

ORTHO TRIBUNE

The World's Orthodontic Newspaper • U.S. Edition

MAY 2009

www.ortho-tribune.com

VOL. 4, No. 5



AAO snapshots
The annual meeting
in photographs.

►Page 6



Meet Dr. Wheeler
The orthodontist gives his
take on using aligners.

►Page 10



Dr. Hardy's check up
He won our makeover
contest. See how it's going.

►Page 18

Showing off at AAO

109th annual session unveils new insights, new technology, new products

By Kristine Colker, Managing Editor

By the time the attendees of the American Association of Orthodontists' 109th Annual Session, held May 1-5 in Boston, headed home, they were leaving with more than they had come with. Some carried products — everything from wires and brackets to toothpaste and floss. Some carried souvenirs of Boston — Red Sox hats and "Cheers" pint glasses, to name a few.

One man, Dr. Paul McAllister of Lincoln, Neb., had a brand new Mini Cooper he won from Dentsply GAC.



→OT page 8

A view of the exhibit hall floor during the AAO Annual Session. (Ortho Tribune photo/Fred Michmershuizen)

Elevating the standard of our care

How using 3-D
treatment planning
software put
one doctor back
in control

By Mark Feinberg, DMD

Part 2 of 3

The fundamental basis of medical/dental practice is predicated on treatment strategies that are derived from an accurate diagnosis.



Fig. 1: SureSmile has successfully integrated cone beam CT images into its 3-D software planning tools.

With the exception of recent innovations in the realm of 3-D cone beam CT radiography, and to a lesser extent digital cephalometric analysis and static 3-D models, the diagnostic landscape in orthodontics has not yielded much in the way of innovation during the past 100 years.

Orametrix Inc., as the provider of SureSmile technology, has proven an anomaly in this regard. Under the guiding influence of its vision-

ary founder, Dr. Rohit Sachdeva, the company has established itself as a patient-centric technology leader dedicated to enhancing the quality of patient care.

Its pioneering convergent technology not only advances diagnostics but connects this information directly to the design of therapeutic devices.

→OT page 14

PRSR STD
U.S. Postage
PAID
Permit # 198
Mendota, IL

Dental Tribune America
213 West 35th Street
Suite #801
New York, NY 10001

Ethical and moral scenario planning for orthodontics

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



Part 2 of 3

Let us continue looking into our imaginary crystal ball from last month to find a glimpse of the future. Now that we have explored scenario-planning dimensions by explaining their background and reasoning, let's review their intricacies and how they work.

In order to begin, we will examine five arbitrary, but timely, critical uncertainties, which will be plotted in 10 two-dimensional X/Y matrixes:

1. Education/faculty
2. Education/greenhouse effect
3. Education/global economy
4. Education/insecurity
5. Faculty/greenhouse effect
6. Faculty/global economy
7. Faculty/insecurity
8. Greenhouse effect/global economy
9. Greenhouse effect/insecurity
10. Education/global economy

Of these 10 possible two-dimensional views of the world, let us narrow them down to the five "highlighted" two-dimensional X/Y matrixes:

1. Education/faculty
2. Education/insecurity
3. Faculty/global economy
4. Greenhouse effect/global economy
5. Education/global economy

Of these five possible two-dimensional views, let us select one two-dimensional X/Y matrix considered to be arbitrarily the most important

one: education/global economy.

This matrix was chosen as the most important scenario logic in 2009 in order to predict what effects the global economy will have on the future of education, possibly 10 years from now.

Education is by far the most important thread for human existence and survival. The world economy is the other most critical issue supporting growth and development of almost everything that man touches. This may or may not be a pretty picture for the future, but it will certainly play out.

Question: "How do we protect our future generations to exist in a happy and healthy environment?"

By ensuring that both these factors remain stable and strong, and that the future of mankind will be positive for a happy and healthy existence.

To plot the X/Y coordinates, education (+) is placed at the top and (-) at the bottom of the Y-axis. Global economy (+) is placed on the right side of the X-axis and (-) at the left side of the X-axis. Thus, our four named quadrants are:

- Upper right — rise of education: Both education and global economy are strong and thriving.
- Upper left — decline of education: Education is strong and global economy is weak.
- Lower right — renaissance of education: Education is high and global economy is weak and in trouble.
- Lower left — death of education: Both education and global economy are weak and bleak.

