Beantown bound
This year’s AAO Annual Session in Boston offers plenty to see, learn and do

Orthodontics is moving into the 21st century with digital and 3-D imaging. However, advancing one’s mindset and practice into the 21st century can be a daunting process.

Selecting a technology to incorporate into your practice and deciding when and how to implement it are not simple decisions. One must select a company that can bring these new technologies to patients in useful, meaningful ways. Choosing the right provider is similar to choosing the right financial planner — it can be extremely rewarding or financially devastating.

This orthodontic practitioner of 18 years who has not yet placed a TAD, exposed a canine or gone completely paperless wanted to move toward the future.

In October 2006, SureSmile was chosen to lead the practice into the 21st century and thus, as the first orthodontist in Pennsylvania to do so, instantly created a cutting-edge practice persona for our patients and community. Part I of this article will elucidate the reasons for making this choice.

Dr. Mark Feinberg, an early user and pioneer of SureSmile, will present Part II of this article, in which he will present more in-depth technical aspects of the SureSmile software. Along with the two parts of the article, cases treated with SureSmile will be presented (Figs. 1–17).