The Northeastern Society of Orthodontists (NESO) is going international for this year’s 89th annual meeting. The four-day event, to be held from Nov. 11–14, is taking place at the Hilton Bonaventure in Montreal. So grab your passport and start making plans if you haven’t already.

How to whiten teeth, even underneath brackets

Written by three renowned researchers and clinicians, this article describes the use of a new dental whitening product based on hydrogen peroxide. The effect of this compound whitens dentin in multi-directional angles, reaching areas covered by brackets and making it possible to achieve teeth whitening under braces. Patients are willing to use this whitening procedure, both in-office and at home, because they want to achieve white teeth while under orthodontic treatment.

The result is a whitening technique that also achieves a marked increase in patients’ oral hygiene habits.

The use of hydrogen peroxide as a dental whitening agent was first described by Kingsbury in 1861. The dentists’ desire to provide fast and effective teeth whitening procedures was described by Abbott in 1918, when he introduced a wonderful and revolutionary in-office dental whitening, a 35 percent, hydrogen-peroxide concentration that, together with heat emission from a lamp, increased oxidation.1 Drs. Haywood and Heymann described a technique for daily use in 1989 that used a low carbamide peroxide concentration to remove deeper teeth stains, which increase with patient’s age.2

Dental whitening popularity

The success of hydrogen peroxide-based teeth-whitening products have been historically accepted and validated by research.

Messages on TV, newspapers, magazines and other media have popularized dental pigments and removal of teeth stains caused by age, food, beverages with colorants, cigarettes and tea, among others. People ask for dental whitening treatments to achieve a better esthetic and improve their smile and their self-esteem, all of which are closely related to serious dental pigmentation factors.3

The successful use of H2O2 for dental whitening, using different techniques for in-office and at-home treatment, has been described by many authors.4

Fig. 1: Patient under orthodontic treatment. (Photos/Provided by Dr. Enrique Jadad)

A view of downtown Montreal. (Photo/Provided by stock.xchng)
Conflicts and challenges ...

By Dennis J. Tartakow, DMD, MEd, PhD, Editor in Chief

‘To present an adequate discussion of these challenges, postgraduate orthodontic programs should consider appropriate and problem-specific training for the orthodontic resident.’

- addressing performance of others perceived to be inappropriate.

Literature reviews construct a more comprehensive classification of types of the ethical challenges. To present an adequate discussion of these challenges, postgraduate orthodontic programs should consider appropriate and problem-specific training for the orthodontic resident.

An appropriate ethics curriculum, necessarily constrained by the demands of clinical practice and research, should give priority to the real-life issues that residents will encounter in his or her practice. A strong emphasis on the types of ethical problems in addition to the classic bioethical dilemmas would best equip graduates for the challenges of life as clinical practitioners.

Human rights issues can thus serve as a useful resource for educators of ethics and laws involved in curriculum development.

We all must engage with quality improvement as part of good orthodontic practice. Quality concerns in orthodontics are not just about the many outcome objectives and indicators of ethics and laws involved in the patient's experience, and are all equally as crucial in achieving a desirable outcome.

References

Image courtesy of Dr. Earl Broker.
People from around the world flock to the annual Greater N.Y. Dental Meeting and for very good reasons beyond the fact there is no registration fee. Dental Tribune has partnered with the meeting’s organizers to offer four days of symposia in various areas of dentistry.

Each day will feature five individual, one-hour lectures led by experts in the field. The final day features the Osseo University Summit.

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To apply, go to www.levingrouportho.com. The deadline is Nov. 30.

For more information, contact Lori Gerstley, senior professional relations manager at Levin Group, at (443) 471-5164 or lgerstley@levingroup.com.
This year, the Greater New York Dental Meeting (GNYDM) is offering orthodontic specialty programs throughout its full-day event from Nov. 28–Dec. 1. At this exclusive series, attendees will learn of the latest trends and techniques in orthodontics.

