Scenes from the AAO

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

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.

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

Dr. Chantal Gauthier of the Université 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.

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

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

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

Nick Lulka, president of Fairfield Orthodontics.

Rut Reynolds, president and CEO of OrthoQuest.

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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,” Bavendra Nanda on “Achieving Treatment Goals with Predictable Mechanics: A 40-year Perspective,” Dr. Steven Jay Bowman on “Minicurews: 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 impressions you get from prospects. 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 simulcast where a doctor and dental assistant worked live on a patient. During Dr. Mark Yanosky’s May 5 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 Firestsent and 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 put 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 drove one car richer.

Many of the exhibiting companies unveiled new products. ClassOne Orthodontics, based in 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, it’s the element selenium that guards against bacteria on patients who wear fixed appliances.

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