

## LET'S GO SHOPPING

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

► pages 4-6



## ENTER THE MATRIX

Knowledge is always more powerful from the inside. Go deep into your practice with this new software.

► page 10



## CHANGE A LIFE

Snoring affects children in more ways than you might know. Learn what to look for and how to help.

► page 22



# Something for everyone



Attendees stream into the Ernest N. Morial Convention Center on Saturday for the AAO's 114th Annual Session in New Orleans.

Photo/Sierra Rendon, Ortho Tribune

By Sierra Rendon, Ortho Tribune

For the thousands of orthodontists and support staff who came to New Orleans this week, Saturday was a day of great excitement, challenges and opportunities.

For those who came intent to learn, Saturday's wide variety of educational sessions ranged from "Interceptive Treatment of Impacted Teeth Utilizing CBCT and the Frontal Analysis" to "Diagnosis and Treatment of Impacted Maxillary Canines Using CBCT" to "Will Custom-Made Appliances Replace Traditional Braces?"

The morning's featured speaker series focused on "21st Century Medicine: Preventive Medicine and Wellness" with Dr. Kenneth Cooper. An afternoon lecture centered on "Sleep Apnea: What the Orthodontist Needs to Know," including "Interdisciplinary Airway Management: A Call to Action," "Recent Research Advances in the Use of Oral Appliances in the Treatment of Sleep-Disordered Breathing," and "No Snooze is Bad News: Sleep-Disordered Breathing in Children and Adolescents" with Drs. Jeffrey S. Rouse, Alan A. Lowe and Mark G. Hans.

► See EVERYONE, page 2

## From finances to accelerated tooth movement, it's all here

By Sierra Rendon, Ortho Tribune

A bevy of educational sessions are on tap today to make sure you leave the AAO Annual Meeting with knowledge and techniques to take back to your practice. Here is just a sampling of the day's topics:

- Dr. R.G. "Wick" Alexander explores "Long-term Stability... Can it Stand the Test of Time?" from 8-9:30 a.m. in Ballroom B.

- Ellen M. Grady will help you learn the "Top 10 Financial Mistakes" and how to

avoid them from 9:35-11:05 a.m. in Ballroom C.

- Dr. Earl S. Johnson offers "Earl's Pearls" and a Few 49er Nuggets," clinical ideas you can use every day, from 1-2:30 p.m. in Room 245.

- Drs. William M. Wilcko and Donald Ferguson offer tips and techniques on the "Accelerated Osteogenic Orthodontics™ Procedure" from 1-2:30 p.m. in Ballroom B.

- Dr. Flavio Uribe speaks on "The Evidence in Localized Bone Injury to Accelerate Tooth Movement" from 2:35-4:05 p.m. in Ballroom B.

# ORTHOVOICE

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AD



# ← EVERYONE, Page 1

For those who came for excitement, the AAO's Opening Ceremonies, featuring a concert by soft-rock singer and songwriter Kenny Loggins, fit the bill for Saturday afternoon.

For those who came to meet up with old friends and colleagues, the AAO Alumni Receptions held Saturday night at the Hilton New Orleans Riverside Hotel were great opportunities to catch up with the orthodontic alumni from dozens of college and universities, ranging from Boston College to USC to NYU.

And finally, for those orthodontists and support staff who came to check out or to buy new products for their orthodontic office, the exhibit hall was teeming with hundreds of booths featuring the latest technologies and products, all of which remain available throughout the entire annual meeting.

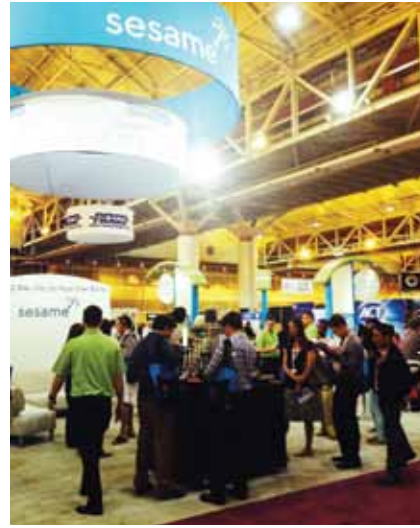
In addition to featuring the industry's

newest products, the exhibit hall also offers lots of fun activities — some which could result in attendees heading home with a great prize!

