Internet-based phone reminders slash missed appointments

**Entirely automated phone reminders save staff time, produce superior results**

**SEATTLE** – Sesame Voice, the latest addition to the Sesame Communications products suite, has been enthusiastically embraced by practice managers nationwide who are relieved they no longer have to take time at the end of the day to run a calling program or even download a file. Sesame Voice interfaces with practice management software and automatically places voice reminder calls without any extra steps for office staff. Stephanie Faverty manages the practice of Dr. Anthony Puntillo in Crown Point, Ind., which previously used the HouseCalls™ phone reminder system. “Setting up HouseCalls™ used to require a lot of our time nightly,” says Faverty. “The fact that Sesame Voice calls go out automatically is an absolute dream.”

By using Internet voice technology instead of phone lines, Sesame completes an entire day’s calls in five minutes. This eliminates many problems familiar to practices with old-fashioned appointment reminder systems that tie up office phones for a call at a time. “When we had HouseCalls™, it sometimes ran out of time and didn’t complete all the calls. Sesame Voice makes all our calls in a few minutes, so every patient gets a call,” explains Sharon Brantley, Financial Coordinator in the Glendale, Ariz., practice of Dr. David Hunter. “Our failed appointments have dropped 2.5 percent in the two months since we switched to Sesame Voice.”

Sesame Voice is available with the Dental Sesame and Ortho Sesame online communications solutions. Customized delivery options allow doctors to send voice reminders to patients not registered for email reminders, to all patients, or only to those patients who did not confirm their appointment via email. The program’s enhanced reporting capability shows if a patient confirmed by phone or online.

“Our Member doctors look to us for state-of-the-art Internet solutions,” says Malora Forrey, Sesame Product Manager. “We’re pleased that Sesame Voice makes practice communications even simpler and allows patients more flexibility in customizing their preferences.”

Sesame Communications is a privately held company founded in 1999 and headquartered in Seattle, Wash. The company pioneered doctor-patient and doctor-doctor online communications for the dental industry with its 1999 launch of the comprehensive, interactive Ortho Sesame™ solution. The patent-pending, proprietary technology was expanded to include Dental Sesame™ and Sesame Interactive, dentist’s first online case collaboration service with automatic image uploading. Sesame’s user base is the largest online channel in dentistry: more than 1,000,000 patients are logging on for information from their dentists, and 11,000+ dentists are registered for Sesame Interactive, which streamlines communications between GP and specialists and improves treatment planning.

For more information about Sesame Communications or its products, please visit www.sesamecommunications.com.

### Cadent debuts ‘next generation’ iTero digital impression system at ADA’s 148th Annual Session

**CARLSTADT, N.J.** — Cadent, the leading provider of 3-D digital solutions for the orthodontic and dental industries, announced that the ‘next generation’ iTero Digital Impression System is now available for purchase. It was unveiled at the American Dental Association’s (ADA) 148th Annual Session, which took place in San Francisco from Sept. 27-29. iTero is the first digital impression solution for the fabrication of all dental restorations and material options.

“Since it was introduced last year, the dental community has embraced iTero as a pioneering product in the era of digital dentistry,” said Terry Gunning, CEO of Cadent. “With the introduction of our next generation system, we have built on the outstanding performance of the original product and continued the legacy of continuous innovation and superior customer service for which Cadent has become known.

“The new iTero introduces novel functionality that significantly improves scanning time and offers users additional flexibility in designing superior fitting prosthetics,” added Gunning. “These enhancements allow our customers to complete the scanning process more quickly, accurately and efficiently.

The added features and benefits in the software update include: 50 percent reduction in overall digital capture and scan time; 50 percent faster real-time display of 3-D digital model; expanded shade library to include vita 3-D master; background color options in both solid colors and gradients for added depth of 3-D models; and modified foot pedal design for increased stability during scanning.

“With the enhanced version of iTero, I have experienced a reduction in scanning per patient from 3 to 1.5 minutes. iTero has taken the headache out of taking an impression by allowing me to take predictable, repeatable impressions that create precision-fit restorations,” said Bret H. Jacobson, DDS, a frequent iTero user and beta tested both generations of the iTero digital impression system. “With iTero there is an improved accuracy of fit, my patients overwhelmingly prefer it to traditional impression taking methods, my laboratory appreciates the durable and accurate Cadent models, and I use it as a marketing tool to differentiate my practice.”

Prior to iTero, first-generation digital impression systems have been hindered by their narrow application to only a small fraction of common restorative procedures, as well as a capital-intensive cost structure. iTero breaks new ground both clinically and economically with technology that can be used for all restorative options and a lab-based solution that significantly improves quality and service.

iTero technology utilizes a ground-breaking intra-oral scanner that takes images to capture the 5-D geometry of the tooth preparation area. The digital model is magnified and displayed while the patient is still in the chair. This enhanced visualization, plus real-time analytical tools, enables the clinician to make adjustments as necessary before completing the scanning process. Once the dentist approves the image, the file is sent electronically to Cadent’s manufacturing facility for milling into the physical model. Cadent returns the physical model to the local dental laboratory which applies the aesthetics and delivers the end-result—a beautiful, precise-fitting restoration—to the dentist, all within standard service times.

