



Voting Begins September 3!

Summer VOTING Season

townie choice awards

PRODUCT

'14

SHOWCASE

Summer, sand and sandals. It's that time of year.

Townies everywhere (that's you) are enjoying fun in the sun (unless you live in Phoenix with us, the scorched staff of *Orthotown Magazine*). We're hiding inside. But we've been working on something for you under the cover of modernized shade. We've been at this Townie Choice Awards business for 12 years with our sister publication, *Dentaltown*. This year is the 2nd annual Townie Choice Awards for *Orthotown*. For those of you new to this, read on. Veterans of the grand affair, feel free to casually skim the next paragraph. You know the moves.

We bring you the top companies and products that you choose to use in your operatories and have on your trays. By the hundreds, you vote for your favorites and share professional recommendations with your fellow doctors. In the end, the winning products are crowned

champions and named Townie Choice Award winners. This is your chance to tell the entire profession what deserves the distinction of being called best in the field.

Let's talk about voting. Is it easy? Easy as spray-on sunscreen. Just head to Orthotown.com/TCA2014 and cast your ballot. You can even do it from your phone with your feet in the water!

What's in it for you other than having a hand in deciding the eternal fate of your favorite products and services? How about a chance at a few prizes, like the grand prize of \$1,000 and your face on the cover of the January/February issue! Sound like a reason to vote? We thought so. Vote early for more chances to win. Ready. Set. Go!

Vote before the dates below to be eligible for each prize. Vote before September 16 to be eligible for both prizes.

SEP 16

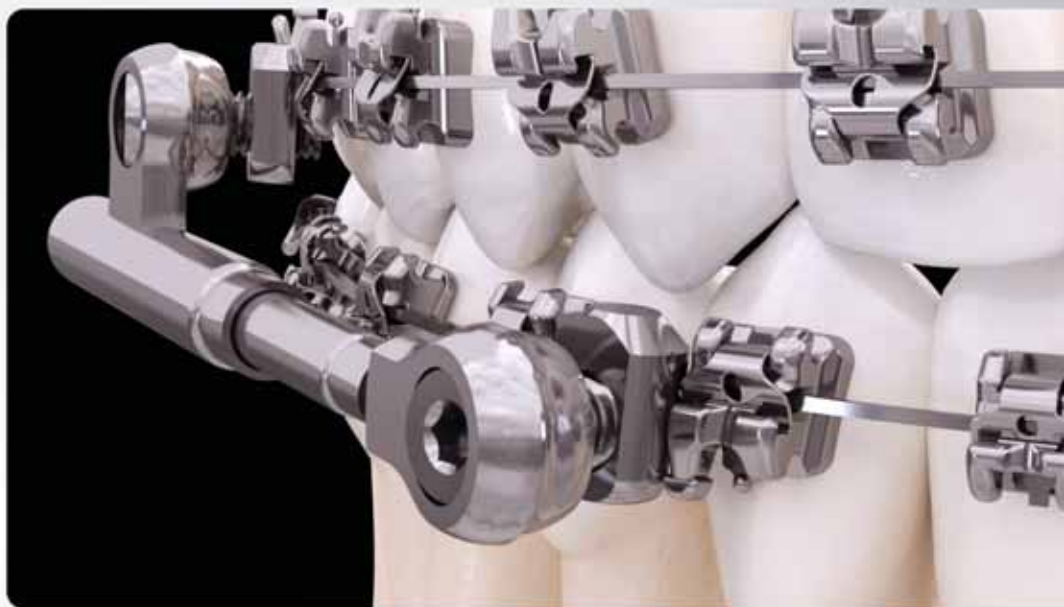


Early Voter Prize — \$500

NOV 4



Grand Prize — \$1,000 and the
January/February 2015 cover of
Orthotown Magazine



power
SCOPE

AO
AMERICAN
ORTHODONTICS

American Orthodontics

American Orthodontics is a global leader in the orthodontic industry. Since 1968, AO has been dedicated to continuously innovating products and processes in order to provide the best overall value to customers. Orthodontists worldwide trust AO's top brands including Empower Self Ligating Brackets, Master Series metal twin brackets, Radiance Plus cosmetic brackets, and the Harmony Digital Lingual System. Now AO is revolutionizing Class II correction with its new PowerScope Class II Corrector. AO developed PowerScope in conjunction with Dr. Andy Hayes of St. Louis, Missouri.