- At the Ormco booth, No. 1805, for example, attendees can visit and participate in a debate. If attendees select that day's winning side, they'll be eligible for prizes valued at \$800 and professional headshots to be taken at the booth. In addition to at-show prizes, participants have a chance at winning a \$20,000 Lythos Digital Impression System.

- At the tops Software booth, No. 2819, attendees who watch a theater demonstration on the company's D7 Matrix can enter to win an iPad. Demonstrations will take place at 11:15 a.m., 11:45 a.m. and 12:15 p.m. Sunday and Monday and at 11:15 a.m. and 11:45 a.m. Tuesday.

- At the Ortho Classic booth, No. 2225, you can spin the "Big Wheel of Prizes" and stay for a clinical lecture (11 a.m. and 12:30 p.m. Sunday and Monday).



Stop by the Sesame Communications booth, No. 1937, to learn how to accelerate new patient acquisition, build patient loyalty and transform the patient experience. While there, grab a latte at the free coffee bar.

Photo/Provided by Sesame Communications

AD



The Mission of the AAO Foundation, the charitable arm of the American Association of Orthodontists, is to "advance the orthodontic specialty by supporting education and research".

Foundation funding ensures the future viability of the specialty by investing in the next generation of educators and researchers. Since 1994, the AAOF Awards Program has contributed \$9.5 million in funding, primarily in support of Junior Faculty.

In addition to support of Junior Faculty, the Foundation has created the AAOF Craniofacial Growth Legacy Collection ([www.aaoflegacycollection.org](http://www.aaoflegacycollection.org)) designed to preserve representative materials from the participating orthodontic collections, improving orthodontic research in the U.S. and Canada.

The latest fundraising effort of the AAO Foundation's overall **Continued Commitment to the Specialty®** is the new *Research Initiative* focused on improving orthodontic research in the U.S. and Canada by bringing in \$5 million in new pledges, so that overtime and calculated at an average rate of return of six percent, this will result in an additional \$300,000 restricted for orthodontic research.

Please consider a pledge to support this new initiative!

For further information contact Robert Hazel, [rhazel@aaortho.org](mailto:rhazel@aaortho.org), 800.424.2841, #546 or visit our website at [www.aaofoundation.net](http://www.aaofoundation.net)

401 North Lindbergh Blvd.  
St. Louis, MO 63141-7816

## ORTHO TRIBUNE

### PUBLISHER & CHAIRMAN

Torsten Oemus [t.oemus@dental-tribune.com](mailto:t.oemus@dental-tribune.com)

### PRESIDENT/CHIEF EXECUTIVE OFFICER

Eric Seid [e.seid@dental-tribune.com](mailto:e.seid@dental-tribune.com)

### EDITOR IN CHIEF ORTHO TRIBUNE

Prof. Dennis Tartakow  
[d.tartakow@dental-tribune.com](mailto:d.tartakow@dental-tribune.com)

### INTERNATIONAL EDITOR ORTHO TRIBUNE

Dr. Reiner Oemus [r.oemus@dental-tribune.com](mailto:r.oemus@dental-tribune.com)

### GROUP EDITOR

Kristine Colker [k.colker@dental-tribune.com](mailto:k.colker@dental-tribune.com)

### MANAGING EDITOR ORTHO TRIBUNE

Sierra Rendon [s.rendon@dental-tribune.com](mailto:s.rendon@dental-tribune.com)

### MANAGING EDITOR

Fred Michmershuizen  
[f.michmershuizen@dental-tribune.com](mailto:f.michmershuizen@dental-tribune.com)

### MANAGING EDITOR

Robert Selleck, [r.selleck@dental-tribune.com](mailto:r.selleck@dental-tribune.com)

