New ODA president installed

COLUMBUS, Ohio – Henry Fields, DDS, MS, MSD, a former dean and the current head of the Orthodontics Department at The Ohio State University College of Dentistry, was installed as president of the Ohio Dental Association on Sept. 15, during the ODA’s 114th Annual Session.

“It will be an honor serving as president of the ODA,” said Fields during his first address as ODA president. “I look forward to working with all of you during the next year.”

Fields, a graduate from the University of Washington and University of Iowa, continues to play an active role at The Ohio State University’s College of Dentistry. Currently the head of the Orthodontics Department, Fields also served as dean of the college from 1991-2001 as well as a professor. Fields is also the current Orthodontic Graduate Program Clinic Director.

“When I was dean, I knew that nothing could be accomplished without the ODA and organized dentistry,” said Fields. “We were partners and supportive of each other.”

Among Fields’ objectives as ODA president is to continue to engage the General Assembly on access to care issues. “We must continue to work with the public health community, private sector dentists, dental education institutions, appropriate government agencies and policy-makers to explore innovative ways to provide access to dental care to Ohio’s vulnerable populations,” said Fields during his address.

The Ohio Dental Association serves more than 5,400 members – approximately 80 percent of the state’s licensed dentists – through programs, services and member benefits. In addition, the ODA reaches out to consumers, educators, health professionals and others through education, advocacy and public service programs.

Henry Fields, DDS, MS, MSD

To learn more, visit http://www.oda.org, call 614-486-2700, or e-mail: emily@oda.org.

5M expands orthodontics through acquisitions

ST. PAUL, Minn. – 5M announced that it has completed its acquisition of Abzil Industria e Comercio Ltda., a manufacturer of orthodontic products based in Sao Jose do Rio Preto, Sao Paulo, Brazil. They also entered into a definitive agreement to buy Lingualcare Inc., a Dallas-based manufacturer of iBraces, a line of customized lingual braces. 5M is not disclosing the terms of either deal, but expects to close the second-largest manufacturer of orthodontic products and is a successful player in the fast-growing Brazilian orthodontic market.

“Abzil and 5M together are a natural fit. We will draw on the strength of 3M’s global resources and expertise to provide a broader product offering for orthodontic professionals,” said Tuffy Lemos Filho, owner and president, Abzil. “Abzil’s strong brand and product portfolio complement our full line of orthodontic solutions and will allow us to better serve customers in Brazil and beyond,” said Paul Keel, president, 5M Unitek. “We see strong technical and sales synergies as well as manufacturing opportunities with Abzil,” added Luigi Faltoni, managing director, 5M Brazil.

“Lingualcare nicely complements 3M’s full line of orthodontic solutions and further broadens both our aesthetic and digital orthodontic platforms,” notes Paul Keel, president of 5M Unitek. “Lingualcare brings the newest generation of lingual braces, along with sophisticated digital tools to make treatment easier for doctors and patients.”

“We are excited by the opportunity to strengthen and enhance the iBraces customer experience with the support of 3M’s sales, service and technologies,” adds Lea Nesbit, CEO of Lingualcare.

For nearly 60 years, Unitek has been a global leader providing the orthodontic profession with novel innovations such as Clarity Ceramic Braces, APC Adhesive Pre-Coated Brackets, and most recently, SmartClip Self-Ligating Braces, and Clarity SL Ceramic Self-Ligating Braces. Today, 5M Unitek delivers more than 14,000 orthodontic products and solutions worldwide. Complementary acquisitions such as this support 3M’s core business and strategy to expand into fast-growing product and geographic markets.

METARIE, La. - OrthoSynetics(TM), the largest provider of business services to orthodontic and dental practices worldwide, has hired David Ward as Western Region Sales Manager and Susan McElvy as director of practice enhancement consulting.

Ward comes to OrthoSynetics with more than 15 years of orthodontic industry experience. He began his career with TP Orthodontics, where he was promoted to Western Regional Manager. He also spent more than nine years with 3M Unitek, where he was a top producer each year and Sales Representative of the Year in 2005. In 2005, he joined OrthoClear, where he was one of the top two producers in sales in 2005 and 2006. He then served as Senior Territory Representative with Ormco. He received his BS in Business/Management from Arizona State University.

McElvy has more than 16 years of experience in the orthodontic profession. She began her career with a renowned orthodontist in Winter Park, Fla., and has worked and trained every facet of the orthodontic practice. She previously served as director of training and implementation for Kodak/Practice Works, the largest practice management software company in the world. Her division housed more than 10 software products. McElvy built and managed a team of 55 trainers and four administrative positions. She was responsible for coordinating the sales, implementation, training and support of the practice management product line. Later, she became the director of operations for a small international software company, taking it to one of the leading, most cutting-edge products in the industry. For the past few years, she has been the president of her own consulting company, specializing in turning around businesses, streamlining companies for maximum efficiency, and creating a powerful team environment.

OrthoSynetics(TM) is an orthodontic practice services firm that manages the business and marketing functions of orthodontics practices, including advertising, payroll processing, financial reporting, purchasing, technical support and patient financial services. The company currently serves about 550 Orthodontic Practice locations.

OrthoSynetics announces new hires

About OrthoSynetics

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