PowerScope is class II correction simplified. Traditional appliances to correct Class II malocclusions typically require lab setups, multiple components and patient compliance, all turn-offs for both the practice and the patient. PowerScope is a one-piece, one-size-fits-all appliance that eliminates these issues and provides a simple installation process and a comfortable patient experience. It's a ready-to-use, chairside solution that's able to save the orthodontist both time and money. PowerScope goes from package to treat-

ment in just seconds, requiring no lab setup or special band assemblies—so chairtime is reduced, and inventory is lowered. The large learning curve associated with other multi-piece appliances is reduced and PowerScope can become the go-to appliance for class II correction.

PowerScope's functionality helps set it apart from other similar appliances. It uses a simple wire-to-wire installation that goes on quickly and eliminates the need for any headgear tubes. Appliance delivery is safe and easy thanks to a hex-head screw design, and PowerScope utilizes a reverse screw thread assembly on the right side of the appliance to minimize screw loosening during treatment. The appliance uses wire attachment nuts that hang on the arch wire, and the screw then acts as a fourth wall to hold the appliance in place. PowerScope does not lock onto the wire, and is able to freely slide on the wire to allow for any dentoalveolar correction associated with a class II malocclusion.

An internal NiTi spring delivers 260 grams of force throughout treatment, which translates to reduced treatment time when compared to traditional class II Herbst appliances. Crimpable shims are then used to facilitate activation and advancement control throughout treatment. PowerScope's proven, durable telescoping design does not disengage during treatment even with a

large yawn or bite, which helps avoid unnecessary emergency visits.

Doctors that often find patient compliance to be an issue with class II correction will find PowerScope to be a welcome change. Once installed, the patient simply needs to maintain good oral hygiene and keep scheduled appointments. From a comfort standpoint, the appliance utilizes ball and socket joints to maximize lateral movement, and the appliance's low profile won't give the cheeks that "puffed out" look that come with some class II solutions. Smooth, rounded edges and the absence of external springs also provide a more comfortable patient experience.

American Orthodontics' commitment to quality is shown in PowerScope's extensive in-house testing process. PowerScope has been cycle tested for spring durability and degradation to more than four million cycles. That's the equivalent of opening and closing your mouth once every six seconds, every minute you're awake, for an entire year. PowerScope has also been field tested in hundreds of cases around the world. AO's quality measures ensure the company meets its commitment to providing the highest quality products to help orthodontists around the world give patients the smiles they deserve.

To learn more, visit americanortho.com.



Adrian LaTrace, CEO



Boyd Industries, Inc.

Boyd Industries is a full line supplier of orthodontic operator equipment. Best known for the company's 2013 Townie Choice award-winning exam and treatment chairs and doctor stools, the company also manufactures other products for the orthodontic profession at its Clearwater, Florida, facility. These products include the popular chairside units, custom sterilization centers and E2 video game consoles. All products are offered in multiple configurations to meet the various functional and aesthetic requirements of customers. Since its founding in 1957 by William Gray Boyd, the company has served specialty dental markets, focusing mainly on orthodontics. It employs a doctor-direct sales force with dedicated representatives throughout the country to

assist with your design considerations, purchase and subsequent installation.

In the spirit of continuous improvement, Boyd continues to work to enhance its already award-winning exam and treatment chair line. Based on feedback from customers, we have reintroduced a cantilever-based, fixed-toe exam and treatment chair, the M3000CB. This chair starts at a lower height than the popular M3000LC version chair and includes a membrane switch hand control on the back as a standard feature for easy access to reposition a patient. The chair comes with an optional programmable foot control for those who enjoy that feature. Complemented by the award-winning stools, the M3000CB has received much praise for its styling and functionality.

In 2014, Boyd introduced its second-generation LED operator lighting products. The C300 and C210 model lights have undergone rigorous third-party laboratory testing to confirm they will meet the demands of a busy orthodontic office. These FDA-listed lights are available in both post-mounted

and ceiling-mounted versions and in the popular colors of putty and black. Since their introduction at AAO 2014, Boyd has received many favorable comments on the product's feel and performance.

