Align Technology, Cadent announce a joint development agreement

Companies to develop 3-D scanner-based applications for Invisalign treatment

Align Technology and Cadent announced an agreement to jointly develop software applications that will run on Cadent SS iTero™ and IOC™ scanners for use in Invisalign treatment. The new applications will optimize case assessment and planning for Invisalign treatment and bring digital tools chairside for Invisalign providers who use Cadent scanners.

“The joint development agreement with Cadent is in line with our long-term strategic initiatives of improving the Invisalign customer experience through innovation,” said Thomas M. Prescott, Align president and CEO. “Our partnership with Cadent allows us to leverage our own and other innovative technology to bring digital diagnosis and treatment tools conveniently chairside in customers’ practices.”

“Cadent’s powder-free scanning technology is fundamental for meeting the precision demanded by Align’s standards,” said Timothy Mack, Cadent president and CEO. “We are honored to develop new Invisalign applications, which leverage our combined technologies and create value for our mutual customers and their patients. Integration with Invisalign has been one of the most widely requested enhancements by both general practitioners who use the iTero system and orthodontists who are using the iOC system.”

During the past few years, Align has worked with several manufacturers of intra-oral scanning (IOS) systems to evaluate interoperability of these systems for future use with Invisalign treatment. Rigorous standards for scan quality and accuracy have been defined by Align to ensure a specific scanning technology can successfully replace the physical impressions currently used in an Invisalign case submission.

As part of that program, Align is in final beta tests with Cadent to validate its systems for use with Invisalign and expects to announce interoperability in the second quarter of 2011. Under the terms of the agreement, Align will fund several million dollars for Cadent software development during the next few quarters in order to accelerate the availability of these chairside applications. Align will own all rights to the developed applications and technology. Additional information regarding these new Invisalign applications will be provided closer to commercial launch.

About Align Technology

Align Technology designs, manufactures and markets Invisalign, a proprietary method for treating malocclusion. Invisalign corrects malocclusion using a series of clear, nearly invisible, removable appliances that gently move teeth to a desired final position. Because it does not rely on the use of metal or ceramic brackets and wires, Invisalign significantly reduces the esthetic and other limitations associated with braces. For more information, visit www.aligntech.com.

About Cadent

Cadent is the leading provider of 3-D digital CAD/CAM solutions for the orthodontic and dental industries. The company services thousands of cases per day for a rapidly expanding customer base. Cadent’s offerings, including Cadent iTero™, IOC™ powered by iTero™, OrthoCAD™, iCast™ and iQ™, improve the efficiency and effectiveness of orthodontic and dental treatments while increasing revenue of dental providers. For more information, visit www.cadentinc.com.

Become a Practice Management Expert With These Essential Ortho Libraries From Levin Group.

Give your ortho team the knowledge they need to increase practice production, improve productivity and grow your ortho practice!

Get all this valuable information in one place and save hundreds when you order as a set!

Choose from one of these three options:

- 100 Ways to Increase Your Practice Profitability
- 7 Secrets to Communicating with Dental Patients
- Power Cell Scheduling
- Office Policy Manual
- Practice Finance
- Letters for Effective Communication
- What to Say, What Not to Say
- 81 Obstacles to Practice Growth & How to Overcome Them
- Case Presentation: The First Track Toward Increased Production
- Practice Finance: Improving Your Practice's Financial Picture

About Levin Group

Levin Group is the orthodontic authority, providing the most trusted orthodontic marketing services to orthodontists in the U.S. Levin Group has an extensive collection of orthodontic books, videos and study clubs to help orthodontists improve their practice. Levin Group is the largest orthodontic publisher in the world! For more information, visit www.levingroup.com.

Order Your Library Today at http://store.levingroup.com or call 888.973.0000
DENTSPLY introduces sensitivity products

**NUPRO Sensodyne Prophylaxis Paste and Sensodyne NUPRO Professional Toothpaste both powered by NovaMin**

DENTSPLY International, one of the largest professional dental products companies in the world and maker of NUPRO®, the top brand of prophylaxis paste used by dentists and hygienists, launched two new co-branded sensitivity products at the Chicago Dental Society’s Midwinter Meeting. The pastes are the first in a system designed for continuous care from the dental office to the home.

