The American Association of Orthodontists will host its 114th annual session in New Orleans April 25–29, featuring Big Easy-style fun and a cutting-edge education program.

AAO President Gayle Glenn, DDS, MSD, says the AAO team, “has been working extremely hard to develop outstanding doctors’ and staff programs and finalizing arrangements for world-class entertainment.”

To kick off the week, the AAO’s Annual Session Opening Ceremonies will feature Kenny Loggins on Saturday, April 26. In addition, the AAO team expects many attendees will share in the excitement about the Excellence in Orthodontics Awards Luncheon keynote speaker, Denver Broncos Quarterback Peyton Manning.

With a Doctors Program reflecting the AAO’s reputation for outstanding conferences and a host city equated with unparalleled fun, the 2014 annual session will be a meeting no orthodontist will want to miss, the AAO team asserts.

In addition to the extensive educational elements, the AAO will feature more than 300 companies exhibiting their newest products and services at the Ernest N. Morial Convention Center in New Orleans.

New Orleans was recently voted “Best American City to Visit” in a Travel + Leisure magazine readers’ poll and also ranked No. 1 in 13 other categories. For music lovers, the news gets even better: The 2014 annual session is scheduled at the same time as the 2014 New Orleans Jazz & Heritage Festival (Jazz Fest). The world-renowned musical celebration takes place April 25–May 4 and features music in a variety of styles indigenous to Louisiana, including R&B, gospel, Cajun, zydeco, Afro-Caribbean, jazz, blues and bluegrass.

For sports lovers, also taking place at the same time as the AAO Annual Meeting is the Zurich Classic of New Orleans, in which golf fans will have a
How to improve our diagnostic acumen: Teach it to our residents – Part II

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

To continue the discussion regarding what our residents are missing in his or her orthodontic training, nothing is a better teacher than personal experience(s) regarding what we do and how we do it in our practices. Expert training is a reflection on the educators and mentors in postgraduate residency programs. The following considerations are important subjects in the diagnostic process and examination; they are especially valuable and significant for the

- See RESIDENTS, page 6
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H4™ Speaker’s Bureau

AAL 2014 In-Booth Clinical Lectures

SATURDAY, APRIL 26th
Dr. Tom Pitts
11:00 am – 11:30 am
Dr. Tomas Castellanos
12:30 pm – 1:00 pm (Lecture in Spanish)

SUNDAY, APRIL 27th
Dr. Duncan Brown
11:00 am – 11:30 am
Dr. Tom Pitts
12:30 pm – 1:00 pm

MONDAY, APRIL 28th
Dr. John Pobanz
11:00 am – 11:30 am
Dr. Daniela Storino
12:30 pm – 1:00 pm

Spin the Wheel of Ortho™
Win Big Prizes!
Myobrace System: 
An evolution in orthodontics

By Rohan Wijey, B Oral H (Dent. Sc.), Grad. Dip. Dent. (Griffith), OM

Many have now accepted The Myobrace System™ is peerless in terms of the potential to cajole the orofacial muscles into widening arches and allowing good dental alignment. 

There exists a common misconception amongst dentofacial orthopedists, however, that although The Myobrace System is proficient at straightening teeth, traditional functional appliance systems are better for facial development.

This was a belief to which even I subscribed before I began to actually use the system myself. Although I paid lip service to role of muscles in malocclusion, I had not truly appreciated the potential to correct malocclusion by re-training these muscles.

Indeed, most experienced Myobrace practitioners have come to regard traditional functional appliance therapy as simply another allotropic form of traditional orthodontics: Mechanical interventions that ignore the role of muscles.

To be fair, much of the skepticism leveled at The Myobrace System seems to be borne out of misgivings about myofunctional therapy.

Myofunctional therapy (MT) as a science has been extant for more than 100 years, enjoying great popularity, especially in the 1970s. Although it has been proven to be able to elicit impressive results, Smith-peter and Covell (2010) have cited a number of reasons for a general lack of enthusiasm:

1. Limited office space for providing therapy.
2. Absence of MT providers.
3. Difficulty and amount of time required.
4. Inadequate training.
5. Hope that function will follow form.
6. Belief that there is insufficient scientific evidence to support orofacial MT.
7. Observations that not all MT providers have the same expertise, so successful results are unpredictable.

The Myobrace System has managed to package traditional myofunctional therapy into a system that has ensured easily reproducible, better results, in less time, with less effort.

The system, thus, represents a confluence and evolution of fixed appliance therapy, functional appliance therapy and myofunctional therapy.