Also in 2014, the company began to offer an iPad version wall-mounted gaming console to add to the existing E2 xBox, Playstation and touch-screen versions. The E2 iPad comes preloaded with 25 child-friendly games and mounts easily to any wall with a 120vAC outlet. The compact size of the consoles makes them a compelling option for offices that may have limited space in their gaming area. The consoles come in three different sizes to meet your office design requirements.

Boyd Industries will be exhibiting at five regional AAO shows this fall—the MSO/GLAO in Chicago, PCSO in Anaheim, SAO in Nassau, SWSO in Little Rock and NESO in Hartford. And don't forget to submit your 2014 Townie Choice vote this month before you go!

Boyd hopes to see you at a future show.



Cloud9ortho

The developers of Cloud9ortho began work more than five years ago with the goal of designing a system to help with the tasks that orthodontists encounter on a daily basis. Orthodontists have been dealing with slow imaging in satellite offices, backup failures, software update nightmares, failing servers, high IT costs, and not being able to intermix PCs and Macs in their native modes.

The proper way to address all of these obstacles was to design a system from the ground-up that would run on any browser and store data in the cloud. Now in its fourth year, it has enabled offices to go server-free, reduce their IT costs, see images instantly in all offices—or from anywhere in the world, use a Mac or PC, and never worry about a backup or a software update again.

Cloud9ortho is a complete software management and imaging solution that will give your

practice the freedom you deserve. Clients rave about the ease of use and how intuitive the software is. One practice was in the path of Hurricane Sandy. The doctor looked out her window to see other offices carrying their computers to their cars. She wondered if she should be doing the same, so she asked the offices why they were doing it. They all told her they were removing their servers in case something happened to the office building.

Since she was using Cloud9ortho, she did not have to do this and just shut the lights off and walked out the door without worry since her data was secure in multiple data centers.

The word "cloud" has been thrown around, not only in our daily lives, but also in the orthodontic industry. Beware of cloud washing, or the purposeful and sometimes deceptive attempt by a vendor to rebrand an old product or service by associating the buzzword cloud with it.

Only Cloud9ortho was designed from the ground up as an Internet application and does not require or recommend a local server.

Cloud9ortho is striving to think differently about practice management and be a different type of company than most orthodontists have been using. The goal is to provide the best customer support in the industry. Cloud9ortho asked users what they did not like about their previous vendor and a common theme was getting nicked and dimed.

Cloud9ortho does not charge by module, and includes offsite backup, support, updates, hosting, unlimited email, text messaging, a mobile app and a patient portal with your single monthly fee. It also does not charge based on how many images you have or the size of your database. The days of feeling like you have to pay for every feature and module are over with Cloud9ortho.

Running a practice is hard enough without having to deal with the headaches of your practice management software. It is a great time to join the family and be on cloud nine with Cloud9ortho!



Dolphin Imaging & Management Solutions

Empower patients with the My Orthodontist mobile app!

The new My Orthodontist mobile app gets patients involved in their treatment by putting your practice in the center of their lifestyle. Downloading My Orthodontist to their iOS or Android device will empower them to take an active role in their treatment, while also enhancing their relationship with you and your staff. My Orthodontist is entirely customizable with more than 25 color themes, and can be personalized with your logos.

Some Frequently Asked Questions

What is My Orthodontist?

My Orthodontist is a mobile app for patients, providing them access to information about

themselves, their treatment and your practice. Once they download My Orthodontist to their smartphone, they have access to:

- Patient Information
 - Appointments
 - Account balance
 - Online questionnaires
 - Aquarium patient education videos
- Practice Information
 - FAQs
 - Media files like videos, images
 - News items
 - Contact info (email, phone)
 - Social media such as Facebook, Instagram, Google+ and Twitter

Is My Orthodontist customizable?

Yes! My Orthodontist is easily customizable for your practice. Using a new My Orthodontist setup screen in AnywhereDolphin, you set up your profile information: details about the practice, doctors and staff. You can also include links to website items such as news, RSS feeds and social media. Personalize the app by uploading your logo and choosing from over 25 color themes.

How does it work? Is it secure?

My Orthodontist connects to our secure AnywhereDolphin site to validate users and access data from your server (via our Dolphin Ocean Service). No devices directly connect to your server, and the connection from your

server to AnywhereDolphin to My Orthodontist is encrypted for security (using industry standard SSL and HTTPS).

What does it cost my patients to download?

The app is free to download from the App Store or Google Play.

