



Are you more likely to choose a product your colleagues use, or a product you just read about on the Internet? Are you more concerned about what a product or service says it can do or are you more likely to purchase a product or service after you've learned how it has worked in the practices of your colleagues? We trust our fellow Townies' opinions!

If you have ever been part of the Dentaltown community, you know the Townie Choice Awards have been the most anticipated and sought-after awards in the dental profession for more than 10 years. This year orthodontists get their say as we introduce the Townie Choice Awards to Orthotown! Now, orthodontists from all over the world can vote for their favorite equipment, products and services. By voting you can improve the profession by advancing the best technologies and practices used by orthodontists around the world, helping them practice better. The results will be tallied and presented in our January/February 2014 issue of *Orthotown Magazine*. One vote can impact thousands of practices and millions of patients.

Go to [www.orthotown.com/Orthotown/Survey.aspx](http://www.orthotown.com/Orthotown/Survey.aspx) to open the ballot. Only certified orthodontists are eligible for voting.

Cast votes for your favorites in categories like: Infection Control, Orthodontics, Practice Management, Office Equipment, Radiology and TMD.

Vote before October 1 and you'll be entered into our \$500 Early Bird Drawing. Everyone who votes before the polls close – November 1 – will be entered to win \$1,000 and be featured on the cover of the January/February 2013 issue of *Orthotown Magazine*.

What are you waiting for? Go vote! ■

ortho  
townie  
choice  
awards.2013

# Introducing the Townie Choice Awards



# Ormco

## Your Practice is Our Priority

With many orthodontists facing flat to declining patient starts, competition from other dental providers and more discerning health-care consumers, it's increasingly important to navigate a dramatically shifting marketplace and employ new strategies to truly differentiate your practice.

Ormco Corp., a manufacturer and provider of orthodontic technology and services, is taking strides to support your practice in an ever-changing and competitive orthodontic industry. After conducting extensive market research with doctors and health-care consumers around the world, the company has been able to better understand your needs as a clinician. This renewed understanding has led Ormco to a new mission statement designed to truly focus efforts on meeting your practice and appliance needs.

*Ormco builds trusted relationships with the orthodontists we serve, providing a breadth of innovative products and solutions to enhance their professional lives. Ormco is committed to helping orthodontists achieve their clinical and practice management objectives.*

This renewed commitment and company tagline – “Your Practice. Our Priority.” – is an overarching theme driving Ormco’s future initiatives and rooting its programs in customer dedication and support. From product development and educational programs to personalized service and practice marketing support, the company is taking action to serve as your valued practice partner.

## Innovating for Your Practice

Founded in 1960, Ormco, which is an acronym for Orthodontic Research and Manufacturing Company, is one of the few orthodontic suppliers with a fully operational and active research and development department dedicated to design and manufacture new treatment solutions that enhance patient treatment and positively impact practice efficiency.

Driven by innovation, it's proud to have introduced a number of notable “firsts” in the industry, including preformed bands, direct bonding with Optimesh, computer-aided design (CAD) brackets with Orthos, Copper Ni-Ti and TMA wires, and the first completely aesthetic passive self-ligating bracket with Damon Clear.

With a focus on product quality, clinical efficiency and aesthetics, Ormco has released more new products in 2012 than any other year in its history. Last year, the team introduced a new active self-ligating bracket system, Prodigy SL, which provides maximum rotational control and proven bond reliability. Additionally, the Damon Clear product line – appealing to a wide consumer base with virtually invisible brackets – expanded to include both upper and lower arch brackets, and is now available in a convenient single-patient kit. Ormco also introduced AdvanSync 2, a molar-to-molar Class II corrector for simultaneous skeletal and dental corrections, plus a new compact Quad storage system to help organize your inventory.

## Digital Orthodontics to Differentiate Your Practice

Did you know there are approximately 23 million U.S. adults who are interested in improving their smiles? Furthermore, a Boston Consulting Group study found that patients would pay a premium for treatment that is faster, more aesthetic and more comfortable. Ormco has dedicated three decades of intensive research and development to create Insignia Advanced Smile Design, an all-inclusive digital solution that combines 3D diagnostic technology and interactive treatment planning with customized appliances, proven to reduce treatment time by 37 percent with seven less appointments compared to conventional appliance treatment.