The scenario narratives

Scenario planning helps provide plausible futures that are the strategic technological decisions linked to an institution's goals for utilizing IT in an innovative fashion.

By using inductive and abductive abilities, we can imagine future scenarios that our technology decision may have to play out by choosing global economy and education as the X- and Y-axis, respectively.

With the creation of an archipelago, some very interesting future trends might be suggested; these trends will explore beginning, mid-

'Education is by far the most important thread for human existence and survival. The world economy is the other most critical issue.'

dle and end possibilities that could conceivably be developed by the year 2019 and might continue to be influential for the coming years and centuries.

Next month we will discuss the purpose of developing an archipelago for each of the four quadrants. This information should be insightful for your own plausible scenario planning. [OT](#)

OT Corrections

Ortho Tribune strives to maintain the utmost accuracy in its news and clinical reports. If you find a factual error or content that requires clarification, please report the details to Managing Editor Kristine Colker at k.colker@dtamerica.com.

In the April 2009 issue, the images of Dr. William Harrell (below left) and Dr. Richard L. Bridgman (below right) were inadvertently reversed in the article, "Consider the extras of cone beam." *Ortho Tribune* regrets the error.

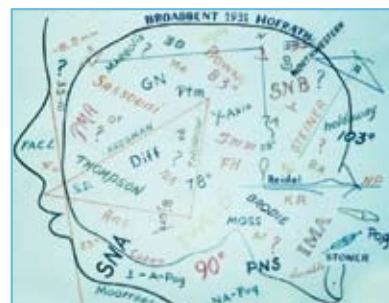


Image courtesy of Dr. Earl Broker.

Member Publication
AADE
American Association
of Dental Editors

ORTHO TRIBUNE

The World's Orthodontic Newspaper - U.S. Edition

Publisher

Torsten Oemus, t.oemus@dtamerica.com

President

Peter Witteczek, p.witteczek@dtamerica.com

Chief Operating Officer

Eric Seid, e.seid@dtamerica.com

Group Editor

Robin Goodman, r.goodman@dtamerica.com

Editor in Chief Ortho Tribune

Prof. Dennis Tartakow
d.tartakow@dtamerica.com

International Editor Ortho Tribune

Dr. Reiner Oemus, r.oemus@dtamerica.com

Managing Editor/Designer Ortho Tribune

Kristine Colker
k.colker@dtamerica.com

Managing Editor Implant & Endo Tribunes

Sierra Rendon
s.rendon@dtamerica.com

Online Editor

Fred Michmershuizen
f.michmershuizen@dtamerica.com

Product & Account Manager

Humberto Estrada
h.estrada@dtamerica.com

Product & Account Manager

Mark Eisen
m.eisen@dtamerica.com

Marketing Manager

Anna Wlodarczyk
a.wlodarczyk@dtamerica.com

Marketing & Sales Assistant

Lorrie Young
l.young@dtamerica.com

C.E. Manager

Julia Wehkamp
j.wehkamp@dtamerica.com

Design Support

Yodit Tesfaye
y.tesfaye@dtamerica.com

Dental Tribune America, LLC
213 West 55th Street, Suite 801
New York, NY 10001
Phone: (212) 244-7181, Fax: (212) 244-7185



Published by Dental Tribune America

© 2009, Dental Tribune International GmbH. All rights reserved.

Dental Tribune makes every effort to report clinical information and manufacturer's product news accurately, but cannot assume responsibility for the validity of product claims, or for typographical errors. The publishers also do not assume responsibility for product names or claims, or statements made by advertisers. Opinions expressed by authors are their own and may not reflect those of Dental Tribune International.