### PRODUCT/ACCOUNT MANAGER

Humberto Estrada [h.estrada@dental-tribune.com](mailto:h.estrada@dental-tribune.com)

### PRODUCT/ACCOUNT MANAGER

Will Kenyon [w.kenyon@dental-tribune.com](mailto:w.kenyon@dental-tribune.com)

### PRODUCT/ACCOUNT MANAGER

Drew Thornley [d.thornley@dental-tribune.com](mailto:d.thornley@dental-tribune.com)

### MARKETING DIRECTOR

Anna Kataoka [a.kataoka@dental-tribune.com](mailto:a.kataoka@dental-tribune.com)

### ACCOUNTING COORDINATOR

Nirmala Singh [n.singh@dental-tribune.com](mailto:n.singh@dental-tribune.com)

### EDUCATION DIRECTOR

Christiane Ferret [c.ferret@dtstudyclub.com](mailto: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

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## Ultra Low-Dose Imaging

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# PLANMECA

# AAO product scrapbook

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

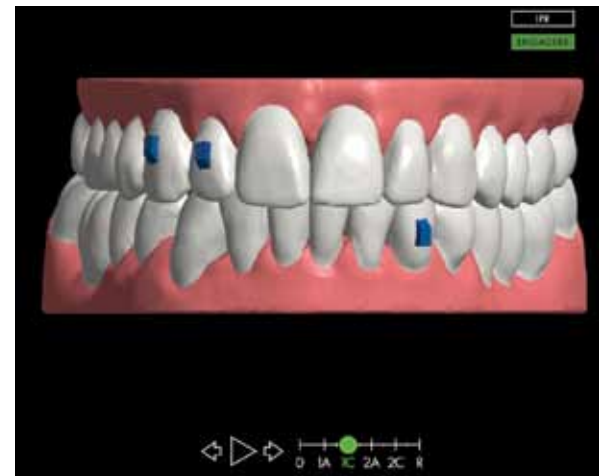


## Anatmage Collage

Anatmage offers Collage: comprehensive image-management software; seamless 2-D and 3-D image integration; local database, server or cloud; supports .JPG, .DCM, .OBJ, .PLY and more.

*Anatmage Inc., booth No. 2129*

Photo/Provided  
by Anatmage Inc.



Photo/Provided by ClearCorrect

## ClearCorrect's next-generation treatment setup

ClearCorrect recently finished beta-testing its new and improved treatment setup, which includes improved features such as virtual models for every step of treatment, 3-D representations of IPR and engagers, instructions for every step of treatment, a full-length treatment animation, embedded links to an online doctor's portal, improved Mac support and an overall improved interface.

*ClearCorrect, booth No. 237*



Photo/Provided  
by 3M Unitek

## Victory Series Active Self-Ligating Brackets

The Victory Series™ brand family of orthodontic brackets from 3M Unitek is known by industry professionals worldwide for its quality. Now, this renowned family has expanded into the self-ligating bracket category, with the introduction of new Victory Series Active Self-Ligating Brackets. Victory Series Active SL Brackets bring active door appliances to a higher level of performance, featuring a ligating mechanism that provides durability and ease of operation. A full slot-width size door allows optimal rotational control, and no special instrument is necessary to open or close the door, so orthodontists can incorporate the brackets into their practice without changing their technique.

*3M Unitek, booth No. 903*



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



Photo/Provided by Planmeca

## Planmeca Romexis 3-D Ortho Studio

Planmeca Romexis® is a comprehensive software suite used by dental professionals for acquiring, viewing and processing 2-D and 3-D images. Planmeca now offers Planmeca Romexis® 3-D Ortho Studio module, bringing innovative 3-D tools to orthodontists and dental laboratories. The new module is designed for examination and analysis of digital dental models scanned with Planmeca ProMax® 3-D X-ray units and for planning orthodontic treatments in 3-D.