The case (Fig. 1) is a prime example of treatment outcomes satisfying the goals of proper alignment, facial development and treating muscle dysfunction for a more stable result. She was treated with an upper Farrell Bent Wire System™, together with a K1 Myobrace®, followed by a K2 and the Myobrace T1 and T3 for final alignment.

From a dental perspective, of note is the space recovered for the upper right and lower left canine teeth. From a facial perspective, the naso-labial angle has improved significantly, while it is clear that the vertical clockwise direction of growth has been re-oriented to a more horizontal direction. These outcomes have been achieved by harnessing the power of the muscles with a system that is more time
Running an orthodontic practice is a time-consuming endeavor, but who says it has to take away from the time you spend with your family?

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With OrthoSynetics on your side, you’ll be there. Stop by AAO Booth #2537 to find out how our services may be cost neutral.
Ormco Corporation offers its new Damon Clear2 bracket at the AAO

By Ormco Corporation Staff

A survey conducted by the American Association of Orthodontists (AAO) found that when meeting someone new, 37 percent of Americans notice a person’s smile before anything else. This comes as little surprise to the orthodontic community, but it speaks directly to the increasing importance of esthetically pleasing orthodontic solutions that deliver extraordinary results.

At the 2014 AAO Annual Session, Ormco’s Damon System’s high-tech, light-force archwires — which are used with the Damon torque brackets, Damon Clear2 features and efficient treatment — will feature the newly announced, and now shipping, Damon Clear2 bracket. An enhancement to Ormco’s popular Damon Clear bracket — only 400 percent clear SL bracket on the market — Damon Clear2 provides clinicians with more rotational control.

Building upon its progressive line of Damon System products, Damon Clear2 features standard torque bracket enhancements and precision engineering for treatment efficiency and consistency. With a new ultra-precision slot, Damon Clear2 boasts two times the rotational control for meticulous finishing and efficient treatment.

In addition to optimized standard torque brackets, Damon Clear2 features the same core design as the original Damon Clear passive self-ligating brackets, which are used with the Damon System’s high-tech, light-force archwires and minimally invasive treatment protocols.

Completing esthetically pleasing, completely clear and self-ligating Damon Clear2 bracket offers an unsurpassed self-ligating option. Photo/Provided by Ormco Corporation.

Survey respondents ranked esthetics as the leading factor in choosing an orthodontist for new patients; a full 82 percent of orthodontic residents to recognize.

Clinical photography often demonstrates dermatological diseases, tumours and other pathology of the head and neck. We can diagnose important health issues by taking the time to look. Diagnosing diseases of the skin in our patients, e.g. squamous cell carcinoma, basal cell carcinoma, melanoma, etc. is an astute part of our responsibility and demonstrates good judgment as a doctor. Because orthodontists take so many clinical photographs, very little time is required to scan for such pathology prior to examining facial structures and the dention. Accuracy and precision are extremely important, for example, in the intraoral photo (Fig. 1), is this documentation of an aberrant occlusal plane cant or just sloppy photography?

Clinical photography can identify many diseases of facial expression or appearance. Facial diseases are often related to development or physiology and can affect facial structure, facial behavior or both. Through clinical photography, we can teach the resident how to recognize various signs in the face that indicate particular diseases. Signs of facial diseases include (a) changes in appearance, (b) alterations of muscular movement, and (c) behavioral expression. Facial signs are often used to diagnose the presence of certain diseases that can be diagnosed via clinical photography.

The most obvious relationships between facial signs and disease are for the genetic and congenital diseases. Specific genetic abnormalities cause such diseases as Lesch-Nyhan, Down syndrome and Cornelia DeLange syndrome, producing specific patterns of facial abnormality. Certain congenital diseases such as fetal alcohol syndrome, cleft lip and palate can also produce specific facial signs and symptoms. Many infectious diseases can be diagnosed from facial signs, including Lyme disease, fifth disease, shingles and HIV infections.

Articulated Models are not as popular as hand-held models and most orthodontists never consider using an articulator except for surgical cases. However, they may be extremely helpful in diagnosis, treatment planning and for medical-legal protection. When documenting patients with asymmetry, such as when the cant of the occlusal plane is not level, hand-held models are often prepared inaccuracy without demonstrating the exact degree of incongruity or anomaly (Fig. 2). Articulated models provide excellent representation of the patient’s condition and are extremely accurate.

There is much to reveal as we appraise the past and contemplate the future. Learning can be defined as useful change in behavior resulting from reflection and experience. How can we teach our students to become better practitioners and sharpen diagnosticians? Will they learn to focus on the dental problems in the context of, and in concert with, a patient’s general health issues?