OT Editorial Advisory Board

Jay Bowman, DMD, MSD
(Journalism & Education)
Robert Boyd, DDS, MEd
(Periodontics & Education)
Earl Broker, DDS
(T.M.D. & Orofacial Pain)
Tarek El-Baily, BDS, MS, MS, PhD
(Research, Bioengineering & Education)
Donald Giddon, DMD, PhD
(Psychology & Education)
Donald Machen, DMD, MSD, MD, JD, MBA
(Medicine, Law & Business)
James Mah, DDS, MSc, MRCD, DMSc
(Craniofacial Imaging & Education)
Richard Masella, DMD (Education)
Malcolm Meister, DDS, MSM, JD
(Law & Education)
Harold Middleberg, DDS
(Practice Management)
Elliott Moskowitz, DDS, MSd
(Journalism & Education)
James Mulick, DDS, MSD
(Craniofacial Research & Education)
Ravindra Nanda, BDS, MDS, PhD
(Biomechanics & Education)
Edward O'Neil, MD (Internal Medicine)
Donald Picard, DDS, MS (Accounting)
Howard Sacks, DMD (Orthodontics)
Glenn Sameshima, DDS, PhD
(Research & Education)
Daniel Sarya, DDS, MPH (Public Health)
Keith Sherwood, DDS (Oral Surgery)
James Souers, DDS (Orthodontics)
Gregg Tartakow, DMD (Orthodontics)
& Ortho Tribune Associate Editor

**Tell us
what
you
think!**

Do you have general comments or criticism you would like to share? Is there a particular topic you would like to see more articles about? Let us know by e-mailing us at feedback@dtamerica.com. If you would like to make any change to your subscription (name, address or to opt out) please send us an e-mail at database@dtamerica.com and be sure to include which publication you are referring to. Also, please note that subscription changes can take up to 6 weeks to process.

Get ready for OTStudyClub.com

Ortho Tribune creates an online community specifically for orthodontists

Ortho study clubs help increase interaction, providing orthodontists with the opportunity to gain knowledge about products through their colleagues' experimentation and analysis and to hear from respected opinion leaders directly. Focused study clubs provide an unparalleled opportunity for orthodontists to "meet with" other like-minded individuals and their team members and to learn in a friendly, non-threatening environment.

Ortho Tribune is taking this concept to the next level by bringing the study club online, extending the realm of interaction to a worldwide arena. This allows for a variety of fresh perspectives from different cultures to further enhance the educational mix, inspiring new possibilities and creating higher expectations in online learning.

OTStudyClub.com is solely focused on today's orthodontist and offers an exciting mix of possibilities, including:

- C.E. lectures that are live and interactive, as well as archived, bringing local events to national audiences.
- Focused discussion forums that allow orthodontists to stay up to date.
- Ortho product reviews with recordings of opinion leaders' first impressions.
- A growing database of case studies and articles featuring topics that are important to today's orthodontists.
- Networking possibilities that go beyond borders to create a global ortho village.
- Contests with chances to win free tuition for ADA/CERP C.E. accredited Webinars; and much more!

Ortho Tribune is very excited about officially launching this initiative and would like to invite you to join us in breaking new ground in e-learning. On July 11, from 9 a.m. – 5 p.m., Ortho Tribune will introduce the Ortho Tribune Study Club via a full-day online symposium.

The OTSC Online C.E. Festival — V.I.P. Launch Party will feature five one-hour Webinars in succession, followed by a 20-minute live Q&A session between the online audience and each speaker.

Participants will receive seven ADA/CERP C.E. credits, and attendance is free for the first 100 registrants. After the first 100 spaces are filled, the cost of the full-day symposium is only \$49, a mere fraction of what one would pay if traveling to an event. Live attendees also have 30-day access to the recorded Webinars to review at their convenience. Further details and registration can be found at www.OTStudyClub.com.



ORTHO TRIBUNE
OT STUDY CLUB
COURSES | DISCUSSIONS | TECHNOLOGY | ON-DEMAND

Registering as a Study Club member is free and provides access to accredited C.E. Webinars and other beneficial tools catering directly to orthodontics. For example, in today's world of orthodontics, new products, concepts and techniques

are brought to light with amazing speed, so it's not surprising that many orthodontists are finding it difficult to stay up to date.

In an effort to make the most of practitioners' time, www.OTStudyClub.com will feature "First Impressions," a series of five-minute video vignettes. These will present various ortho products with the support of demo videos and will be archived in an online product library to be viewed at any time.

Please keep in mind that the site will be officially launched on July 11. Register early and mark the date on your calendar!

Please contact Julia for full details and for the OTSC launch registration by phone at (416) 907-9836 or by e-mail at j.wehkamp@otstudyclub.com.