*Planmeca, booth No. 1953*





**CS 3500 Intraoral Scanner**  
Eliminate external heaters, powders and trolleys while easily capturing true color, 2-D and 3-D images with the CS 3500 intraoral scanner. This digital scanner features high-angulation scanning of up to 45 degrees and to a depth from -2 to +13 mm, while a unique light guidance system aides in capturing images during the acquisition process.

Photo/Provided by Carestream Dental

Carestream Dental, booth No. 1605



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 GumChucks

**GumChucks' ORTHOgami**  
Flossing braces just got faster. GumChucks' ORTHOgami offers effective ortho flossing in less than two minutes. ORTHOgami's two handles and revolutionary tip make flossing braces a snap. No more threading, no more excuses. View a video demo at [www.Gumchucks.com](http://www.Gumchucks.com).

GumChucks, booth No. 957.



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

**Instrumentarium Dental unveils OP300 Maxio**

Instrumentarium Dental, a designer and manufacturer of advanced imaging solutions, extends its extra-oral product line with the new, feature-rich OP300 Maxio Pan/Ceph/3D, its most advanced imaging system. The latest addition introduces new and larger fields-of-view for dental and maxillofacial imaging and a revolutionary low dose technology (LDT) delivering quality-optimized cone-beam 3-D scans with very low radiation dose, up to five times lower than traditional 2-D panoramic images.

Instrumentarium Dental, booth No. 1653



Photo/Provided by Instrumentarium Dental



### 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 Great Lakes  
Orthodontics

### Great Lakes' 3-D solutions

Great Lakes Orthodontics is the only distributor to offer a full line of 3-D solutions for orthodontic practices and labs. Digital solutions include the 3Shape TRIOS Intraoral Scanner with Ortho Analyzer software, Stratasys Objet3o OrthoDesk 3-D Printer and netfabb software, and 3Shape R700 and Maestro desktop scanners. Hands-on demonstrations are taking place at the booth.

*Great Lakes Orthodontics, booth No. 2218*



Photo/  
Provided  
by Denta

### Denta for orthodontists

Denta offers a complete selection of stools, lights and custom-made cabinets. The company aims to provide 'the perfect combination of elegance and function.'

*Denta, booth No. 2337*

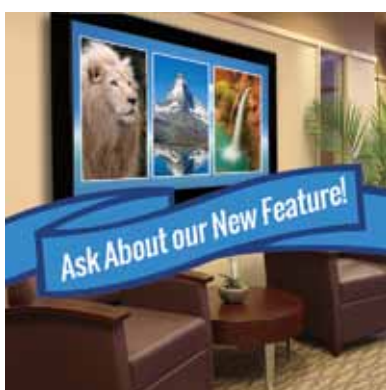


Photo/Provided by  
LED Imaging

### LED Imaging's RAYSCAN Alpha – Expert

LED Imaging's first digital extraoral imaging system, the RAYSCAN Alpha – Expert, offers CBCT, panoramic and cephalometric capabilities. Developed by Ray Co., Ltd., a subsidiary of Samsung, the system's CMOS and Direct Deposition CsI Detector ensure practitioners can quickly capture high-quality, 16-bit DICOM images at a low radiation dose, and its focal trough is optimized and controlled through adaptive moving focus technology. Demo the RAYSCAN Alpha – Expert at LED Imaging's booth, No. 754.

*LED Imaging, booth No. 754*



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*



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# Ormco Custom — It's all about profitability

By Ormco Staff

You've likely seen the Ormco™ Custom debates in full effect at the AAO Annual Session. Profitability vs. personalization: That's the debate.

When looking at the Ormco Custom suite of digital products —Insignia™ Advanced Smile Design™, Lythos™ Digital Impression System, and AOA Labs — the core drivers behind the innovative 3-D diagnostics, treatment planning and customized appliances are practice profitability and treatment personalization.

You may ask, why profitability? Governor Cash would respond, "Why not?!" However, in all seriousness, the business trend toward digital technology is one made to enhance efficiencies and reduce costs.

