Education for a healthier future

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

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.

In 2009, MRC marked the launch of MRC Clinics, a concept that provided the industry with a completely 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 and dentists faced. Nearly every child has some form of malocclusion, and traditional treatment methods of fixed braces have shown many 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, we also take 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, but 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 through creating effective materials 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.

The key to our approach is to educate at every level, from the growing child right through to the clinician. Providing proper education can empower clinicians to break out of the old, outdated orthodontic concepts and procedures, leading many to better and more profitable methods of delivering the right pediatric care for more children.

The AAO 2011 will allow MRC to demonstrate practical and cost-effective means of delivering advanced myofunctional correction for every child, along with showcasing our 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, discovered the etiology of malocclusion and TMJ disorder was myofunctional, contradicting the current views of his profession. Farrell founded Myofunctional Research Co. in 1989 and has become a leading designer of intra-oral appliances for orthodontics, TMJ and sports mouthguards.
Dear Customers, Colleagues and Friends,

DENTSPLY GAC operates according to a list of shared core values. We work hard to live up to them each and every day. Topping this list are Unquestionable Integrity and Mutual Respect. In the spirit of these two key core values, we would like to update you on the situation created by the crisis in Japan.

As you know by now, the tragedy in Japan has affected our major manufacturing partner. Thankfully we received word shortly after the earthquake and tsunami that their employees were safe. While the plant survived with minimal damage, it is located well within the evacuation zone of the damaged nuclear facility.

Since the day of the disaster, DENTSPLY GAC’s focus has been on getting our customers through the supply disruption. We immediately implemented a fair share allocation plan to prevent panic buying and to ensure customers’ immediate product needs are met as we move forward. We’ve been working on alternative suppliers in the event that supply disruptions from Japan are prolonged. And, as hard as it is, given our long term relationships with our orthodontists, our Sales Representatives have been advising customers to seek competitive suppliers as our inventories reach critical levels.

We’d also like to take a moment to set the record straight regarding certain rumors that have been circulating in the orthodontic community. First is the rumor that products shipped since the disaster are contaminated. This is not only false, but impossible as no shipments have left their facility from the moment of the earthquake. This simple fact aside, you can be sure we would scrap every bracket and wire in our warehouse before ever allowing dangerous materials to reach you and your patients.

In addition, some suppliers have been soliciting our customers by claiming to “be there to help GAC” implying some sort of cooperative arrangement. This is also untrue; we have not endorsed arrangements with anyone to supply our customers. We believe crisis has a way of revealing character. Our orthodontists value unquestioned integrity as we do, and ultimately we think they will reject those that seek to exploit this tragedy with falsehoods for personal gain.

Most often we find that extreme circumstances bring out the best in people. Long time customers have called expressing their concern and support. Several new strategic partners have insisted on going forward with DENTSPLY GAC despite being given the opportunity to exit in the wake of the situation. And in looking for alternative sources of supply, many manufacturers, including those who days earlier were strong competitors, have offered help. To all of you, while “Thank you” seems inadequate to express the way we at DENTSPLY GAC feel about your actions in this difficult time, we want you to know how much we appreciate the support we continue to receive daily. Clearly, the values of integrity and respect are shared by you as well.

We will continue to communicate with all of you openly and transparently as we work through this. As we do, it’s important to us at DENTSPLY GAC, and our parent company DENTSPLY International that you know how strongly we value Unquestionable Integrity and Mutual Respect. It’s not only how we act, it is who we are. In the end, it’s why we know this period will not be the end of long standing relationships, but instead it will reaffirm why they existed in the first place.

Kindest Regards,
Your Friends, Colleagues and Business Partners at DENTSPLY GAC

800.645.5530 | www.gacintl.com
OrthoBanc aims to hit it out of the park

If you are going to the American Association of Orthodontists Annual Session in Chicago, you’ll want to stop by the OrthoBanc booth (No. 1204). OrthoBanc, a payment drafting and management company, works to create a buzz at the AAO with its city-themed booth activities.

