AAO says ‘Aloha’ to Honolulu

About 10,000 orthodontists and staff are expected to head to Hawaii for group’s annual meeting

By Sierra Rendon, Managing Editor

It’s always nice when you can combine business and pleasure, and what better place to do that than the Hawaiian islands? The American Association of Orthodontists will host its 112th annual meeting at the Honolulu Convention Center from May 4-8.

“We think that the exciting slate of speakers presenting during the next few days will satisfy your thirst for knowledge, while the relaxing environment will help you unwind and absorb the positive culture that permeates Hawaii,” said Michael B. Rogers, DDS, AAO president, in a program guide.

Education
Scientific lectures at the AAO will run the gamut from risk management to fundamentals to surgical considerations.

Here is just a small sampling of the extensive list of programs you may attend at the AAO:

- “The Role of Micropimplants in Surgical Orthodontics,” with Hyo-Sang Park (8 a.m. Sunday)
- “Case Report: A Class II Malocclusion with TMD Symptoms,” with Marissa Chu Keesler (1:55 p.m. Sunday)
- “The Enigma, Evidence, Efficacy, Efficiency and Clinical Outcomes of Class II Growth Modification in Modern Day Orthodontics: Is There Consensus?” with William A. Wiltshire (8:35 a.m. Monday)
- “Generalized Use of CBCT in Orthodontic Practice: Is This a Dream?” with Sercan Akyalcin (12:30 p.m. Monday)

The Honolulu Convention Center is the site of the American Association of Orthodontists’ annual meeting in May.

If you are going to the American Association of Orthodontists (AAO) Annual Session in Hawaii, one booth you’ll want to stop at is OrthoBanc (booth No. 435).

OrthoBanc, a payment drafting and management company, uses city-themed booth activities to try and stand out from the crowd.

A few years ago, OrthoBanc won an Exhibitor Magazine All Star Award for its booth theme in Boston. There, attendees were invited to in-booth tea parties, where they were taught how they could “Join the OrthoBanc Revolution” and revolt against the typical way of managing office payment plans.

Next came the “Choose OrthoBanc” campaign in Washington, D.C., and the “Score Big with OrthoBanc” campaign last year in Chicago. This year, OrthoBanc’s Director of Marketing Marla Merritt said the company is again going all out.

“You really don’t want to miss us in Hawaii,” Merritt said. “OrthoBanc Beach will be one of the most unique booth spaces you have ever seen —

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Will right-brainers be the future leaders of orthodontics?

Part 2

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

The past few years have been challenging times for everyone, and we are all ready for a fresh start now. It is time for looking outside of the box and opening up to new ideas for our growth, the growth of our practices and the growth of our specialty’s leadership.

The problems facing orthodontic education are mounting, and we seem to be at a turning point. The world is increasing inter-connected, employment is changing rapidly, the economic upheaval rolls on, and again we must ask ourselves (a) Have we as educators kept up with this evolution of global consciousness? (b) Have we considered the possibility that the status quo no longer meets the challenges of today’s world? (c) If necessary, are we prepared to transform our entire system of pedagogy and administrative infrastructures?

Our left-brain is linear, logical and by-the-numbers; the right side is artistic, creative and empathetic. Daniel Pink (2005) stated that right-brain thinkers are better wired for 21st-century success, and anyone can tap into the right-brain mind-set. We are entering a new era labeled the Conceptual Age, during which right-brained skills (i.e., storytelling and design) will become far more crucial than traditional left-brained skills (i.e., computer programming). While left-brained skills mandate the ability to change with regard to creativity and empathy, right-brained skills are crucial for serving the public.

Ultimately, the right-brain is finally being taken seriously. Scientists such as Dr. Jill Bolte Taylor (a Harvard-trained brain researcher) who has incredible street-cred in neuroscience are offering their personal stories regarding right-brain thinking. She chronicled the cerebrovascular accident (CVA) that she suffered from in her book “My Stroke of Insight.”

Taylor explained her stroke of genius, suggesting that ultimately it is about following your intrinsic motivation by asking yourself: (a) What are you here to do? (b) What are you uniquely good at? (c) How can you be a better leader?

According to Decosterd (2008), some leaders are intuitive, some are compelling and some are great at visualizing a situation through from the start to the finish.

Some leaders are better at driving for results, while others are better at leading people. Leaders typically are strong in purpose, capability and conviction. Some leaders have developed methods and tactics that work for them in certain situations while constraining their impact in others.

However, when leaders are challenged, many tend to do more of what they are comfortable doing, rather than looking for better ways of solving a problem. I believe that as a rule, our leaders should be challenged to extend beyond his or her preferences and partialities by seeking to develop new concepts to their catalog of reactions.

