The American Association of Orthodontists’ 115th Annual Session will take place May 15-19 in San Francisco. Photo/www.freeimages.com

‘Bridging Science and Technology’

By Sierra Rendon, Managing Editor

What better site for a meeting focused on ‘Bridging Science and Technology’ than San Francisco, the site of the historic Golden Gate Bridge and just north of Silicon Valley? The American Association of Orthodontists will host its 115th session at the famed Moscone Center in San Francisco from May 15-19.

AAO President Robert E. Varner, DMD, said the meeting’s education program will “encompass the latest information on every aspect of technology applicable to orthodontic clinical care and practice management, while also delving deeply into clinical topics and scientific advances on the horizon.”

At the event, more than 100 doctors’ experiences will be featured, including the use of ClearCorrect aligners to treat a 21-year-old male with a chief complaint of relapse of adolescent orthodontic treatment.

ClearCorrect treatment of crowding and constricted archforms

By Dr. Mark J. Bentele

A 21-year-old male presented with a chief complaint of relapse of adolescent orthodontic treatment. He expressed an interest in clear aligner therapy for alignment and improved esthetics. Past medical history was unremarkable other than he was a nasal breather.

The examination showed a slightly convex profile with a long face. Lips were competent but the lower lip was slightly everted due to the position of the maxillary incisor (Figs. 1–3). TMs and facial musculature were asymptomatic. CR-CO slide was within normal limits. Periodontal examination showed no recession and adequate attached tissue, with a PSR score of 1 with slight bleeding on probing upper right.

The patient had good oral hygiene. Third molars were absent, with moderate restorative history on teeth Nos. 2, 3, 4, 5, 13, 14, 15 and 30 but no active caries. Areas of enamel hypoplasia and cervical decalcification were present.

The records taken included: photographs, a panoramic radiograph, centric occlusion bite registration and PVS impressions. The maxillary arch exhibited a mixture of crowding and spacing with a net of 0 mm arch length discrepancy. The mandibular arch exhibited 2.5 mm arch length discrepancy. The maxillary midline was right 1 mm and the mandibular midline left 1 mm.

The patient had a Class I right, Class I left (1 mm discrepancy) molar relationship, with a Class I right, end-on Class II left canine relationship. Transverse maxillary/mandibular archforms were narrow. The patient had an overjet of 4 mm and an overbite of 4 mm as well (Figs. 4-9).

A ClearCorrect Unlimited Case was prescribed for treatment. Upon case submission, an improved upper midline was requested, along with an improved lower midline, which was limited due to crowding. We requested an idealized overjet, improved

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The paradox of quality treatment

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

Doctors are educated to diagnose and treat health problems. Within these margins, most clinicians fulfill this role with patients very successfully. The traditional role of the doctor is carried out within a broader, historical, political and social context – where the diagnosis and treatment of system failures are as important as clinical interactions with individual patients. A doctor’s ability to improve health outcomes in an increasingly complex milieu will always be challenged, and the doctor must be willing to understand and influence this wider framework. Such understanding can be achieved by engaging in the emerging...
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overbite and improvement of the constricted arch forms. Molar relationships were to be maintained, and proclination of the mandibular incisors was requested. We requested #11 be distalized into a proper Class I relationship. In addition, we requested all spaces be closed and the teeth aligned.

ClearCorrect presented a treatment setup that estimated six phases of treatment or 24 sets of aligners. ClearCorrect ships its aligners in phases, each of which contains four sets of aligners. This makes for a flexible system and allows changes to be made mid-treatment, with no added cost to the office.

At the same time the treatment setup was received, a set of starter aligners was delivered to the patient, which fit well. The starter aligners help ease the patient into treatment before the first phase of aligners arrive. After review, the treatment setup was approved. The patient was instructed to wear each set of aligners, including his starter aligners, for three weeks and at least 22 hours a day.

Phase 1 was received from ClearCorrect, and the patient was given the first set of aligners at our office. The second set of aligners was given to the patient to be changed at home after three weeks. The patient returned to the office after six weeks to receive the third and fourth sets of aligners. During this first phase of treatment, facial translation of premolars and canines occurred.

