

CHANGE IS IN THE AIR

Ortho Tribune Editor In Chief Dennis J. Tartakow reflects on the future of our industry.

► page 4

**TIME FOR SHOPPING**

Heading to the exhibit hall? Here are a few products you should check out while there.

► page 5

**ARE YOUR COMPUTERS SECURE?**

Three steps for making sure that ransomware doesn't bring your practice to a standstill.

► page 10



Smiles start here

It's the perfect time of year. Spring is here, the sun is out and the 2018 AAO Annual Session has finally arrived. For the next four days, you can get your fill of new products, new techniques and new ways of looking at how you practice orthodontics.

A variety of educational sessions, taught by experts in the field, are being offered to both doctors and staff on a number of topics, including treatment planning, sleep apnea, multidisciplinary care, cutting-edge techniques and more.

One highlight this year is an AAO Sleep Apnea and Orthodontics Task Force open forum being held from 3 to 4:30 p.m. today. Members of the Task Force will be in attendance to listen to colleagues' thoughts and concerns regarding the relationship between sleep apnea and orthodontics.

Over in the exhibit hall, hundreds of reps have gathered to showcase the newest products and technology in the field, from practice management to 3-D imaging to brackets and handpieces.

Make sure you download the AAO app to your smartphone. Information on sessions, exhibitors and more is all available.



A group of attendees takes a picture at the social media area during the 2017 AAO Annual Session. Photo/Ortho Tribune Staff

AAO to recognize its members for service, humanitarian work, research

During the 2018 Annual Session, the AAO, the AAO Foundation and the American Board of Orthodontics will recognize honorees at the Excellence in Orthodontics Luncheon and Awards Ceremony, being held Sunday from noon to 2:15 p.m.

at the Walter E. Washington Convention Center.

The Excellence in Orthodontics Luncheon and Awards Ceremony keynote speaker will be Mike Krzyzewski, aka "Coach K," head coach of the Duke Uni-

versity Men's Basketball Team. Ticket cost is \$60 for the luncheon (or \$15 for the keynote address and award presentations only). Tickets may be purchased via annual session registration.

Award recipients will include:

• *Humanitarian Award: Dr. E. David Engst.* After practicing orthodontics for 26 years, Engst sold his practice and

► See RECOGNIZE, page 5

IT'S SO SIMPLE TO ACHIEVE CONSISTENT CLINICAL IMAGES



SNESCIII-A-0118

Visit us at Booth 324



EyeSpecial C-III

THE DENTAL CAMERA THAT
MAKES IT EASY



Download ebook
Scan Code

- ▶ 8 Dental shooting modes – Easier, faster and more reproducible images
- ▶ Auto-cropping, smart focus and zoom
- ▶ Auto flash adjustment for true color
- ▶ 3.5 inch LED/LCD touchscreen – Works with exam gloves
- ▶ Water/chemical resistant – Essential for infection control in the office
- ▶ Ultra-lightweight body: approximately 1lb



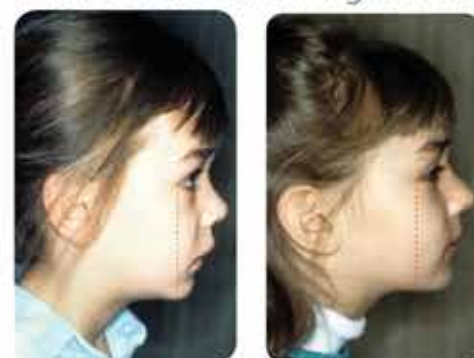
INCORPORATING OPEN AIRWAY ORTHODONTICS™

HEALTHYSTART® NOW OFFERS
THE ULTIMATE PHASE I PLUS™ SYSTEM

Addressing these Outward Symptoms of Sleep Disordered Breathing

DARK CIRCLES UNDER EYES
DEFIANCE / AGGRESSION
DIFFICULTY IN SCHOOL
DAYTIME DROWSINESS
CHRONIC ALLERGIES
MOUTH BREATHING
TOOTH GRINDING
RESTLESS SLEEP
BED WETTING
NIGHTMARES
SNORING
ADD/ADHD

