Scenes from the AAO

Ortho Tribune grabbed a camera and wandered the exhibit hall to see what we could find.

John Compton, left, and Jay Phelps of Cadent demonstrate the OrthoCAD system for taking digital orthodontic impressions. (Photo/Fred Michmershuizen, Online Editor)

Dr. Steven Jay Bowman gives a mini-lecture in Dentaurum’s booth on ‘Multi-Tasking with Miniscrews.’ Dentaurum offered several mini-lectures each day, with topics ranging from TADs to chairside Class II correctors. Other speakers included Dr. Sebastian Baumgaertel, Dr. Joseph S. Petrey and Dr. Aladin Sabbagh. Many of these same speakers will also be lecturing at the upcoming TAD User Forum in Las Vegas on Nov. 6–7. For details, see tomasforum.com. (Photo/Kristine Colker, Managing Editor)

Dr. Tom Pitts offers a presentation on ‘Challenging Cases Made Easy’ at the Ormco booth. Pitts was one of many opinion leaders sharing knowledge during the AAO meeting. (Photo/Fred Michmershuizen, Online Editor)

Deborah Lyle, left, and Scott Headley of Water Pik want to help you make absolutely certain that all your patients are properly cleaning between wires and brackets. (Photo/Fred Michmershuizen, Online Editor)

Rohit Sachdeva, at right, chief clinical officer at SureSmile, discusses the SureSmile software with an AAO attendee. (Photo/Kristine Colker, Managing Editor)

Meeting attendees listen to a lecturer at the American Orthodontics booth. (Photo/Fred Michmershuizen, Online Editor)

Orthodontic consultant and continuing education provider Carolyn Friedman talks to Brandon Dresser in ChaseHealthAdvance’s lounge during the AAO. Visitors to the booth were able to pick up a pass to the lounge and get the opportunity to talk to Friedman one-on-one. (Photo/Kristine Colker, Managing Editor)
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Scrapbook

Rick Kelley of Ortho2 shows off the features of the practice management system, Edge. Edge is a highly flexible program, allowing different users to personalize it however they want. ‘It works around how the office works,’ Kelley said. (Photo/Kristine Colker, Managing Editor)

Tom Gwaltney, president and CEO of Oasys, talks about some of the company’s new products, including customized game rooms for patients. (Photo/Fred Michmershuizen, Online Editor)

Audrey Ricketts, director of marketing, at the OrthoBane booth. OrthoBane, a payment drafting and management company, handed out hot dogs and lemonade while putting on a mock political rally to help explain the benefits of working with the company. (Photo/Kristine Colker, Managing Editor)

Wes Wilson of Dolphin Imaging & Management Solutions shows off the mobile software as it runs on an iPad. (Photo/Fred Michmershuizen, Online Editor)

Attendees make use of the C.E. stations, where they could record the lectures they went to and print out their hours report. (Photo/Kristine Colker, Managing Editor)

Davin Bickford, left, and Patti Shadbolt of WildSmiles Brackets know how to make orthodontic treatment fun for kids. Their bracket designs include stars, hearts, flowers and footballs. (Photo/Fred Michmershuizen, Online Editor)

Dr. Jack Fisher, inventor of the Fisher TAD System, talks to attendees about anchorage during a presentation at Elite Ortho. (Photo/Fred Michmershuizen, Online Editor)

Daryl Mathius of Accutech talks about the company’s palatal expanders, the Freedom-Lock Appliance System. (Photo/Fred Michmershuizen, Online Editor)

Marla Merritt, director of marketing, at the OrthoBane booth. OrthoBane, a payment drafting and management company, handed out hot dogs and lemonade while putting on a mock political rally to help explain the benefits of working with the company. (Photo/Kristine Colker, Managing Editor)

The Forestadent booth. (Photo/Fred Michmershuizen, Online Editor)

These ‘Wallbusters’ were on display at the Imagination Dental Solutions booth. Pictured alongside the wall critters is Justin Acciaratti. (Photo/Fred Michmershuizen, Online Editor)

Attorneys may use the C.E. stations, where they could record the lectures they went to and print out their hours report. (Photo/Kristine Colker, Managing Editor)
devices and practice management software as well as the hundreds of other products you commonly think of in association with orthodontics and the running of a practice.

