



ortho townie choice awards.2013

It's the first-ever Orthotown Townie Choice Awards results issue! We asked orthodontists from all over the world what products and services they use in their practices – maybe you use these products and services and voted for them on Orthotown.com. Or maybe you're in the market and are seeking a trusted recommendation for a product or service before you buy. Use our results to your advantage!

You voted. We tallied. And the winners are...

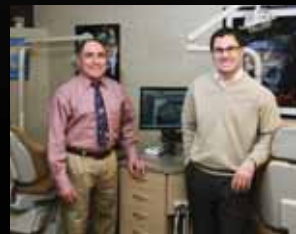
Congratulations to Our First Ever \$1,000 Winner

Voters of Orthotown's inaugural Townie Choice Awards were automatically entered into a drawing to win \$1,000. Our first ever winner is Dr. Greg Pezza from Rhode Island.

Known as "pezortho" on the Orthotown.com message boards, Dr. Greg Pezza went to Boston University for both dental school and his orthodontic residency. Post-graduation, Dr. Pezza joined his father's 40-year orthodontic practice, Pezza Orthodontics. "Practicing orthodontics is such a rewarding career, and there's so much to love about it. However, my favorite part is the patients. We view our patients as our extended family and we create long-lasting, meaningful relationships."

Dr. Pezza praises Orthotown.com for providing a rich community of diverse professionals from which he can learn. "I think it's important to look outside the four walls of our own office and keep open minds about other ideas and philosophies – Orthotown provides the ability to do that."

Dr. Pezza and his wife, who is a dentist, have two kids and one on the way in July. "We enjoy going out to dinner, the theater and traveling. We just got back from 12 days in Thailand!"



Dr. Joseph E. Pezza, left, with Dr. Greg Pezza

Gloves: Latex**Plak Smacker**

Plak Smacker latex gloves are manufactured using premium quality latex material, meet or exceed ASTM standards for medical grade gloves, and have a textured finish to supply superior tactility. One of the most unique options offered are the latex flavored gloves, available in Tropical Fruit, Grape, Bubble Gum, Cherry, Mint, Vanilla Orange, and Green Apple varieties; taste the difference.

(Received 7 percent of votes in this category)

**Gloves: Non-latex****Plak Smacker**

Plak Smacker non-latex gloves are an excellent alternative for clinicians to use to avoid latex allergies. A variety of options are available in both nitrile and vinyl varieties. The nitrile gloves are available in scented or unscented, colored or white, and in an ultra-thin lightweight material. The scented nitrile gloves are available in both bubble gum and grape. *(Received 10 percent of votes in this category)*

Gloves: Powder-free**Plak Smacker**

Plak Smacker offers various powder-free glove options in latex, nitrile and vinyl materials. The powder-free ultra-thin nitrile glove provides outstanding tactile sensitivity, while the white stretch vinyl powder-free gloves are an excellent economical alternative. Powder-free flavored latex gloves are also available to enhance the patient experience, and are especially great for kids. *(Received 9 percent of votes in this category)*



Infection Control

Masks**3M ESPE**

3M ESPE offers dental professionals a complete line of premium quality, comfortable face masks. These include its most popular Molded Face Masks, the Triple Layer Molded Face Masks, Ear Loop Face Masks and Tie-On Face Masks.

(Received 16 percent of votes in this category)

**Presterilization: Ultrasonic Units****Coltène: BioSonic**

BioSonic Ultrasonic cleaners focus on effective infection control and prevent cross-contamination by maximizing cleaning capacity, performance and safety benefits. BioSonic units are some of the quietest ultrasonic cleaners on the market due in part to the closed-lid design. BioSonic offers three sizes to choose from, a full line of cleaning solutions and accessories which provide the ability to efficiently clean and disinfect instruments, prostheses and much more. For more information, visit Mybiosonic.com or call 800-221-3046. *(Received 31 percent of votes in this category)*



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Protective Eyewear

Honeywell: Uvex

Uvex focuses on safety, but the protective eyewear doesn't neglect comfort, fit, durability or look. With a variety of lens tints and coatings, styles and fits, Uvex has a pair for whatever your needs may be. For more information about Uvex, visit www.uvex.us or call 800-430-5490

(Received 10 percent of votes in this category)

Sterilizers

SciCan, Inc.: Statim G4 Autoclaves

The Statim is a standard for fast, effective and gentle sterilization cycles. The new G4 technology interface allows the Statim to be on the office network while archiving, requesting and receiving service and software upgrades remotely. Ortho offices find that their side cutters and pliers will look great and operate flawlessly for years. Call 800-572-1211 for more information.

