



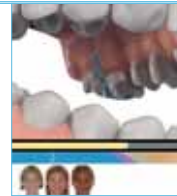
Enter and win!
A practice makeover
could be yours

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Off to New York
GNYDM adds ortho
courses to its lineup

▶Page 4



A winning strategy
Ortho2 receives award
for Edge marketing

▶Page 14

Crossing the border

NESO expands its horizons both geographically and educationally for its 89th annual meeting

By Kristine Colker, Managing Editor

The Northeastern Society of Orthodontists (NESO) is going international for this year's 89th annual meeting. The four-day event, to be held from Nov. 11-14, is taking place at the Hilton Bonaventure in Montreal. So grab your passport and start making plans if you haven't already.



A view of downtown Montreal. (Photo/Provided by stock.xchng)

Blending its French accent with that of many other ethnic communities, Montreal charms its visitors

with its Euro-American ambiance. Once you arrive in Montreal, you'll discover the Bonaventure Hilton is

located in the heart of downtown.

→ OT page 5

How to whiten teeth, even underneath brackets

By Dr. Enrique Jadad, Dr. Jaime Montoya and Dr. Gonzalo Arana Gordillo

Written by three renowned researchers and clinicians, this article describes the use of a new dental whitening product based on hydrogen peroxide. The effect of this compound whitens dentin in multi-directional angles,

reaching areas covered by brackets and making it possible to achieve teeth whitening under braces.

Patients are willing to use this whitening procedure, both in-office and at home, because they want to achieve white teeth while under orthodontic treatment.

The result is a whitening technique that also achieves a marked



Fig. 1: Patient under orthodontic treatment. (Photos/Provided by Dr. Enrique Jadad)

described a technique for daily use in 1989 that used a low carbamide peroxide concentration to remove deeper teeth stains, which increase with patient's age.²

Dental whitening popularity

The success of hydrogen peroxide-based teeth-whitening products have been historically accepted and validated by research.

Messages on TV, newspapers, magazines and other media have popularized dental pigments and removal of teeth stains caused by age, food, beverages with colorants, cigarettes and tea, among others. People ask for dental whitening treatments to achieve a better esthetic and improve their smile and their self-esteem, all of which are closely related to serious dental pigmentation factors.³

The successful use of H₂O₂ for dental whitening, using different techniques for in-office and at-home treatment, has been described by many authors.⁴

increase in patients' oral hygiene habits.

The use of hydrogen peroxide as a dental whitening agent was first described by Kingsbury in 1861.

The dentists' desire to provide fast and effective teeth whitening procedures was described by Abbot in 1918, when he introduced a wonderful and revolutionary in-office dental whitening, a 35 percent, hydrogen-peroxide concentration that, together with heat emission from a lamp, increased oxidation.¹

Drs. Haywood and Heymann

→ OT page 6

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Conflicts and challenges ...

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



‘To present an adequate discussion of these challenges, postgraduate orthodontic programs should consider appropriate and problem-specific training for the orthodontic resident.’

- addressing performance of others perceived to be inappropriate.

Literature reviews construct a more comprehensive classification of types of the ethical challenges. To present an adequate discussion of these challenges, postgraduate orthodontic programs should consider appropriate and problem-specific training for the orthodontic resident.

An appropriate ethics curriculum, necessarily constrained by the demands of clinical practice and research, should give priority to the real-life issues that residents will encounter in his or her practice. A strong emphasis on the types of ethical problems in addition to the classic bioethical dilemmas would best equip graduates for the challenges of life as clinical practitioners.

Human rights issues can thus serve as a useful resource for educators of ethics and laws involved in curriculum development.

We all must engage with quality improvement as part of good orthodontic practice. Quality concerns in orthodontics are not just about the many outcome objectives and assessments; it is primarily concerned with health-care processes, including education, patient safety, decision-making, relationships with patient, etc.

While I am a fan of problem-based learning (PBL) to some extent, and evidence-based medicine (EBM) in

general, EBM may not offer guidelines for what processes one must adopt in order to achieve its goals (Hockey and Marshall, 2009).

Research often attempts to define the best medical treatment or surgical intervention. However, the processes that clinicians go through to incorporate evidence into care are equally as critical.

