5M completes acquisition of Lingualcare Inc.

ST. PAUL, Minn. – 3M announced Nov. 2 that it has completed its acquisition of Lingualcare Inc., a Dallas-based orthodontic technology and services company offering the iBraces system, a customized, lingual orthodontic solution. Terms of the transaction were not disclosed.

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

The demand for effective and aesthetic orthodontic solutions is increasing steadily. Because lingual braces are bonded on the tongue side of the teeth, they are truly invisible, making them the most aesthetic orthodontic solution available. In addition, lingual braces are more effective at moving teeth than other invisible solutions such as clear aligners, which can be removed by the patient and therefore rely on patient compliance.

Milestones for Pickron

ATLANTA – Project Smile, a charitable giving program sponsored by local orthodontist Dr. Robert Pickron of Pickron Orthodontic Care, has reached a major milestone. In less than two years, the program has raised $100,000 for local charities.

Project Smile turns the frustration and expense of a child’s lost or broken retainer into a rewarding experience. Instead of paying Pickron Orthodontic Care for the cost of replacing the retained into a rewarding experience, the patient writes a check to support one of five local charitable organizations in the Project Smile program. Pickron Orthodontic Care matches all contributions dollar-for-dollar.

Achieving a milestone of his own, Dr. Pickron is celebrating 40 years as a practicing orthodontist this year. His company, Pickron Orthodontic Care, is the largest privately owned orthodontic practice in the United States; it includes 24 offices throughout metro Atlanta.

Dr. Pickron became board certified in Georgia in 1975. He was honored recently having been twice voted Gwinnett Magazine’s “Best Dental Practice” and Inside Gwinnett Magazine’s “Best Orthodontist.”

Contact Pickron Orthodontic Care by visiting www.pickron.com, or calling 770.645.4545.

SOURCE: Pickron Orthodontic Care

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Partnership will bring changes

Medicus NY and Glow Worm, both Publicis Healthcare Communications Group companies, were recently retained by Cadent, the leading provider of 3-D digital solutions for the orthodontic and dental industries. Medicus NY and Glow Worm each have distinct areas of expertise that, when combined, deliver a synergistic communication plan to healthcare professionals and consumers.

Two key Cadent brands - iTero™ and OrthoCad iQ™ - are poised to change the face of restorative dentistry and orthodontics. The Cadent iTero digital impression system is a new digital scanning technology that will replace the conventional method of taking dental impressions. OrthoCAD iQ is a computer-guided 3-D technology that determines the optimal positions in which to place braces, reducing the amount of time needed to apply the braces, the number of follow-up visits needed and the length of time the braces must be worn. OrthoCAD DSM (digital study model) replaces the traditional plaster models with an Internet-based digital model system, eliminating the need for storage space and enhancing the treatment planning and patient counseling experience. OrthoCAD DSM is the world’s leading orthodontic digital impression system with more than 1 million cases to date.

Terry Gunning, Cadent’s CEO, said, “We look forward to working with Medicus and Glow Worm to further strengthen the Cadent brand as well as those of our flagship technology platforms, iTero and OrthoCAD. This new relationship, along with an ongoing successful public relations campaign, will become the foundation of a comprehensive communications strategy that will elevate awareness of our company and products to key professional and consumer target audiences.”

–by John Hoffman, Dental Tribune