When Phase 2 was received from ClearCorrect, engagers were placed on teeth Nos. 7, 10, 22 and 27, and 0.3 mm IPR was performed on the mesial/distal #27, using Raintree diamond discs and followed with Duraphat fluoride varnish. Henry Schein Natural Elegance Microhybrid composite was used for the engagers, as well as Natural Elegance Flowable and Natural Elegance Universal Bond.

The engager template was cut so that it only extended a tooth and a half past the engager on either side, allowing the template to fully seat while also making it easier to remove. A stellite, a plastic filling instrument purchased from Henry Schein (Fig. 10), was used to peel the template off laterally, rather than pulling the template off vertically, which could potentially dislodge the newly placed engager. After placement of the engagers was completed, the patient received his fifth set of aligners and was also given his sixth set to take home. Primarily facial translation and rotation of incisors would occur during this phase of treatment.

The patient continued to come in every six weeks to receive new sets of aligners. During phase three, a contact check on tooth #27 was performed to ensure patient compliance and to check tracking of the teeth. Alignment of teeth Nos. 22 and 23 was completed during phase four, which completed the patient’s total treatment. Patient compliance was excellent throughout treatment, and there were no problems tracking or fitting of subsequent trays. The patient progressed more quickly than originally treatment planned and only needed four phases (16 sets of aligners) as opposed to six phases (24 sets of aligners).

At the end of treatment, all objectives

Photos Provided by Dr. Mark J. Bentele
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were accomplished (see Figs. 11-18).

The patient was referred back to his general dentist, Dr. Steve Carlson of Vista Grande Dental Center, for anterior esthetic restorative treatment of tooth #8. Clearfil SE Bond was used, utilizing a layered technique with shade A1, Herculite and Ivoclar Vivadent Tetric EVOFlow. Due to change in shape of tooth #8, an in-house Essix aligner was fabricated for the maxillary arch, and the ClearCorrect supplied retainer was inserted for the mandibular arch. The patient was instructed to wear the retainers at night-time indefinitely. We scheduled a follow-up appointment with the patient at one month, seven months and 19 months after treatment. The patient was very happy with the results.

The patient’s results truly speak for themselves, while also speaking to the effectiveness of clear aligner therapy.

About the author

DR. MARK J. BENTELE received his DDS from the University of Missouri, Kansas City School of Dentistry and graduated from an Air Force hospital General Practice Residency. He completed a three-year orthodontic residency at the Ohio State University College of Dentistry, receiving his certificate in orthodontics and master’s in science. He completed his Air Force career as chief of orthodontics, U.S. Air Force Academy, where he was also a member of a dental implant team, the craniofacial deformities board and a faculty member for the advanced education in general dentistry program. He retired from the Air Force as a colonel in 2007 and has been in private practice in Colorado Springs since then. Bentele is a member of the American Dental Association, the Colorado Dental Association, the Colorado Springs Dental Society, the American Association of Orthodontists and the American Cleft Palate Association.
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Patrick Corbin teams up with the AAO to promote National Facial Protection Month

Throughout April, the American Association of Orthodontists (AAO) partnered with Arizona’s starting pitcher, Patrick Corbin, to promote National Facial Protection Month.

An all-star example of safety on the field, Corbin consistently wears a mouthguard for his position on the pitching mound and while at bat. Corbin is dedicated to facial protection, and created a radio public service campaign to encourage athletes of all ages to cover their bases when it comes to protecting their mouth, teeth and face. His goal is to remind players of the importance of wearing a mouth guard and the serious repercussions of an injury to the teeth.

National Facial Protection Month is an annual initiative that reminds athletes to play it safe during recreational and organized sports by wearing a mouthguard and appropriate safety gear at every practice and every game.

Corbin, all-star starting pitcher for Arizona, is a prime example of a professional athlete who takes protecting his teeth seriously. When baseballs can hit at speeds of more than 100 mph, Corbin protects himself on the pitching mound by always wearing a mouthguard.

“Wearing a mouth guard on the field is just as important as any other protective gear,” Corbin said. “In baseball, a line drive can come at you when you least expect it, and it’s crucial to be protected at all times.”