(Received 30 percent of votes in this category)



Surface Disinfectants

Kerr TotalCare: Cavicide Spray/Caviwipes

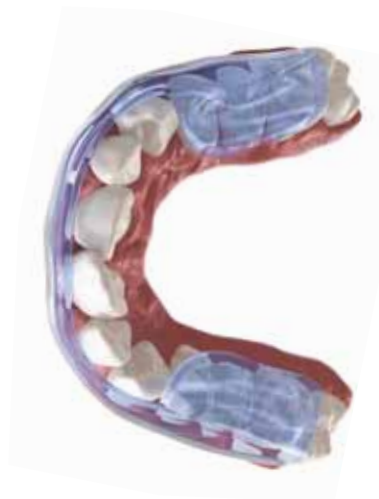
CaviCide and CaviWipes are convenient, ready-to-use, intermediate-level disinfectants, which are effective against TB, HBV, HCV, HIV, viruses (hydrophilic and lipophilic), bacteria (including MRSA and VRE) and fungi. *(Received 40 percent of votes in this category)*



Parafunctional Equipment: In-Office Fabricated Parafunctional Appliances

Jumar Corporation: Aqualizer Splints

The Aqualizer is a pre-made, temporary and emergency, self adjusting TMD/occlusion splint, used for acute pain relief, differential diagnoses and "muscle directed" bite registration. The Aqualizer's new approach uses the body's own physiologic mechanisms, not a clinician's decision, to give us the most natural mandibular placement for centric occlusion. *(Received 17 percent of votes in this category)*





Archwires

DENTSPLY GAC International, Inc.

All DENTSPLY GAC archwires are manufactured to precise physical standards so you can count on them to deliver consistent, predictable results. For more information, e-mail info@gacintl.com. *(Received 19 percent of votes in this category)*

Bands

DENTSPLY GAC International, Inc.

Known for their ease and accuracy of placement, DENTSPLY GAC bands are either micro-etched or acid-etched so that they will provide enhanced retention to the tooth. For more information, visit info@gacintl.com. *(Received 24 percent of votes in this category)*



Bondable Buccal Tubes

American Orthodontics

It is American Orthodontics' most advanced direct bond buccal tube, delivering the ultimate combination of functionality, convenience and patient comfort. It features an ultra low profile design to help deliver exceptional patient comfort without sacrificing functionality. *(Received 28 percent of votes in this category)*



Orthodontics Appliances & Auxiliaries



Bonding & Accessories: Adhesives

3M Unitek:

Transbond XT Light Cure Adhesive

Transbond XT Light Cure Adhesive bonds metal and ceramic brackets to tooth surfaces. Available in both syringes and capsules, this adhesive uses light cure adhesive technology to provide you with additional working time to ensure accurate bracket placement. *(Received 49 percent of votes in this category)*

Bonding & Accessories: Brushes

Reliance Orthodontic Products:

Benda Brush

Benda Brush is the proper instrument to apply all sealants, primers and conditioners.

Easy to use straight or bend the tip to the position of your choice for the perfect application angle. Benda Brushes are economically priced and are available in packs of 50 or 250. *(Received 36 percent of votes in this category)*



Bonding & Accessories: Self-etching Primer

Reliance Orthodontic Products: SEP Self-etching Primer

Not all self-etching primers are created equal. Independent university in vivo and in vitro testing has shown that Reliance SEP is a step above conventional self-etching primers. A unique dispenser and mixing well prevents a messy applicator and keeps any unused SEP fresh for up to six hours. Save up to 40 percent compared to competing systems! *(Received 24 percent of votes in this category)*



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Bonding & Accessories: Traditional Primer
Reliance Orthodontic Products:
Assure Universal Bonding Resin