A unique live demonstration of orthodontic temporary anchorage device (TAD) technology will be among the broad range of educational programs.

The GNYDM introduces and redefines its programs each year to inspire the entire dental team to excel in their profession. This year, various world-renowned speakers and clinicians will discuss such topics as new advances in orthodontic patient treatment, pediatrics, mechanics and technology.

Drs. Jay Bowman and Elliott Moskowitz will be among the various speakers from New York University’s College of Dentistry and Orthodontic Alumni Association, who will be speaking on Tuesday, Nov. 30, and Wednesday, Dec. 1. Both seminars will present a selection of innovative anchorage applications and auxiliaries for various malocclusions.

At these events, attendees can become acquainted with a multitude of multi-tasking options, including mini-screws and the application of pure skeletal anchorage for molar distalization.

Dr. John Halikias, the GNYDM’s general chairman, said he feels these “sophisticated and grand programs” are what continuing education really means.

“We strive to offer these unique seminars and hands-on workshops so that oral healthcare practitioners at all levels of education can excel in their profession and specialty,” Halikias said.

On Wednesday, Dec. 1, Bowman and Dr. Jonathan T. Perry will present a live demonstration of the placement and activation of TADs. This program will include the benefits of incorporating the use of TADs and implants into traditional orthodontic treatment modalities.

“New ideas are a welcomed addition to the educational programs at the Greater New York Dental Meeting,” said Dr. Robert Edwab, executive director of the GNYDM. “By expanding to two live dentistry arenas, we are able to revamp oral health care education.”

In addition, the GNYDM is again partnering with Align Technology to offer the Invisalign Expo. This array of educational courses extends for four days, beginning Sunday, Nov. 27.

Taught by the seasoned team of Invisalign specialists, dental professionals will learn logistics of tooth alignment, including treatment for Invisalign crowding cases and other orthodontic abnormalities. There is never a pre-registration fee for attending the GNYDM. Attendees can register for orthodontic courses by visiting www.gnydm.com. Click “Courses and Events” and scroll through the course topics to view additional information about the orthodontic specialty seminars and workshops offered at this year’s meeting.

For more information, call the GNYDM at (212) 598-4922 or e-mail info@gnydm.com.

A scene from last year’s orthodontic specialty program during the Greater New York Dental Meeting. (Photo/Provided by GNYDM)
Historic Old Montreal is a short walk away. Head up to Sherbrooke Street or St. Catherine’s Street for world-class shopping and dining. On the way, find museums or casinos. Montreal has something for everyone.

Of course, it wouldn’t be an annual session if there weren’t also a chance to expand your educational horizons.

This year, Dr. Ron Roncone headlines the doctor’s program, Dr. Duncan Higgins will present the latest information on the X-bow appliance, and Dr. Robert Miller will discuss TADs and Cl 2 Correction.

Other speakers include Drs. Steven Lindauer, David Paquette, Nicole Scheffler and Sean Carlson.

For residents or those who are new to the orthodontic profession, a special program will be held for you on Thursday, Nov. 11.

Rosemary Bray will present “Wadda Ya Mean I Don’t Talk So Good?”, a program focusing on communication in an effective, professional manner. She will explore some of the most common areas of miscommunication and share easy to remember alternatives to assist you in presenting a more polished image of your practice and of yourself.

For team members, there are a number of sessions geared specifically to your interests, starting with Bray giving tips on extraordinary service and, later, giving pointers on the ultimate ortho team.

Other speakers include Rita Bauer discussing creating outstanding marketing materials, Michelle Macedonio with tips for smart eating to stay healthy, Elizabeth Barrett sharing communication and presentation skills and Paul Reisman with something just for the administration staff.

In case you don’t want to spend all day in sessions, there are also a few social activities as well. The most prominent one is the President’s Gala Reception, which takes place from 7–10 p.m. Saturday, Nov. 13 at Le Windsor.

Le Windsor is a real-estate landmark situated in the heart of Montréal. It is a heritage building dating back to an era when architects were still inspired by the great European classics and when interior details were still fashioned by craftsmen.