Ultimately, evidence is translated into patient outcomes and the quality of health-care must be of concern to all clinicians. The latest technology available is like the daVinci robot, but reaching a good quality decision about the right treatment for a specific patient involves teamwork in the office, patient safety and consideration for the patient’s experience, and are all equally as crucial in achieving a desirable outcome. [OT](#)

References

1. Hockey P. and Marshall M. (2009). Doctors and quality improvement. *Journal of the Royal Society of Medicine*. 102, 173–176.
2. Rosenbaum, J.R., Bradley, E.H., Holmboe, E.S., Farrell, M.H., and Krumholz, H.M. (2004). Sources of ethical conflict in medical housestaff training: a qualitative study. *American Journal of Medicine*, 116, 402–407.

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@dental-tribune.com.

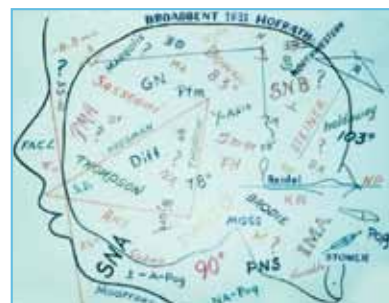


Image courtesy of Dr. Earl Broker.

Member Publication
AADE
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Doctors are trained to diagnose and treat ill health. Within the confines of the doctor/patient relationship, most clinicians perform this role successfully.

The traditional role of the orthodontist is carried out within a broader historical, organizational, social and political context — where the diagnosis and treatment can be as important as clinical interactions with individual patients.

Unless we are willing to understand and influence this wider context, our ability to improve health outcomes in an increasingly complex environment will be challenged.

According to Hockey and Marshall (2009), this understanding can be achieved by engaging with the emerging science of quality improvement, comparing current practices with an approach that focuses on patients as well as the wider health system.

Rosenbaum Bradley, Holmboe, Farrell and Krumholz (2004) suggested five categories of ethical conflict faced by young doctors:

- concern over telling the truth,
- respecting a patient’s wishes,
- preventing harm,
- managing the limits of one’s competence, and

Tell us what you think!

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Something for everyone

DTSC Symposia coming to Greater N.Y. Dental Meeting

People from around the world flock to the annual Greater N.Y. Dental Meeting and for very good reasons beyond the fact there is no registration fee.

Dental Tribune has partnered with the meeting's organizers to offer four days of symposia in various areas of dentistry.

Each day will feature five individual, one-hour lectures led by experts in the field. The final day features the Osseo University Summit.

Participants not only earn C.E. credits but also gain an invaluable opportunity to learn diverse aspects of dentistry and how to integrate a variety of treatment options into their practice.

For exact program details, check the schedule under www.DTStudyClub.com/gnydm.

The symposia are free for registered Greater N.Y. Dental Meeting attendees, but pre-registration is recommended. Also, because of limited seating, register early to ensure preferred seating.

For event registration, visit www.gnydm.com. **OT**

Nov. 28	Course #	Speaker	Title
10-11a	3020	Dr. Howard Glazer	Beautiful: Go with the FLOW
11:20a-12:20p	3030	Dr. John Flucke	Light Cured Adhesive Dentistry: Science and Substance
1:20-2:20p	3040	Dr. Martin Goldstein	A Simplified Approach to Multi-Layer Direct Composite Bonding
2:40-3:40p	3050	Dr. Jay Reznick	3-D Imaging and CT-Guided Dental Implant Surgery
4-5p	3060	Dr. Louis Malcmacher	Total Facial Esthetics for Every Dental Practice
Nov. 29	Course #	Speaker	Title
10-11p	4120	Mrs. Noel Brandon-Kelsch	Eco-Friendly Infection Control-Understanding the Balance
11:20a-12:20p	4130	Dr. Gregori Kurtzman	Incorporating New Advances in Dental Materials and Techniques Into Your Restorative Practice
1:20-2:20p	4140	Dr. Damien Mulvany	Optimizing Your Practice with 3-D Cone-Beam Technology
2:40-3:40p	4150	Dr. Edward Katz	Improving Patient Care with 3-D Cone Beam Computerized Tomography
4-5p	4160	Drs. Fay Goldstep, George Freedman, Edward Lynch	Soft Tissue Lasers and Caries Diagnosis
Nov. 30	Course #	Speaker	Title
10-11a	5110	Drs. Fay Goldstep, George Freedman, Edward Lynch	Soft Tissue Lasers and Caries Diagnosis
11:20a-12:20p	5120	Dr. Greg Diamond	Lasers in Periodontal Therapy
1:20-2:20p	5130	Dr. Dov Almog	Introduction to Cone Beam CT (CBCT), and Prevention of Failures in Oral Implantology
2:40-3:40p	5140	Dr. Bettina Brasani	TBA
4-5p	5150	Dr. Dwayne Karateew	Contemporary Concepts in Tooth Relacement: Paradigm Shift