AD

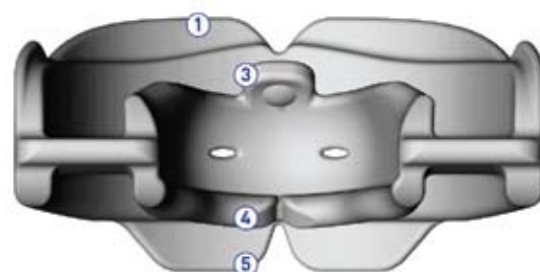


Now an early Class II correction with arch expansion and improved Myofunctional Effect™.

Interceptive Series™ appliances are aimed at a child's most rapid growth spurt – described by Ricketts as 5 to 8 years of age.

The key features of the **i-2™** are high extended **Reflex Sides**, and a **Frankel Inner Frame**, which actively expands the maxillary arch form. The **Positive Tongue Position Elevator**, identical to that on the **i-3™**, improves tongue posture in conjunction with the **Tongue Tag** – a feature common to all MRC Appliances incorporating the Myofunctional Effect™.

The added feature for more extreme Class II malocclusion is the extended **Lower Flange** and **Lip Bumper**. Class II malocclusions typically have strong overactive musculature in the mentalis area. Compared to other T4K®, the **Lip Bumper** on the **i-2™** extends further into the sulcus, and is designed specifically to deactivate the lower fibres of the orbicularis oris.



TECHNOLOGY

- 1 Reflex Sides
- 2 Frankel Inner Frame
- 3 Tongue Tag
- 4 Tongue Position Elevator
- 5 Extended Lower Flange
- 6 Lip Bumper



The **i-2™** is optimised to improve the maxillary arch form and treat factors contributing to **Class II malocclusion**.



Celebrating 20 years in 2009

CALL NOW FOR YOUR FREE MRC CLINICS® CD-ROM

1 866 550 4696

www.myoresearch.com

Study: Some brackets more bacteria prone

OHSU School of Dentistry finds some self-ligating brackets retain less plaque

Researchers at the Oregon Health & Science University School of Dentistry (www.ohsu.edu/sod) have found the majority of patients with self-ligating orthodontic brackets retain fewer bacteria in plaque than patients with elastomeric orthodontic brackets.

The OHSU team also found that a biochemical technique measuring adenosine triphosphate (ATP) driven bioluminescence could be a useful chairside tool in the rapid



quantification of oral bacteria and in the assessment of oral hygiene during orthodontic treatment.

The findings are published in the April 2009 issue of the American Journal of Orthodontics and Dentofacial Orthopedics, one of the leading peer-reviewed orthodontia journals.

Acid-producing bacteria that surround orthodontic appliances are a common orthodontic problem. Such bacteria can lead to tooth enamel breakdown and potential discoloration of the tooth surface, and these esthetic changes can persist for many years after orthodontic treatment.

While the newer bonded brackets have many advantages over the old metal bands that were fitted around each tooth, they do impede good oral hygiene, resulting in plaque accumulation and increased tooth enamel breakdown.

Although several studies have investigated the effects of fixed orthodontic appliances on bacterial

flora, few studies have compared the effects of bracket architecture — specifically the archwire ligation method — or have evaluated the accumulation of bacteria that occurs with the bonding of fixed appliances.

The OHSU study also was different from other studies in that it was a randomized clinical study, comparing the numbers of oral bacteria in plaque surrounding two distinct orthodontic appliances — self-ligating versus elastomeric ligating, using a split-mouth design.

The OHSU study examined 14 patients ages 11 to 17 — each patient containing both self-ligating and elastomeric orthodontic brackets on opposing sides of the mouth — at both one week and five weeks after bonding. The numbers of oral bacteria in plaque surrounding the brackets were evaluated at both appointments, in addition to a pre-bonding appointment, using both conventional plating techniques enumerating bacterial colony number and the ATP-driven bioluminescence technique.

More bacteria, including oral streptococci, were retained at tooth surfaces in plaque in patients with elastomeric orthodontic brackets at both the one- and five-week post-bonding appointments, and bacterial levels were particularly high at the one-week visit. Higher ATP-driven bioluminescence levels also were observed in plaque surrounding the elastomeric orthodontic appliances.