Two years ago, OrthoBanc’s Boston Tea Parties were standing room only. Clever giveaways and attention to detail landed OrthoBanc’s Marla Merritt an All Star Award in Exhibitor Magazine, a national publication directed at the trade show industry.

Last year, OrthoBanc went for a patriotic theme with a political rally setting for the Washington, D.C., event.

This year, OrthoBanc is preparing its booth to look like US Cellular Field, the home of the Chicago White Sox. The company will offer several presentations on Saturday, Sunday and Monday.

During these sessions, there will be a variety of concessions available, including the staple of baseball games: hotdogs. There will also be giveaways and the opportunity to get tickets to a White Sox game being played on Monday night.

In addition, a Team OrthoBanc photographer will be in the booth snapping pictures of orthodontic teams. The photos can be used later on Facebook pages or a practice’s website at no charge to the practice or clinician.

“OrthoBanc can provide real change for a practice looking to become more efficient and profitable,” Merritt said.

“We love telling our story in a fun setting, and we have some great plans for Chicago.”

For a presentation schedule, see the ad on Page 17. To make reservations for any of the presentations, e-mail Marla Merritt at mmerritt@orthobanc.com or text her at (425) 718-0556. You will need to provide the name of the practice, the names of the people who will be attending and the date and time of the presentation you would like to attend. Each person who makes a reservation will be entered into a drawing for a $100 gift card to be given away at each session.
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3Shape releases Dental System 2010

3Shape has released its next generation Dental System 2010. This software for dental CAD/CAM solutions brings new indications never before seen in the digital arena, offering productivity and business gains for dental laboratories. According to the company, the new Dental System 2010 features include simultaneous modeling on the upper and lower jaw, Dynamic Virtual Articulation, the market's fastest digital design of removable partials, SmileComposer with mirror and clone functionality for designing esthetic full anatomy bridges, sophisticated design of implant bars, virtual addition of attachments for any indication and many more features.

Tais Clausen, CTO and 3Shape co-founder, has already demonstrated Dental System 2010 to hundreds of dental professionals at seven different locations in the United States. “Attendees were very impressed with the many new features,” Clausen said, “but they were also very happy to see that 3Shape has improved and strengthened Dental System's basic engine functionalities, such as copings, bridges and abutment design, making these essential indications even faster and easier to design.”

Selected dental laboratories have been using Dental System 2010 and evaluating its performance with actual customer cases. Kurt Reichel, founder and owner of Kurt Reichel Dental Lab, is already providing restorations using the latest Dental System 2010 features. “It’s like driving a sleek vehicle with enormous engine power,” Reichel said. “Dental System 2010's new SmileComposer and Dynamic Virtual Articulation have sped up our workflow significantly while ensuring new levels of esthetics and consistent results. The new partial design software has opened up a whole new profitable service area for my business.”

3Shape has released Dental System 2010 to its partners, who will be providing it to end-users in the course of the next few months.

ClearCorrect announces e-courses

ClearCorrect, manufacturer of an affordable and clinician-friendly alternative in clear aligners — otherwise known as clear braces — has announced a more convenient way to become a provider with its new e-course. The new e-course, released in January, is self-paced and can be completed from the home or office.

Upon completion, clinicians will receive a C.E. certificate, marketing materials, submission materials and will be listed on the ClearCorrect website as a provider.

The purpose of the e-course
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Drs. Larry and Will Andrews team up with Ortho Organizers

Larry Andrews known as the ‘inventor of the straight-wire appliance’

Ortho Organizers, a leading global manufacturer of orthodontic products, laboratory services and continuing education programs, announced April 22 that it has entered into a long-term consulting and licensing agreement with Drs. Larry and Will Andrews. Larry Andrews is the discoverer of the Six Keys to normal (optimal) occlusion and is recognized in the orthodontic industry as the “inventor of the straight-wire appliance.” Building upon the straight-wire appliance, which is the appliance concept used most by orthodontic professionals today, he and his son, Will Andrews, have dedicated the last 20 years to research, which has led to the finding of the Six Elements of Orofacial Harmony. These are the characteristics found to be shared by individuals with both optimal occlusion and balanced faces. They are proposed as optimal treatment goals for orthodontic patients and serve as the basis for a new positionally correct classification system.