The DTSC Symposia schedule for the first three days of the Greater New York Dental Meeting.

AD



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The winning practice's journey will be featured in Ortho Tribune and on www.ortho-tribune.com.

To apply, go to www.levin-grouportho.com. The deadline is Nov. 30.

For more information, contact Lori Gerstley, senior professional relations manager at Levin Group, at (443) 471-3164 or lgerstley@levingroup.com.

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Ortho goes live in New York

TAD program tops the agenda

This year, the Greater New York Dental Meeting (GNYDM) is offering orthodontic specialty programs throughout its full-day event from Nov. 28-Dec. 1. At this exclusive series, attendees will learn of the latest trends and techniques in orthodontics.

A unique live demonstration of orthodontic temporary anchorage device (TAD) technology will be among the broad range of educational programs.

The GNYDM introduces and redefines its programs each year to inspire the entire dental team to excel in their profession. This year, various world-renowned speakers and clinicians will discuss such topics as new advances in orthodontic patient treatment, pediatrics, mechanics and technology.

Drs. Jay Bowman and Elliott Moskowitz will be among the various speakers from New York University's College of Dentistry and Orthodontic Alumni Association, who will be speaking on Tuesday, Nov. 30, and Wednesday, Dec. 1. Both seminars will present a selection of innovative anchorage appli-



A scene from last year's orthodontic specialty program during the Greater New York Dental Meeting. (Photo/ Provided by GNYDM)

AD

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cations and auxiliaries for various malocclusions.

At these events, attendees can become acquainted with a multitude of multi-tasking options, including mini-screws and the application of pure skeletal anchorage for molar distalization.

Dr. John Halikias, the GNYDM's general chairman, said he feels these "sophisticated and grand programs" are what continuing education really means.

"We strive to offer these unique seminars and hands-on workshops so that oral healthcare practitioners at all levels of education can excel in their profession and specialty," Halikias said.


On Wednesday, Dec. 1, Bowman and Dr. Jonathan T. Perry will present a live demonstration of the placement and activation of TADs. This program will include the benefits of incorporating the use of TADs and implants into traditional orthodontic treatment modalities.

"New ideas are a welcomed addition to the educational programs at the Greater New York Dental Meeting," said Dr. Robert Edwab, executive director of the GNYDM. "By expanding to two live dentistry arenas, we are able to revamp oral health care education."

In addition, the GNYDM is again partnering with Align Technology to offer the Invisalign Expo. This array of educational courses extends for four days, beginning Sunday, Nov. 27.

Taught by the seasoned team of Invisalign specialists, dental professionals will learn logistics of tooth alignment, including treatment for Invisalign crowding cases and other orthodontic abnormalities.

There is never a pre-registration fee for attending the GNYDM. Attendees can register for orthodontic courses by visiting www.gnydm.com. Click "Courses and Events" and scroll through the course topics to view additional information about the orthodontic specialty seminars and workshops offered at this year's meeting.

For more information, call the GNYDM at (212) 598-6922 or e-mail info@gnydm.com. 

← 01 page 1

Historic Old Montreal is a short walk away. Head up to Sherbrooke Street or St. Catherine's Street for world-class shopping and dining. On the way, find museums or casinos. Montreal has something for everyone.

Of course, it wouldn't be an annual session if there weren't also a chance to expand your educational horizons.

This year, Dr. Ron Roncone headlines the doctor's program, Dr. Duncan Higgins will present the latest information on the X-bow appliance, and Dr. Robert Miller will discuss TADs and CI 2 Correction.

Other speakers include Drs. Steven Lindauer, David Paquette, Nicole Scheffler and Sean Carlson.