Assure is a single liquid that is compatible with all adhesive pastes and replaces your traditional primer when bonding to: normal enamel for extra bond strength, contaminated enamel including blood and saliva, atypical enamel including dentin, fluoresced, calcified and mottled enamel, metal surfaces including crowns and buccal amalgams and, composite and plastic surfaces including restorations and pontics. *(Received 56 percent of votes in this category)*

Buttons

Ortho Classic

Ortho Classic's Lingual Buttons are precisely formed for patient comfort and are available in flat or curved styles that easily bond to any tooth surface. Their unique design allows them to be directly bonded to the tooth or welded to a band. Each button is manufactured in the U.S. *(Received 11 percent of votes in this category)*



Clear Aligner Systems
Align Technology, Inc.: Invisalign

Invisalign is used for straightening teeth with a series of custom-made aligners created for each patient. The Invisalign system is a combination of proprietary virtual treatment modeling software and removable aligners based on rapid manufacturing processes and mass customization. For more information, visit www.invisalign.com. *(Received 81 percent of votes in this category)*

Coil Springs: Closed
DENTSPLY GAC

Available in two designs, DENTSPLY GAC Closed Coil Springs are known to deliver steady, consistent results when closing gaps. For more information, e-mail info@gacintl.com. *(Received 13 percent of votes in this category)*



Brackets
American Orthodontics

Empower is a complete self-ligating bracket system, available in clear, metal and molar tubes. Empower's innovative Dual Activation System utilizes interactive brackets on the anteriors and passive brackets on posteriors to allow you to truly make the system your own. *(Received 26 percent of votes in this category)*

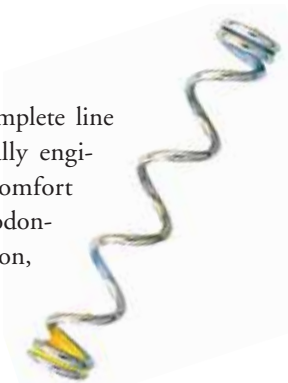


Cheek Retractors
Great Lakes Orthodontics, Ltd.:
NOLA Dry Field System

Completely eliminates saliva and fully exposes both dental arches making it ideal for all bonding applications including: brackets, pit and fissure sealants, posterior restoration, bleaching and veneers. Easy to assemble and can be inserted and used by a single operator. NOLA is autoclavable. *(Received 44 percent of votes in this category)*

Coil Springs: Open
DENTSPLY GAC

DENTSPLY GAC offers a complete line of open coil springs specifically engineered to limit patient discomfort after they are placed in the periodontal pocket. For more information, e-mail info@gacintl.com.
(Received 13 percent of votes in this category)



Elastic Change (Power Chain)
American Orthodontics

American Orthodontics' Memory Chain provides a lighter, yet longer lasting force in closed, short and long filaments. It has thinner facial-lingual dimension, and is an excellent match for double tying wire ligatures on either Mini Master Series brackets or Low Profile Series brackets. *(Received 15 percent of votes in this category)*



Impression Materials & Accessories: Alginates
Kromopan

Kromopan makes impression taking simple with the introduction of the color-changing indicator. It is adaptable to different techniques and has diverse clinical case requirements. With a high degree of elasticity and accuracy, Kromopan offers enough working time as well as the shortest time-in-mouth. *(Received 34 percent of votes in this category)*

Impression Materials & Accessories: Bite Registration
Parkell, Inc.: Blu-Mousse

A premium, highly accurate occlusal registration material, Blu-Mousse is fluffy, like whipped cream, with no taste or warmth that might trigger proprioceptive reflexes. Its 85-durometer and 30-second or two-minute set times make it ideal for a variety of uses beyond traditional impression taking. *(Received 16 percent of votes in this category)*



Impression Materials & Accessories: Disposable Trays – Full Arch
Ortho Technology, Inc.: Duralock

DuraLock Plus Impression Trays' patented design eliminates the need for tray adhesive. Vertical beveled slots create a mushroom effect, locking in impression material. Additional features include extended handles, occlusal bite stops, and six tray sizes which are numbered/color-coded for easy selection. Visit www.orthotechnology.com/Duralockplus for more info. *(Received 15 percent of votes in this category)*



Impression Materials & Accessories: Polyvinyl Siloxane
DENTSPLY Caulk: Aquasil Ultra

Aquasil Ultra Smart Wetting Impression Material is known best for its unique combination of high-tear strength and very low contact angle. Use with B4 Pre-Impression Surface Optimizer for excellent detail with less stress. A complete portfolio of five tray and three wash material viscosities are available in four set time options. *(Received 24 percent of votes in this category)*



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IPR Materials: Disks, Strips, Burs, etc.