As orthodontists, we are still responsible for diagnosing pathology in the head and neck, and treating or referring the patient to someone who can provide proper care. By example, we must demonstrate how to be the best orthodontist possible and the consummate expert in our field.

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*As compared to Damon Clear, data on file. Standard torque, upper 3-3 brackets.

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Ultradent introduces new Class II corrector, Esprit

By Opal Orthodontics Staff

Opal Orthodontics recently introduced Esprit™, a revolution ary Class II corrector. This new corrector has been specifically designed to address the overwhelming demand for everything missing in other Class II correctors on the market today.

Developed with the innovative and cutting-edge technology Opal Orthodontics has consistently built its reputation on, Esprit finally answers the call for a more pain-free orthodontic experience, reducing emergency appointments and frustration for clinicians and staff.

Esprit is the result of more than three years of design and development. Developed and tested by Opal Orthodontics – in collaboration with industry leaders such as Dr. Richard McLaughlin, Dr. Terry McDonald and Dr. Robert Miller – Esprit is undoubtedly the most technologically advanced corrector on the market.

On using Esprit, Dr. Miller said: “The Esprit has better patient acceptance and tolerance because the spring is nested or internal.”

Esprit’s unique features include a CNC-machined body that is smooth and durable and a new innovative, patented clip. This revolutionary clip is a breeze to install and remove, but stays in place without disengaging during treatment. Esprit also features a mesial hook that prevents rolling into the occlusion. The hook is smooth for patient comfort and can also be removed with ease — no cutting required.

Esprit’s enclosed stainless-steel spring prevents painful pinching and hygienic trapping of food. This unique enclosed spring also resists deformation and maintains consistent force throughout the treatment.

Esprit’s dual-telescoping feature increases range of motion, and its distal body opening prevents bottoming out and allows liquid flow to keep it clean. The entire corrector is laser welded, allowing it to withstand even the toughest treatment from any patient – 100 percent guaranteed.

The mesial attachment for the Esprit prevents rolling into the occlusion.

For more information on Esprit, visit www.opalorthodontics.com/esprit or call (888) 863-5883. Learn more about Esprit. You may also visit the website at opalorthodontics.com/esprit.

The Myobrace System has managed to package traditional myofunctional therapy into a system that has ensured easy reproducibility, better results, in less time, with less effort, the company says.

Photo/Provided by Myobracing Orthodontics.

The Myobrace System has managed to package traditional myofunctional therapy into a system that has ensured easy reproducibility, better results, in less time, with less effort, the company says. Photo/Provided by Myobracing Orthodontics.

Myobracing Orthodontics

- BIG EASY, Page 1

chance to support regional children’s charities while watching top PGA tour professionals. For more information on this exciting event, check out www.zurichgolfclassic.com.

In addition to its colorful music scene, New Orleans is noted for the variety and quality of its restaurants. Attendees can enjoy traditional favorites like jambalaya, crawfish etouffee or seafood gumbo, or choose from dozens of other types of cuisine.


Scientific program highlights

• Three of the world’s top speakers, Drs. Wick Alexander, Patrick Turley and James McNamara, will be giving the latest information on three critical topics in the AAO’s prestigious Salzmann, Mer-shon and Angle special awards lectures.

• In an effort to bring in new attendees, this year’s sessions will address topical questions, such as “Extraction vs. Non-extraction,” “Surgery First!” and “Modern Approaches to Mechanics.”

• Eight master clinicians from around the world will conduct special lectures on transverse and vertical problems.

Event information

• What: The AAO’s 114th Annual Session
• When: April 25-29
• Where: Ernest N. Morial Convention Center in New Orleans
• More information: www.aaoinfo.org

and cost-efficient than any other system in the history of orthodontics.

References


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Photos courtesy of Dr. Robert Miller
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When we asked doctors what they wanted in a Class II corrector, the response was clear: More comfort, More durability, Easier placement.

So we developed Esprit. The breakthrough appliance that offers everything your Class II corrector is missing.
Healthgrades: Where prospective patients are searching in 2014

By Sesame Communications Staff

When consumers go online, the vast majority of them start at a search engine. According to research from Pew Internet, 93 percent of online activities begin with a search.\(^1\) When they search, health care is a popular topic as 72 percent of Internet users looked online for health information within the last year.\(^2\)

Today, the No. 1 source for new patients searching and scheduling appointments with health-care providers in the United States is Healthgrades. Each year, more than 225 million visitors use the Healthgrades.com website to search, evaluate and connect with providers that best meet their treatment needs. Healthgrades.com visitors represent the ideal demographic for dentistry: overwhelmingly female (72 percent), highly educated (84 percent have some post-secondary education) and affluent (52 percent have annual household incomes greater than $75,000).