About National Facial Protection Month

National Facial Protection Month is sponsored annually during the month of April by the American Association of Orthodontists (www.mylifemysmile.org), the American Association of Oral and Maxillofacial Surgeons (www.aaoms.org), the American Academy of Pediatric Dentistry (www.mychildrendentists.org), the Academy for Sports Dentistry (www.academyforportsdentistry.org) and the American Dental Association (www.mouthhealthy.org).

About the American Association of Orthodontists

Founded in 1900, the American Association of Orthodontists (AAO) is the world’s oldest and largest dental specialty organization. It represents 17,000 orthodontist members throughout the United States, Canada and abroad. The AAO encourages and sponsors key research to enable its members to provide the highest quality of care to patients.

For more information, visit www.mylifemysmile.org.

(Source: American Association of Orthodontists)
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New advances in treatment, education from Myofunctional Research Co.

By Myofunctional Research Staff

Recently, Myofunctional Research Co. (MRC) took the opportunity to showcase the company’s latest development in patient education, advanced intraoral appliance technology and upper airway and neuromuscular dysfunction treatment systems.

Patient education: Myobrace Activities app

Airway and neuromuscular dysfunction has been identified as a major contributor to the cause of malocclusion, and based on modern research, myofunctional orthodontics works to address these underlying causes of crooked teeth. MRC has recognized patient compliance as a vital aspect of myofunctional orthodontics and that by encouraging patients to play an active role in their own treatment, impressive and stable results can be obtained. In order to foster this compliance, patient education performs an essential function in Myobrace® treatment. Recently, MRC launched the company’s latest development in patient-education programs.

The highly interactive Myobrace Activities™ app is intended to be used in conjunction with the Myobrace appliances and is specifically designed to present consistent educational information to young patients, at a level they understand and enjoy. While trained auxiliaries play a necessary role in patient education, the app decreases the amount of time these staff members must spend on the education component of Myobrace treatment. MRC’s targeted Myobrace Activities are exercises that are focused on correcting the patient’s poor breathing, incorrect tongue position and dysfunctional swallowing patterns as well as strengthening lips and cheeks and correcting posture. By offering a sequence of videos demonstrating each of these activities then quizzing patients on how and why they should correctly complete the activity, the app encourages compliance and helps to ensure patients receive the maximum possible benefit from the Myobrace Activities program. The app is designed to engage the patient as well as provide an interactive environment with individual goals and incentives.

While this series of activities has been intuitively structured to guide the patient through the entire suite of activities in an order targeted toward providing the greatest benefit, there is an option for the practitioner to customize an activity sequence for individual cases. Compatible with most desktop, tablet and mobile devices, the Myobrace Activities app is designed with children of all ages in mind.

Intraoral appliance technology

The Myobrace System™ is a highly developed myofunctional orthodontic system, which combines myofunctional habit correction, arch expansion and dental alignment into one integrated system that satisfies the increasing parental demand for modern, early pre-orthodontic treatments. The intuitively structured Myobrace appliance systems have enabled practitioners around the world to easily and successfully implement myofunctional orthodontic treatment methods into their practice, the company asserts.

The Myobrace for Braces™ series, which was included in MRC’s 2015 product showcase, is a new addition to the Myobrace appliance range. The Myobrace for Braces series is a three-stage appliance system, which facilitates the treatment of the habits causing malocclusion alongside simultaneous treatment with fixed orthodontic braces. The appliance series, which can assist in providing more stable orthodontic treatment results, incorporates the B1 for habit correction, B2 for habit correction and arch expansion and the B3 for habit correction in the retention phase with clear aligners.

The Myobrace System by MRC is the world’s most advanced myofunctional orthodontic treatment system, according to the company. The system allows practitioners to treat more children earlier, improve patient flow and increase efficiency by delegation while providing financial benefits for the doctor and parent.

Airway and neuromuscular dysfunction treatment systems

Observations have highlighted an increasing number of 21st century children who exhibit upper airway or neuromuscular dysfunction. For the past 25 years, MRC has identified these issues as a major cause of malocclusion. Furthermore, the medical profession has now recognized that this upper airway dysfunction can cause serious health issues such as behavioral problems, ADHD or learning difficulties in children as well as circulation or heart problems and obstructive sleep apnea in adults.

