

**EXPAND YOUR HORIZONS**

Sleep disordered breathing is more common than previously thought. Here's how you can help treat it.

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**KEEPING YOU SAFE**

Why topsOrtho says you should put the safety of your digital assets and your passwords in its hands.

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**CHANGING THE BUSINESS MODEL**

Forget buying a cloud system. Now you can subscribe to one while still getting the same benefits.

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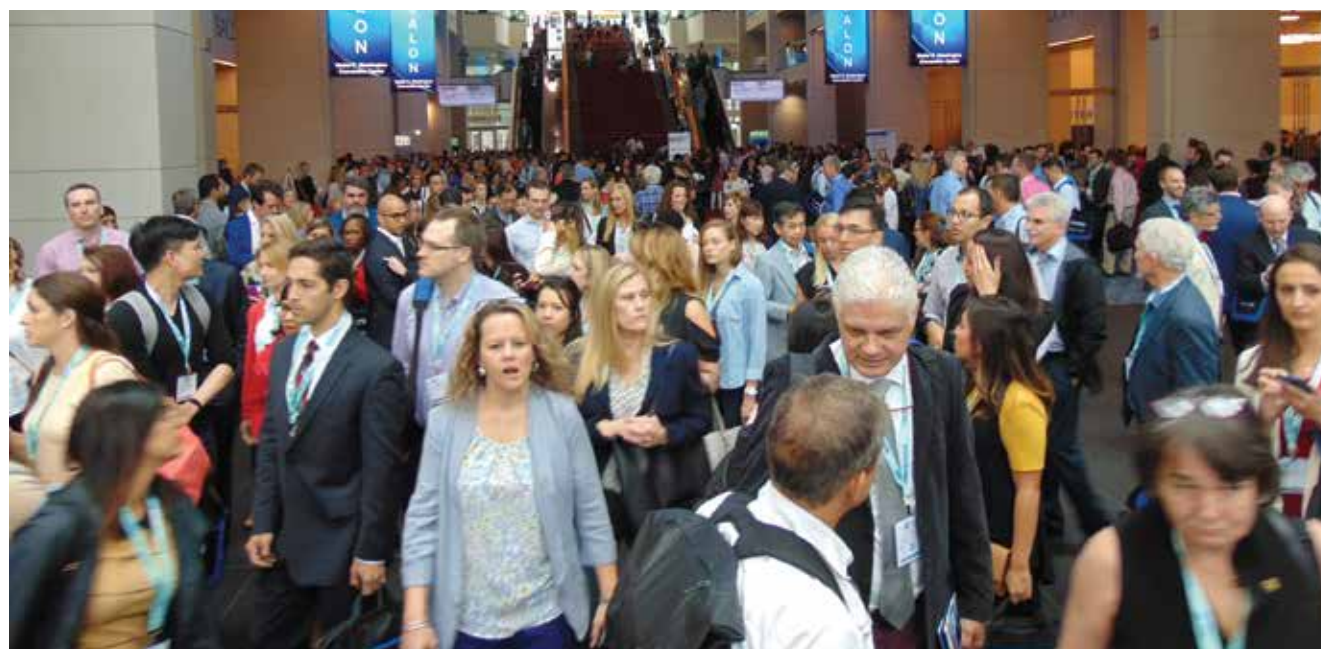


# Don't miss out

**N**o one has ever said being an orthodontist is a dull profession, and with the whirlwind of activities that have been going on for the past few days, no one will say that about the AAO Annual Session either. No matter where you look, there are lectures and workshops to attend, networking opportunities to participate in and colleagues and friends to interact with.

There are also aisles upon aisles to walk up and down in the exhibit hall, all of them filled with a variety of companies offering new products, educational presentations or show specials. But how do you know where to start?