“We were surprised that the manner of ligation promoted differences in the levels of plaque bacteria surrounding the bonded tooth surfaces,” noted Curt Machida, PhD, OHSU professor of integrative biosciences and principal investigator, whose lab was host for the study. “Our results suggest that the use of the self-ligating appliances promote reduced retention of plaque bacteria on tooth surfaces surrounding the appliances.” [OT](#)

New treatment for TMJ dislocation

A recent study in the journal Anesthesia Progress presents a new technique for treating dislocation of the TMJ (temporomandibular joint) using a deep temporal nerve block.

Traditional treatment has been limited to the application of force, where the jaw is forced back and down into the joint, and in severe cases, general anesthesia alone or combined with surgery is required.

For the new treatment, lidocaine and epinephrine are combined and administered to the deep temporal nerve, which reduces both the sensation of pain and muscle spasms. [OT](#)

AD

OrthoCAD



*Your Talent,
Our Technology,
Perfectly Aligned*



1 3D DIGITAL MODEL CREATED
OrthoCAD iQ processes your patient's prescription information, dental anatomy, and your preferred appliances to generate a 3D digital model of the patient's cast showing the optimal bracket placement.

2 FINE-TUNE AND APPROVE MODEL
OrthoCAD iQ enables you to easily fine-tune tooth positions, if desired, and view the results on screen before treatment begins.

3 CUSTOMIZED TRAYS DELIVERED TO YOUR OFFICE
OrthoCAD iQ creates and delivers customized iQ trays direct to your office. Each bracket is perfectly placed to achieve the desired outcome.

The OrthoCAD iQ™ process



OrthoCAD iQ Express Now Available

• 5 Day Turnaround • Bracket Inventory Required

CALL FOR COMPLETE DETAILS

OrthoCAD iCast AOS 30 FOR 30 PROMO

Purchase 30 iCast digital study models for \$30 each

Call Today To Order 800-577-8767

Limit one per office. Offer valid to new OrthoCAD iCast customers who have not used iCast services in the last 6 months. Offer expires May 29, 2009.



creating the perfect bite

OSAP addresses flu pandemic

The Organization for Safety and Asepsis Procedures (OSAP) is providing special online resources to help dental professionals protect themselves and their patients from Influenza A (H1N1), previously referred to as “swine flu.” The Swine Flu Resources section of the OSAP Web site, www.osap.org, includes an overview of the disease, up-to-the-minute reports on the current outbreak, tips for prevention and links to additional in-depth information.

The site provides a quick and easy way to stay current, as it is constantly being updated as new information is received. Links to reports and updates from the Centers for Disease Control, American Dental Association, Pan American Health Organization, World Health Organization and even the White House Briefing Room are available for instant access to critically important information and advisories.

Symposium content added

OSAP has added bonus content to its 2009 Symposium, “Infection Prevention: Spread the Word,” to be held June 11–14 at the Marriott at Legacy Town Center in Plano, Texas. The OSAP Symposium will now include up-to-the-minute information on Influenza A (H1N1) and on its potential impact now and in the future.

The recent flu outbreak is a reminder of how important proper



infection control procedures are for keeping dental professionals and their patients safe. The OSAP Symposium is a must for anyone concerned with infection control and safety in dentistry. Internationally

known experts will teach attendees how to make infection control practices “stick” and help professionals do things right the first time.

The 2009 OSAP Symposium will give attendees essential information on current and emerging diseases, disease prevention, “never” events in dentistry, legal issues to understand, “green” infection control, new infection control guidelines and more. Educators, speakers and consultants can participate in special workshops and breakout sessions. A new series, “InfoBites,” will provide information on four popular and pragmatic asepsis topics in digestible segments. Technical posters and product exhibits will inform

attendees of the latest advances and newest products. Up to 20 hours of C.E. credit are available.

The symposium provides many opportunities for networking and peer support. The agenda also includes social events, such as the John Molinari Charity Golf Tournament at the Tribute Golf Links in The Colony.

The OSAP auction offers an array of vacation packages, gourmet baskets, artwork, apparel, jewelry, sporting goods and more.

Details of the symposium, as well as a reservation form, are available online at www.osap.org or can be requested by calling (800) 298-OSAP (6727). [01](#)

AD

www.ortho-tribune.com

Missed the last edition of Ortho Tribune? You can read some of its content online!