An advanced technology to differentiate your practice, Insignia is especially appealing to adult patients seeking faster results, fewer appointments and improved comfort. Insignia offers an expansive menu of treatment options, including Insignia Clearguide Express, Damon Clear, Damon Q, Inspire ICE, and completely customized self-ligating and traditional twin appliances, making it the natural evolution in appliance choice.



Building upon Insignia's advanced digital platform, Ormco is excited to launch the Lythos Digital Impression System this summer. This innovative technology harnesses the power of digital scanning to overcome the inherent challenges associated with traditional impressions. With a small portable device, lightweight wand and fast scan time, Lythos delivers a comfortable digital impression experience for staff members and patients.

With an easy-to-use, intuitive interface, Lythos streamlines the practice workflow with scans that are complete in less than seven minutes. Unlike "photo capture" scanners where feedback is displayed a few seconds after pushing a foot pedal, Lythos scans in real time, which means feedback is displayed as it is captured. The Lythos video uses the occlusal surface to register the position of the data to show in real time.

Unique to the industry, Lythos offers a rebate system where customers are credited for every Insignia and/or Insignia Clearguide Express case submitted with a Lythos digital impression. Offices treating nine or more Insignia or Clearguide Express cases per month earn rebates that can completely cover the cost of Lythos.

## Practice Development Support for Your Practice

How are patients finding you in today's digital landscape? From teens to adults, the Internet is driving patient engagement, fueling patient referrals and generating a wealth of new patient leads. Social media trends and web behaviors of digital-savvy consumers have been analyzed and leveraged by Ormco for years.

Targeting this growing online community, consumer websites DamonBraces.com and InsigniaSmile.com offer current and prospective patients an engaging educational resource. Additionally, these sites help consumers find local Damon and Insignia specialists via their popular Doctor Locator search tools that are accessible from the web, Facebook and web-enabled mobile devices.

To further attract new patients and more accurately demonstrate the benefits of Damon System treatment, Ormco recently announced Damon Smile as the new consumer-facing name for the Damon System. Extensive research indicated that the word "smile" is not only relatable but it builds an emotional connection with consumers and encourages prospective



**Ormco**  
Your Practice. Our Priority.

patients to think more about improving their smile and seeking treatment.

To support customers' local practice marketing and patient education campaigns, Ormco provides an online practice marketing resource with a complete range of marketing assets and staff training tools to help increase patient starts. Available 24/7, [www.marketing.ormco.com](http://www.marketing.ormco.com) hosts a library of patient imagery, consultation tools, practice videos, webpage assets and more for doctors offering the Damon System, Insignia, Inspire ICE and Prodigy SL. New Damon Smile assets are featured on the site, including a lobby video, web banner ads and photo album for Damon System doctors to use in their practices.

Ormco advocates the importance of clinical education and facilitates educational opportunities for clinicians worldwide. The company's flagship event in North America, the Damon Forum, hosts more than 1,300 orthodontic professionals and is the largest privately sponsored orthodontic event designed for the entire orthodontic team. The Damon Forum is one of many events offered by Ormco's comprehensive CE program known as the Lifelong Learning Series.

In September and November 2013, Ormco invites doctors to attend one of three "Technology Symposia" hosted in Chicago, Atlanta and Dallas. With a focus on innovative technologies to advance clinical excellence and efficiency, the day and a half seminars address the latest in passive self-ligation, digital solutions and Class II correction. Doctors can learn more about Ormco's supportive CE offerings and register for upcoming events by visiting [www.ormco.com/education](http://www.ormco.com/education). ■

## Company Contact

For more information, visit Ormco online at [www.ormco.com](http://www.ormco.com).



# Cottonwood Labs



Cottonwood Labs is a full-service orthodontic and dental facility that operates with a singular goal in mind: to make it right. It offers high quality products at competitive prices. Expert staff manufacture appliances, and it stands behind its products and services 100 percent.

Cottonwood makes it right by offering more than 47 different appliances – from Hawley to Herbst – to a nationwide client base. Whether local or out-of-state, doctors can get what they need from Cottonwood Labs.

Thirteen professionally trained technicians follow a six-step quality control procedure on every appliance, with founder Brandon Farley inspecting the final product. Cottonwood makes it right by ensuring the fit and maintaining the high quality standard clients have come to rely on.