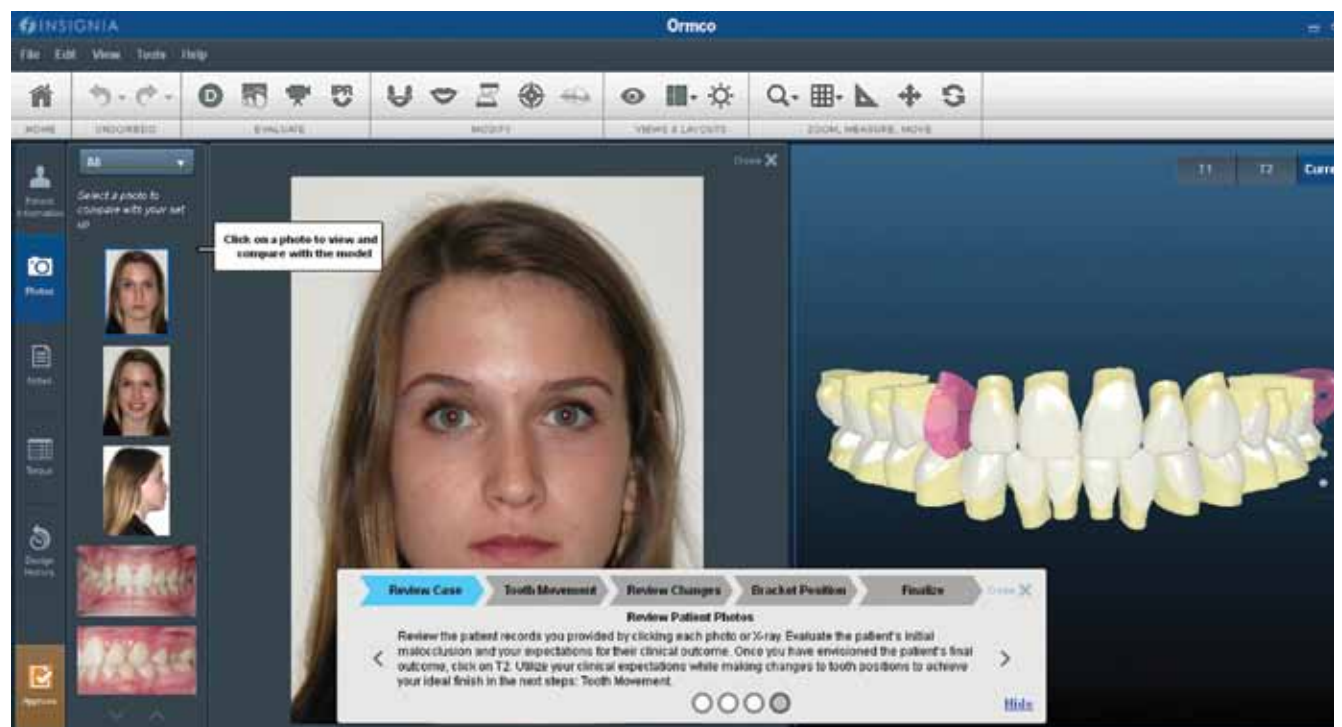
In fact, according to Harvard Business Journal, 87 percent of companies surveyed plan to increase their investments in research and development — with a significant portion of this investment devoted to digital technologies.

Furthermore, 68 percent said their investments in digital technologies are primarily focused on process efficiencies and cost reduction. This same concept is infiltrating the orthodontic practice environment, and increased efficiency leads to profitability.

As you weigh the benefits of both profitability and personalization, the below takes a look at profitability features of today's leading digital solutions.

## Insignia Advanced Smile Design

Insignia's software and application system that combines 3-D diagnostic tech-



The Insignia Advanced Smile Design platform combines 3-D diagnostic technology and interactive treatment planning.

Photos/Provided by Ormco

nology and interactive treatment planning is the result of three decades of intensive research and development.