MRC understands that correcting upper airway compromise and neuromuscular dysfunction assists to unlock a child’s genetic potential for natural growth and development. Put simply, a child who breathes through the nose with correct tongue posture (in the maxilla) and swallowing patterns will most likely develop properly with little need for orthodontic treatment, whereas a child who mouth breathes and cannot posture the tongue correctly in the maxilla will have an aberrant swallow as well as most likely have a malocclusion and experience other airway-related health issues.

As well as offering the potential for preventive pre-orthodontic treatment, MRC’s treatment systems can decrease the severity of malocclusion and often prevent the need for traditional extraction and fixed braces techniques. As a result, MRC now has appliance systems, educational systems and clinical management systems available to provide the dental profession with a new dimension in profitable practice expansion. These systems address upper airway and neuromuscular dysfunction and are already highly beneficial for the health and development of a growing child. Additionally, in 2015 MRC intends to expand the treatment to include breathing disorders in the adult population with a series of adult myofunctional sleep appliances, myOSA®.

MRC’s advanced patient education, intraoral appliance technology and upper airway and neuromuscular dysfunction treatment systems allow practitioners to treat more patients, improve patient flow and increase efficiency by delegation as well as adding financial benefits for both the doctor and parent.

To learn more about MRC’s myofunctional orthodontic systems, including the new additions launched during 2015, visit the website at myoresearch.com or attend a seminar.
Reliance introduces newest addition to its lingual retention line: Extend LTR

By Paul Gange Jr., President
Reliance Orthodontic Products

One of the many difficult decisions you will face on a daily basis is how to achieve long-term retention when the patient is out of your control. Reliance has two excellent options (Retainium and Ortho Flex Tech) when a case calls for a lingual retainer that is bonded on every tooth.

These wires provide a proven retention method that is far better than relying on patient compliance with a removable retainer. However, there’s one drawback: hygiene.

Dentists’ and dental hygienists’ biggest complaint about fixed retainers is neither they—or the patient—can adequately cleanse around wires bonded to every tooth. They maintain, rightly so, that the wires bonded to every tooth are a catch-point for calculus and debris. The good news is not every case necessitates a retainer to be bonded on every tooth. In fact, a six bonding pad retainer would be overkill in many Class I “minor movement” cases.

Reliance is proud to introduce our newest addition to our lingual retention line: Extend LTR.

We have improved a popular laboratory-generated retainer wire to allow for chairside wire selection and placement. No lab lead time and no lab costs. The ideal case where Extend will be utilized is in a patient who has little anterior crowding and no facial torqueing.

Extend is fabricated from a nickel-free (.027) TMA wire. A bendable or shapeable super-elastic wire, TMA has some give or flexibility without changing the formed/shaped characteristics. This feature allows Extend a slight amount of flexion without deforming under mastication forces. Ideal for holding cuspid width, Extend is not only flattened at the cuspid segment of the wire but also incorporates 20-degree angulated bonding pads to allow the proper wire-lingual surface adaptation.

For the remaining anteriors, Extend must be adapted to the lingual sides of each tooth. A bird beak plier should be used for slight adaptation bends, while more extensive bends can be achieved with a three-prong plier without work hardening the wire. Available in five sizes: 18, 20, 22, 24 and 26 mm.

The Extend arch measuring device makes chairside size selection accurate and simple. With the numbered-side facing up, seat the contact groove of the measuring device at the midline. The first number to fully clear the distal edge of the lateral will be the number to correspond with the designated wire size.

Chairside steps are as follows: 1) adapt Extend on a study model, 2) prophy the cuspids, 3) sandblast the cuspids, 4) etch the cuspids, 5) apply one coat of Assure and air dry, 6) place a small amount of LCR paste in the middle of the cuspids, place wire and light cure and 7) apply the final coat of LCR to fabricate a custom pad of composite, smooth with a resin-saturated sponge pellet as needed and light cure.

Extend will be available in single size packs of five for $45 or a kit that includes: (1) measuring device, (1) EX18, (2) EX20, (4) EX22, (4) EX24, (1) EX26 at an introductory price of $99.
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Your patients have better things to do than sit in an orthodontist’s chair — or wear braces — any longer than necessary. That’s why we create products that can reduce time spent at the orthodontist’s office, as well as overall treatment time. So they can enjoy more personal time, hanging out with friends or being with their families.