Cottonwood Labs offers added customer service. Because the lab understands the importance of a doctor's time, it backs its delivery with an on-time guarantee. If the order does not arrive as scheduled, the appliance is free. Plus, Cottonwood Labs saves clients money by saving them time. Most appliances seat on an average of two to five minutes. In addition, it offers a perfect-fit guarantee. In the rare case an appliance does not fit, the lab will remake the product and expedite the delivery free of charge. In 10 years of operation, Cottonwood's commitment to service has greatly contributed to its growing success.

## Clear Sequential Alignment Trays

Over the past three years, Cottonwood Labs has been perfecting sequential alignment trays. The product offers many advantages.

### Quality

Cottonwood uses high quality materials such as Zendra, a robust, rigid polyurethane system specifically designed for aligner application that is eight times more expensive than regular, standard tray material. Zendra is optimized to have the correct balance of properties including stress retention, crack resistance, stain resistance, clarity and thermoformability.

### Affordability

Cottonwood offers free case evaluation with no course correction or start-up fees. In addition, it does not charge for unwanted trays. The cost to clients is only \$50 per tray. A three-tray system is priced at \$150, five trays at \$250.

## Precision, Production and Delivery

The quality of set-ups is meticulously controlled. Cottonwood has a master technician reset all the teeth in the alignment trays. The lab promises prompt service with fast turnaround times. Alignment trays are produced within 10 lab days, and all trays come with perfect-fit and on-time guarantees.

## Tailored Service

Cottonwood takes time to evaluate clients' specific needs and does not require that clientele attend classes. On a case-by-case basis, the lab communicates with doctors to determine the products needed to accomplish each case. The lab welcomes limited cases as well. It will work with each and every client to get the exact desired result.

## Rapid Palate Expander

Cottonwood Labs uses high quality Dentaurem Screws with all Hyrax Rapid Palate Expanders. Offered in 7mm and 12mm sizes, it supplies click screws, or a variety screw at a small additional cost. Using the bands, the lab can provide custom band seating; however it prefers that the doctors set their band in the impression. With a perfect-fit guarantee, you can be confident that your RPE will always fit correctly. The lab completes work within a three-day turnaround, at the affordable price of \$48.93, with a 15 percent volume discount.

Mention this article and get 50 percent off your first case! ■





# Dolphin Cloud Sessions

Dolphin Cloud Sessions is a hosted solution that lets you enjoy full-featured Dolphin Imaging and Management programs in the Cloud. Say goodbye to costly hardware purchases and the fees associated with configuration and maintenance. We automatically update your software and perform the necessary, regular data backups for you. You run the latest version of Dolphin software, every time.

Other benefits include:

- Fixed server IT costs
- Automatic support for multiple office configurations; greatly simplifies the configurations
- Instant multiple platform support (work on PC, Mac, mobile devices)
- Peace of mind that your servers are always safe, secure, up-to date and online

## How it works:

Cloud Sessions utilizes industry-standard technologies such as Remote Desktop Connection, Remote Apps and Virtual Workstations. An appropriate combination of these technologies is used to create a virtual server environment to deliver the Dolphin software and data to your practice.

## Security:

Cloud Sessions is hosted in an “SAS-70 Type II certified” hosting facility which adheres to all the latest security and network requirements for professional hosting of data and applications. The Type II Certification measures and evaluates security over time.

Finally, Dolphin Cloud Sessions is backed by the same solid team that has spent 25 years developing and supporting software solutions for the dental specialty industry. Added stability is provided by Patterson Dental, the organization that owns Dolphin, and a company with 135 year-history serving the dental community.

## A Few Frequently Asked Questions:

### How is Dolphin Cloud Sessions different from the other Cloud services?

Dolphin Cloud Sessions offers a complete solution, giving you access to all functions and features of your Dolphin Imaging and Management software products. This includes full-on practice management software features



including online questionnaire; imaging and cephalometric tracing software including 3D; and Aquarium case presentation movies. If you own the Dolphin software, then you can operate it in the Cloud. Period.