Does the app have the practice name on the App Store or Google Play?

No. The app is listed as My Orthodontist on the App Store or Google Play. Once the user logs into the app, your customized My Orthodontist app is displayed.

Do we use My Orthodontist for mobile access?

No. Dolphin Mobile is our practice-facing mobile app, developed specifically for use by doctors and staff. For more information, visit www.dolphinimaging.com/dolphinmobile.

What version of Dolphin Management is required?

My Orthodontist requires Dolphin Management 6, which is in beta this summer.

I only have Dolphin Imaging or Aquarium, will it be available for me?

Yes! But not yet... The initial version requires Dolphin Management, but plans are in place to release an imaging-only version soon after.

Got more questions?

Feel free to contact Dolphin at 800-548-7241 or visit www.dolphinimaging.com/myortho.



i-CAT®

i-CAT FLX: Award-Winning i-CAT Technology—A Powerful Family of Products

i-CAT 3D imaging products offer a high level of diagnosis and planning for orthodontists. The technology in these products provide customizable scans based on patients' unique case needs. i-CAT cone beam 3D imaging allows complex procedures to be performed quickly and with greater confidence and accuracy. Included with the i-CAT FLX 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.

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 our clearest 2D and 3D images. Using the system's low-

dose setting (QuickScan+), the clinician can take a full-dentition 3D scan with a dose comparable to a 2D panoramic X-ray.*

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 5.3 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.

Comprehensive 3D Solution from Most Trusted Brand

Widely regarded as the industry standard in cone beam technology, i-CAT solutions have been installed in more than 3,000 sites around the world. To help you make the most of i-CAT, we offer highly specialized service and support through the i-CAT Network and continuing education through the 3D Imaging Institute, dedicated to helping dentists and specialists use the latest in cone beam technology.

For more information on the benefits of the i-CAT award-winning systems and educational opportunities, visit www.i-cat.com.

*Ludlow JB, Walker C. Assessment of phantom dosimetry and image quality of i-CAT FLX cone-beam computed tomography. *Am J Orthod Dentofacial Orthop*. 2013;144(6):802-817.



Opal Orthodontics

Opal Orthodontics proudly introduces Esprit, a revolutionary Class II corrector designed *specifically* 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 upon, Esprit

finally answers the call for an easier-to-install, more comfortable, highly durable Class II corrector. The comfort and strength Esprit provides will assuredly please patients with a more pain-free orthodontic experience and reduce 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 Drs. Richard McLaughlin, Terry McDonald and Robert Miller—Esprit is undoubtedly the most technologically advanced corrector on the market.

Esprit's unique features include a CNC-machined body that is smooth and durable, and a new innovative, patented clip that 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 unhygienic trapping of food. This unique enclosed spring also resists deformation and maintains consistent force throughout the patient's wear. 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.

To learn more about Esprit, visit opalorthodontics.com/esprit or call 888-863-5883.



Ormco Custom: One Size Fits One.

Ormco is committed to accelerating the profession's access to advanced clinical solutions. Ormco Custom is at the forefront of this pledge.

Ormco Custom is a suite of state-of-the-art products designed for patient-specific treatment and end-to-end digital workflow. Each component can operate independently, but their integration works synergistically to help optimize patient experiences, shorten treatment times and improve treatment accuracy and predictability vis-a-vis the 3D post-treatment setup. With secure, cloud-based storage and easy file transfer, you can work conveniently from any location—a satellite office, your patio, a Caribbean beach. The personalization Ormco Custom offers is proven to reduce treatment time by 37 percent on average with seven fewer office visits per case.¹ Additionally, some doctors have demonstrated business growth by 50 percent or more.²

Ormco Custom is an all-inclusive four-step process—scan, design, build, bond.

Scan

The Lythos Digital Impression System harnesses the power of 3D scanning. It overcomes the challenge of PVS impressions while offering a 360-degree view of the dentition, arches and bone structure. AFI technology stitches together data in real time, capturing high-definition surface detail at all angulations with up to 2.5 million data points per second for a rapid, single, high-resolution scan. Such unparalleled accuracy directly informs treatment planning and appliance fabrication. Easy integration into any practice workflow fosters quick adoption.