Our brains are organized to go beyond constructed preferences and although we are all creatures of habit, with a little effort we can alter our preferences and widen their intellectual behavior; this implies looking at right brain and left-brain skills.

Researchers have explored theories about the two hemispheres of the brain and the ways that they differ in function and control of the body. People who are right-brain dominant and those who are left-brain dominant process information and respond in different ways.

Ultimately personality is shaped by brain type. Dominant brain types have a significant effect on skills, habits, emotion and behavior.

By understanding dominant brain type, leaders may be able to adjust their work habits, perhaps alter their schedules and workloads to better suit their personality type.

Some leaders would be well advised to examine themselves with regard to whether they are right brain or left-brain dominant, and I urge our leaders to take a deeper, inward look at themselves…they may find a greater arsenal of services for interaction and communication, they may ultimately become better leaders.

References


Corrections

Ortho Tribune strives to maintain the utmost accuracy in its news and clinical reports. If you find a factual error or content that requires clarification, please report the details to Managing Editor Sierra Rendon at s.rendon@dental-tribune.com.

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AD
complete with pseudo-sand flooring, a tiki hut and traditional beach smells. We will also have smoothies and a $100 drawing for those who register to attend one of our events.
Merritt said the idea for the theme came from the fact that OrthoBanc provides a complete set of products that are intended to make office life easier. “Almost like a day at the beach!” she said.
Since 2001, OrthoBanc’s payment drafting and management services have helped practices eliminate mailing statements and make those awkward phone calls about missed payments. In recent years, the company has also added products such as the Zuehlke Automated Credit Coach (ZACC), which helps a practice assess risk to determine payment options, and OrthoMetrics, which gives orthodontists the ability to see key practice information displayed via graphs and charts and allows them to compare their practice to others on a regional or national level.
During the AAO, OrthoBanc will hold four presentations a day — two for existing OrthoBanc customers and two for those who aren’t. Merritt will conduct these presentations at the tiki hut bar, where attendees can pull up a stool and enjoy a smoothie.
To register to attend one of these events (see schedule at right), email marketing@orthobanc.com or call (888) 758-0585, option 2. Everyone who pre-registers will be included in a drawing for a $100 gift card that will be given away at each presentation.
If you aren’t able to attend one of the presentations, you can still stop by and check out OrthoBanc beach. Representatives will be available throughout the meeting to discuss how OrthoBanc’s management tools can help a practice become more efficient, profitable and informed.

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day)
• “Biomechanics of Root Resorption: Genetic Predisposition and Physiologic Balance,” with Eugene Roberts (9:40 a.m. Tuesday)
In addition to the extensive schedule of scientific lectures for doctors, there is also a complete schedule for attending orthodontic staff each day.
Additionally, when the annual meeting ends on Tuesday, there are “post-conferences” Wednesday and Thursday available in Maui, Oahu and Kauai. For more information, check with the registration desk for availability.

Shuttle schedule
The AAO shuttles will operate at 15-minute intervals in the mornings from 6 to 9 a.m. and late afternoon from 1 to 3:30 p.m., and at 30-minute intervals during mid-day from 9 a.m. to 1 p.m. every day Friday, May 4, through Tuesday, May 8, at the HCC.
Please refer to the shuttle signage that will be posted in each shuttle hotel for hours of operation and special event details. Routing and pickup locations are subject to change.

Mobile technology
The 2012 Annual Session iPhone application and mobile Internet browser for other smart phones is available. View session details, create your own agenda, network with other attendees, complete session evaluations, view exhibitor information and more.
First-time users will be asked to log in with their annual session registration confirmation numbers, create profiles and select new passwords.
• To view the application on your phone, type in http://mobile.aao2012.alliancetech.com (Click on “My Agenda” to log into an existing account or create a new account.)
• iPhone users should visit the app store via their phones and search for AAO 2012.
* Your registration confirmation number and attendee service center log-in password can be found in your registration confirmation e-mail. The subject line of the confirmation is: Registration Confirmation — 2012 AAO Annual Session. Attendees who wish to use the mobile service but do not have a smart phone can visit the Mobile Service desk and check out a phone.

At the AAO
Be sure to check out OrthoBanc’s beach-themed booth (No. 435) during the AAO and learn about how its management tools can help you. For a complete schedule of presentations, see the chart at right.

All Presentations
Saturday, Sunday and Monday
9:00 OrthoBanc... Catch the Wave
Learn about all of OrthoBanc’s Professional Payment Management Services.
10:00 OrthoBanc... Ride the Wave
For existing OrthoBanc clients, learn how to take complete advantage of OrthoBanc’s services.
11:00 OrthoBanc... Catch the Wave
Learn about all of OrthoBanc’s Professional Payment Management Services.
12:00 OrthoBanc... Ride the Wave
For existing OrthoBanc clients, learn how to take complete advantage of OrthoBanc’s services.