Our APC™ Flash-Free Adhesive Coated Appliance system saves time for patients, doctors and staff by eliminating the flash removal step, and allows you to move directly from bracket placement to bracket cure. It also simplifies debonding and remnant clean-up, greatly improving the patient experience.

This advanced adhesive has shown a reduction in bonding time by up to 40 percent per bracket, and reduces required bonding steps. A user study showing a bond failure rate of less than 2 percent means less rework, providing additional time savings that result in happier patients — and more productive orthodontic staff.

Clarity™ ADVANCED Ceramic Brackets provide the look patients want with the functionality orthodontists prefer. These small translucent brackets are designed to blend in with the patient’s natural tooth color, providing brilliant aesthetics and minimizing the social discomfort of wearing braces (Fig. 2).

Patients appreciate that these ceramic brackets resist staining, so they look great throughout treatment. The fine-grained ceramic material and dome-shaped design with smooth, rounded corners enhance patient comfort. And the unique design enables easy debonding, on or off the archwire, for a better patient treatment experience.

For patients who don’t want to be seen with braces, we have a complete solution for invisible orthodontics: the Incognito™ Appliance System. High-precision bracket slots enhance performance, and lingual bracket design enables invisible esthetic treatment. To optimize patient comfort and maximize the delivery of customized prescriptions, the low profile bases are custom designed (Fig. 3).

Because patient comfort is a primary concern in everything we do, we’ve developed Incognito brackets with low profiles, smooth radius surfaces and flush hooks to reduce discomfort without sacrificing performance. These brackets look great, but more importantly they feel good for your patients.

Are the latest digital practice enhancements your passion? You will find advanced 3M technology throughout the 3M™ True Definition Scanner and our Unitek™ Treatment Management Portal, to increase accuracy and efficiency with a complete digital workflow (Fig. 4).

Finally, what patient wouldn’t appreciate an option that offered shorter treatment time, required fewer office visits with longer appointment intervals and reduced chair time? Our full range of self-ligating systems provides orthodontists with more options when in search of the ideal treatment for a patient. And our SmartClip™ Self-Ligating Appliance System has helped create brilliant smiles for more than 1 million patients while using gentle forces on the teeth.

3M Unitek provides unique solutions that enhance the overall experience for patients, while helping improve the way you work and run your practice more efficiently. But we’re not resting on past success. We continue to explore exciting new materials that can streamline the treatment process and improve the experience for patients and orthodontists while providing excellent results. We like challenges, and we strive to better understand your needs and concerns. 3M Unitek is committed to finding the best solutions that enhance patients’ lives and help orthodontic professionals work more efficiently. We partner with you to build healthy, beautiful smiles.

By Barbara Filmalter
Global Marketing Manager, 3M Unitek

Fig. 1
(Photos/Provided by 3M Unitek)

Fig. 2

Fig. 3

Fig. 4
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- Low bond failure rate
- Protects enamel under the adhesive
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- Improves patient bonding/debonding experience

Complete Solution for Invisible Orthodontics
- Lingual design for invisible aesthetic treatment
- Lowest profile brackets are custom designed to optimize patient comfort and maximize prescription effectiveness
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- New Atalas™ Lingual Ligatures for fast ligation

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The Forsus™ Wire Mount includes concepts developed by Dr. Jolie Patience. References for APC™ Flash-Free Adhesive at 3MUnitek.com (FlashFree).

Incognito
Appliance System
Two powerful players in the dental industry are set to engage in a new cooperation: As announced at the IDS 2015 in March, the CEREC Omnicam and the new CEREC Ortho Software can now be used to submit digital impressions for Invisalign® clear aligner therapy.

“We are delighted to offer our CEREC Omnicam customers the ability to submit their digital impressions to the Invisalign system. After 30 years of leading dentistry into a digital era, Sirona’s focus has expanded to orthodontic treatment. The announcement is another example of our strategy to provide best-in-class products and customer support, as we integrate the market leader in clear aligner treatment into the CEREC world,” said Jeffrey T. Slovin, president and chief executive officer of Sirona.