A good place might be the Henry Schein Ortho booth (No. 1925), which has a full roster of speakers on tap. Starting at 11 a.m. today, you can listen to presentations on a variety of top-



Attendees head into the exhibit hall during the 2018 AAO Annual Session, held in Washington, D.C. You can find a variety of show specials and educational presentations in the exhibit hall this year. Photo/Ortho Tribune File Photo

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## Congress passes AAO- and ADA-supported legislation to expand access to dental care

Late last year, the AAO and eight other dental organizations joined together to contact U.S. Senate leaders in support of the Action for Dental Health Act of 2018 (S. 3016), which would expand access to dental care in underserved, rural and Native American communities. The House of Representatives had previously passed the legislation by a vote of 387-13.

For years, dentists and orthodontists have worked to improve access to oral health care for underserved Americans and have championed this patient-benefiting legislation.

The Action for Dental Health Act supports nationwide efforts to improve the dental health of underserved populations and will promote programs that

deliver care more easily to those without it, while bringing education and disease prevention to communities in need.

"This is a tremendous victory for dentistry and patients everywhere," said Jeffrey M. Cole, DDS, ADA president. "The Action for Dental Health initiative shows that our profession believes all Americans deserve good dental health. The

ADA is pleased to see Congress prioritizing legislation that will improve access to oral health care."

This bipartisan legislation was introduced by Congresswoman Robin Kelly (D-Ill.) and Congressman Mike Simpson (R-Idaho), DMD. President Trump signed the Action for Dental Health Act into law on Dec. 11. Learn more at [ADA.org/action](http://ADA.org/action).

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**Visit us at Booth #2001 during the  
2019 AAO Annual Session.**

Scott Runnels, DMD, PA  
Destin, FL

# Henry Schein named one of the 2019 World's Most Ethical Companies

*Recognition honors those companies who aim and commit to influence and drive positive change in the business community and societies around the world*

By Henry Schein Staff

Henry Schein, one of the world's largest providers of health-care products and services to office-based dental and medical practitioners, has been recognized by the Ethisphere Institute, a global leader in advancing the standards of ethical business practices, as one of the 2019 World's Most Ethical Companies.

## Here in Los Angeles

To learn more about Henry Schein, stop by the Henry Schein Orthodontics booth, No. 1925.

This is the eighth consecutive year that Henry Schein has been recognized, and it is the only honoree in the Health-care Products industry, underscoring the company's commitment to delivering the solutions health-care professionals rely on to improve the performance of their practice so they can improve the lives of patients.

In 2019, 128 honorees were recognized spanning 21 countries and 50 industries. The 13th class of honorees profoundly illustrate how companies continue to be the driving force for improving communities, building capable and empowered workforces, and fostering corporate

cultures focused on ethics and a strong sense of purpose.


"Throughout our 87-year history, Henry Schein has been committed to pursuing our business goals with integrity while also serving the needs of society," said Stanley M. Bergman, chairman of the board and chief executive officer. "We are honored to once again be recognized as one of the Ethisphere Institute's World's Most Ethical Companies. This recognition reinforces our commitment to the concept of enlightened self-interest and our 'higher ambition' model of deep, trust-based partnerships. I am honored to share this award with the more than 18,000 Team Schein Members around the world."

"Henry Schein has demonstrated that corporate success and positive societal impact go hand-in-hand when an organization aligns its strengths as a business with the needs of society," said Ethisphere CEO Timothy Erblich. "Congratulations to Team Schein for once again being named a World's Most Ethical Company."

AD

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ics, including "Attach-Less Aligners: Do They Really Work?" by Dr. Dave Paquette (11a.m.), "The Benefits of Incorporating the SAGITTAL FIRST Philosophy with Aligner Therapy" by Dr. John Kaku (11:30 a.m.) and "A New Standard of Care with Attach-Less Aligners" by Dr. Patti Panucci (12:50 p.m.).

If you are looking for a new option in treatment planning, you might want to consider stopping by the 3M booth (No. 1225). According to the company, orthodontists will soon be able to create a prescription via the 3M Oral Care Portal using select brackets that 3M will use to manufacture a bonding tray designed to deliver improved bonding speed and bracket placement accuracy, avoiding the need for in-office tray production. For combination cases, orthodontists will be able to create a digital setup with aligners on one arch and brackets on the opposing arch. 3M will offer a preview of this new system today at 11 a.m.