After years of exploration, the Insignia Advanced Smile Design platform is proven to reduce treatment time by 37 percent with seven fewer patient visits\*. Through advanced technology, Insignia allows clinicians to deliver a completely customized treatment experience from initial smile design to fabrication of patient-specific aligners, brackets and wires.

With the treatment designed specifically for each patient — and exactly to doctors' preferences — Insignia creates a more predictable treatment path, providing fewer adjustments and less time in the chair. Additionally, Insignia offered software enhancements this year to make the platform more intuitive and integrate added support elements for ease of use. The new interface, Insignia Ai, is now available for download.

## Lythos Digital Impression System

Specifically engineered to integrate easily into any practice, Lythos allows users to own, store and send treatment scans to anyone who accepts .stl files — at no cost. In terms of profitability, professional teams are able to quickly transition to digital impressions while keeping chair time to a minimum.

Even more appealing for the bottom line, Lythos is backed by Ormco's unique open platform format and rebate program. Lythos' open system allows data to be easily integrated with orthodontic labs and manufacturers to produce a variety of custom appliances and/or study

## Here at the AAO

Visit and participate in the debate at Ormco booth No. 1805. 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 the at-show prizes, participants have a chance at winning a \$20,000 Lythos Digital Impression System.

models. In addition, the rebate-per-click program, where customers are credited for every Insignia and/or Insignia Clearguide Express case submitted with a Lythos digital impression, reduces overhead and creates more opportunity for revenue generation.

## AOA Labs

With Ormco Custom comes integration of a full-service, digital orthodontic laboratory serving dental professionals worldwide, AOA Lab. The laboratory fabricates customized appliances, including Class II correctors, aligners, splints, retainers and more.

To help streamline the practice workflow, AOA Lab accepts .stl digital impression files, including scans from Lythos. The connectivity — and end-to-end structure — of Ormco Custom allows for streamlined operations.

## Ormco Lifetime Rewards

Never before has the industry seen a program structured like Ormco Lifetime Rewards — a loyalty program available to Ormco Custom customers — where points never expire and can be redeemed for a variety of products and services.

The concept is simple: Earn points on every dollar spent on Ormco's selection of orthodontic appliances, and redeem them whenever from an easy-to-use website for a number of orthodontic products and services. Research indicates that, through the rewards program, the average doctor earns up to 30 percent back in lifetime rewards points. Now, that's profitability!

Now that you have the head-to-toe profitability story, participate in the debate at the Ormco booth, No. 1805. 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. Good luck!

\* Weber II, Dennis J., Koroluk, Lorne D., Phillips, Ceib, Nguyen, Tung, Proffit, William R., "Clinical Effectiveness and Efficiency of Customized vs. Conventional Preadjusted Bracket Systems," Journal of Clinical Orthodontics, Volume XLVII, No. 4 (2013): 261-266.

\*\* 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 and custom portraits will be photographed at AAO, today through Monday at the AAO only. Lythos winner will be announced at 4 p.m. (CT) Monday. Doctors and staff from Massachusetts and Vermont are not eligible to win the Lythos Digital Impression System, nor Insignia cases.



The Lythos Digital Impression System.



# PROFITABILITY

I'm Governor Cash, and I'm here to ask for your vote. Yes, the Ormco™ Custom Suite of products and services also offers Personalization - but what do we *really* care about? Profit! Orthodontists uniting with Ormco Custom experience:

- » Faster Treatment & Reduced Chair Times\*
- » Lifetime Loyalty Rewards
- » 0 Storage Fees for Digital Impressions

**VOTE Profitability 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!**

**ORMCO™**  
CUSTOM

LYTHOS™  
INSIGNIA™  
AOA Lab

\*Weber II, Dennis J., Korciuk, Lorne D., Phillips, Ceilix, Nguyen, Tung, Proffitt, William R., "Clinical Effectiveness and Efficiency of Customized vs. Conventional Preadjusted Bracket Systems", Journal of Clinical Orthodontics, Volume XLVII, No. 4 (2013): 261-266.

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