



TOWNIECHOICEAWARDS



Orthotown Townie Choice Awards 2014

Welcome to the second-annual *Orthotown* Townie Choice Awards results issue! We asked orthodontists from all over the world what products and services they use in their practices, and we tallied those responses.

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 survey to your advantage!

We've also selected the winner of our \$1,000 drawing. All voters who completed *Orthotown's* 2014 TCA survey were entered into a raffle to win \$1,000 and a spot on our cover. Our lucky winner is Dr. Charles Ruff. Dr. Ruff's practice is called Smiles for

Maine, which is in Waterville.

Ruff likes his practice to be friendly and welcoming. He has a quick wit and ready laugh, but takes orthodontics very seriously. He loves the field and how it's always evolving. He calls himself a "science geek" and seeks to offer state-of-the-art care. He also teaches lecture halls full of orthodontic residents at Tufts School of Dental Medicine.

Ruff has a wife and two daughters and is proud of his family and being a Maine resident. Our *Orthotown* team hopes he enjoys his \$1,000 prize. Congratulations, Dr. Ruff!

As for the TCAs you voted. We tallied. And the winners are ...

Infection Control	37
Orthodontics	38
Practice Management	41
Radiology	43
Office Equipment	44



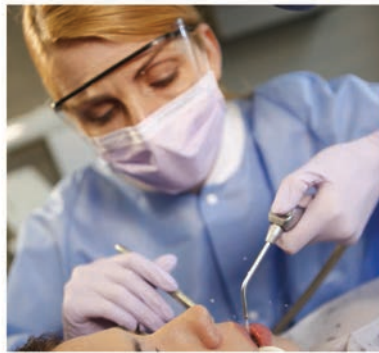
Congratulations

Our \$1,000 winner is Dr. Charles Ruff, from
Smiles for Maine — Congratulations Dr. Ruff!

Infection Control

Gloves: Powder-free Halyard Health

Halyard Health, formerly Kimberly-Clark Health Care, offers dental professionals the same great products under the new Halyard brand. Our purple nitrile, sterling nitrile and lavender nitrile exam gloves will continue to provide the protection you know and trust. Thank you, dental community! **(Received 28 percent of votes in this category)**



Gloves: Non-Latex Halyard Health

Halyard Health, formerly Kimberly-Clark Health Care, offers dental professionals the same great products under the new Halyard Brand. Our purple nitrile, sterling nitrile and lavender nitrile exam gloves will continue to provide the protection you know and trust. Thank you, dental community! **(Received 19 percent of votes in this category)**



Masks Crosstex International: Secure Fit Technology Face Masks

Secure Fit Technology provides enclosed aluminum strips both above the nose and under the chin. The wearer pinches both strips to create a custom fit on any size or shape face. Gapping at the top, sides, and bottom of the mask is eliminated, thus dramatically reducing exposure to airborne particles. **(Received 32 percent of votes in this category)**

SECURE FIT. Technology



Pre-Sterilization: Ultrasonic Units Coltene: 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 51 percent of votes in this category)**





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 Uvex.us or call (800) 430-5490. (Received 42 percent of votes in this category)



by Honeywell

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 54 percent of votes in this category)



Sterilizers

Midmark

The Midmark family of sterilizers is an inclusive solution for your sterilization needs. Combine the capacity of the Midmark M11 and M9 Ultra-Clave Automatic Sterilizers with the simplicity and speed of the M3 UltraFast to create the most efficient workflow for your office. (Received 50 percent of votes in this category)



Orthodontics

Bands

3M Unitek

Unitek General Purpose Molar Band's universal anatomy fits rights and lefts without burnishing. They are available in regular and hard temper, and have a permanent laser ID. The bands also come with a lingual option and are available in narrow or wide. (Received 31 percent of votes in this category)



Bonding & Accessories: Adhesives

3M Unitek: Transbond XT Light Cure Adhesive

Orthodontists rely on Transbond XT Light Cure Adhesive to deliver fast, reliable bond strength and accurate results. Features include ceramic and metal brackets, extended working time for precise bracket placement, and immediate bond strength which allows the archwire to be tied in immediately following the cure. Available in syringes and capsules. (Received 56 percent of votes in this category)



Bonding & Accessories: Brushes

Reliance Orthodontic Products: Benda Brush

The Benda Brush is a time-proven and inexpensive applicator for placing primers, sealants, conditioners and any other bonding liquid. The Benda Brush applies a thin even layer of liquid to the enamel surface and is the preferred instrument for applying enamel protectant sealants. Call (800) 323-4348 for more information. (Received 74 percent of votes in this category)



Archwires

AmericanOrthodontics:Tanzo Premium Heat Activated Wire

American Orthodontics' wire portfolio gives you a wide range of options to best fulfill your treatment goals. The new Tanzo Premium Heat Activated Wire delivers consistent unloading forces, allows longer duration between wire changes, and resists permanent deformation. (Received 22 percent of votes in this category)



Bondable Buccal Tubes

AmericanOrthodontics

The ifit Tube is American Orthodontics' most advanced direct bond buccal tube, delivering the ultimate combination of functionality, convenience, and patient comfort. Every detail of ifit's low-profile design has been considered, making it more comfortable for patients and more accurate for doctors. (Received 57 percent of votes in this category)