For residents or those who are new to the orthodontic profession, a special program will be held for you on Thursday, Nov. 11.

Rosemary Bray will present "Wadda Ya Mean I Don't Talk So Good?", a program focusing on communication in an effective, professional manner. She will explore some of the most common areas of miscommunication and share easy to remember alternatives to assist you in presenting a more polished image of your practice and of yourself.

For team members, there are a number of sessions geared specifically to your interests, starting with Bray giving tips on extraordinary service and, later, giving pointers on the ultimate ortho team.

Other speakers include Rita Bauer discussing creating outstanding marketing materials, Michelle Macedonio with tips for smart eating to stay healthy, Elizabeth Barrett sharing communication and presentation skills and Paul Reisman with something just for the administration staff.

In case you don't want to spend all day in sessions, there are also a few social activities as well. The most prominent one is the President's Gala Reception, which takes place from 7-10 p.m. Saturday, Nov. 13 at Le Windsor.

The Le Windsor is a real-estate landmark situated in the heart of Montréal. It is a heritage building dating back to an era when architects were still inspired by the great European classics and when interior details were still fashioned by craftsmen.

Le Windsor has been host to international guests, celebrities, dignitaries and monarchs for more than a century: Prince Louise and the Marquis of Lorne, John A. Macdonald, Sarah Bernhardt, Mark Twain, Stephen Leacock, Winston Churchill, King George VI and Queen Elizabeth, Charles de Gaulle, Princess Elizabeth and Prince Phillip and John F. Kennedy are just a few of the most recognizable names.

There is no fee to attend the gala for registered participants, but a ticket will be required, so make sure to pick one up at the Bonaventure Hilton ahead of time. 01

Exploring Montreal

A guide to the sights you'll most want to see

A multi-cultural city, Montreal is the second largest city in Canada and the largest French-speaking city in the world outside of France. So when you're done with the exhibit hall and the seminars for the day, why not check out a few sights the city has to offer?

Do you like museums? Montreal has many diverse offerings, including the Musée des Beaux-arts and the Biodôme de Montréal. Found-

ed in 1860, Musée des Beaux-arts (1380 Sherbrooke Street W.) was one of the first museums in North America to amass an encyclopedic collection worthy of the name. Since then, its holdings have grown to almost 35,000 objects, including paintings, sculptures, works on paper, prints and drawings, photographs and decorative art objects.

The mission of the Montréal Biodôme is to increase public knowledge of nature and related disciplines and to promote responsible environmental behavior. To do this, the museum (4777 avenue

Pierre-De Coubertin) re-creates some of the most beautiful ecosystems of the world, including everything from tropical forests to the polar ice caps.

In addition, other popular sites to check out include Old Montréal and the Old Port, which are full of shopping and fine dining; Olympic Stadium; Ste-Catherine Street, the main commercial street downtown; and "Reso dans la ville souterraine" (City Underground), a 30-kilometer network of boutiques, cafes, theatres, hotels, shopping centers and even a university.

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Fig. 2: Close up of patient under orthodontic treatment.



Fig. 3: Tres White Ortho ready to be used.



Fig. 4: Tres White Ortho tray in the upper maxillary.

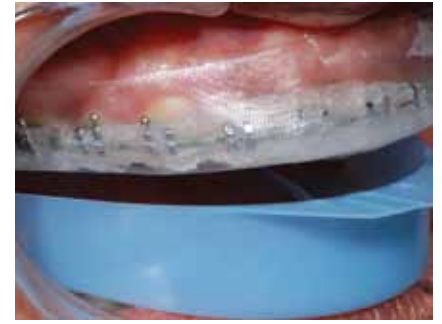


Fig. 5: Removing the external bleaching tray allows the internal bleaching tray to stay in position.

← 01 page 1

Patients under orthodontic treatment are convinced they must maintain their oral health regarding color and esthetics. Clinicians and patients understand there is the possibility of gingival irritations

and dental pigmentation alterations caused by bacterial plaque accumulation around orthodontic devices, such as brackets, bands and arches, which could lead to the decalcification processes and to long-term adverse factors. These are often caused by poor oral hygiene.