“Our shared goal is to provide optimal treatment goals that will benefit the patients and clinicians alike by offering superior esthetics, ideal occlusion, balanced faces and treatment efficiency, which is substantiated by independent university researchers.”

Larry and Will Andrews are the directors of the Andrews Foundation, which is the educational platform of their Six Elements of Orthodontic Philosophy. In addition to lecturing around the world, both clinicians maintain a private practice in San Diego.

About Ortho Organizers
Ortho Organizers, part of the orthodontic portfolio of Henry Schein, provides a wide range of orthodontic products to the worldwide dental market.

The company serves practitioners in the domestic and international markets.
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Ortho2 announces Edge 2.0

Ortho Computer Systems announces the release of Edge 2.0 enhancements. Ortho2 introduced the revolutionary Edge system, a comprehensive practice management, imaging and communication system that utilizes secure web-based data hosting and back up, one year ago.

Edge 2.0 features enhancements such as Edge Animations, Edge Reminders, HR Manager, Online Forms, Image Morphing and Collections Assistant, designed to optimize the efficiency of the practice.

Edge Animations are a tool for enhancing patient education, compliance and case presentation.

Edge and ViewPoint include a set of patient compliance animations at no charge. An optional extended set of treatment-based animations is available for both Edge and ViewPoint, as well as with other management systems or by itself.

According to the company, the cutting-edge rendering techniques used produce videos that must be seen to fully appreciate their educational power. Features include powerful surgical animations, stereoscopic (3-D) animations, easy-to-use graphical interface, annotate and draw functionality, custom audio narration and more.

Edge Reminders, available for both Ortho2 ViewPoint and Edge users, is an easy-to-use system for automating patient reminders. Reminders can be sent via multiple message options, including phone, text message and/or e-mail, for any range of upcoming appointment dates, recall reminders, birthday greetings and more.

There are no minimum monthly charges and no long-term commitments required.

“Edge 2.0 showcases some exciting new enhancements,” said Dan Sargent, president and co-founder of Ortho2. “Every upgrade we make further demonstrates our focus and commitment to helping our orthodontic partners succeed.

“We’re working hard to make certain Edge increases efficiency and profitability for orthodontic practices. It’s part of Ortho2’s proven track record of listening to our customers and providing innovative solutions for orthodontic practices.”

In addition to offering complete practice management, imaging and communication systems, Ortho2 also offers several independent modules: Edge Imaging, Premier Imaging and Edge Animations.

For more information about Ortho2, visit www.ortho2.com or stop by the booth, No. 1413.
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OrthoBanc will be hitting it out of the park in Chicago at the 2011 AAO Annual Session. Celebrate with us in Chicago Baseball Style complete with concessions and bleachers. You don’t want to miss this opportunity to Score Big for your practice’s payment management needs.

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1 pm – OrthoMetrics. Measure it. Improve it. (Learn about the new standard in practice performance analysis.)
2 pm – eSign (Great for Team OrthoBanc existing customers)
3 pm – Hit a Home Run with OrthoBanc!

RSVP

Call 888-758-0585 ext 8304 with your reservation for one of the events listed above and you will be registered for a chance to Score Big with a $100 Visa Gift Card. Also, ask us how you can score free box seat tickets to a White Sox game at US Cellular Field while you are in Chicago. (Limited number of tickets available.)
Align Technology announced May 2 that it has completed the acquisition of privately-held Cadent Holdings (Cadent), a leading provider of 3-D digital scanning solutions for orthodontics and dentistry and makers of the iTero™ and OrthoCAD® iOC™ scanning systems. The acquisition of Cadent positions Align as a leader in one of the best growth opportunities in dentistry and medical devices today, according to Align. Intra-oral scanning is a critical part of enabling new digital technologies and procedures in dental practices, including CAD/CAM for restorative dentistry or in-office restorations. Cadent strengthens Align’s ability to drive adoption of Invisalign by integrating Invisalign treatment more fully with mainstream chairside tools and procedures in clinicians’ practices.