Healthgrades offers orthodontic practices a large, highly focused audience of prospective patients. During the past 12 months, Healthgrades tracked more than 20 million searches for dental-care providers, with orthodontists being one of the top searched specialties. Most importantly, Healthgrades users don’t just search — they schedule appointments. More than half (54 percent) of Healthgrades visitors will schedule an appointment with a local provider.

Healthgrades has established a partnership with Sesame Communications, and dentists can now secure an “Enhanced Profile,” which will offer several advantages over a standard Healthgrades profile and give your practice better access and exposure to prospective patients. Just a few of the powerful benefits include:

- **Featured Provider** placement on Healthgrades.com: A Healthgrades enhanced profile provides your practice with greater visibility and exposure to prospective patients looking to schedule an appointment with an orthodontist in your area.
- **Automatically published post-appointment reviews:** Leverages your high-quality reviews to differentiate the value of your practice and ensures all reviews are really patients.
- **Premium phone number and online appointment requests:** Enhanced Profiles allow patients to request an appointment with your practice by simply clicking a button on your Healthgrades profile.

New case starts are core to your growth and profitability. For many orthodontic practices, online search has become a primary source for new patient opportunities. Healthgrades is a highly compelling channel, with millions of prospective patients ready to schedule an appointment the moment they find the right orthodontist.

References
\(^1\) www.pewinternet.org/Reports/2012/Search-Engine-Use-2012/Summary-of-findings.aspx
\(^2\) www.pewinternet.org/Reports/2013/Health-online/Summary-of-Findings.aspx
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How well do you know your practice’s business fundamentals?

By Mark S. Sanchez, DDS, founder and CEO of tops Software

Pip quiz. Do you know — right now — the biggest pulse points affecting your business in 2014? If your answer is “Sure, I can figure that out,” or “Yes, my treatment coordinator works on that every month,” you may want to think again. For every patient who leaves your office today with an insufficiently captured piece of data, there are pa-tient schedules, billing cycles, treatment length, new starts, pending care, capital expenditures, office leasing and patient communications. Maybe there’s even a capture of a collection of patient “selfies” that show how well we’ve trained our iPhone-communications. Maybe some even cap-expenditures, office leasing and patient analysis, the data is already stale and in-complete, and the insights have lost their potency.

So what do you do — report it, or do you look for what you don’t know? I’m a bit of a movie buff. When I think of insight, I think of Laurence Fishburne’s character, Morpheus, in “The Matrix.” As Morpheus says to Neo, “No one can be told what the Matrix is. Only you can see it for yourself.” So here is just one way I see the profit potential of real-time insight. It’s a game changer for orthodontic practices. For ex-ample, wouldn’t it be cool to look at three cuts of data around total treatment time — by office, treatment type, treatment coordinator and fee? 1. Individual level. Thomas Anderson re-treats 2 visits at our Oak Street office to complete his Invisalign treatment at a set fee of $5,000. 2. Compare with a subgroup level. Treatment coordinator Anna Smith, who man-aged 25 Invisalign patients in our Main Street satellite office, recorded an average completion time of 15 visits. 3. Further compare against the total population. We had 100 patients com-plete Invisalign treatment across all four offices in our practice, at an average of 17 visits. So here are some pulse points for the practice insight and learning/reinven-tion. What was up with Mr. Anderson’s treatment? Mr. Anderson’s team? And what can we all learn from Anna?

Take the insight test: What have you been missing? If you need to have a more competitive practice, set yourself to understand the following insights: 1. Setting fees: Whether you are under-compensated for any of the types of treat-ment you offer. 2. Multi-specialty tracking: Ability to monitor patients efficiently through multispecialty treatment. 3. What if? drill downs: Answer ques-tions — on the fly — about the impacts of the mix of patient load, treatment type, age and local team on each of your satel-lite offices.

In truth, gaining real insight into how your practice works requires a matrix of patient data in many dimensions. We are not there yet. Our business systems need to properly han-dle this multi-dimensional matrix in real time to show us how to chart our way to profitability. Until now, we’ve all been driving blind.

About the author

Mark S. Sanchez, DDS, is the founder, CEO and chief developer of tops Software. He practices in one of Atlanta’s leading orthodontic practices.

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Mark S. Sanchez, DDS, is the founder, CEO and chief developer of tops Software. He practices in one of Atlanta’s leading orthodontic practices.
“Today’s orthodontist should be tracking every patient and every penny on a daily basis. **topsOrtho’s D7 Matrix** is the only solution on the market that can do both well. It actually *creates profit.*”

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Here’s the sad truth: Most treatment coordinators spend a whole lot of time compiling practice statistics from reports. By the time the stats are ready, the data is stale. It’s an inefficient, unproductive, frustrating exercise – but it doesn’t have to be that way.