With a unique open platform and rebate program, Lythos is a sound investment. It allows you to own, store and send scans to any company accepting .stl files to create custom appliances and study models—all at zero cost. Completing the digital suite is AOA Lab. AOA accepts .stl files from many scanners but its unique integration with Lythos fosters a seamless submission process. AOA also offers a convenient dashboard interface that provides immediate access to your case details and status to deliver the communication ease of an in-house lab from an industry leader with a reputation for technical expertise and custom appliance craftsmanship.

Design

Insignia Advanced Smile Design is a fully customized bracket system with an exact calculated per-tooth prescription based on unique dental anatomy, bracket placement and final tooth position. The

system allows you to incorporate artistic and clinical skills by manipulating tooth position on the screen to visualize your ideal finish. Once you approve the final outcome, each bracket, archwire and clear precision placement guide (jig) is customized for bonding.

Build

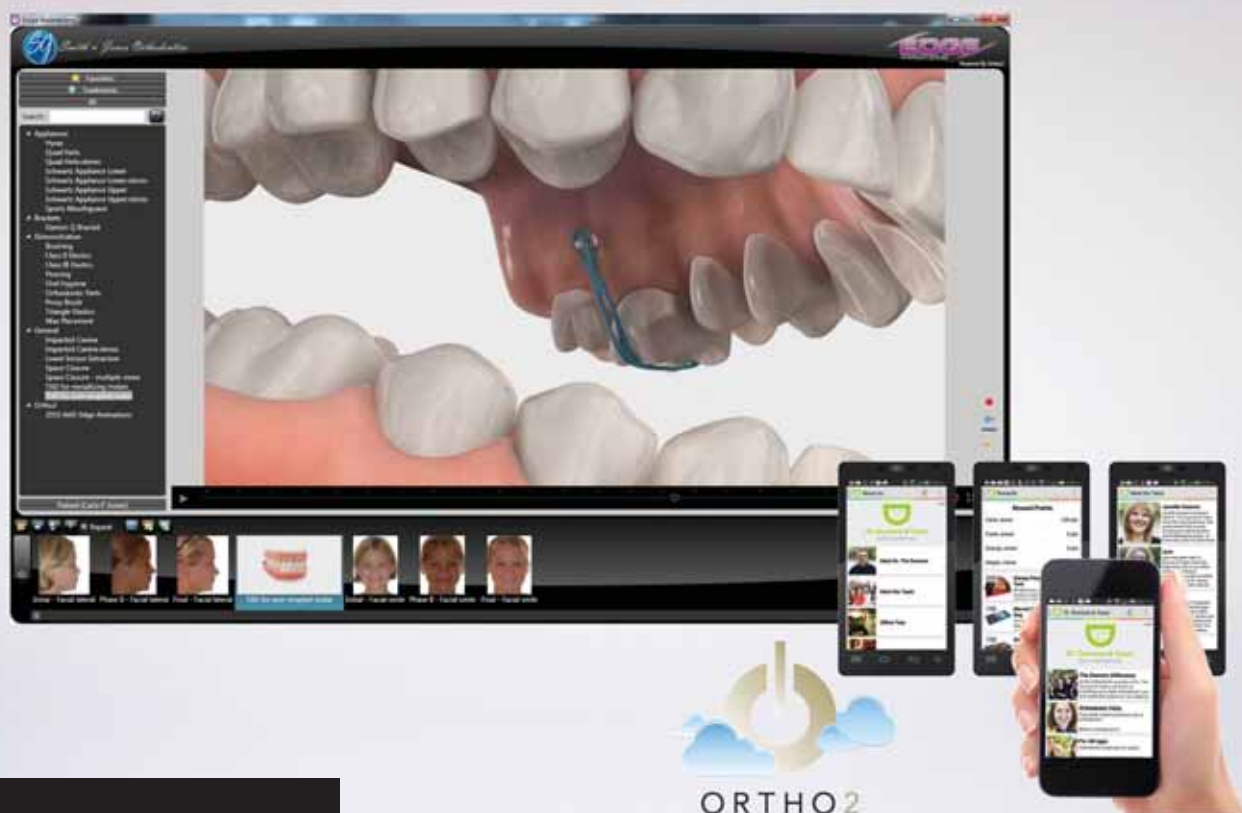
Ormco Custom leads the way in manufacturing custom brackets, wires and appliances that are unique to each patient and treatment plan. With the integration of AOA custom lab services, Ormco Custom delivers state-of-the-art digital technologies and unprecedented levels of customization.

