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.

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.

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 visionary 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.