DENTSPLY’s NUPRO Sensodyne® Prophylaxis Paste is the first prophylaxis paste with patented NovaMin® technology and is the only prophylaxis paste that provides both stain removal and immediate relief of sensitivity. NovaMin, known chemically as calcium sodium phosphosilicate, is clinically proven to immediately relieve dentin sensitivity by occluding dentin tubules.

To use at home, Sensodyne NUPRO Professional Toothpaste, dispensed by dentists, has NovaMin in a high-fluoride toothpaste that remineralizes teeth, prevents caries and relieves sensitivity. Both products are dye- and gluten free.

Some 82 percent of the U.S. population experiences tooth sensitivity at some point in their lifetime. One-third of dental patients experience sensitivity when visiting the office, yet only one-third of those are treated for it. NovaMin relieves sensitivity while amplifying the natural protective and repair mechanisms of saliva. NovaMin reacts upon contact with saliva, depositing bioavailable calcium and phosphorous ions onto the unprotected areas of the tooth. The ions form hydroxyapatite-like crystals that block the microscopic dentin tubules that lead to nerve endings. Tubule occlusion prevents fluid in the tubules from further exciting the dental nerve endings and causing pain.


Dental sensitivity may result from chemical erosion from acidic beverages such as sodas and sports drinks, including those that are sugar free; overly aggressive and continuous tooth whitening; orthodontic treatments that may move teeth too quickly; root exposure and recession; abrasion from toothbrushes or certain types of toothpaste; bacterial demineralization from sugar and plaque; intrinsic erosion from gastric reflux and eating disorders; bruxism; enamel hypoplasia; abfraction (occlusal forces); xerostomia (reduced saliva flow); recurrent caries and exposed dentin occurring in the natural process of aging; and periodontal disease and periodontal therapy.

NUPRO Sensodyne Prophylaxis Paste is available in polish and stain-removal grits. Spearmint, peppermint, orange and citrus mint favors come packaged in convenient, single-use cups, priced at 35 cents per use. Orange and spearmint favors are also available in 12-ounce jars in fluoride and non-fluoride formulation, polish and stain-removal grits, priced at $45.75 per jar.

The NUPRO Sensodyne comprehensive treatment regimen includes both desensitizing prophyl paste and a high-fluoride toothpaste for remineralization and caries protection.

For professional care that lasts beyond the dental appointment, dentists can dispense Sensodyne NUPRO Professional Toothpaste with NovaMin, a high-sodium fluoride (5000 ppm fluoride ion) mint flavor toothpaste that prevents caries, remineralizes teeth, is dye- and gluten-free and is available in 1.4-ounce tubes, priced at $6.70 per tube to the clinician.

For more information, visit www.nupro-sensodyne.com.
Orthoease
The most intuitive practice management software program yet!

Featuring:
- Paperless Charting
- Comprehensive Imaging & Analysis
- Ready-To-Use Scheduling Templates
- Automated Data Backup
- World Class Support
- Industry’s Best Financial and Management Reporting

16 years of service and innovation

Improve your case acceptance and manage your practice with ease

www.orthoease.com • 1-800-217-2912

Practitioners Management System | Imaging, Ceph Tracing and Analysis | Patient Education and Case Presentation
Myofunctional Research Co. (MRC) has been developing innovative intra-oral appliances to treat the causes of malocclusion and TMJ disorder since 1989.

MRC developed these concepts of treating malocclusion into a range of appliance systems suitable for all ages of growing children. Although a significant number of clinicians around the world currently use these systems, many do not realize that MRC has developed more than just orthodontic appliances.

IDS 2009 marked MRC’s launch of MRC Clinics, a concept which provided the industry with a new way of treating myofunctional habits in growing children for better dental alignment and facial development. This concept also offered a profitable and more cost-effective solution to the worldwide problems orthodontists faced.

Nearly every child has some form of malocclusion, and traditional treatment methods of fixed braces have shown large limitations and, arguably, failure in the long term.

Our fundamental philosophy at MRC differs from other international companies as we do not only develop orthodontic appliances, but we also put a strong focus on advancing knowledge through developing educational materials on the importance of correcting myofunctional habits in children as early as possible.