Malocclusion / Alignment



Airway



NORMAL AIRWAY



COMPROMISED
AIRWAY



AIRWAY IMPACTED BY
MOUTH BREATHING

10% OF MOUTH OPENING = 6 MM OF AIRWAY REDUCTION

With the HealthyStart® System



HealthyStart® Pado
Habit Corrector



HealthyStart®
C Series



HealthyStart®
IG or G Series

WWW.THEHEALTHYSTART.COM
WWW.OPENAIRWAYORTHODONTICS.COM



Changes in ABO certification: A scenario-based format

Part one of two

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

With the combination of: (a) external challenges and changes in the certification process by the American Board of Orthodontics (ABO); (b) internal changes in almost every orthodontic office as a result of computerization; (c) confrontation from the government with HIPAA and OSHA requirements and limitations; and (d) the need for better time/motion efficiency to address improved delivery of orthodontic services, the forces for change combine to be far stronger than the forces for maintaining the status quo.

In an article by Robert M. Diamond, he observed that: "Significant change will never occur in any institution until the forces for change are greater in combination than the forces preserving the status quo ... the forces for resisting changes are extremely powerful" (Sept. 8, 2006).

As an institution, orthodontics has survived those challenges, and in the process, we have begun to reinvent ourselves as practitioners, researchers and educators. Our post-graduate orthodontic programs have improved in ways that will enhance educational growth, development and learning to all graduate students. It has not been an easy task nor has there been universal acceptance of its progress, but it has resulted in major revisions to all postgraduate orthodontic programs.

The lead taken by the ABO has been quite dramatic and refreshing to the profession, even though these changes have been hard to swallow by us "seasoned diplomates." It is essential that we do not engage in the debate of whether the changes are the right ones or even if we all agree on the changes — what is most important is that we embrace the changes and move forward together to assure the survival of this unique institution of orthodontics.

All of us have made great strides forward with improving the quality of the orthodontics services that we provide for our patients. It is apparent that we



'It is essential that we do not engage in the debate of whether the changes are the right ones or even if we all agree on the changes — what is most important is that we embrace the changes and move forward together to assure the survival of this unique institution of orthodontics.'

will continue to move in directions that secure a place of distinction for our profession.

Peter Senge, PhD, senior lecturer at the Massachusetts Institute of Technology, pioneer in the field of learning organizations and author of "The Fifth Discipline" (1990), identified two specific types of learning:

1. *Adaptive learning:* When organizations fail to keep up with the accelerated change of today's social and business environment, they will die. The ability to adjust is the key to survival. Adaptive learning is about coping. It is the first stage of moving toward a learning organization.

2. *Generative learning:* By contrast, generative learning is about creating.

It requires a new way of looking at the world, a new way of looking at patients (what do they need) and a way to manage better and lead (fostering learning instead of controlling). Generative learning requires looking at the systems that control events and not just reacting to events or adjusting to trends.

Leadership and change come from creative tension. While we have not yet reached the generative learning stage, we are now posed for the move into it. This requires trust and loyalty but also means giving up personal agendas and opinions for the good of the entire organization. Creative tension is the difference between the vision (where we want to be) and current reality (where we are). Creative tension can be resolved in two ways, by: (a) raising current reality or (b) lowering the vision. With creative tension, we can learn to use the energy it creates to move current reality toward the vision. It is our choice how we respond; we have often selected routes of resisting change as the least threatening.

Ethical leadership in orthodontics is essential for presenting solid core values to residents in order for them to be properly prepared to become orthodontic specialists as well as leaders in the field; it must be addressed with enthusiasm and fervor in order to ensure that the orthodontic health-care needs and the protection of human rights for our communities and society are protected (Tartakow).

As noted in chapter two, Marshall and Oliva (2006) suggested social justice in education required powerful societal support that concerned the values, mission and leadership for transforming society. In order for ethics of identity for affirmation of difference and social transformation to be instilled in orthodontic residents, educational institutions and hospital training programs are morally obligated to demonstrate principles and practices that support, respect, and sustain different identities, as well as transform prevailing social patterns (Appiah, 2005).

Coming up

To read part two of this article, please pick up the Ortho Tribune AAO Show Daily Issue 2, available at the Ortho Tribune booth, No. 215, on Sunday.

References will be included at the end of Part II.