According to Align, the combination of the companies will help accelerate the use of intra-oral scanning in the dental industry by leveraging Align’s global sales reach, professional and consumer marketing capabilities and base of more than 55,000 ClinCheck® software users.

“Align is committed to supporting and building on the technology and products that have made Cadent one of the emerging leaders in intra-oral scanning,” said Thomas M. Prescott, Align Technology president and chief executive officer. “That commitment includes continued support of an open system approach that gives doctors and laboratories maximum flexibility and continued investment in tools that aid and improve restorative, implant and orthodontic procedures.

“We will continue to invest in Cadent products and look forward to combining our technology and expertise with Cadent’s to deliver innovative new tools to our customers.

Cadent president and chief executive officer Timothy Mack has been appointed senior vice president of business development, reporting directly to Prescott. Mack is responsible for creating and developing business partnerships in dentistry and extending Align’s technology with distributors and lab partners.

Align plans to maintain all Cadent products and services, which include the iTero digital impression system, OrthoCAD iOC orthodontic digital impression system, OrthoCAD iCast™, OrthoCAD iQ™ and OrthoCAD iRecord™. As part of an ongoing program to evaluate interoperability of intra-oral scanning systems for future use with Invisalign treatment, Align is in final interoperability beta tests with Cadent’s intra-oral scanning systems and continues to expect to announce interoperability in the second quarter of 2011.

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. Invisalign is appropriate for treating adults and teens.

Align Technology was founded in March 1997 and received FDA clearance to market Invisalign in 1998. The Invisalign product family includes Invisalign, Invisalign Teen, Invisalign Assist, Invisalign Express and Vivera Retainers.
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TAD User Forum takes education to a new level

There is only one meeting in the United States that offers attendees a weekend of 10 different speakers with lectures, workshops, round-tables, hands-on and even live clinical experience all purely dealing with the use of TADs in the orthodontic office. That meeting is the TAD User Forum, which is held annually in Las Vegas during the month of November and is hosted primarily by Dentaurum with the help of several co-sponsors.

The meeting is being moved to the WYNN Resort this year to accommodate the attendance from last year that completely sold out the event at the UNLV Dental School with more than 250 attendees.

Why is there such a strong demand for this TAD User Forum when there are already so many other TAD lectures being offered by various companies and regional/national meetings?

“The thing that makes this venue so attractive is that it appeals to even the most advanced TAD users who have already sat through 10 other basic lectures that are being offered,” said Dentaurum General Manager Craig Beach.

“Most of the other lectures and meetings are being offered by the same ‘lecture-circuit speakers’ who have given a similar lecture for five or six years now with little variation. Also, many of these lectures are tailored to the beginner users, and many times, the advanced users walk away disappointed that more advanced and challenging treatment planning was not discussed.”

“The exciting part of this meeting is that each of the lectures is limited to only 1.5 hours, and they are offered on a simultaneous four-track schedule, which always ensures that there is a topic of interest being offered in that time segment for every attendee, regardless of their experience level with TADs.”

In addition to the lectures and workshops, the meeting offers attendees the opportunity to personally place a TAD on a live patient in a monitored clinical setting.

“In addition, we try very hard to provide speakers who are using TADs for groundbreaking and innovative treatment that is not typically being shown by most speakers,” Beach said.

“Topics being offered this year include such innovative concepts as TADs and Invisalign, TADs as temporary implants, Class III correction with TADs, full-arch intrusion, distalization of full arch, molar protraction to avoid implants, etc. These are topics that might only be briefly discussed with one to two cases at a typical lecture, but at the TAD User Forum, we have speakers that focus on these topics for 1.5 hours with a great deal of insight on the pitfalls and successes that can be expected with this advanced TAD treatment.”