The age of digital imaging: Part 1
www.ortho-tribune.com/articles/content/scope/specialties/section/case_reports/id/364

Dr. Arthur Wool reflects on his career
www.ortho-tribune.com/articles/content/scope/specialties/section/interviews/id/338

Here's some other online content that might be of interest ...

Utilizing fixed orthodontics to prepare cases for aligners
www.ortho-tribune.com/articles/content/scope/specialties/section/case_reports/id/347

Companies unveil new products at AAO meeting
www.ortho-tribune.com/articles/content/scope/news/region/usa/id/362

HOW [Discover your potential] WHO ORTHO II

Your patients choose you because of your stability, experience, flexibility, and customer-focused service. And that's exactly why you should choose Ortho II. We have the orthodontic focus you've been looking for to make running your practice easier and more efficient.

It's time to experience a company who works with you to exceed your expectations. To learn more, visit www.orthoii.com or give us a call. We'll show you the Ortho II difference.

Practice Management Evolved

ORTHO II

1107 Buckeye Avenue • Ames, IA 50010
800 678-4644 • www.orthoii.com • © 2008

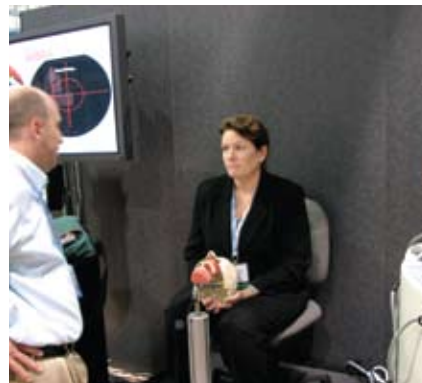
LIMITLESS MANAGEMENT • SCHEDULING • IMAGING • TREATMENT CHART • PATIENT FLOW CONTROL •
APPOINTMENT REMINDERS • PAPERLESS DOCUMENT MANAGEMENT • IN-OFFICE MESSAGING • WEB ACCESS • CEPH TRACING AND
ANALYSIS • CREDIT CARD PROCESSING • CORRESPONDENCE • COMPREHENSIVE FINANCIALS • ELECTRONIC INSURANCE •
AUTOMATIC BANK DRAFT (ACH) ACCEPTANCE • TIME CLOCK • EMPLOYEE TO-DO LISTS • FINGERPRINT RECOGNITION • ELECTRONIC
SIGNATURES • OFFSITE HOSTED BACKUPS • CUSTOM REPORTS • AUTOMATED UPDATES • MULTIPLE INTEGRATIONS

Scenes from the AAO

With camera in hand, Ortho Tribune set out to capture all the little moments you didn't see

Right, John Lytle (from left), John Bergman and Cesar Coral of Summit Dental Systems.

Below, Lindsay Sinclair, left, and Stacey Marsden of Kidzpace.



Nicole Simpson, right, of Cadent OrthoCad talks about the iTero digital impression system.



Dr. Chantal Gauthier of the University of Montreal presents the results of her research on the periodontal effects of SARPE.



Burke Spielmann, left, Karen Trumbo and Jim Reed of Ortho Organizers.



Dr. Mark Sanchez and Jonathan Saggau of tops.

Nick Lulka, president of Fairfield Orthodontics.



Regina Goodin and Mike Sanders of G&H Wire Co.



Rut Reynolds, president and CEO of OrthoQuest.



Above, attendees check their e-mail with the free Internet access offered at 3M's Cyber Cafe.

Left, Paul Revere is on hand to give away tote bags and cash prizes at the OrthoTees booth. From left are Tony Richt, Paul Revere (also known as Mike Beck), Kelly Loneman, Mike Arbataitis and Ryan Fry.