ORTHO TRIBUNE

PUBLISHER & CHAIRMAN

Torsten Oemus t.oemus@dental-tribune.com

PRESIDENT/CHIEF EXECUTIVE OFFICER

Eric Seid e.seid@dental-tribune.com

EDITOR IN CHIEF ORTHO TRIBUNE

Prof. Dennis Tartakow
d.tartakow@dental-tribune.com

INTERNATIONAL EDITOR ORTHO TRIBUNE

Dr. Reiner Oemus r.oemus@dental-tribune.com

GROUP EDITOR

Kristine Colker k.colker@dental-tribune.com

MANAGING EDITOR ORTHO TRIBUNE

Sierra Rendon s.rendon@dental-tribune.com

MANAGING EDITOR

Fred Michmershuizen
f.michmershuizen@dental-tribune.com

MANAGING EDITOR

Robert Selleck, r.selleck@dental-tribune.com

PRODUCT/ACCOUNT MANAGER

Humberto Estrada h.estrada@dental-tribune.com

PRODUCT/ACCOUNT MANAGER

Maria Kaiser
m.kaiser@dental-tribune.com

PRODUCT/ACCOUNT MANAGER

Jordan McCumbee
j.mccumbee@dental-tribune.com

CLIENT RELATIONS COORDINATOR

Leerol Colquhoun
l.colquhoun@dental-tribune.com

EDUCATION DIRECTOR

Christiane Ferret c.ferret@dtstudyclub.com

Tribune America, LLC
116 West 23rd Street, Suite 500
New York, NY 10011
Phone (212) 244-7181
Fax (212) 244-7185

Published by Tribune America
© 2018 Tribune America, LLC
All rights reserved.

Tribune America strives to maintain the utmost accuracy in its news and clinical reports. If you find a factual error or content that requires clarification, please contact Group Editor Kristine Colker at k.colker@dental-tribune.com.

Tribune America cannot assume responsibility for the validity of product claims or for typographical errors. The publisher also does not assume responsibility for product names or statements made by advertisers. Opinions expressed by authors are their own and may not reflect those of Tribune America.

EDITORIAL BOARD

Jay Bowman, DMD, MSD (*Journalism & Education*)
Robert Boyd, DDS, MEd (*Periodontics & Education*)
Earl Broker, DDS (*TMD & Orofacial Pain*)
Tarek El-Bialy, BDS, MS, MS, PhD (*Research, Bioengineering and Education*)
Donald Giddon, DMD, PhD (*Psychology and Education*)
Donald Machen, DMD, MSD, MD, JD, MBA (*Medicine, Law and Business*)
James Mah, DDS, MSc, MRCD, DMSc (*Craniofacial Imaging and Education*)
Richard Masella, DMD (*Education*)
Malcolm Meister, DDS, MSM, JD (*Law and Education*)
Harold Middleberg, DDS (*Practice Management*)
Elliott Moskowitz, DDS, MSd (*Journalism and Education*)
James Mulick, DDS, MSD (*Craniofacial Research and Education*)
Ravindra Nanda, BDS, MDS, PhD (*Biomechanics & Education*)
Edward O'Neil, MD (*Internal Medicine*)
Donald Picard, DDS, MS (*Accounting*)
Glenn Sameshima, DDS, PhD (*Research and Education*)
Daniel Sarya, DDS, MPH (*Public Health*)
Keith Sherwood, DDS (*Oral Surgery*)
James Souers, DDS (*Orthodontics*)
Gregg Tartakow, DMD (*Orthodontics*) and Ortho Tribune Associate Editor

AAO product scrapbook

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

EverSmile OrthoFoam

EverSmile OrthoFoam will help those wearing braces to clean under and over their dental appliances, brackets and wires. It also whitens teeth and can be used up to four times per day without causing tooth or gum sensitivity. OrthoFoam 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



Photo/Provided by EverSmile

Kaleidoscope

Kaleidoscope offers digital marketing for your reception area.

- Initial customization for no charge (\$1,200 value) includes more than 300 layouts.
- All of your practice is featured.
- 50 professionally designed layouts change every month.
- 70 scheduled seasonal/holiday layouts change throughout the year.
- The flow of information captures attention of parents.