Bond

Every Insignia case is accompanied by clear jigs manufactured to fit like a puzzle piece onto the patient's unique occlusal anatomy. Clear jigs provide the ability to view exact bracket placement before light curing for a more comfortable bonding experience for both staff and patients. Additionally, every wire is custom designed for exacting results with fewer finishing appointments.

With a goal of offering never before seen accuracy, flexibility and control, Ormco Custom is integral to streamlining practice workflow. Learn more about it at www.ormcocustom.com.

1. Weber II, D. J., Koroluk, L. D., Phillips, C., Nguyen, T., Proffit, W. R., "Clinical Effectiveness and Efficiency of Customized vs. Conventional Preadjusted Bracket Systems," *Journal of Clinical Orthodontics*, Volume XLVII, No. 4 (2013): 261-266.
2. Study was a comparative study of a personal practice. Data on file.



Ortho2 Edge: The Complete Management Solution

Ortho2's Edge is your complete practice management solution—from imaging, reminders, patient animations, and on-the-go services, Edge offers everything your office needs to stay on track.

Access your information anywhere through Edge Mobile and Practice Connect. Edge Mobile is a free companion app that allows you to view patient biographical information, scheduled appointments, full treatment chart, all images, and responsible party information. In addition, you can view your schedule and any practice graphs and metrics from your personalized Edge Dashboard. If you have Edge already, download it in

either the Apple's App Store or the Google Play Store. Practice Connect, a branded app for an orthodontic practice's patients and parents, allows patients instant access to their appointments, images, animations and rewards. Parents get the added ability to view financials and make payments. In addition, users can select appointment reminder preferences and use the app to check in when they arrive at the office. And referring potential patients becomes rewarding and easy to do at any time.

In addition, Edge offers modules to help your day run seamlessly, including Edge Imaging, a powerful way to manage your patients' photos. This effective imaging module lets you fix photos with powerful editing tools, and with unlimited undos, you can revert back to the original image at any point you want. Images can be arranged in custom layouts for a unique case presentation. The optional Premier Imaging add-on enhances Edge Imaging by offering diagnostic tools such as cephalometric tracings as well as image and timepoint morphing. Premier Imaging also includes Bolton Standards for a no-trace quick review. Between all of the analysis tools and Bolton templates, you can ensure your patients' teeth are coming along the way you want them to.

Marketing your practice to your prospective patients is made easier with Edge Animations. The ever-expanding set of patient education and compliance videos help educate your patients so they can better understand their treatment. All videos can easily be exported to email, or posted directly to YouTube and Facebook with your practice's logo. Personalize videos with annotation tools, custom audio narration, and the ability to include background music. Drag and drop virtually any image or video into the filmstrip, as well as patient findings.

Edge completes the patient experience with a convenient reminder system—Edge Reminders. Personalized messages, using a human voice, let your patients quickly hear the information you want to convey to them. And messages aren't limited to just reminders. Use Edge Reminders to send out monthly birthday messages, recall appointment reminders or payment reminders. Quickly automate when reminders are sent to your patients so you can focus on your patients in the office.

Ortho2 products can be found in more than 2,000 orthodontic offices worldwide, and the company has been providing orthodontic software solutions for more than 30 years.



Ortho Classic

World Class Technology is a manufacturer of metal injection molded parts with a 23-year history of innovation and quality. Grown and nurtured from these qualities, World Class Technology introduced Ortho Classic in 2005 with a set of expanded core values: building trusted relationships and serving as the orthodontist's most valued practice partner. As Ortho Classic has developed, it has given each and every relationship close and personal attention, listening to feedback and developing the quality and precision products and services needed for ultimate clinical success. From product development and educational programs to personalized service and practice marketing support, Ortho Classic aims to create innovative products and solutions that will enhance each doctor's practice.

Creating Solutions

Ortho Classic's American-made H4 passive self-ligating bracket is a low-profile, metal injection molded part with a one-piece base that is efficient and predictable for the clinician, as well as comfortable and hygienic for the patient. Years



of research and doctor feedback have helped create a bracket that addresses many of biggest issues in current self-ligating technology.

Torque Expression

The slot of the H4 bracket provides the tightest tolerances in the industry at $\pm .001$ ", a huge improvement over the industry standard of $\pm .003$ ". 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.