Brasseler USA: ET Flex

The patented, safe, flexible design of ET Flex will meet your interproximal finishing, stripping and contouring needs. The strip can be made taut for contact areas or can curve for any contour depending on how you grip the handle. Available in multiple grits and configurations, see why ET Flex is one of the most advanced interproximal finishing and contouring device on the market. *(Received 34 percent of votes in this category)*



**Laboratory: Orthodontic
AOA Orthodontic Appliances**



A full-service, digital orthodontic laboratory, Ormco|AOA Lab fabricates customized appliances for orthodontists worldwide and provides customers with an online portal to track shipments, view case status, receive e-statements, make bill payments and more. To help streamline your practice, Ormco|AOA Lab accepts .stl digital impressions including scans from Ormco's Lythos Digital Impressions System. From aligners and retainers to Class II correctors and sleep apnea appliances, Ormco|AOA is a trusted source for a comprehensive line of orthodontic appliances. *(Received 26 percent of votes in this category)*

Ligature Ties and Wires

3M Unitek:

AlastiK Easy-To-Tie Ligatures

AlastiK Easy-To-Tie Ligatures are designed with a 45-degree bend which makes tie-wing hook-up easier and more efficient than before. The unique angled shape reduces the range of movement needed for bracket ligation, improving the entire process for you and the patient. With less contact of the placement tool with the patient's lips, patient comfort is enhanced. *(Received 20 percent of votes in this category)*

Post-Graduate Orthodontic Continuing Education

Align Technology, Inc.: Invisalign Professional Education

Align Technology offers year-round education events for orthodontists in many formats, including live lecture, hands-on practice and online study. The development of treatment options including open bite, deep bite and Class II allows orthodontists to treat virtually all types of malocclusion with Invisalign. Visit learn.invisalign.com for more information. *(Received 31 percent of votes in this category)*



Temporary Anchorage Device

Ormco Corporation: VectorTAS

Designed by orthodontists, VectorTAS is a coordinated system of miniscrews, attachments and instruments that provide clinicians with all the benefits of temporary anchorage, including increased control, reduced treatment time and greater patient comfort. *(Received 30 percent of votes in this category)*

Dental Marketing

Sesame Communications

Sesame Communications helps dental and orthodontic practices harness the power of the Internet to accelerate new patient acquisition, build patient loyalty and transform the patient experience. *(Received 30 percent of votes in this category)*



Internet Marketing and Web Services

Sesame Communications

Sesame Communications helps dental and orthodontic practices harness the power of the Internet to accelerate new patient acquisition, build patient loyalty and transform the patient experience. *(Received 31 percent of votes in this category)*



Equipment & Practice Finance

Bank of America Practice Solutions

For almost 20 years, Bank of America Practice Solutions has served the needs of dentists by offering financial products and services to the dental community. Whether you own a practice or are just getting started, Bank of America Practice Solutions can provide customized financial solutions to fit your needs. *(Received 25 percent of votes in this category)*



Practice Solutions

Practice Management

Orthodontic Consultants & Advisors

Jay Geier's Scheduling Institute

For 18 years the Scheduling Institute has been considered "the original" new patient generation experts. Today they are a veritable force within the practice management consulting field, serving orthodontists worldwide. If you're ready to amplify your practice and your life, call 855-314-1344. *(Received 24 percent of votes in this category)*



Patient Finance

CareCredit



For 25 years, CareCredit has helped patients get needed and desired care. CareCredit is a health-care credit card that can be used as a payment option for certain expenses not covered by insurance or to bridge payment when desired care exceeds insurance coverage, and it is accepted at more than 90,000 dental practices. For more information on CareCredit, visit www.carecredit.com or call 800-300-3046. *(Received 37 percent of votes in this category)*