In order to ensure a first-class venue with even more capacity this year, the show was moved to the WYNN Resort, WYNN is also the host hotel for this meeting, and all registered attendees will qualify for a discounted group room rate of only $195 per night.

The TAD Users Forum will take place at the WYNN Resort in Las Vegas.

The TAD Users Forum opening session will take place on Nov. 4.

The TAD Users Forum offers attendees a chance to place a TAD on a live patient in a monitored clinical setting. (Photos/Provided by Dentaurum)

“We try very hard to provide speakers who are using TADs for groundbreaking and innovative treatment.”

The meeting is planned for Nov. 4–6, with all the lectures, workshops and round-table meetings being offered on Friday and Saturday at the WYNN. The optional hands-on and live TAD placements will be offered in a clinical setting at the UNLV Dental school on Sunday, Nov. 6.

According to Beach, whether you have been placing TADs as an expert for many years or even if you have not yet begun, this meeting will provide the necessary basics for successful TAD placement, make you more efficient with innovative and time-saving TAD mechanics and open your eyes to completely new treatment protocols for your progressive orthodontic office.

The four-track lecture format almost guarantees no attendee will walk away hearing the same old information and your only challenge for the weekend will be trying to decide which lecture you want to hear next and which SPF level of sunscreen you need for the pool.

Canon’s latest digital camera model is the EOS 60D. The 60D represents the greatest evolutionary step for the Canon xxD series.

The 60D is slightly smaller and lighter than the 50D and features an articulating LCD screen (the first Canon digital SLR to do so). Resolution is bumped from 15 to 18 megapixels and the 60D gets 1080p HD video capability.

PhotoMed offers the Canon 60D with your choice of four macro lenses and three macro flashes.

You can see the Canon 60D system in booth No. 3716 during the AAO, or you can get more information at www.photomed.net.
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Who would have thought that an idea a few years ago to have some vendors share a vision for a meeting would spark and become OrthoVOICE? Well, last fall that is exactly what happened. OrthoVOICE 2010 had around 30 vendors and 160 total attendees, of which a little more than 80 were clinicians.

Now, meeting organizers are gearing up for the 2011 edition to be held Oct. 20-22 in Las Vegas. According to the organizers, attendees at last year’s event said they enjoyed the fresh ideas and collaboration with other clinicians and teams. “I attended quite a few really good meetings in 2010 and took my team to a few; however, perhaps none gave me as much to take away as OrthoVOICE,” said one 2010 attendee. “Many of the most significant improvements I have made in my practice over the past few months are directly related to ideas I got at OrthoVOICE.”

Meeting organizers say they are planning for around 80 companies to participate this year and between 200-250 clinicians to attend. OrthoVOICE offers a few unique registration options that range from free to $299. With the exhibit hall-only access is one of the ways this can be achieved. In addition, because the meeting is focused on offering things for the entire team, it gives some flexibility for clinicians to bring more team members.

One word of caution: If you do plan to attend with the exhibit hall-only pass and later decide to attend the lectures, you will have to pay the on-site price of $399.

New this year
If you attended the 2010 meeting, or even if you didn’t, you might recognize a few additions made to this year’s meeting based on attendee and vendor feedback. Organizers say that listening to the customers is the best way to create an event that is geared toward what they want. A few tweaks to the schedule, evening events and much more have been a direct result of feedback given in the post-meeting survey. Even a few of the speakers were asked to attend because of requests from the survey.

Among the additions this year, OrthoVOICE will host its first charity golf tournament, which will benefit Smile for a Lifetime Foundation. Smile for a Lifetime (S4L) is a national organization dedicated to helping underserved children throughout the United States receive the benefits associated with orthodontic treatment. The national organization works with local chapters consisting of an orthodontist and his/her local board of advisors.

The golf event will be held at Rio Secco Golf Club in Henderson, Nev., and will cost $250 per player. Registration includes green fee, shared golf cart, access to range and all practice facilities, bag handling, divot tool, yardage guide, bottled water, boxed lunch and round-trip transportation between Planet Hollywood Resort and Rio Secco Golf Club.