Rotational Control

The overall design of the H4 bracket has been calibrated to provide optimum results. Now you can realize the benefits of a reduced slot depth of .026" versus the industry standard depth of .028". A precise wire slot depth provides increased accuracy with three to four point rotational and torque control and no need to cheat on bracket placement.

Integrated Hooks

H4 hooks are fully integrated into the bracket and are available in custom configurations on the 3's, 4's, and 5's at no extra charge.

Large Under Tie-Wing Clearance

The need to support early elastics has also been taken into consideration for the H4 bracket

system. The H4 brackets provide large under tie-wing clearance making ligation a breeze with support for early elastics, ligatures, metal ligatures and power chain.

Ortho Classic Pinnacle

Ortho Classic has teamed-up with OrthoVOICE and will be holding its first Ortho Classic "Pinnacle" event, a two-day seminar series, during the days prior to the opening party for OrthoVOICE. Both events will take place at the Planet Hollywood Resort and Casino in Las Vegas, Nevada. The Ortho Classic Pinnacle will run in September and lead directly into OrthoVOICE and their opening party. Both events will offer CE credits with 12 credits coming directly from the Ortho Classic Pinnacle seminars. Speaking at this year's Pinnacle will be industry-leading clinicians Dr. Thomas Pitts and Dr. Duncan Brown along with several other exciting presenters. Presentations will cover everything from new clinical techniques to exciting treatment insights.

Company Contact

For more information about Ortho Classic and the H4 Self-Ligating bracket, visit: www.orthoclassic.com or call 866-752-0065.

**SAVE MONEY**

OrthoSynetics negotiates group rates on essentials such as equipment, insurance, software, and benefits packages.

**SAVE TIME**

OrthoSynetics handles billing, insurance verification, and payroll and makes scheduling, ordering supplies, and hiring more efficient.

**INCREASE PROFITS**

OrthoSynetics' marketing services will help bring in new patients, and practice development experts find new ways to boost productivity.

**JUST STARTING OUT**

OrthoSynetics helps new practices secure loans, find locations, and recruit associates and office team.



OrthoSynetics

No matter how you look at it, running an orthodontic practice is a time-consuming endeavor. But who says it has to take all of your time?

OrthoSynetics provides every service you could need for a successful practice by integrating the business and administrative aspects of your practice. OrthoSynetics provides resources and guidance while the doctor maintains ownership.

Whether you want to save time, save money, increase profits or if you are just starting out – OrthoSynetics can help you get there with the following services:

Practice Development

Receive comprehensive action plans that increase revenue and boost new patient contracts while addressing individual practices' specific challenges. A team is put in place to help a practice implement the plan and monitor successes and challenges.

Marketing

Experts in branding, strategy and planning provide each practice with a marketing program tailored to its goals. OrthoSynetics' in-house advertising agency creates direct mail, print, community outreach and digital campaigns for members.

Human Resources

Members receive a full suite of HR services, including competitive benefits packages, payroll processing, tax filings and workers' compensation insurance.

Purchasing

Strong bargaining power enables OrthoSynetics to negotiate favorable agreements with key industry suppliers. As a result, members have access to competitive pricing on clinical products, general supplies and equipment all available on an online ordering system.

Patient Financial Services

OrthoSynetics handles your practice's financial administrative tasks resulting in consistent cash flow and fewer unpaid bills. Patient Financial Services supervises the entire financial cycle of your patients including:

Benefits and Eligibility

Advanced benefit verification will head off collection disputes. We provide a review of existing plan participation, recommendations, fee negotiation and management of the enrollment process.

Billing

OrthoSynetics provides billing management and timely billing statements.

Collections

When necessary, our team regularly follows up with patients who are behind on their payments and will help them arrange suitable payment schedules.

Practice Accounting

An accounts payable specialist ensures bills are paid accurately and timely. In reconciling bank

statements, OrthoSynetics is able to identify payment posting errors and deposit shortages, reducing the possibility of lost revenue and quickly identifying any employee theft.

Technology Support

An on-call help desk with experts that offer their assistance with software, hardware, networking, email, network issues and training.

Real Estate

Whether you are looking to rent or buy a property, these services help a practice make the smartest real estate decisions possible through experience, site selection analysis and negotiation.