Kaleidoscope, booth No. 208



Photo/Provided by Kaleidoscope



Photo/Provided by OrthoBanc

AccepTx Pro

AccepTx Pro is a professional treatment and fee presentation tool that allows patients to view their treatment and payment options in your office or at home. Once the responsible parties determine which payment plan works best within their budget, they can accept treatment and electronically sign the necessary forms.

At the OrthoBanc booth

◀ RECOGNIZE, Page 1

returned to his alma mater, the University of Washington, as a fellow in oral and maxillofacial surgery. During the past 10 years, he has provided free dental clinic services in several Latin American countries, Cambodia and the Philippines, often serving patients who have never had dental care. For the past eight years, he has spent six months per year in the Philippines, providing dental services in schools, churches and sometimes outdoors.

• *James E. Brophy Distinguished Service Award: Dr. Stephen Litton.* During his 41 years in orthodontic practice in Golden Valley, Minn., Litton was co-chair of the Doctors Scientific Program for the 2003 AAO Annual Session, served as general arrangements chair of the 2011 Annual Session and chaired the AAO Council on Membership, Ethics and Judicial Con-

cerns (COMEJC). He was president of the Midwestern Society of Orthodontists and of the Minnesota Association of Orthodontists, served on numerous AAO committees and task forces, was also very active in organized dentistry and was a long-time assistant professor of anatomy at the University of Minnesota Medical School.

• *Lifetime Achievement Award in Orthodontic Research: Dr. Lysle Johnston Jr.* Professor Emeritus and former chair, Orthodontics and Pediatric Dentistry at the University of Michigan, Johnston had chaired the orthodontic departments of Case Western Reserve University and St. Louis University before joining the Michigan faculty. He now teaches part-time at all three schools. He has conducted extensive research on differential effects of orthodontic treatments, mechanisms of facial growth and the interaction between growth and treatment. Johnston has received

research support via grants from the National Institute of Dental and Craniofacial Research and has served on the editorial boards of several journals, including the AJO-DO.

• *AAO Foundation Louise Ada Jarabak Memorial International Teaching and Research Award: Dr. Brent Larson.* Currently a professor and the director of the Division of Orthodontics at the University of Minnesota School of Dentistry, Larson has been a leader in organized orthodontics, orthodontic education, research and organized dentistry throughout his career. He is the 2017-18 AAO president-elect and has published articles in many refereed journals including the AJO-DO, most recently on 3-D imaging and orthodontic treatment outcomes. He has served as the AAO Foundation Planning and Awards Review Committee vice-chair and was chair of the AAO Council on Orthodontic Education and of the AAO Task Force on Faculty Recruitment.

• *American Board of Orthodontics Albert H. Ketcham Memorial Award: Dr. Birte Melsen.* From 1975-2012, Melsen was professor and chair of the Department of Orthodontics at The School of Dentistry, Aarhus University, Denmark. She has also had a part-time practice in Lübeck, Germany, focusing on treating adults. Melsen has authored and published more than 400 articles, with her research encompassing study of human autopsy material, bone biology, biomechanics, interdisciplinary treatment, skeletal anchorage and tissue engineering. In recent years, her primary areas of research have been skeletal anchorage, virtual imaging and adult treatment. Melsen has been very active in fundraising for third-world children, especially in South America where she lectures to generate money for underprivileged children.

(Source: American Association of Orthodontists)

Take your clear aligner therapies to the next level

Increase efficiency and improve patients' experience with clear aligner therapy using novel solutions: EyeSpecial C-III digital dental camera and Attachment Removal Kit for Clear Aligners

By Shofu Dental

Doctors and their team members who strive to increase the effectiveness of clear aligner therapies in their practice seek products that can engage everyone in the process and improve the hands-on experience of a patient. Digital photography plays a key role in documenting treatments. With the right camera in their hands, team members can help increase the patient's acceptance and practice's profitability.

The EyeSpecial C-III camera from Shofu Dental captures stellar images for case documentation, diagnosis and treatment planning, patient communication and education, according to the company. Equipped with dental-specific, pre-programmed shooting modes, the EyeSpecial C-III enables clinicians and their team members to efficiently navigate through photography tasks without the need of extensive photography experience.

For instance, in order to achieve orthodontic photographs with Shofu's camera, the operator will select a button corresponding to FACE MODE to capture extraoral images. In a similar fashion, an operator will choose STANDARD MODE to capture anterior and buccal intraoral photographs, and MIRROR MODE to accomplish the occlusal pictures.