Le Windsor has been host to international guests, celebrities, dignitaries and monarchs for more than a century: Prince Louise and the Marquis of Lorne, John A. Macdonald, Sarah Bernhardt, Mark Twain, Stephen Leacock, Winston Churchill, King George VI and Queen Elizabeth, Charles de Gaulle, Princess Elizabeth and Prince Phillip and John F. Kennedy are just a few of the most recognizable names.

There is no fee to attend the gala for registered participants, but a ticket will be required, so make sure to pick one up at the Bonaventure Hilton ahead of time.

Exploring Montreal

A guide to the sights you’ll most want to see

A multi-cultural city, Montreal is the second largest city in Canada and the largest French-speaking city in the world outside of France. So when you’re done with the exhibit hall and the seminars for the day, why not check out a few sights the city has to offer?

Do you like museums? Montreal has many diverse offerings, including the Musée des Beaux-arts and the Biodôme de Montréal. Founded in 1860, Musée des Beaux-arts (1380 Sherbrooke Street W.) was one of the first museums in North America to amass an encyclopedic collection worthy of the name. Since then, its holdings have grown to almost 35,000 objects, including paintings, sculptures, works on paper, prints and drawings, photographs and decorative art objects.

The mission of the Montréal Biodôme is to increase public knowledge of nature and related disciplines and to promote responsible environmental behavior. To do this, the museum (4777 avenue Pierre-De Coubertin) re-creates some of the most beautiful ecosystems of the world, including everything from tropical forests to the polar ice caps.

In addition, other popular sites to check out include Old Montréal and the Old Port, which are full of shopping and fine dining; Olympic Stadium; Ste-Catherine Street, the main commercial street downtown; and “Reso dans la ville souterraine” (City Underground), a 30-kilometer network of boutiques, cafes, theatres, hotels, shopping centers and even a university.
Patients under orthodontic treatment are convinced they must maintain their oral health regarding color and esthetics. Clinicians and patients understand there is the possibility of gingival irritations and dental pigmentation alterations caused by bacterial plaque accumulation around orthodontic devices, such as brackets, bands and arches, which could lead to the decalcification processes and to long-term adverse factors. These are often caused by poor oral hygiene.

Conventional home care includes tooth brushing (mechanical or manual), irrigation devices, fluoride mouth rinses, topical fluoride applications and dental floss usage. But even with all this armamentarium, there is a low motivation. The vast majority of these devices

Health and esthetics
Oral health and hygiene are important factors to keep in mind for patients who are being treated with orthodontic devices; excellent hygiene is associated with the need for appropriate dental esthetics during and after treatment.

Appealing to this desire for optimal esthetics, we can implement parallel treatments that will maintain optimal periodontal health and, at the same time, protect teeth by increasing teeth enamel micro-hardness and making them less decay-prone. This is possible thanks to the new dental whitening that contains fluoride and potassium nitrate ions in its formula.

For these patients, we have developed a product called Opalescence TresWhite Ortho (Ultradent, Opal Orthodontics, South Jordan, Utah) that prevents decalcification because of bacterial attack, which is responsible for carious lesions, and also increases teeth enamel micro-hardness.

TresWhite Ortho comes with an entrenched external tray for home or in-office use and is easily adaptable to teeth and brackets topography. This flexible tray contains an 8 percent concentration of hydrogen peroxide, fluoride and potassium nitrate dosage.

The flexible tray containing hydrogen peroxide should be kept on the brackets for a 45-minute period to achieve adequate contact time between whitening gel, teeth and brackets. After each 45-minute daily session, the soft tray is easily removed from the mouth and discarded, and the patient removes gel remnants by brushing.

TresWhite Ortho is the first dental whitening method that works on fixed orthodontic devices and on preventing enamel demineralization. Hydrogen peroxide’s bacterial and plaque removal and gingival tissue healing or scarring effectiveness was proved more than 35 years ago.