Ortho Tribune photos/Kristine Colker & Fred Michmershuizen

Orthoease

Patients Appt Book Patient Flow Practice Tools Sys Settings

Information Documents Ledger Exam/Diagnosis Tx Plan Tx Chart Images

Nic Citizen 17y, 1m Active Tx Comprehensive



ID: 5/9/2007 Created
Happy Valley **Dr. Bright**
 Office Doctor
 Assistant Financial Clerk
 40603 125C
 Chart ID Model ID
F 8/4/90
 M/F Date Of Birth

New **Delete** **Fingerprint** ()

Ms. Nicole Nic Citizen
 Title First Pref. (First) Last

3721 North Lakeview Drive **Map**
 Address
North Ogden **UT**
 City State/Prov
84414 **Edit** **USA**
 Zip/Postal Code Country
nic_citizen@msn.com **Email**
 Email
Single **Student**
 Marital Status Occupation SSN
Dance, Violin **Snowview High**
 Interests School

Type	Phone Number	Ext	Pri
Home	801 540-1111		☒
Mobile	801 540-9823		☐
	801 737-4517	16	☐

Family **3** Citizen: William - Father
 Resp. Party A Citizen, William
 Resp. Party B Citizen, Mary
 Primary Ins. **Aetna**
 Secondary Ins.
 Tertiary Ins.
 Referrer **Jane Drill, D.D.S.**
 Dentist **Jane Drill, D.D.S.**

☒ Pt. Allows Release of Information
☒ HIPAA Privacy Statement on File
 Mail Method **Standard Mail**

Next Appt. **Fri - 9/21/07, 11:40a***** **ADJ2**

Tx Phases **Contracts**

Act	Type	Status	(Description)
☒	Comprehens	Active Tx	

New Tx Phase



1-800-217-2912

www.orthoease.com

Designed
by an
orthodontist

Orthoease

The most **intuitive** practice
management software program yet!

Featuring:

Paperless Charting • Comprehensive Imaging & Analysis
 Ready-To-Use Scheduling Templates
 Automated Data Backup • World Class Support
 Industry's Best Financial and Management Reporting

16 years of
service and
innovation

Improve your case acceptance
and manage your practice with ease

www.orthoease.com • 1-800-217-2912

← 01 page 1

But one thing most everyone left with was more knowledge and insight than they had started with.

For four days, attendees — from specialists to staff to students — attended a myriad of lectures on topics as wide ranging as communication with your patients to discussions of root resorption. Other popular topics during the event included Dr. Anthony A. Gianelly on “Evidence-based Orthodontics: Friend or Foe,” Ravindra Nanda on “Achieving Treatment Goals with Predictable Mechanics: A 40-year Perspective,” Dr. Steven Jay Bowman on “Miniscrews: Be Careful What You Wish For!,” Dr. Flavio A. Uribe on “Enhancing the Speed of Tooth Movement: Can We Alter the Biology?,” Dr. Frank Celenza on “Seeking Interdisciplinary Excellence,” Dr. Franco Mangini on “TMJ and Craniofacial Pain: Legend and Reality” and W. Eugene Roberts on “Early Treatments and Clinical Outcomes.”

Sessions were divided into courses for doctors as well as courses for staff. On the staff side, topics included everything from the first impressions you get from prospective patients to infection control to surviving in the new world of 3-D imaging. There were even a number of hands-on courses including such topics as orthodontic photography, PVS impressions and wire bending.

One new feature this year was the clinical simulcasts where a doctor and dental assistant worked live on a patient. During Dr. Mark Yanosky's May 3 presentation on laser surgery, the room was packed as attendees watched him demonstrate three laser procedures right in front of them.

On the exhibit hall floor

When attendees weren't busy acquiring knowledge in the various sessions, many of them could be found over in the exhibit hall, where brightly colored tote bags hung from shoulders as a representation of products purchased — black and pink for Opal Orthodontics, blue for Forestadent, red for 3M.

At OrthoSynetics, participating in a practice challenge got you entered in a drawing to win a trip for two to anywhere. At ChaseHealthAdvance, attendees could putt for prizes, including the Golf Digest-rated No. 1 putter, the Nike 20-10. At GAC, where six different stations offered attendees a chance to learn more about products to help promote efficiency in their practices, a visit to the booth earned visitors a scratch-off card with a chance to become one of 10 finalists. On Monday afternoon, those 10 finalists gathered around a new Mini Cooper and were given a key to put in a panel. Dr. Paul McAllister's key fit the lock, and he left Boston one car richer.

Many of the exhibiting companies unveiled new products.

ClassOne Orthodontics, based in



At the Ortho Technology booth, Dr. Alex Lopes explains the benefits of the Lotus passive self-ligating bracket system.