For every step of an orthodontic photo series, the EyeSpecial C-III will automatically set the appropriate f-stop, aperture and focal length to deliver an ideal photograph, leaving the camera's operator to simply select a suitable mode. Incorporating intuitive functions tailored specifically for dentistry, the EyeSpecial C-III is designed to handle clinical applications without requiring retrofitted add-ons.

When combined with a draw/edit function, which allows for making notes directly on images, this attribute is of an immense value for an effective treatment evaluation or a discussion about the progress or challenges associated with the modality, the company asserts.

Engineered to provide functionality, the ultralight (weighing ca. 1 lb) EyeSpecial C-III complies with infection control protocols. The heavy-duty camera's body is water-, chemical- and



The EyeSpecial C-III camera.

Photos/Provided by Shofu Dental



The Attachment Removal Kit for Clear Aligners.

scratch-resistant, and it can be swiftly disinfected with a sterilizing towelette, virtually eliminating the possibility of cross-contamination.

Safe removal of orthodontic attachments

In clear aligner therapy, proper tooth positioning and the desired tooth move-

ment require composite resin attachments (buttons) in combination with the aligners. Easily removed at the end of a modality using appropriate finishing and polishing tools, attachment buttons do not cause permanent alterations to the tooth surface.

Designed to aid in the safe removal of orthodontic attachments created with

Here in Washington, D.C.

To learn more about the EyeSpecial C-III camera or the Attachment Removal Kit for Clear Aligners, stop by the Shofu Dental booth, No. 324.

direct composites, the Attachment Removal Kit for Clear Aligners from Shofu will help clinicians and their team members detach the composite buttons and restore the tooth to a highly esthetic look, without marring the surface.

The removal technique associated with Shofu's kit supports minimally invasive dentistry. In a quick and simple procedure, the bulk of a composite can be removed with either a Super-Snap black disk or a Robot Carbide Finisher bur. The remaining prominence of an attachment can be reduced with either One-Gloss PS or a Super-Snap violet disk. With Super-Snap green and red disks, the tooth surface can be efficiently prepared for the final polishing conducted with a DirectDia Polishing Paste and a Super-Snap SuperBuff disk.

Finishing and polishing after the attachment removal is vital to the clinical success of a clear aligner therapy. However, selecting the proper system can be challenging and, perhaps, overwhelming. According to Shofu, the Attachment Removal Kit for Clear Aligners delivers proven instruments and protocols to help team members safely remove orthodontic attachments and restore the teeth to a highly esthetic look in an efficient and predictable manner.

Powerful

Meet the newest member of your team – iTero Element 2

I'm here to help you do what you do – only better. With faster processing and clearer imaging, I'll transform your digital workflow and your chairside consults, so you can help your patients visualize their new smiles – and say yes to treatment.