Fig. 2: Close up of patient under orthodontic treatment.
Fig. 3: Tres White Ortho ready to be used.
Fig. 4: Tres White Ortho tray in the upper maxillary.
Fig. 5: Removing the external bleaching tray allows the internal bleaching tray to stay in position.
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About Scarlett
Scarlett Thomas is an orthodontic practice consultant who has been in the orthodontic field for over 23 years, specializing in case acceptance, team building, office management and marketing. As a speaker and practice consultant, Scarlett has an exceptional talent to inform, motivate and excite!

After implementation of her concepts into your practice, Scarlett invites you, to experience not only tremendous growth and increased income but a well organized practice.
Bacteria such as Streptococcus mutants and Lactobacillus are responsible for enamel demineralization white spots. Both types of bacteria are anaerobic, meaning they need a dark, warm and oxygen-free environment to survive because their organisms are unable to discard or detoxify in the presence of oxygen radicals. Nascent oxygen hydrogen peroxide’s conversion causes tissue and oral environment oxygenation and subsequently creates an inadequate environment for bacteria growth and reproduction.

Overcoming reluctance
Many young and adult patients are reluctant to wear fixed orthodontic brackets because of their unattractive esthetic appearance. Adequate oral hygiene is more difficult to achieve when wearing these devices, and after months or years of treatment, patients’ teeth can become dark or pigmented, thus increasing patient rejection to orthodontic treatments.

The use of already medicated, adaptable and malleable trays for home or in-office treatment is an excellent and easy way to provide patients the opportunity to have sparkling white teeth during orthodontic treatment.
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gingivitis because of the ability to provide extra required oxygen during high-oxygen consumption by the inflamed gingival tissues.\textsuperscript{12,13} TresWhite Ortho whitening power has an additional and predictable benefit. Hydrogen peroxide has a low molecular weight of 32 mg/mol, which allows it easy diffusion through enamel to dentin.\textsuperscript{14}

Once it spreads to the dentin, oxygen molecules act upon the dark pigments, rotating and fragmenting them, creating a whitening effect in the dental structure.\textsuperscript{14}

Hydrogen peroxide whitens polydirectionally inside the teeth, even underneath places covered by orthodontic devices such as brackets, making it possible to obtain homogeneous whitening on patients wearing orthodontic devices.\textsuperscript{15}

Additionally, dental whitening increases the responsibility for maintaining good oral hygiene. An 18-year-old patient is more receptive to a treatment based on a dental awareness. Quintessence Int. 1992; 20:66.

As oral-health professionals, we desperately work to increase patient’s awareness for functional, healthy and esthetic orthodontic treatments.\textsuperscript{11}

TresWhite Ortho is effective in removing bacteria and achieving enamel hardness, leaving patients with white, bright and sparkling teeth. But more importantly, it leaves teeth healthy and fissure-free.

This type of result must be our new maintenance and care methodology for modern orthodontic therapies.\textsuperscript{6}

References

The most effective way to increase practice case acceptance and decrease the incidence of patient shopping is the one-appointment process. It is important to understand that each minute of the consultation appointment must be carefully planned, systemized and executed.

The process about to be described has been used in hundreds of orthodontic practices enrolled in Levin Group’s consulting program. The result is usually a 90 to 95 percent case acceptance rate using the one-appointment process.

The basic steps for implementing the consultation are:

- **Start strong.** A warm greeting during the initial telephone call with effective scripting is recommended. Remember, case presentation starts at the first phone call — not at the consultation. To dissuade patients from ortho shopping, schedule all new patients within seven to 10 days.
- **Designate a “practice ambassador.”** An orthodontist’s time is best spent chairside treating patients. Using a treatment coordinator allows the practice to focus exclusively on the patient without taking up too much of the doctor’s time. A well-trained treatment coordinator can handle most of the consultation, leaving the orthodontist more time to spend on productive patient care.
- **Make it personal.** Most parents make a decision about orthodontic care based more on their overall feeling about the orthodontist, staff and office. Asking questions about the patient’s background is key to creating a strong relationship. Subjects of interest can be school, athletics and extracurricular activities.
- **Emphasize benefits and results.** Discuss the treatment plan in terms of patient benefits and esthetic results. Describe the recommended treatment — but don’t overwhelm patients and parents with clinical details. Emphasizing benefits is critical to motivating parents (and patients) to accept recommended treatment. Keep in mind that most parents are more concerned with the final esthetics that will be achieved for their child than with the process involved to get there.
- **Inspire confidence.** The orthodontist also needs to answer any questions, inspiring confidence and enthusiasm in the recommended treatment.
- **Finalize the presentation.** Upon answering patient questions, it is time for the treatment coordinator or financial coordinator to handle financial matters. The clinician’s time should be limited to treatment issues.

New patients drive ortho success. Convert more ortho shoppers into patients with the one-appointment consultation process.

To jumpstart practice growth, get a free excerpt from Dr. Roger Levin’s new book, “How to Create and Run A Highly Successful Ortho Practice.” E-mail customerservice@levingroup.com with “Ortho Tribune Free Excerpt” in the subject line.

Dr. Roger P. Levin is chairman and chief executive officer of Levin Group, the leading orthodontic practice management firm. Levin Group provides Total Ortho Success, the premier comprehensive career solution for lifetime success to orthodontists in the United States and around the world. Levin Group may be reached at (888) 975-0000 and customerservice@levingroup.com.
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Ortho2, a leader in orthodontic practice management, imaging and communication solutions, has received the prestigious 2010 Silver Summit Marketing Effectiveness Award for the Edge system launch campaign at the Summit International Awards. The Summit Award recognizes creative excellence and marketing effectiveness.

The campaign generated interest for the Edge system through print collateral, online resources and tradeshow assets. Ortho2 was in consideration with 544 entries in the healthcare/medicine category. “Our message was simple: revolutionary technology can offer a better solution,” says Dan Sargent, president and co-founder. “This award is icing on the cake in our ongoing commitment to help orthodontists succeed.”

The Edge system is a comprehensive practice management solution that offers features, such as an off-site data hosting option, imaging, patient education animations, appointment reminders, patient online access and more, to build a thriving orthodontic practice.

About Ortho2
For nearly 50 years, Ortho2 has designed, developed and provided software and services solely to the orthodontic market. According to the company, more than 1,600 orthodontists have discovered the company’s software, effective conversion process, quality training, ongoing support and optional equipment services.

From its beginning, Ortho2 has delivered innovative and reliable software solutions. The company continues to build upon its core business and expand its products.

For more information, contact Ortho2 at (800) 678-4644 or visit www.ortho2.com.

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topsOrtho version 4.0 released

tops Software is pleased to announce the release of topsOrtho™ version 4.0, a significant update to the company’s flagship product.

topsOrtho is a leading Mac-based practice management and imaging system for orthodontics. Version 4.0 boosts the system’s data speeds by as much as 500 percent with no sacrifice in image quality.

Customers will see dramatically faster image loads, patient chart loads and nightly rollovers, even when working in a satellite or home office.

“topsOrtho’s legendary speed and stability are what our customers value most, so we constantly work to strengthen those attributes,” said Michael Ledford, who spearheaded programming for the year-long project.

In version 4.0, image editing is greatly enhanced. topsOrtho now automatically scales images being imported, so users no longer need a supplemental program. In addition, new tools provide quick, consistent editing.

“Imaging may be our best-kept secret,” said tops Software Founder and CEO Dr. Mark Sanchez. “topsOrtho is the only orthodontic practice management software with built-in imaging. Our customers don’t have to buy — or pay support fees for — an image editing program.”

Version 4.0 also allows topsEcho™, the upcoming iPhone app for topsOrtho customers, to quickly retrieve quality patient images over an ordinary cell phone connection.

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