### I love my Dolphin software. Will I need to buy different software if I move my practice to the Cloud?

Dolphin Cloud Sessions is a service that allows you to run your existing Dolphin software in the Cloud – without the need for a local server. No new software purchase is needed to move your practice into the Cloud! This frees you up on so many levels: The added mobility inherent in Cloud computing will enhance your practice lifestyle, plus the cost saving associated with server purchase, configuration and maintenance will leave you with more to invest in other areas of your practice. It's a win-win!



### Will Dolphin Cloud Sessions be compatible with my current devices?

Yes! You can connect to Dolphin Cloud Sessions using most devices including Windows PCs, Macs, smartphones (iOS and Android) and tablets (such as iPads and even the Microsoft Surface). In addition, since the practice data is stored securely in the Cloud, you don't need to be in your physical office to access your data and use your Dolphin software. ■

## Company Contact

Got more questions? Feel free to contact us at 800.548.7241 or visit [www.dolphinimaging.com/cloud](http://www.dolphinimaging.com/cloud).



# i-CAT

## Award-winning i-CAT Technology – Powerful Tools for the Orthodontic Practice

i-CAT 3D imaging products offer a comprehensive level of diagnosis and planning for orthodontists. The technology in these products provides customizable scans based on patients' unique case needs with the fastest scan-to-plan workflow available. i-CAT cone beam 3D imaging allows complex procedures to be performed quickly, and with greater confidence and accuracy. Included with the i-CAT is an exclusive software suite, which is the only one of its kind to be bundled with a cone beam 3D system that offers a multitude of tools specific to orthodontic diagnosis and planning.

### Optimal Balance Between Image Quality and Dose

With i-CAT's high level of control over radiation dose and size of scan, clinicians can select the exact radiograph that best suits each patient's needs. And now, the i-CAT FLX delivers clear 2D and 3D images along with a full-dentition 3D scan that is a lower dose than a 2D panoramic image.\*

### Plan for Success

For orthodontic treatment planning, i-CAT can precisely locate impacted and unerupted teeth with adjustable cross-sectional views and volume renderings, and create panoramic, cephalometric and other images, as well as custom views for airway analysis and corrected views for TMJ analysis.

### Powerful Treatment Tools

The Tx STUDIO treatment planning solution, exclusive to all i-CAT imaging systems, features easy-to-use tools for capturing digital models, treatment planning of complex ortho-surgical cases and treating endodontic cases. With i-CAT's high-definition 3D images and the dynamic Tx STUDIO, clinicians can utilize 3D CAD/CAM technology for devices such as custom orthodontic appliances.



### Fast 3D Workflow

Orthodontists can capture all initial orthodontic records in a single 3D scan. With the ability to capture these diagnostic images in as little as 4.8 seconds and complete treatment planning within minutes, the process can be completed with greater accuracy and efficiency. With the addition of SmartScan STUDIO, clinicians use a touchscreen that offers easy-to-select visuals to rapidly select the appropriate scan for each patient.



# i-CAT®

### The Growing i-CAT Family of Products

The latest addition to the i-CAT family of cone beam imaging, the i-CAT FLX, can help orthodontists to quickly diagnose complex problems with less radiation\* and develop orthodontic treatment plans more easily and accurately. i-CAT FLX has a range of innovative features that deliver greater clarity, ease-of-use and control. Features include: Visual iQuity image technology for i-CAT's clearest 3D and 2D images, and QuickScan+ for a full-dentition 3D scan at a lower dose than a 2D panoramic image;\* SmartScan STUDIO's touchscreen interface and integrated acquisition system that allows the clinician to easily visualize and quickly select the appropriate scan for each patient at the lowest acceptable radiation dose, and i-PAN's traditional 2D panoramic imaging.

### Comprehensive 3D Solution

To help you make the most of i-CAT, it offers highly specialized service and support through the i-CAT Network and continuing education through the 3D Imaging Institute, the only entity of its kind dedicated to helping dentists and specialists use the latest in cone beam technology. ■

### Company Contact

For more information on the benefits of the i-CAT award-winning systems and educational opportunities, visit [www.i-cat.com](http://www.i-cat.com).