Conventional home care includes tooth brushing (mechanical or manual), irrigation devices, fluoride mouth rinses, topical fluoride applications and dental floss usage. But even with all this armamentarium, there is a low motivation.⁵

The vast majority of these devices

and techniques used for oral-health hygiene are not implemented by the majority of patients, and therefore, benefits and results are not really significant. We should emphasize other alternatives that, added to the described above and together with patient awareness, could help us improve oral health of patients undergoing orthodontic treatment.

AD



**ANNUAL DENTAL TRIBUNE STUDY CLUB
SYMPOSIA AT THE GNYDM**
NOVEMBER 28 – DECEMBER 1, 2010, 10:00 AM DAILY



Greater
New York
Dental Meeting
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SUNDAY, NOVEMBER 28

10:00 - 11:00 Howard Glazer, DDS, FAGD
BEAUTIFIL: GO WITH THE FLOW - COURSE: 3020

11:20 - 12:20 John Flucke, DDS
LIGHT CURED ADHESIVE DENTISTRY - SCIENCE AND SUBSTANCE - COURSE: 3030

1:20 - 2:20 Martin Goldstein, DMD
A SIMPLIFIED APPROACH TO MULTI-LAYER DIRECT COMPOSITE BONDING - COURSE: 3040

2:40 - 3:40 Jay Rieznick, DMD, MD
3D IMAGING AND CT-GUIDED DENTAL IMPLANT SURGERY - 3050

4:00 - 5:00 Louis Malcmacher, DDS, MAGD
TOTAL FACIAL ESTHETICS FOR EVERY DENTAL PRACTICE - COURSE: 3060

MONDAY, NOVEMBER 29

10:00 - 11:00 Mrs. Noel Brandons-Kelsch
ECO-FRIENDLY INFECTION CONTROL-UNDERSTANDING THE BALANCE - COURSE: 4120

11:20 - 12:20 Gregori Kutzman, DDS
INCORPORATING NEW ADVANCES IN DENTAL MATERIALS AND TECHNIQUES INTO YOUR RESTORATIVE PRACTICE - COURSE: 4130

1:20 - 2:20 Damien Milliamy, DDS
OPTIMIZING YOUR PRACTICE WITH 3D CONE-BEAM TECHNOLOGY - COURSE: 4140

2:40 - 3:40 Edward Katz, DDS
IMPROVING PATIENT CARE WITH 3D CONE BEAM COMPUTERIZED TOMOGRAPHY - COURSE: 4150

4:00 - 5:00 George Freedman, Fay Goldstep and Edward Lynch
SOFT TISSUE LASERS AND CARIES DIAGNOSIS - COURSE: 4160

TUESDAY, NOVEMBER 30

10:00 - 11:00 George Freedman, Fay Goldstep and Edward Lynch
SOFT TISSUE LASERS AND CARIES DIAGNOSIS - COURSE: 5110

11:20 - 12:20 Greg Diamond, DDS
LASERS IN PERIODONTAL THERAPY - COURSE: 5120

1:20 - 2:20 Dov Almog, DMD
INTRODUCTION TO CONE BEAM CT (CBCT), ESPECIALLY AS IT PERTAINS TO PREVENTION OF FAILURES IN ORAL IMPLANTOLOGY - COURSE: 5130

2:30 - 3:30 Maria Ryan, DDS, PhD
DETECTING CORONARY HEART THROUGH PERIODONTITIS AND PERIIMPLANTITIS - COURSE: 5140

4:00 - 5:00 Dwayne Karateew, DDS
CONTEMPORARY CONCEPTS IN TOOTH RELACEMENT: PARADIGM SHIFT - COURSE: 5150

WEDNESDAY, DECEMBER 1

10:00 - 11:00 Mr. Al Dube
BEST MANAGEMENT PRACTICE, WASTE MANAGEMENT FOR THE DENTAL OFFICE, AND OSHA COMPLIANCE - COURSE: 6060

11:20 - 12:20 Glenn van As, DMD
HARD AND SOFT TISSUE LASERS - COURSE: 6070

12:45 - 4:45 Dr. Benedict Bachstein, Dr. David Holster, Dr. Jeffrey Hoos, Dr. Dwayne Karateew, Dr. Enrique Marino, Dr. Ethan Parsick
THE FIRST ANNUAL OSSEO UNIVERSITY SUMMIT: IMPLANT DRIVEN DENTISTRY - COURSE: 6080

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Health and esthetics

Oral health and hygiene are important factors to keep in mind for patients who are being treated with orthodontic devices; excellent hygiene is associated with the need for appropriate dental esthetics during and after treatment.