Orthodontic Practice Management

Dolphin Imaging & Management Solutions: Dolphin Management

Dolphin Management is a flexible, full-featured orthodontic practice management system that accommodates a practice's unique processes to efficiently manage and organize workflow. Customizable options include: reports, treatment cards, tooth chart, questionnaires, scheduling, SMS for patient communication and much more. Run locally or via the Dolphin Cloud. Visit www.dolphinimaging.com or call 800-548-7241. *(Received 22 percent of votes in this category)*



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**Software:
Patient Communication Systems
TeleVox Software, Inc.:
T.LINK & HouseCalls**

Appointment reminder automation is a snap with TeleVox HouseCalls, which delivers phone, e-mail and text message appointment reminders. Automated messages use patient-specific elements and two-way interaction to maximize response rates from your patients. T.LINK EC will grow your business, promote services and treatments and build a stronger online presence. With catchy built-in email templates and branded practice e-newsletters, T.LINK EC handles your internal processes so you can focus on patient care. *(Received 25 percent of votes in this category)*



**Software: Patient Education
Dolphin Imaging & Management Systems:
Aquarium**

Aquarium is a patient education tool that uses high-quality 3D animated graphics. It demonstrates common and complex topics including diagnostic findings, orthodontic procedures, appliance use and hygiene. Aquarium movies are network-ready and display beautifully on all monitors. Automatic updates delivered via the Internet. 800-548-7241 / www.dolphinimaging.com *(Received 30 percent of votes in this category)*



**X-Ray Equipment: 3D Imaging Software
Dolphin Imaging & Management Systems:
Dolphin 3D**

The Dolphin 3D software module makes processing 3D data extremely simple, enabling dental specialists to diagnose, plan treatment, document and present cases. It features tools for onscreen manipulation and analysis of volumetric datasets. Images are easily oriented and rotated, and tissue density thresholds can be adjusted for detailed views of craniofacial anatomy. www.dolphinimaging.com / 800-548-7241 *(Received 14 percent of votes in this category)*



**X-Ray Equipment: Cone Beam CT Scanner
Imaging Sciences International, Inc.: i-CAT FLX/
i-CAT Precise feature Tx STUDIO Software**

i-CAT FLX features QuickScan+ for a full-dentition 3D scan at a lower dose than a 2D panoramic; SmartScan Studio for easy selection of appropriate scan size and resolution; Tx Studio software with integrated tools for orthodontic applications and i-PAN 2D panoramics. *(Received 15 percent of votes in this category)*



**X-Ray Equipment:
Panoramic/Cephalometric Machines (Digital)
Planmeca USA: ProMax S3**

The ProMax S3 showcases an easy-to-use graphic user interface. Its features include SCARA technology, 2D and 3D imaging technology, autofocus to take low-dose images and triple-laser patient positioning lights, among many others. For more information about the ProMax S3 and other models by Planmeca, visit www.planmecausa.com. *(Received 16 percent of votes in this category)*



**X-Ray Equipment: Digital Image Management Software
Dolphin Imaging & Management Systems: Dolphin Imaging**

ImagingPlus is the foundation of Dolphin Imaging product suite, allowing you to effectively capture, organize and present image records. It includes a set of powerful and user-friendly tools for conveying treatment plans and easily communicating ideas to patients and referrals. Features include X-ray integration, anonymizer, morphing, annotation and measurement system and more. www.dolphinimaging.com / 800-548-7241. *(Received 30 percent of votes in this category)*



Articulation: Articulator

Whip Mix Corporation: Denar Articulators

The Denar brand of occlusion instruments has been known for its comprehensive systems and strong engineering base. We have continued to work with leaders in the field of occlusion to develop a variety of articulator systems to help meet the needs of today's dental professionals. With its innovative Mark 300 series articulators, Denar has a high standard of interchangeability and accuracy. 800-626-5651 / www.whipmix.com *(Received 13 percent of votes in this category)*