MRC’s main goal is not just straightening teeth without braces; it is to make a lifelong positive impact on the development and health of children.

MRC has been able to achieve better health and development for patients by creating effective education to directly educate clinicians, parents and patients. This dedication to delivering quality educational materials is a crucial part of our role as an active educational company.

IDS 2011 will allow MRC to demonstrate practical and cost-effective means of delivering advanced myofunctional correction for every child, along with showcasing MRC’s latest world-leading appliances.

Education for a healthier future

By Chris Farrell, BDS (Sydney), founder and CEO Myofunctional Research Co.

If you are using topsoEcho practice management and imaging software, you can now access a practice’s essential patient information via your iPhones.

The new topsoEcho app for the iPhone and iPod touch provides real-time patient information, high-resolution images, X-rays, appointments, ledgers, schedule, referring doctor information, treatment notes and more.

topsoEcho needs no uploading, syncing or linking. Just a tap on the app instantly connects to real-time information with from practically anywhere.

“This app is as easy, secure and fast as anything I’ve seen — and I have more than 200 apps on my own iPhone,” said topso software sales (888) 770-2488 or sales@topsOrtho.com.

Orthodontists, staff get high-speed patient data and images from practically anywhere

Dr. Chris Farrell graduated from Sydney University in 1971 with a comprehensive knowledge of traditional orthodontics using the Begg technique. Through clinical experience, he took an interest in TMJ/TMD disorder and, after further research, Farrell discovered that the etiology of malocclusion and TMJ disorder was myofunctional, which contradicted the current views of his profession. Farrell founded Myofunctional Research Co. in 1989, and the company has become the leading designer of intra-oral appliances for orthodontics, TMJ and sports mouth guards.

Dr. Chris Farrell, BDS (Sydney), founder and CEO Myofunctional Research Co.

Providing comprehensive educational materials in combination with a range of effective orthodontic appliances could produce a healthier and brighter future for all.

Orthodontists who use topsoOrtho practice management and imaging software can now access a practice’s essential patient information via their iPhones.

The new topsoEcho app for the iPhone and iPod touch provides real-time patient information, high-resolution images, X-rays, appointments, ledgers, schedule, referring doctor information, treatment notes and more.

topsoEcho needs no uploading, syncing or linking. Just a tap on the app instantly connects to real-time information with from practically anywhere.

“This app is as easy, secure and fast as anything I’ve seen — and I have more than 200 apps on my own iPhone,” said topso CEO Dr. Mark Sanchez.

“IT took us a long time in development to get it just right because we wanted our customers to have a fantastic user experience with topsoEcho. I believe this product delivers on that vision.”

topsoEcho is a companion to the topsoOrtho orthodontic practice management and imaging system. Using topsoEcho with topsoOrtho requires version 4.0 or newer, a topsoOrtho service contract and a current topsoEcho service contract.

Orthodontists, staff get high-speed patient data and images from practically anywhere

For more information about topsoEcho, contact topso software sales at (888) 770-2488 or sales@topsOrtho.com.

ORTHO TRIBUNE | MARCH 2011

Krysti Farrell

MRC has been able to achieve better health and development for patients by creating effective education to directly educate clinicians, parents and patients. This dedication to delivering quality educational materials is a crucial part of our role as an active educational company.

IDS 2011 will allow MRC to demonstrate practical and cost-effective means of delivering advanced myofunctional correction for every child, along with showcasing MRC’s latest world-leading appliances.

About the author

Dr. Chris Farrell graduated from Sydney University in 1971 with a comprehensive knowledge of traditional orthodontics using the Begg technique. Through clinical experience, he took an interest in TMJ/TMD disorder and, after further research, Farrell discovered that the etiology of malocclusion and TMJ disorder was myofunctional, which contradicted the current views of his profession. Farrell founded Myofunctional Research Co. in 1989, and the company has become the leading designer of intra-oral appliances for orthodontics, TMJ and sports mouth guards.

Providing comprehensive educational materials in combination with a range of effective orthodontic appliances could produce a healthier and brighter future for all.