“With the seamless digital model submission to the Invisalign doctor’s site, we once again show our dedication to providing our customers with truly integrated systems that make dentistry better, safer and more efficient and improve the patient experience. We believe that this strategy combined with our continuous innovation will drive penetration of digital dentistry and will deliver increasing value to our important customer base and patients around the globe.”

The new CEREC Ortho SW 1.1 features a patent-pending guided scanning process and connects the CEREC world with Invisalign treatment by allowing seamless digital impression submission. CEREC is already the most frequently used system for digital impressions, Sirona asserts, and no other system is used more often for chairside restorations. This solution is not only safe and reliable but also scientifically proven, according to the company. Orthodontic treatment can be planned in the Invisalign treatment process using the digital impression data.

How it works
Digital models created from CEREC Omnicam intraoral data are transferred to Align Technology and used as part of the record submission for an Invisalign treatment. This eliminates the process of creating and sending physical impressions, which results in faster processing of the case. Patients may benefit from the earlier start of the therapy and the digital impression taking instead of conventional impression material.

CEREC’s proven digital impressioning system provides a safe and reliable step into the process for general practitioners and orthodontic specialists alike, Sirona asserts. The required new software, exclusive for CEREC Omnicam systems, will be available in selected markets by this summer. Existing users should contact their representatives for availability.
INTRODUCING CEREC ORTHO

Sirona’s powerful new Ortho Software for CEREC AC with Omnicam opens up a whole new world of orthodontic treatment opportunities—and that’s in addition to the comprehensive restoration capabilities for which CEREC is already known. A fast, precise full-arch scan is all it takes to produce a variety of orthodontic appliances, including clear aligners, retainers, sleep apnea devices, mouthguards and more.

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Dolphin Management offers more ways to connect and enhance the relationship between patient and practice

By Todd Blankenbecler
Manager of software development,
Dolphin Management

My Orthodontist mobile app is the latest addition to Dolphin’s line of mobile products. It is also Dolphin’s first product designed for the patients to use, and we’re pretty excited about it. The response from practices has been overwhelmingly positive. Using My Orthodontist on their iOS or Android device puts your practice in the center of their lifestyle. It is an interactive mobile application, offering patients so much more than a static web page. One of the many things they can do is fill out their medical history form and submit it prior to their initial appointment, saving time during their visit.

My Orthodontist is entirely customizable to the practice. It offers more than 25 color themes to choose from in addition to the ability to add the practice logo. It can also be personalized with information about the doctor and staff, contact information and any interesting details of the practice.

What is My Orthodontist?
My Orthodontist is a mobile app for patients, providing them access to information about themselves, their treatment and your practice. Once they download My Orthodontist to their smartphone, they have access to:

- Patient information
- Appointments
- Patient images
- Account balance/payment posting
- Online questionnaires
- Shared Aquarium® patient-education videos

Practice information
- FAQs
- Media files such as videos, images
- News items
- Contact info (email, phone)
- Social media such as Facebook, Instagram, Google+ and Twitter

Is My Orthodontist customizable?
Yes! My Orthodontist is easily customizable for your practice. Using a new My Orthodontist setup screen in AnywhereDolphin, you set up your profile information: details about the practice, doctors and staff. You can also include links to website items such as news, RSS feeds and social media. Personalize the app by uploading your logo and choosing from more than 25 color themes.

How does it work? Is it secure?
My Orthodontist connects to our secure AnywhereDolphin site to validate users and access data from your server (via our Dolphin Ocean Service). No devices directly connect to your server, and the connection from your server to AnywhereDolphin to My Orthodontist is encrypted for security (using industry standard SSL and HTTPS).

What does it cost my patients to download?
The app is free to download from the App Store or Google Play.

Does the app have the practice name on the App Store or Google Play?
No. The app is listed as My Orthodontist on the App Store or Google Play. Once the user logs into the app, your customized My Orthodontist app is displayed.

Do we use My Orthodontist for mobile access?
No. Dolphin Mobile is our practice-facing mobile app, developed specifically for use by doctors and staff. For more information, visit www.dolphinimaging.com/dolphinmobile.

What version of Dolphin Management is required?
My Orthodontist requires Dolphin Management 6

At the AAO
For more information, visit booth Nos. 729/829.

Is My Orthodontist released?
Yes! We started shipping My Orthodontist in April. It is currently available to Dolphin Management users.