Articulation: Facebow

Whip Mix Corporation: Denar Facebows

A fast, easy, and accurate means of transferring proper maxillary relationships to the articulator. When restoring anterior teeth, the facebow record provides critical information for your laboratory and can help you obtain predictable results, every time. This facebow is very easy to use and most dentists have an assistant take this vital record. The slidematic has two types of convenient detachable transfer jigs available, both able to free up the facebow for the next patient. 800-626-5651 / www.whipmix.com *(Received 14 percent of votes in this category)*



Cameras: Extra-oral

Canon

The EOS 10D brings an unprecedented level of features, including 6.3 MP CMOS sensor, user-adjustable parameters, three-frames-per-second speed and a pop-up flash. The EOS 10D is compatible with Canon's entire range of EF lenses, digital printers and Speedlites, and has USB connectivity. For information, visit www.usa.canon.com. *(Received 53 percent of votes in this category)*



Office Equipment

Curing Lights: LED

3M Unitek: Ortholux Luminous Curing Light

The Ortholux Luminous Curing Light redefines efficiency and performance in orthodontic curing with a versatile, ergonomic design and the latest in high-power LED technology, utilizing an optimized fiber optic light guide to achieve outputs of 1600mW/cm2. Features include: a one piece, stainless steel, pen-shaped, cordless handpiece; three-second curing for ceramic brackets; built-in light meter; and rechargeable lithium-ion battery. *(Received 34 percent of votes in this category)*



Digital Model Systems

Ormco Corporation: Insignia Advanced Smile Design

Insignia Advanced Smile Design software and application system combines 3D diagnostic technology and interactive treatment planning to deliver customized results, giving every patient an optimal occlusion and smile arc specifically proportioned to their unique facial features. *(Received 8 percent of votes in this category)*



Lasers: Orthodontic Soft Tissue

AMD LASERS, a DENTSPLY International Company: Picasso/Picasso Lite

The integration of the Picasso line of soft-tissue dental lasers enables every dental practice to provide treatment for soft-tissue surgery, periodontal treatment and laser whitening. Picasso laser technology is an effective and affordable solution for every operator in your practice. *(Received 19 percent of votes in this category)*



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Light Systems: Operatory

A-dec

The award-winning A-dec LED dental light gives you outstanding illuminance, maneuverability and low cost of ownership. Reduce shadowing and improve contrast without eye strain. See colors accurately for optimal tissue diagnosis. Illuminate without curing. Learn more at a-dec.com/LED. Or call 800-547-1883.

(Received 16 percent of votes in this category)



Magnification: Loupes

**Designs for Vision, Inc:
Dental Telescopes**

See the visible difference with Designs for Vision optics and craftsmanship. Designs for Vision have been building custom optical devices since 1961. Compare with our 45-day trial and see the lightest magnification and illumination system available: The LED DayLite NanoLite and 2.5x Dental Telescope Nike Skylon Ace combo weighing only 60 grams. *(Received 14 percent of votes in this category)*

Magnification: Loupes

Orascoptic – Kerr

The Orascoptic HiRes loupe, an award-winning optical design, is renowned for its exceptionally sharp resolution and a very generous field size. HiRes telescopes are now available on the new XV1 frame, which features a built-in cable-less headlight. *(Received 14 percent of votes in this category)*



Message On-Hold Systems

TeleVox Software, Inc.: Vox On-Hold

Use on-hold time to inform patients of new service promotions, patient education and other practice-specific messages. Entertain patients, enhance your practice image and supplement your patient communication and marketing strategies in a matter of seconds with on-hold messaging! *(Received 25 percent of votes in this category)*



Patient Chairs

Boyd Industries, Inc.

M300LC, one of Boyd's most popular models, is fully functional and designed for patient comfort, as well as easy access for doctors and staff. The user-friendly controls on the base frame include a motorized vertical lift base with eight-inch vertical stroke, three operator designated pre-set positions and an auto return-to-home switch. Also choose from a variety of extendable headrests.

(Received 20 percent of votes in this category)



Stools

Boyd Industries, Inc.

Boyd's doctor and assistant seating is designed with the same ergonomics and comfort to complement the patient chairs. The BOS-279 features saddle seat, adjustable back with floating lumbar support, adjustable seat angle and pneumatic height adjustment. The doctor stool height ranges from 17 to 22 inches and the assistant stool, from 20-28 inches.

(Received 11 percent of votes in this category)