Finally, if you've ever thought about incorporating pediatric sleep issues into your practice, the HealthyStart System provides an effective treatment for the root cause of sleep disordered breathing. You can learn all about the system and even how you can take advantage of the digital interactive learning platform when you stop by the booth, No. 1819.

The exhibit hall is open until 5:30 p.m. today and from 9 a.m. to noon Tuesday.

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# Incorporate pediatric sleep into your practice and gain the benefits

By Ortho-Tain Staff

**S**leep disordered breathing (SDB) in children is a much more critical and common problem than what has been previously thought. SDB can manifest itself in a variety of symptoms that can be easily overlooked, misdiagnosed and, most unfortunately, left untreated.

The HealthyStart® system educates the orthodontic and dental community to identify the symptoms, understand the underlying root causes and create a treatment plan that both addresses breathing disorders and corrects the orthodontic conditions.

Early intervention is critical when addressing sleep issues. The optimal age for a HealthyStart patient is as soon as the problem is identified. Any age from 2 to 12 is best, depending on the individual patient.

The first step in identifying SDB symptoms is with the HealthyStart Sleep Questionnaire. HealthyStart requires a parent to assign a frequency number to symptoms apparent in their child, including:

- Mouth breathing
- Snoring
- Talking in sleep
- Tooth grinding
- Difficulty listening
- Allergic symptoms
- Fidgeting with hands
- Waking up at night
- Restless sleep
- ADHD
- Excessive sweating while asleep
- Bed wetting
- Hyperactivity
- Excessive daytime sleepiness
- Nightmares or night terrors
- Lack of focusing
- Difficulty with school subjects
- Falling asleep during the day
- Headaches in the morning
- Speech problems

A recent study of 501 HealthyStart patients from the ages of 2 to 19 found that nine out of 10 children display at least one symptom of SDB.

Previous research found SDB occurring in only 1 to 3 percent of children from the ages of 5 to 13 years of age; however, the findings of this study provide evidence that SDB is much more common, affecting 90 percent of children.

## Training

Professionals interested in gaining a greater understanding of SDB and how the HealthyStart System addresses the breathing, airway and orthodontic conditions can take advantage of the digital



Photos/Provided by Ortho-Tain

interactive learning platform. This platform is a six-session program.

Each session includes a two-hour presentation that can be completed over a one-week period. The session is followed by a study group meeting led by HealthyStart experts and providers. Materials will be reviewed, questions will be answered, and discussion on implementation of materials into the practice will take place.

## Treatment

The HealthyStart System is a non-invasive, non-pharmaceutical, natural form of treatment that uses a series of specially designed appliances to promote proper breathing habits. The HealthyStart addresses mouth breathing, open-bite, crossbite, narrow palate, speech difficulties, and sucking and

swallowing problems. The HealthyStart system uses the natural forces of eruption to guide incoming teeth so that natural fiber bundles develop and anchor these newly erupted permanent teeth into a perfectly created occlusion.

The resulting sequence for this case is typical: A sleep questionnaire is filled out by the parent, rating their child's symptoms on a scale indicating the degree of risk. Finding an open-bite condition usually represents occurrences of tongue thrusting, improper swallowing and mouth breathing.

The Habit Corrector is introduced within the first of a three-appliance series, given to address the habits and breathing issues for a period of three months.

The second appliance is issued when the first tooth is lost and is used only at

## Here in Los Angeles

To learn more about the HealthyStart System, visit the HealthyStart booth, No. 1819, go online to [www.thehealthystart.com](http://www.thehealthystart.com), email [info@thehealthystart.com](mailto:info@thehealthystart.com) or call (844) KID-HEALTHY.

night to guide the incoming dentition and ensure proper habits.