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- Included in the latest version of topsOrtho™ practice management software

Reporting is dead. The future is analytics, and D7 Matrix is the fastest, most insightful analytic engine available.

But, as Morpheus said to Neo, “No one can be told what the Matrix is. You have to see it for yourself.”*

We’d love to show you.

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* Nod to the *uber-cool* yet somewhat geeky *Matrix* trilogy, starring Laurence Fishburne and Keanu Reeves in dark glasses and big coats.
Thinking outside the metal box: Why wait?

By Coretta E. Morning, 3M Unitek
U.S. Marketing Manager, and
Alice M. Hill, 3M Unitek U.S. Marketing
Communications Supervisor

During the course of the last decade, the patient pendulum has shifted from “Do I have to wear braces?” to wanting to show off those braces via a “selfie” (a self-portrait with a camera at arm’s distance) that is posted to the Internet via a social media site. With this pendulum shift, there is a much stronger desire to show off a smile, face, body or unique personality, and more importantly, to describe the experience. It is a newfound freedom that all generations are taking advantage of.

What’s interesting about this new method of sharing is that data shows that 67 percent of consumers read online business reviews and 70 percent will trust a business review that has six to 10 reviews. Further, when an online review is read, 58 percent of readers say that the positive customer reviews will affect their decision making (http://socialmediatoday.com/douglas/kart/56225/infographic-why-do-people-write-online-reviews).

Dentists are using their adult patients’ tooth-colored fillings, tooth whitening, veneers and caps. Dermatologists offer skin resurfacing and peels. Plus Botox™ to combat wrinkles. Plastic surgeons offer “no end of surgical and non-surgical body and face enhancements.

The common thread among these practitioners is the proactive and aggressive approach to discussing esthetics with the patient. In July 2011, a Los Angeles Times article offered that orthodontic technology had advanced right alongside that of cosmetic procedures and that there are now options that provide that “esthetic look” while in treatment, especially for adult patients who are now “opening wide” for braces (Mascarelli, Amanda Leigh. Focus on Dental Health, Braces Grow Up. Los Angeles Times, July 4, 2011, Home Edition, E-9).

Cosmetic specialties, including orthodontics, are being impacted by this wave of patrons who want to be seen and heard. A visit to www.healthgrades.com, or a review of your competitors’ websites, will illustrate how positive testimonials and/or referrals are a part of the equation to being successful, helping esthetic services gain ground in consumer health services. The other part of that equation is setting your practice apart by offering a differentiated product.

Historically, the metal bracket has been the bracket of choice, primarily because of functionality, durability and overall legacy of dependability. However, ceramic and lingual brackets now interest patients of all ages and especially the ones who also want fashion and discretion. And because it is this generation of consumer that will provide a testimony of their orthodontic experience, who will take that selfie of their smile and tweet or send a message via Facebook, an orthodontic office with esthetic choices can capitalize on an opportunity to differentiate themselves via the latest social media vehicle.

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• Incognito™ Appliance System redefines lingual treatment and provides orthodontists with an efficient and effective treatment option. With the Incognito System, patients have a completely esthetic, 100 percent customized lingual system built for comfort and performance. The Incognito Lite Appliance System is an ideal treatment option for adult relapse cases or for patients who need only minor, anterior tooth movement.

• “The Source” at 3MMarketingSource.com is your one-stop site for professional, customizable marketing tools that will help differentiate and grow your practice. Use these Clarity and Incognito branded resources to elevate your practice, attract new patients and build your referral network.

• “PaintYourSmile.com” is the newest tool from 3M Unitek for the orthodontic office. This interactive website application allows users to upload their own picture and add Clarity ADVANCED Ceramic Braces or Victory Series™ Low-Profile Braces to their smile. Then they can personalize the braces with colorful AlastiK™ Ligatures and send the image via e-mail, Twitter and Facebook to friends and family. The website app has also been optimized for mobile and tablet use.

The 17th Annual 3M Unitek Summit will address the shift to esthetic orthodontics and discuss how you can win in orthodontics. Now offered in two great locations, you can enjoy the desert or the city while unlocking the secrets to winning the patient game and “thinking outside the metal box.” For more information, contact your 3M Unitek sales representative at (800) 423-4588.

Note: AlastiK, APC, Clarity, Incognito, SmartClip and Victory Series are trademarks of 3M. All other trademarks are property of their respective holders.
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June 6-7, 2014
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