But there were also a lot of products you might not necessarily associate with the daily duties of your job but would still go a long way to ensuring the success of your practice.

One of these products was found at Lips Inc. (www.lipsinc.com). Jodi and Warren Levine were offering lip balm in 30 flavors, from the familiarity of peppermint and strawberry to the more exotic blueberry pomegranate and white cranberry.

But why exactly would you need lip balm for your practice?

Because these lip balms come with your own customized label, essentially making them a unique business card your patients will not only carry around with them but can also use on a daily basis.

Over at PracticeGenius (www.practicegenious.com), the focus was on keeping patients happy. The company has created the industry’s first web-based marketing and communication application, and it promises to be fun and rewarding for you and your patients.

Basically, with a personalized membership card you give to them, your patients can earn points for seeing their dentist regularly, for being on time and for taking such good care of their braces they don’t need to schedule any emergency visits. Patients can earn prizes, which they can redeem online, and you can earn their loyalty.

Another way to earn loyalty, with patients or staff members or even referring dentists, could be found at Whiter Image (www.whiterimage.com). Keith Rodbell, founding partner, sold out of his Chic-Flic toGO pen the very first day.

The pen, which is a tooth whitener on one end and a lip plumper on the other, could make a memorable referral or thank you gift, recall gift, post-treatment whitening package or a standalone marketing center, and it costs much less than retail whiteners and lip plumpers.

Product launches

Because the AAO comes around only once a year, many companies use it as an opportunity to debut new products. This year, the finishing and retention stages of treatment. In development of RPM, McLaughlin set out to combine orthodontic education with the most advanced pre-adjusted appliance prescription available today, the Axex Suite, as well as with Opal Orthodontics’ VIA Wires and Opal Seal, all with the goal of long-term oral health for the patient.

MacPractice (www.macpractice.com), a developer of practice management and clinical software for Macs, iPhones and iPads, also debuted a new product — the MacPractice IHS MS (multi-specialty), which came with orthodontist-specific features.

The software features everything an orthodontist needs to run a practice, including contract billing, electronic insurance submission, charting, digital imaging and interfaces to orthodontic-specialized imaging analysis and treatment-planning software.

An additional benefit for those who share office space with a dentist of another specialty, such as a pediatric dentist, is that both clinicians can share a single database without having to have two separate programs.

Fun and games

For some AAO attendees, walking the exhibit hall offered more benefits than just checking out the newest gadgets out there or getting in some exercise; they walked away with a variety of prizes. Ortho Classic (www.orthoclassic.com) gave away a trip to Cabo San Lucas, Henry Schein (www.henryschein.com) and Dentsaurum (www.dentaurum.com) gave away iPads and DENTSPLY GAC (www.gacintl.com) gave away gelato.

Imaging Sciences (www.imagingsciences.com), though, gave away the biggest prize of all: Dr. Steven Appel won an i-CAT.

As an established orthodontist, Appel said he is now ready to discover and implement new methods of treating patients.

“I am 58 years old, but I like to think that I am the old dog that can learn new tricks,” he said about the i-CAT. “This was certainly one of the tricks on my list to learn.”

Put on your thinking cap

The exhibit hall wasn’t the only place that saw a lot of action during the AAO. So did the classroom. There were a variety of new course topics, including an examination of how stem cells and tissue engineering may impact the future of orthodontics, a look at current issues surrounding oral bisphosphonates and a discussion of the issue of access to orthodontic treatment.

Other topics included the use of aligners, clinical guidelines for miniscrews, the past and future of digital imaging, esthetics, practice management and orthodontics for adults.

One highlight was a special risk management program that focused on common concerns at the beginning of an orthodontic career. There were also a variety of educational presentations found almost hourly on the exhibit hall floor.

Next year’s AAO will take place May 15–17 in Chicago.