\*data on file

# Opal Orthodontics

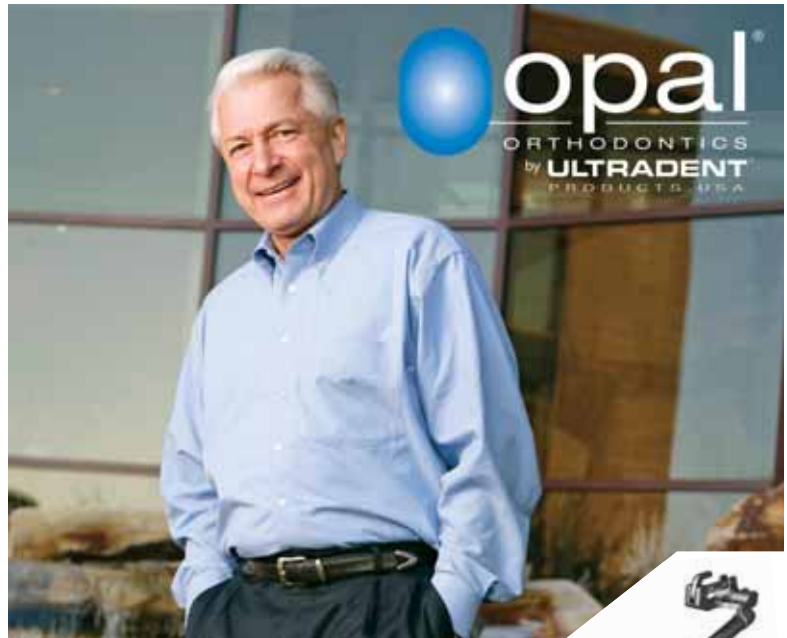
Dr. Dan Fischer is the founder and president of Ultradent Products, Inc., a dental manufacturer with a 35-year history of innovation and quality. In 2006, Dr. Fischer founded Opal Orthodontics on the same core values that continue to drive Ultradent's international success. Ultradent has always operated on the foundation of providing minimally invasive solutions to clinicians, enabling them to preserve as much natural tooth structure as possible. "Minimally invasive dentistry segues into orthodontics in a very important way," says Dr. Fischer.

However, Dr. Fischer created Opal Orthodontics as more than just an answer to the call for minimally invasive orthodontic products and procedures. In essence, he and the Opal team set out to create more than a supply company. Upon speaking with orthodontists around the country, Dr. Fischer saw a need for more. "We found that doctors wanted quality, thoroughly tested products manufactured with unmatched precision and accuracy. We also learned that doctors wanted a company that would treat them with close, personal attention – a company that would continue to listen to their feedback to ensure it delivered the kind of quality and precision they needed to achieve success in their clinics."

Thus, in 2006, Opal Orthodontics opened the doors to its 310,000-square-foot, two-building facility in South Jordan, Utah. In addition to its executive offices, Opal Orthodontics houses its own customer service, shipping and warehousing areas. And most importantly, Opal Orthodontics researches, designs and manufactures most of its products on-site. In fact, with the exception of the automobile industry, Opal Orthodontics and Ultradent boast more in-house robotics than any other company west of the Mississippi River.

Additionally, Opal Orthodontics has its own on-site orthodontic clinic, enabling them to teach new procedures and techniques to other doctors, as well as to test new products in-house. In line with Opal's "family-first" culture, the clinic also enables employees and their families to receive steeply discounted orthodontic treatment using current Opal products. On average, the clinic counts approximately 200 patients in active treatment at one time.

Most of all, with the creation of Opal Orthodontics, Dr. Fischer knew that in addition to the incredible capabilities its facilities provided, the company would have to gain the reputation of quality, innovation and trust in its products – the same



reputation Ultradent has gained over its 35 years in the industry.

Dr. Fischer sums it up best in one sentence: "We are passionately driven to raise the bar in orthodontics."



*Esprit, a revolutionary Class II corrector*

In the nearly seven years since Opal Orthodontics began, it has continually raised the bar, unveiling several innovations to the orthodontic world. Among them, the Avex stainless-steel brackets and buccal tubes, which are precision milled with the most accurate CNC machining process available. In addition to Avex, Opal Orthodontics has also introduced Opal Seal, the first primer and sealant in one; the award-winning VALO Ortho curing light; and the VIA Wires arch wires. Most recently, after spending three years in the design and development process, Opal is launching its newest product: Esprit, a revolutionary Class II corrector designed specifically to answer the call for an easier-to-install, more comfortable, highly durable Class II corrector.