Dr. Paul McAllister of Lincoln, Neb., wins a brand new Mini Cooper at the Dentsply GAC booth.



Dr. Julian E. Spallholz is a member of the team behind the SeLECT Defense Orthodontic Products available from ClassOne Orthodontics. As Spallholz explained, it's the element selenium that guards against bacteria on patients who wear fixed appliances.

Lubbock, Texas, unveiled SeLECT Defense orthodontic products that are designed to offer added protection against bacteria for patients with fixed appliances. According to Dr. Julian E. Spallholz, a member of the educational team at Texas Tech University where SeLECT Defense was developed, the products use the element selenium to inhibit bacterial growth. As Spallholz explained to Ortho Tribune, the plaque barrier lasts for a patient's entire treatment and does not leach into the environment. Most importantly, he



A patient is prepared for a laser procedure during Dr. Mark Yanosky's clinical simulcast at the AAO meeting.

for consultation with the patient.

Over at the tops booth, the company — which was handing out bright pink buttons that had such witty sayings as “Touch my app” — was proudly showing off its new topsEcho iPhone application, which with just a touch can provide up-to-the-minute access to patient information and images, schedules, referrals, treatment notes and more. And because the application requires a secure password and is only accessing information from a server, rather than storing it on a user's cell phone, there is never any worry about someone falsely gaining such private information.

“One of the great things about the iPhone app is the live connectivity — the connection is direct and speedy,” said tops founder and CEO Dr. Mark Sanchez. “As an orthodontist, to me, it's a nice follow-up tool — I can call patients, I can check the schedule. If something changes on the schedule, I can see it. With topsEcho, I know everything.”

For Proctor & Gamble, just launching its new Ortho Essentials program wasn't enough. The company hosted a reception the night of May 3 to discuss the idea behind the three-step oral hygiene program. Ortho Essentials is a program designed to help orthodontists streamline and strengthen their oral hygiene control procedures by standardizing their check ups, consistently reporting their results and making sure patients improve their oral hygiene at home. This is accomplished by the use of the Oral-B Triumph toothbrush with SmartGuard, Crest PRO-HEALTH toothpaste and rinse, a rating system, an assessment card and a contract for both orthodontists and patients to sign.

“I saw patients in my practice not ending up the way we wanted them to in regards to hygiene,” said Dr. Duncan Brown, the orthodontist behind the Ortho Essentials program. “Hygiene is a great untapped resource for orthodontists.”

Next year's AAO Annual Session will be held April 30–May 4 in Washington, D.C. For more on this year's AAO, including photos and interviews, pick up the June issue of Ortho Tribune and go online to www.ortho-tribune.com.

— Additional reporting and photos by Fred Michmershuizen, Online Editor 01

said, SeLECT Defense reduces the occurrence of decalcification and white spots.

Another company unveiling a product to offer protection against bacteria was Opal Orthodontics by Ultradent, with its Opal Seal recharging orthodontic bonding. Opal Seal is a 38 percent filled primer that releases and recharges fluoride. Jeff Smith, marketing manager at Opal Orthodontics, said that Opal Seal releases fluoride throughout a patient's treatment, thereby fighting bacteria along the way.

Ortho Technology unveiled its new Lotus passive self-ligating bracket system. Dr. Alex Lopes said the system was designed for maximum patient comfort and hygiene, and archwire changes are fast and economical. Lotus features a unique, patented clip made of wear-resistant, high-quality nickel titanium designed for flexibility throughout a patient's treatment. Perhaps best of all, Lopes said, is the passive design of the Lotus clip, which eliminates friction and ultimately results in fast and effective tooth movement.

Cadent OrthoCAD showed off its new software package for the iTero, the iTero Digital Impressions. The iTero is capable of capturing a digital orthodontic impression in six to eight minutes, or less, for a completed arch and bite registration. A 3-D model is available in minutes



How can you keep her as committed to her oral health as you are?

Introducing **Ortho Essentials**, an exclusive compliance program from **P&G Oral Health**. Developed by orthodontists, Ortho Essentials gives you tools that empower your patients to take charge of their oral health.



For more information or to schedule an appointment, please contact your Crest® Oral-B® sales representative, visit www.dentalcare.com/ortho-essentials, or call Customer Service at 800-543-2577.

Crest

Oral-B®