> Visit booth 501 for more information

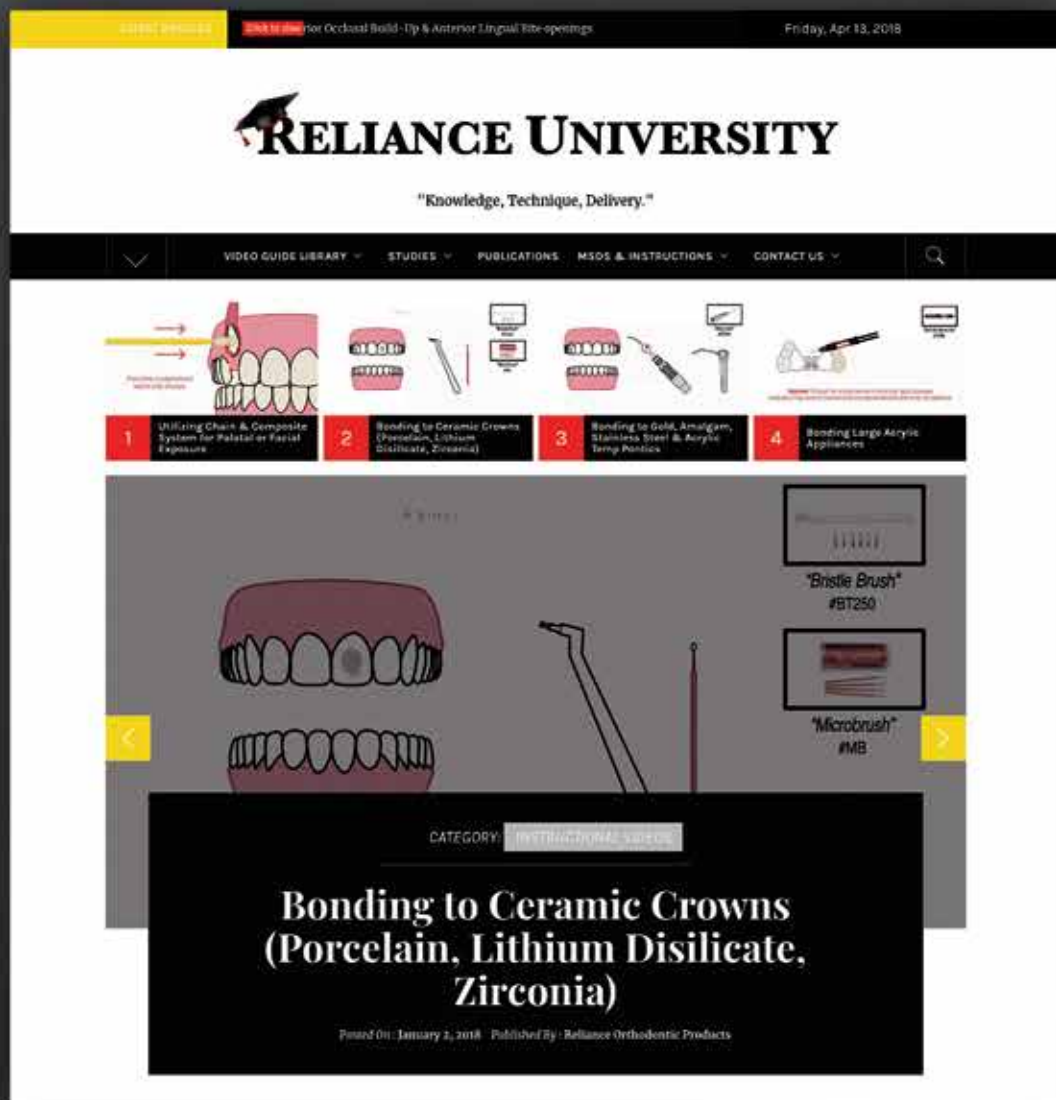
iTero element 2

Invisalign, iTero, iTero Element, the iTero logo, among others, are trademarks and/or service marks of Align Technology, Inc. or one of its subsidiaries or affiliated companies and may be registered in the U.S. and/or other countries. ©2018 Align Technology, Inc. All Rights Reserved. 203106 Rev A



RELIANCE UNIVERSITY SCHOOL'S IN SESSION!

FIRST OF ITS KIND ORTHODONTIC EDUCATIONAL AND TRAINING GUIDE



TRAINING VIDEOS

LITERATURE SUPPORT

WEBINARS & LIVESTREAMS

STUDY GROUP

LOG IN NOW!

[HTTP://RELIANCEU.TECH](http://relianceu.tech)



See us at the AAO Meeting, booth 2221



For more information, contact...

Reliance Orthodontic Products, Inc.

(800) 323-4348 • (630) 773-4009 • Fax (630) 250-7704
www.relianceorthodontics.com

The Gold Standard without the Gold Price!



Introducing
**STAINLESS STEEL
ORTHO-FLEXTECH®**



14 kt. GOLD ORTHO-FLEXTECH® has proven to be the “go to” product for fixed lingual retention. Now, new STAINLESS STEEL ORTHO-FLEXTECH® is the obvious economical solution with even more benefits:

- **30%** increase in tensile strength.*
- **300%** increase in torsional strength.*
- Half the cost of GOLD ORTHO-FLEXTECH®.
- Same great patented design and ease of use for superior results.

* Compared to GOLD ORTHO-FLEXTECH®. Independent metallurgy report available upon request.

See us at the AAO Meeting, booth 2221



For more information, contact...

Reliance Orthodontic Products, Inc.

(800) 323-4348 • (630) 773-4009 • Fax (630) 250-7704
www.relianceorthodontics.com