been treated with the Ortho-T?*

More than 3 million.

## *Is it true that Ortho-Tain also has an orthodontic treatment procedure for teenagers and young children?*

Occlus-o-Guide is for 8- to 12-year-olds with overbite, overjet and crowding, all of which can be corrected with only two hours of daytime wear for a period of two to 10 months. Only one appliance is required for treatment. Occlus-o-Guide can be used for almost all malocclusions from ages 8-12.

Nite-Guide is used during the eruption of the upper and lower incisors and

is worn passively only while sleeping. Nite-Guide expands the arch up to 4 mm and can correct up to 7 mm of potential crowding, any overbite and overjet, open bite and pseudo Class III. Nite-Guide is an effective and easy Phase I technique.

## *Does the Occlus-o-Guide and Nite-Guide work similarly to the Ortho-T for adult?*

Almost the same way, except there is more room for crowding at the ages of 5 to 12 because of larger posterior deciduous teeth.

## *Is the Nite-Guide the only early treatment device on the market that can straighten the incoming adult dentition with only nighttime wear?*

Yes. The Nite-Guide allows the teeth to erupt straight. The fiber bundles develop in that position, so there is minimal or no relapse, according to research to date.

Research also shows that children who wear the Nite-Guide for one hour of sleeping time will receive the same results in most cases as a full night's wear.

Research also shows 93 percent of all 5- to 7-year-olds are candidates. One practitioner can treat hundreds of patients each year.

## *What type of education will orthodontists receive if they stop by booth No. 2301 during the AAO?*

Academics of early treatment and orthodontics for adults, overview of all techniques, how to get started, how to measure, what to charge, how to code for insurance and a free diagnosis of cases brought to booth.



Fig. 1



Fig. 2



Fig. 3



Fig. 4

Before-and-after photos using the Ortho-T (Figs. 1, 2) and the Nite-Guide (Figs. 3, 4).

Photos/Provided by Ortho-Tain

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## *Here at the AAO*

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Diana P. Friedman, CEO, and Nicholas Wood, chairman, show off the Vespa that you could win at the Sesame Communications booth, No. 301. Photo/Provided by Sesame Communications

# Sesame expands its office space to accommodate workforce growth

Sesame Communications, a leading provider of cloud-based solutions to help dental and orthodontic practices accelerate new patient acquisition and transform the patient experience, announced it is doubling the size of its

## Here at the AAO

For more information about Sesame, visit [www.sesamecommunications.com](http://www.sesamecommunications.com), call (877) 633-5193 or stop by the booth, No. 301.

downtown Seattle headquarters.

The expansion comes through the lease of the second floor of the Reedo Building, adding to the third-floor space the company has occupied since January 2010.

During the past three years, Sesame Communications has experienced a 261 percent increase in revenues and has expanded its workforce by 189 percent during the same period.

Located on 1st Avenue South in Seattle's Pioneer Square neighborhood, the Reedo Building was extensively renovated in 2005 to include energy-efficient systems while retaining its historic façade and personality.

The Reedo Building is among the most accessible in the city of Seattle, with a Walk Score of 83 and a Transit Score of 100.

To encourage the use of public transportation, Sesame Communications provides a 100 percent transit subsidy for its entire staff.

"With employees throughout the Seattle suburbs and surrounding cities in every direction, we believe downtown Seattle represents the ideal hub and technology center for our continued growth" said Diana Friedman, chief executive officer of Sesame Communications.

"This latest expansion of our headquarters will help Sesame continue to attract and retain top talent within the area and provide them with ready access to outstanding commute options and amenities."

## About Sesame Communications


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

The company supports thousands of practices in their efforts to grow and thrive in the digital age.

The Sesame 24-7 platform provides an end-to-end, HIPAA-compliant system tailored to the unique and specific needs of dentistry. An Inc. 500/5000 and Deloitte Technology Fast 500™ company, Sesame is recognized as one of the fastest growing technology companies in the United States.



Sesame is also the proud recipient of numerous awards and accolades, including a two-time Pride Institute Best-of-Class winner and as one of the 100 Fastest Growing Companies by Puget Sound Business Journal.

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Booth #2301



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**Occlus-o-Guide®**

- For the 8-12 year old
- Worn 1-2 hours per day

**Ortho-T®**

- For adults
- Worn 1-2 hours per day



Before



After



Before



After



Before



After



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• Corrects Overjet

• Corrects Overbite

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