Bonding & Accessories: Self-etching Primer 3M Unitek: Transbond Plus SEP Self-Etching Primer

Prime and bond enamel in one simple step. A single-patient-use foil pack contains pre-measured etchant and light cure primer that are applied together using a disposable applicator included with each pack. Each unit contains enough primer for a complete arch. (Received 75 percent of votes in this category)



Bonding & Accessories: Traditional Primer Reliance Orthodontic Products: Assure Plus All Surface Bonding Resin

Reliance Orthodontics introduces Assure Plus All Surface Bonding Resin. You can now bond to every intraoral surface with just one primer. Assure Plus allows you to bond directly to normal, atypical, wet or dry enamel, dentin and defective enamel, gold, amalgam, stainless steel, plastic and composite restorations, porcelains and even zirconia. Assure Plus is compatible with all light and chemical cure pastes. Contact us at relianceorthodontics.com. (Received 56 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 56 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 Invisalign.com. (Received 78 percent of votes in this category)



Elastics AmericanOrthodontics: Wildlife Series Elastomerics

American Orthodontics' Wildlife Series Elastomerics are created with a proprietary manufacturing technique resulting in industry-leading quality and dependability. With several sizes and force levels to choose from, Wildlife Series delivers consistent pulling forces for reliable results. (Received 61 percent of votes in this category)



Elastic Change (Power Chain) American Orthodontics

American Orthodontics' Memory Chain provides a lighter, 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 45 percent of votes in this category)





Impression Materials & Accessories: Disposable Trays – Full Arch

Ortho Technology, Inc.: DuraLock Plus

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 Orthotechnology.com/Duralockplus for more info. (Received 50 percent of votes in this category)



Impression Materials & Accessories: Polvinyl 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 35 percent of votes in this category)



Ligature Ties and Wires

3M Unitek: AlastiK Easy-To-Tie Ligatures

3M Unitek's AlastiK Easy-To-Tie Ligatures are latex-free and are designed for patient comfort during your Orthodontic treatment. Available in 24 great colors. (Received 42 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 61 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 26 percent of votes in this category)

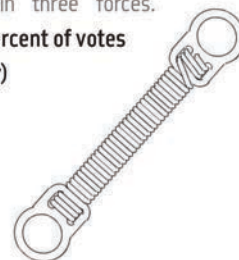


Coil Springs: Closed

3M Unitek

Nitinol Closed Coil Springs are available in 9mm and 12mm lengths, B Dimension and with a inner diameter (arbor) of 0.030" (0.76mm). Packaged 10 per box and available in three forces.

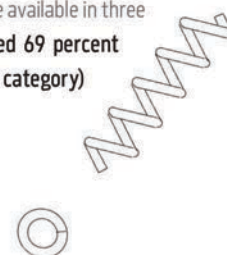
(Received 54 percent of votes in this category)



Coil Springs: Open

3M Unitek

The Nitinol Open Coil Spring is available in 7" (17mm) lengths, are packaged three per tube and are available in three forces. (Received 69 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 37 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 42 percent of votes in this category)



Post-Graduate Orthodontic Continuing Education 3M Unitek

Keep up-to-date on new and innovative products and clinical techniques and earn CEU (USA) and CPD (UK) by taking 3M Unitek online CE classes, presented by expert dental clinicians. (Received 49 percent of votes in this category)



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 devices on the market. (Received 53 percent of votes in this category)



Laboratory—Orthodontic AOA Orthodontic Appliances

AOA, the laboratory division of the Ormco Custom brand, is a well-known leader for their craftsmanship, creative designs, world-class customer care and overall knowledge in the orthodontic market. AOA also accepts digital impressions from a variety of scanners and uses SLA technology to produce highly accurate models for appliance fabrication. With an extensive appliance offering combined with online benefits of case status updates, shipment tracking, and bill pay, AOA is a trusted source to be a partner with your practice. (Received 40 percent of votes in this category)



Buttons Henry Schein Orthodontics

Thank you for voting our buttons best in the industry. We are proud to have been recognized for our high quality. Henry Schein Orthodontics has a comprehensive auxiliary product offering. Our buttons may be welded to create your preferred band assembly. (Received 43 percent of votes in this category)



Practice Management

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 58 percent of votes in this category)



Practice Solutions



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 32 percent of votes in this category)



Dental Marketing

Sesame Communications

The Internet is the Yellow Pages of the 21st century, and the competition for new patients is fierce. Sesame 24-7 is a state-of-the-art digital marketing and patient-engagement system that addresses every area of dental marketing to help you drive more new patients to your orthodontic practice and foster a loyal patient community that refers friends and family. (Received 48 percent of votes in this category)



Internet Marketing

Sesame Communications

In today's Internet world, your practice needs to ensure a consistent brand presence across every digital medium that prospective patients use to choose an orthodontist in your area. Sesame 24-7 gives your practice a state-of-the-art system that addresses every aspect of Internet marketing from one trusted and proven vendor. (Received 40 percent of votes in this category)