Opal Orthodontics and Ultradent currently employ more than 1,100 dedicated people who have given years of committed service to the company and its vision. In addition to continuing to design innovative products to meet the ever-changing needs of today's orthodontists and their practices, Opal Orthodontics is also a proud partner of Susan G. Komen for the Cure in its fight to eliminate breast cancer. ■

## Company Contact

For more information about Opal Orthodontics, call 888-863-5883 or visit [OpalOrthodontics.com](http://OpalOrthodontics.com).



# OrthoBanc

OrthoBanc, a complete payment management company, has been growing its team of payment professionals since 2001. Marla Merritt, Director of Sales and Marketing, answers our questions about the company.



## What does OrthoBanc offer to orthodontic practices?

**Merritt:** OrthoBanc provides payment drafting and complete payment management. We are the only company that, in addition to drafting payments, handles credit card expiration dates, balance inquiries, and also acts as a liaison between practice and patient.

In addition to payment management, we also offer credit recommendations. ZACC, the Zuelke Automated Credit Coach, provides practices with an instant credit check that will not affect the patient's credit score. These are our two primary product offerings.

## How many employees do you have dedicated to managing your monthly payments?

**Merritt:** We now have nearly 50 employees. Can you imagine having that many people dedicated to making sure you are paid on time, each month?

OrthoBanc employees are trained to be an extension of the practices they serve, with excellent customer service always being one of their primary objectives. We know that the way we handle patient payment issues will reflect on the practices that have entrusted their business to us. It is always our goal to treat patients with the same respect and courtesy that they would receive from their orthodontist.

## Do practices make OrthoBanc one of several payment options or do they require that patients set up for automatic drafting through OrthoBanc?

**Merritt:** We have practices that do both, but we have learned that the key to successfully using OrthoBanc is a great presentation script. We teach our practices to present OrthoBanc in a way that patients quickly accept. Using our method, we call it "the OrthoBanc Way," practices can typically get 90 percent or more of their monthly patient payments set up for drafting and management via OrthoBanc.

## Some practices hand key monthly credit card payments for their patients. Is that similar to what OrthoBanc offers?

**Merritt:** There are several problems with hand keying credit card payments. First of all, the credit card rate for those non-swiped transactions is the highest you will find. We have run across practices paying higher than 3.5 percent for these credit card payments. OrthoBanc's rate is much lower than that. In addition to the expense, manual credit card drafts take staff time. One practice told us they had a team member who spent six hours a day, three days each month working on these payments. With OrthoBanc, you enter the patient and credit card information one time and we take care of the recurring monthly payments along with the secure storage of these account numbers according to the Payment Card Industry (PCI) data security standards.

While these two factors are enough to make any practice switch to OrthoBanc, I also want to point out the security risk that a practice assumes when someone hand keys credit card payments each month. We had a consultant call us not long ago to say that she was working with a practice that maintained a spiral notebook full of credit card numbers and expiration dates. She was calling to say that the book had disappeared and was asking us what we knew about the legal ramifications for the practice. Can you imagine how devastating it could be for a practice if these credit card numbers fell into the wrong hands? This also constitutes a violation of PCI.

## Is there anything else you would like to tell our readers?

**Merritt:** OrthoBanc made the Inc. 5000's list of Fastest Growing Companies for four years in a row. Since our initial offering only to orthodontists in 2001, we have expanded our services to include dentists (DentalBanc), veterinarians (PaymentBanc), and other companies that offer monthly payment options. We know that our significant growth is a result of offering much needed services at great prices and backing those offerings with great customer service. To put it simply, we care about our customers and their patients. ■





# Ortho Classic

## H4 Self-Ligating Bracket System

Ortho Classic is excited to announce its newest product – the H4 Self-Ligating Bracket System. Built from the ground up, the system has been designed to solve the most prominent issues that current self-ligating systems on the market struggle with. Years of research and development have led to a bracket that is efficient and predictable for the clinician, as well as comfortable and hygienic for the patient.

Ortho Classic and its parent company World Class Technology have been designing and manufacturing orthodontic products in America for more than 20 years. Advancements in technology have given them the opportunity to produce some of the highest quality and consistent brackets possible. These years of experience have made the H4 bracket system a complete product.