I only have Dolphin Imaging or Aquarium. Is it available for me?
Yes! But not yet … The initial version requires Dolphin Management, but plans are in place to release an imaging-only version soon after.

Got more questions? Feel free to contact us at (800) 548-7241 or visit www.dolphinimaging.com/myortho.
Innovating Innovation

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Ormco at AAO: Hands-on demos and speakers you won’t want to miss

Take the opportunity to learn more about My Smile Consult, Ormco Custom, the Damon System, Insignia and more

As you prep for San Francisco, we recommend scheduling time to stop by the Ormco booth (No. 1119). A staple exhibitor at the AAO Annual Session, once again this year Ormco will be hosting a number of hands-on technology demos and educational sessions with leading practitioners.

With a heightened focus on education and tools to help you deliver the best results for patients and grow your practice, Ormco will debut My Smile Consult™ — a new online consultation tool designed to increase case starts by educating patients on the benefits of orthodontia. Furthermore, for those of you interested in learning how to dramatically streamline your workflow and reduce treatment times, explore Ormco Custom’s digital solutions via a guided hands-on tour.

Network, share best practices and learn from industry experts

In addition to in-booth lectures, top clinicians will be available for one-on-one discussions. Visit Ormco’s booth for your chance to speak candidly with leaders in the field. Lecturers and one-on-one session clinicians include Drs. Mark Coreil, Terry Dischinger, Stuart Frost, John Graham, Jeff Kozlowski and Sonia Palleck.

The daily schedule is as follows.

Saturday, May 16—Monday, May 18:
• 11 a.m.–3 p.m.: One-on-one sessions with leading clinicians
• 11:15 a.m.–1:15 p.m.: Clinical/practice management in-booth lectures: Differentiate your practice, educate your patients … and grow!

At the show, learn how to grow your practice by differentiating your treatment offerings with the Damon™ System and educating your patients with one of the industry’s latest consultation tools, My Smile Consult. In a personalized fashion that relates directly to the patient prospect, My Smile Consult enables doctors and staff to efficiently and effectively present the benefits of orthodontic treatment — before, during and after the consultation. Be sure to visit the Ormco booth for your hands-on demonstration and to register your practice for this powerful new tool.

To meet the needs of today’s image-conscious adults and teens, Damon Clear passive self-ligating brackets will also be on display at the Ormco booth. Damon Clear2 brackets feature a new ultra-precision slot that provides two times the rotational control* for meticulous finishing and efficient treatment.


Stop by the booth for a guided tour of Ormco Custom. See firsthand how digital practice optimization — made possible through the combined solutions of Lythos™, Insignia™ and AOA integrated lab services — increase efficiencies for greater practice profitability. It begins with harnessing the power of digital scanning to overcome the inherent challenges associated with traditional impressions and ends with custom bracket placement, custom formed arch wires, custom bracket prescriptions and a happy patient with a beautiful smile.

More value for your practice

Looking to drive more patients to your practice? Learn about Ormco’s consumer websites for the Damon System, Insignia and Inspire ICE™. Each site educates consumers on the benefits of treatment and drives consumers to providers via custom doctor locator search tools.

To support local practice marketing programs, Ormco also offers a complete range of online marketing and education resources — including lobby/web-site videos, consultation presentations and patient photography — for practices treating with the Damon System, Insignia, Lythos and Inspire ICE.

For added value, stop by the booth to learn about Ormco’s Lifetime Rewards Program. The unique rewards program allows members to earn points that never expire. The concept is simple: Earn points on every dollar you spend on Ormco’s selection of orthodontic appliances, then redeem for free course tuition and products.

At the booth, Ormco will also be sharing an exclusive sneak peak of its new lingual bracket system, and the AOA Lab team will be available for doctors looking to learn more about AOA Access, AdvanSync 2 and AOA’s extensive line of custom built appliances.

Be sure to stop by booth No. 1119 at the AAO!

* As compared to Damon Clear, data on file. Standard torque, upper 3-3 brackets.
Improve your patient experience and accelerate your treatment plans.

A BIOLASE diode laser lets you solve soft tissue challenges you encounter in patients' work-ups — on the spot — without referring out, and without the bleeding, post-operative discomfort and negative collateral tissue consequences of scalpel, electro surge or less effective diode lasers.