Appealing to this desire for optimal esthetics, we can implement parallel treatments that will maintain optimal periodontal health and, at the same time, protect teeth by increasing teeth enamel microhardness and making them less decay-prone. This is possible thanks to the new dental whitening that contains fluoride and potassium nitrate ions in its formula.⁵

For these patients, we have developed a product called Opalescence TresWhite Ortho (Ultradent, Opal Orthodontics, South Jordan, Utah) that prevents decalcification because of bacterial attack, which is responsible for carious lesions, and also increases teeth enamel microhardness.

TresWhite Ortho comes with an entrenched external tray for home or in-office use and is easily adaptable to teeth and brackets topography. This flexible tray contains an 8 percent concentration of hydrogen peroxide, fluoride and potassium nitrate dosage.

The flexible tray containing hydrogen peroxide should be kept on the brackets for a 45-minute period to achieve adequate contact time between whitening gel, teeth and brackets. After each 45-minute daily session, the soft tray is easily removed from the mouth and discarded, and the patient removes gel remnants by brushing.

TresWhite Ortho is the first dental whitening method that works on fixed orthodontic devices and on preventing enamel demineralization.

Hydrogen peroxide's bacterial and plaque removal and gingival tissue healing or scarring effectiveness was proved more than 35 years ago.^{6,7,8,9}

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About Scarlett

Scarlett Thomas is an orthodontic practice consultant who has been in the orthodontic field for over 23 years, specializing in case acceptance, team building, office management and marketing. As a speaker and practice consultant, Scarlett has an exceptional talent to inform, motivate and excite!

After implementation of her concepts into your practice, Scarlett invites you to experience not only tremendous growth and increased income but a well organized practice.





Fig. 6: Upper and lower bleaching trays in position with hydrogen peroxide in close contact to the teeth.



Fig. 7: After 10 days of whitening treatment, we start the removal of orthodontic devices.



Fig. 8: With the wires off, the brackets themselves are now ready to be removed.



Fig. 9: Notice teeth color where the bracket was after first bracket is removed.

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Bacteria such as *Streptococcus* mutants and *Lactobacillus* are responsible for enamel demineralization white spots. Both types of bacteria are anaerobic, mean-

ing they need a dark, warm and oxygen-free environment to survive because their organisms are unable to discard or detoxify in the presence of oxygen radicals.¹⁰

Nascent oxygen hydrogen peroxide's conversion causes tissue and

oral environment oxygenation and subsequently creates an inadequate environment for bacteria growth and reproduction.

Overcoming reluctance

Many young and adult patients



Fig. 10: Regular color under bracket; no color differences were found.



Fig. 11: Color matching using the VITA Easy Shade spectrophotometer.



Fig. 12: Color matched, B2, showing in the Easy Shade screen.

AD

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are reluctant to wear fixed orthodontic brackets because of their unattractive esthetic appearance. Adequate oral hygiene is more difficult to achieve when wearing these devices, and after months or years of treatment, patients' teeth can become dark or pigmented, thus increasing patient rejection to orthodontic treatments.

The use of already medicated, adaptable and malleable trays for home or in-office treatment is an excellent and easy way to provide patients the opportunity to have sparkling white teeth during orthodontic treatment.¹¹

TresWhite Ortho's hydrogen peroxide conversion to oxygen is highly beneficial for eliminating

Hugs every curve

No two teeth are exactly alike.

During the last few years, FORESTADENT scanned around 4,000 teeth from all over the world. The results were transferred to the design of the new anatomically contoured base. The new BioQuick® bracket adapts now perfectly to the shape of the tooth and ensures reliable positioning of the bracket. Enjoy treating patients using BioQuick® brackets!

New!

*The 3rd generation of Quick Brackets.
Optimal bond on any shape of tooth.*



BioQuick® Brackets

Patents: DE 44 34 209 A1 · EP 782414 B1 · US 7,255,357 B2 US 5,820,371