The third and final appliance is given as the laterals begin to erupt and continue to guide the incoming teeth into the correct position. The natural eruptive forces expand the arches and allow more space for the tongue to be forward and out of the airway.

Dr. Earl O. Bergersen, Ortho-Tain and HealthyStart founder, has taught and lectured throughout the world on growth and development research.

In particular, Bergersen has done extensive research on the use of skeletal age assessments of maturity in relation to facial and body growth and its influence on orthodontic treatment and retention timing.

Below, he answers common questions about the HealthyStart system.

## How can the HealthyStart system be incorporated into orthodontic treatment?

The HealthyStart system can be used as a phase one plus treatment that incorporates habitual correction as well as promoting growth and development while expanding arches. The earlier the better. Ideally, every child should have a comprehensive exam by a HealthyStart provider by the age of 2.

HealthyStart dentists and their staff have received special training to ensure that the overall health and well-being of every child is carefully evaluated and taken into consideration when formulating a treatment plan.

## How many children can benefit from the HealthyStart system?

Research indicates the HealthyStart system addresses health issues in children, as well as straightening teeth without braces. There are nine out of 10 children who present with at least one or more outward symptoms of SDB. This represents 40 million children in the United States alone.

It is important to understand that 92.6 percent of children exhibiting outward symptoms do not self-correct, and 30 percent will worsen with age.

HealthyStart looks at the root cause of these symptoms: compromised airways, narrow arches (which compromise the proper tongue position), mouth breathing, airway issues, poor habits, and improper growth and development.

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To learn more about why cloud computing really is a big deal, visit [www.cloudinfo.us](http://www.cloudinfo.us).

# Keep your digital assets protected and your passwords secure with topsOrtho

By Mark S. Sanchez, DDS, Founder, CEO and Chief Developer at tops Software

**D**ata protection. When one hears it, what comes to mind? It could be the protection and safeguarding of digital assets. In an orthodontics practice, this includes images, X-rays, patient information and the data needed for secure, day-to-day operations. Data protection could also include daily backup procedures and recovery. For today, let's focus on a very significant data protection element — passwords and password management.

We knew we wanted topsOrtho™ to be really safe and secure. Having multiple passwords for each employee and managing them decreases workflow interruption. We knew then that we would engage a multitude of vendors to incorporate in our practice management sys-

tem. Names like invisalign®, suresmile®, Braces Academy, etc. At this moment, tops Software engages with more than 70 online services.

As a result, most practitioners use short, easy-to-remember passwords that aren't truly secure so that the staff can remember and type them. (We're looking at you, password and 111111.)

With topsOrtho's Password Management, one can set long, random passwords for every online account used within topsOrtho. Practice staff never needs to see those passwords nor remember them or ever type them. Instead, they simply use their regular topsOrtho password, and topsOrtho logs them into the services the practice approved for them.

Why such detail to password management? It's because it's too easy to have a security breach, resulting from use of nonsecure passwords and leading to a

very expensive HIPAA violation.

In fact, security is one of the many reasons I chose to develop topsOrtho as a 100 percent real Mac app, and the net result is a smooth system that's fast, easy and reliable.

So while I'd welcome you to switch to topsOrtho, I also want you to keep your practice safe. Are you doing these steps below, to ensure some sense of data protection?

## Install virus and malware protection

Have something on your system that can be updated regularly to help stave off viruses, malware and other malicious attacks.

## Use strong passwords and change them frequently

Never write down a password. Never create a simple one. A hacker has programs

## Here in Los Angeles

To learn more about topsOrtho and how it might be able to help your practice, stop by the booth, No. 1637.

that can test hundreds to thousands of passwords quickly.

## Back up your data

Simple yet highly effective task. Ensure that your data is properly backed up, and test the backup to ensure that your data can be recovered when you need it.

While these would never be the end-all of data protection, it's at least a start. Start a conversation with password security. Offer up password ideas that can be remembered but not have to be written down. It's crucial to educate employees in security best practices and ensure they know how important their role is in securing practice data.

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