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Visit Booth #3051 at AAO or Call 877.300.8748
LED Medical Diagnostics enters into agreement with OrthoSynetics

Preferred-supplier status brings new opportunities in orthodontic imaging market

LED Medical Diagnostics Inc recently announced a new agreement with OrthoSynetics, a leading provider of administrative, marketing and financial services to 350 orthodontic practices across the United States. The agreement designates LED Medical Diagnostics Inc’s subsidiary LED Dental as the preferred imaging technology supplier for OrthoSynetics.

With the agreement, OrthoSynetics clients will have access to exclusive pricing on imaging solutions from LED Dental, including the Rayscan Alpha imaging system from RAY, a former subsidiary of Samsung.

While customers of OrthoSynetics benefit from the new group pricing incentive, LED Dental sees this development as a new avenue for expanding its market share in the orthodontic space.

“We entered the orthodontic imaging market at the American Association of Orthodontists Annual Session in 2014 and immediately recognized the potential to serve this specialty,” said Dr. Jeffrey Brooks, vice president of imaging for LED Dental. “We have already worked with several OrthoSynetics clients to implement the Rayscan Alpha imaging system in their practice and look forward to helping additional orthodontists realize the treatment benefits of exceptional imaging technology.”

Dr. Jack Devereux and Dr. Phuong Nguyen of Devereux & Nguyen Orthodontics in Metairie, La., are two of the first OrthoSynetics clients to work with LED Dental to bring new imaging technology into their practice. Additionally, both doctors have become key opinion leaders for LED Dental.

“We are very proud to be working with the LED Dental team to provide clinical feedback on these imaging solutions,” Devereux said. “It’s great to be at the forefront of technological innovation, and it’s exciting to be a part of current and future products.”

The OrthoSynetics team prides itself on helping clients achieve long-term growth and profitability for their practices.

“Working with companies like LED Dental allows us to bring new technologies to our clients at a great value, which is what our company is all about,” said John O’Brien, vice president of procurement for OrthoSynetics. “In the end, we want our customers to continuously grow their practices and create successful businesses. Working with suppliers like LED Dental reinforces the value of being an OrthoSynetics client.”

“The orthodontic community is a large market segment that is vital to the success of LED,” added Dr. David Gane, CEO of LED Medical Diagnostics Inc. “Entering into this agreement with OrthoSynetics pairs us with a similar white-glove service organization in the dental technology space and furthers our goal of being the leading provider of digital imaging technologies across the dental industry. This relationship is an excellent example of the type of efficient and synergistic scale-up opportunities that we’ll look to find and execute as a part of our broader growth strategy.”

For more information about LED Dental or the Rayscan Alpha imaging system, visit www.leddental.com. For details on the services provided by OrthoSynetics, go to www.orthosynetics.com.

About LED Medical Diagnostics Inc.

Founded in 2003 and headquartered in Burnaby, British Columbia, Canada, LED Medical Diagnostics Inc, through its wholly-owned subsidiaries LED Dental Inc and LED Dental Ltd, provides dentists and specialists with advanced diagnostic imaging products and software, in addition to the award-winning VELscope® Vx tissue fluorescence visualization technology. LED Dental is committed to providing practitioners with the best technology by identifying and adding products to its growing portfolio.

About OrthoSynetics

OrthoSynetics provides members with a comprehensive service unlike any other in the industry. A team of business experts helps your practice in marketing, purchasing, patient benefit and eligibility verification, collections, human resources, real estate and facilities management, tech support, practice consulting and education.
MAKE THE **INTERNET** WORK FOR YOUR **PRACTICE**

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— Dr. Todd Bovenizer

“I loved Damon” Clear braces...people didn’t even know that I had anything on my teeth. I now feel comfortable knowing my teeth look great.”

— Christine, treated by Dr. Todd Bovenizer

Introducing Ormco’s interactive consultation tool, designed to educate patients and increase case starts!

- 25+ videos and numerous photos
- For use before, during and/or after the consultation
- Customizable with your practice branding, patient photos and patient testimonials
- Free service for orthodontists treating with the Damon System

Visit ormco.com to learn more about Damon Clear2 and My Smile Consult.