The H4 bracket is a one-piece base metal injection molded (MIM) part. The benefit of a bracket that has been produced using MIM technology is twofold. Ortho Classic's MIM process has a +/- tolerance of .0008; meaning that every part is near perfect and consistent to the design and mold. For you, the doctor, this translates into a bracket that will provide reliable and predictable results for each and every case, reducing the amount of "finishing" work that needs to be done.

The second benefit of a one-piece base MIM bracket is that you will have zero pad-to-body separation or inconsistencies. This leads to optimum pad-to-tooth fit and bond strength. The overall design of the H4 bracket has been calibrated to provide optimum results. A precise slot depth provides improved three- to four-point rotational and torque control. The H4's patent-pending door, slides and locks into both open and closed positions. Minimal mesial/distal width on the door and slot adds an increased inter-bracket span to fully express the wire. There is a scribe line molded into the door and bracket body for improved visual bracket placement.

The need to support early elastics has also been taken into consideration for the H4 bracket system. It has been designed to have an excellent tie-wing area that can support early elastics, ligatures, metal ligatures and power chain. The smooth, rounded contours and tight tolerances of the H4 bracket are clinically proven to be more hygienic and repel plaque. The



smoothness of the bracket and its low-profile has also proven to be more comfortable for the patient.

Ensuring full control, torque is built into the base of each H4 bracket and anatomically contoured (mesial-distal/occlusal-gingival) for accurate placement on each tooth. The H4 brackets have been engineered with precise angulation, placing the long axis of the root distal to the occlusal portion of the crown and all roots to align parallel. The anatomically contoured design permits precise bracket placement with all slots aligning at the end of treatment.

The one-of-a-kind, patent-pending, Treadlok pad is a completely new and exciting improvement of pad retention technology. Not unlike the tread of a quality car tire, the Treadlok's open flowing channel design allows air bubbles to escape, promoting maximum bond strength and multi-directional sheering protection. By utilizing the Treadlok pattern, the H4 brackets adhere easier, with a stronger bond, minimizing bond failures. The Treadlok pad makes repositioning of the bracket easier than ever too. A debonded bracket will leave the majority of the adhesive on the tooth, minimizing enamel fracturing and eliminating the need for micro-etching the bracket.

Every feature of the H4 Self-Ligating Bracket System has been meticulously designed to improve on current self-ligation methods and products. Ortho Classic will continue to listen to doctor suggestions, opinions and improvement ideas in an effort to keep this system and all other Ortho Classic products on the cutting edge. ■





# Jay Geier's Scheduling Institute

Would you like to work less, make more money and have more fun practicing than ever before? Would you like to significantly increase your practice's overall productivity and profit with little to no effort on your part?

All of this is possible. It starts with a steady stream of new patients. New patients open the door to incredible opportunities!

Over the last 25 years Jay Geier's Scheduling Institute program has been transforming practices nationwide by increasing their new patients anywhere from 10 to 100 percent usually in just 30-90 days (it's not unusual to see higher increases closer to 300 percent). Once new patients are up, Jay and his team can leverage that growth to increase production and net income in the practice all while the doctor can work less and enjoy an exceptional lifestyle.

The SI team has 35 certified training specialists and 120 additional support people who are the experts at getting staff engaged, excited and focused on producing results. SI's training specialists are everywhere! They travel nationwide and abroad



24/7 teaching Jay's strategies and helping orthodontists just like you achieve amazing results. Last year they delivered 1,600 trainings and average an incredible 215 trainings per month.

Your staff is one of your biggest expenses, but if trained and leveraged properly they can become one of your greatest assets.

Get on the fast track to increasing your new patients and opening the door to your bigger future by having a SI certified training specialists come to your office and train your team for you!

Training dates are limited and are scheduled on a first-come, first-served basis. Call the Scheduling Institute today at 866-335-5051 to reserve your preferred date! ■

# The Hottest Download in Orthodontics is Here

- Easy-to-navigate homepage with larger buttons
- Ability to upload photos within a thread
- Easy-to-read message boards and magazine articles
- Sleek, updated look
- Faster loading time



Download the App for Free in the iTunes and Google Play stores.