The Cadent iTero digital impression system is commercially available in more than 50 states throughout the U.S. As Cadent continues its phased launch, the company anticipates iTero will be available nationwide by mid-2008. For additional information on iTero, please visit www.cadentiero.com

**About iTero**

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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 141st 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 policymakers 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.

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 acquisitions next month.

“Lingualcare nicely complements 5M’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 5M’s sales, service and technology,” 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, Smart-Clip 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 5M’s core business and strategy to expand into fast-growing product and geographic markets.

OrthoSynetics announces new hires

METARIE, La. - OrthoSynet-ics(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.

— SOURCE: OrthoSynetics

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.
**Nobel Biocare opens first Procera plant in Japan**

Nobel Biocare opened its first Japanese Procera plant in Tokyo on Sept. 1. According to company officials, it now has the capacity to manufacture ceramic dental implants in all major world markets.

Nobel Biocare built the plant in response to rapid growth in the demand for dental implants in Japan and the rest of Asia. The site, which makes crowns, bridges, abutments and laminates, also has training facilities to bolster product support throughout Japan. It passed the ISO 13485 quality audit with zero non-conformities.

“Our new plant in Japan is the perfect example of how we deliver our best-in-class solutions to our customers around the world,” says Heliane Canepa, president and CEO of Nobel Biocare. “We are now closer to our Japanese customers to support them even better. We will be able to provide beautiful smiles to patients in a quicker and easier way.”

Canepa and her successor, Domenico Scala, hosted the opening ceremony. It was accompanied by seminars, panels, live treatments and presentations by dental experts.

demand for individualized dental restorations is growing rapidly in Asia, including Japan. Market studies indicate that in 2006, sales of CAD/CAM supported solutions grew by 70 percent in Asia, and the Japanese market for dental implants is growing at an annual pace of nearly 18 percent. During the first six months of 2007, Nobel Biocare posted a 43 percent increase in sales of dental implants in Japan.

The company has had a direct presence in Japan, its third largest market, for 20 years. Nobel Biocare also has ceramic centers in Stockholm, Sweden and Mahwah, NJ, and implant manufacturing sites in Karlshoga, Sweden and Yorba Linda, Calif.

Procera is a high-tech process that enables dental professionals to outsource the production of individually designed crowns, bridges, laminates and abutments. Nobel Biocare has already manufactured more than 7 million Procera products. They can be ordered online, around-the-clock using digital files containing design specifications for individual treatment solutions. The fully automated production process begins immediately upon receipt of the file, and after a few hours a custom-made product is sent to a dental lab. Every piece is unique and made individually for each patient.

**A new level of clean: Sunstar introduces the GUM® Summit™+ toothbrush**

CHICAGO, Ill. – Sunstar Americas, a leader in oral health care products, is pleased to introduce a new level of cleaning, plaque removal and gentleness with the new GUM® Summit+ toothbrush.

Summit+ has been designed to provide significantly deeper penetration into the sulcus, along the gingival margin, and interproximally for superior cleaning and plaque and bacteria removal. Summit+ also has a unique design that makes it extremely gentle on gingival tissues.

Summit+ features extremely tapered bristles, which in addition to conventional bristles, are arranged in a hi-level bristle design. While typical end-rounded bristles are less than 0.5 mm tapered to 0.02 mm, the upper bristles of Summit+ are designed with the final 6 mm tapered to 0.01 mm. This enables the Summit+ bristles to penetrate more deeply into the sulcus, along the gingival margin, and interproximally to clean and remove plaque and bacteria in areas that are typically unreachable by conventional bristles. Summit+ provides a unique and highly effective multi-level cleaning experience.

Independent scientific laboratory testing has proven that compared to a leading toothbrush, Summit+ statistically outperformed the competition in subgingival cleaning, cleaning along the gingival margin, and interproximal cleaning and plaque removal. This has set a new standard for a superior level of clean.

The unique dual level bristle design of Summit+ is exceptionally gentle on gums and tissue while providing statistically superior cleaning and plaque removal, remarked Bill Jacobs, Summit+ product manager at Sunstar Americas. “Summit+ is now the best option available for a superior level of cleaning and comfort.”

The modern, new tri-color handle of Summit+ has soft grips for added comfort, control and gentleness. More importantly, the special shape of the handle aids maneuverability and is extremely easy to grip.

The GUM® brand Summit+ toothbrush is available in full soft, compact soft and compact sensitive. It is available for $14.00 per dozen at list price, or Sunstar Gold Plan members can purchase Summit+ for the discounted rate of $11.20 per dozen.

As a special introductory offer, dental professionals will receive a generous rebate when purchasing a selection of GUM® Summit+, Soft-Picks®, Go-Betweens®, Eez-Touch DPAs, or Eez-Thru® Flossers. This offer is valid from Oct. 1 through Dec. 31.

For more information about Summit+, or any other GUM® products, call 1-800-528-8557 or visit www.SunstarAmericas.com.

Data from testing conducted through the University of Nebraska Medical Center, College of Dentistry, YRC Inc. and on file at Sunstar.

Please turn to page 29 for more news.