Software: Practice Management Enhancements

tops Software: topsCephMate

Finally, cephalometric tracing and treatment simulation software that's easy to use, intuitive and reliable. TopsCephMate native Mac OS X tracing software allows you to quickly landmark, trace, analyze, measure and perform STO and VTO simulations. (Received 44 percent of votes in this category)



Software: Patient Communication Systems

Sesame Communications

In today's Internet world, your patients expect the same outstanding experience online that they receive when in your office. Ortho Sesame is an award-winning patient engagement system designed to help you build a loyal patient community that keeps appointments, pays bills faster, and refers friends and family. Ortho Sesame also streamlines the patient engagement process so you and your team can spend less time managing appointment logistics and more time with patients. (Received 34 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. Call (800) 548-7241 or visit Dolphinimaging.com for more information. (Received 53 percent of votes in this category)



Patient Finance

CareCredit

For almost 30 years, CareCredit has helped millions of patients receive needed and desired care. CareCredit is a health, wellness and beauty credit card that can be used as a financing option for certain expenses not covered by insurance or to bridge payment when desired care exceeds insurance coverage. CareCredit is accepted at more than 180,000 health-care practices nationwide. For more information call (800) 300-3046 or visit Carecredit.com. (Received 90 percent of votes in this category)



Website Design & Services

Sesame Communications

The Internet is your new front door and your practice website will determine whether prospective patients come in or head down the street to your competition. Sesame Web Design uses research-driven Patient Appeal Rated design and the latest mobile optimization techniques to ensure your orthodontic practice is found and chosen by prospective patients searching for an orthodontic professional in your area. **(Received 44 percent of votes in this category)**



Radiology

X-Ray Equipment: Cone Beam CT Scanner Imaging Sciences International, Inc.: i-CAT/ i-CAT Precise featuring 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 64 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 data sets. Images are easily oriented and rotated, and tissue density thresholds can be adjusted for detailed views of craniofacial anatomy. Call (800) 548-7241 or visit Dolphinimaging.com for more information. **(Received 38 percent of votes in this category)**



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

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 Dolphinimaging.com or call (800) 548-7241 for more information. **(Received 44 percent of votes in this category)**



X-Ray Equipment: Panoramic/Cephalometric Machines (Digital) Sirona Dental Systems: ORTHOPHOS XG 3 / ORTHOPHOS XG 5 / ORTHOPHOS XG+

More than 80,000 dentists have purchased an ORTHOPHOS. Find the X-ray partner you can trust in the ORTHOPHOS XG family. Every XG unit delivers the best image quality at the lowest dose and brings the perfect work flow in your practice. ORTHOPHOS XG units provide maximum image information. Special programs reduce the radiation dose for your patients and provide the right X-ray image for every diagnostic task. And because your X-ray unit is directly connected to the practice network, you can do all this from any computer. **(Received 34 percent of votes in this category)**





Office Equipment

Articulation: Articulator

**Whip Mix Corporation:
Denar Articulators**

Whip Mix articulators are designed to mechanically imitate the human jaw. Whatever the demands of your practice, from simple dentistry to more complex orthognathic reconstructions, there is a Whip Mix articulator that is right for you along with many accessories to complement its use. (Received 26 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. (Received 29 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 more information, Usa.Canon.com. (Received 67 percent of votes in this category)



Magnification: Loupes

Orascope: Loupes

Engineered with performance and comfort in mind, Orascope loupes employ rich details such as adjustable nose pads, flexible temple hinges, anti-reflective lens coatings and working distances refined in one-inch increments. Additionally, steep declination angles help improve overall posture. (Received 46 percent of votes in this category)



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 1600 mW/cm². (Received 56 percent of votes in this category)



Digital Impresioing

**Align Technology, Inc.:
iTero Digital Impression System**

When it comes to patient satisfaction and orthodontic accuracy, nothing impresses like the iTero intraoral scanner. Whether you're inspired or intrigued by the latest technology, iTero is an intelligent choice. To schedule a demonstration go to iTero.com. (Received 69 percent of the 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 42 percent of votes in this category)



Message On-Hold Systems

TeleVox Software, Inc.: Vox On-Hold

A captive audience. A valuable opportunity. TeleVox's on-hold messaging system provides on-hold messages and music for your existing telephone system. Features of the service include professional scriptwriting, high-quality recording and ease-of-use. Visit TeleVox.com for more information. (Received 50 percent of votes in this category)

TeleVox®

Stools

Boyd Industries, Inc.: B05-279

Boyd's doctor and assistant seating is designed with the same ergonomics and comfort to complement the patient chairs. The B05-279 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 27 percent of votes in this category)



Patient Chairs

Boyd Industries, Inc.: M3000-LC

Boyd's most popular orthodontic patient chair is the M3000-LC. Its ergonomic features assure doctor and staff comfort while providing easy access for the patient. The programmable foot control contains three memory settings for common patient positioning and a home button to return the chair to its starting position. The chair articulates using quiet DC motors for the lift column base and back recline for smooth operation. Boyd offers several headrest configurations and a wide variety of upholstery options. (Received 50 percent of votes in this category)