Business Insurance

Leverage the purchasing power of a large corporation for insurance coverage and leave the administrative tasks of dealing with insurance companies to OrthoSynetics. From bidding coverages to claims assistance, this service will save you time and maximize recovery.

Financing

Financing specialists have established relationships with national, regional and local lenders. These specialists research financing options, compare rates, negotiate loans and provide members with expert advice for growth.

Recruitment

This division maintains an updated list of associate candidates looking for positions and orthodontic residency program graduates across the country. Only pre-screened candidates are recommended to practice owners.

Reliance Orthodontic Products

**Assure Plus All Surface
Bonding Resin—one
primer, all surfaces.**



One of the most frustrating aspects of chair-side orthodontics has been the process of consistently bonding to artificial and atypical enamel surfaces. Over time, specific products were developed to bond to various substrates such as porcelain, metal, plastic and atypical enamel. Unfortunately, these products were specific to one surface. For example, 4-META was used as a metal conditioner. Plastic surfaces were treated with a combination of methylmethacrylate, amine and resin. Porcelain crowns required a silane treatment in addition to a caustic hydrofluoric acid etching agent. Confusion often arose as to the various products and protocols needed for each substrate due to a lack of frequent repetition with these special bonding procedures.

In 1998, Reliance Orthodontic Products introduced Assure Universal Bond Resin to the ortho-

dontic profession. Assure allowed clinicians to successfully bond to metal, composite and enamel (wet or dry, normal or atypical) with no additional primers. Furthermore, Assure is compatible with any light cure, dual cure or chemical cure paste—regardless of manufacturer. Most importantly, Assure's hydrophilic properties bond very well to both normal and atypical contaminated surfaces making it a fixture in most orthodontic practices.

In 2014, Reliance Orthodontic Products introduced Assure Plus All Surface Bonding Resin. It is now possible to bond directly to every intra-oral surface using one bonding primer. Proper surface preparation is still imperative to achieve maximum sheer bond strength. For example, metal, zirconia and porcelain* should be micro-etched (sandblasted) prior to the application of Assure Plus. Composite restorations and acrylic temporary pontic teeth should be roughened with a medium diamond bur. Next, simply apply one generous coat of Assure Plus, air dry and proceed with the bracket placement. Due to the clean ergonomic intraoral sandblaster Reliance offers, many practices have streamlined all artificial bonding protocols to: sandblast, rinse and dry, apply one coat of Assure Plus, dry, place bracket.

Bonding to enamel? Assure Plus has the same adhesion improvement properties as the original Assure. Simply acid etch the enamel surface, apply one coat of Assure Plus, air dry and proceed with bracket placement. If the enamel is atypical in anyway (fluorosed, hypocalcified, aprismatic, etc.) or has been contaminated, using Assure Plus as your primer will eliminate those variables and negate any damage done by contamination.

The treatment of adults can create a need to bond to dentin and bleached enamel. Assure Plus bonds tenaciously to both surfaces. Simply acid etch the dentin for 30 seconds, rinse and dry but do not desiccate. Leave the dentin moist. Then apply two coats of Assure Plus, lightly dry, light cure and place bracket with the adhesive of your choice.

There is finally one primer that will bond to any surface, every time, with a significant reduction in chairtime. Assure Plus—innovation and a product of bonding excellence from Reliance Orthodontic Products. For more information, visit RelianceOrthodontics.com or call 800-323-4348.

*Porcelain benefits from the addition of silane before the application of Assure Plus for long-term strength.



Sesame Communications

End-to-End Digital Marketing and Patient Engagement for Orthodontic Practices

Sesame 24-7 from Sesame Communications is the orthodontic industry's only end-to-end, cloud-based digital marketing and patient engagement system. Sesame 24-7 helps your orthodontic practice accelerate new patient acquisition and build a loyal patient community that keeps appointments, pays bills faster and refers friends and family. Focused exclusively on dentistry, Sesame Communications has a 15-year track record of delivering innovative, research-based solutions that let you harness the power of the Internet to drive practice growth and profitability.

Today's patients live, play and communicate online. Sesame 24-7 builds an effective practice brand online, allowing you to engage with existing and prospective patients on multiple digital chan-

nels. Because your practice is unique, each component of Sesame 24-7 is tailored to support your growth strategy. Sesame couples state-of-the-art technology with experienced digital marketing experts to help you craft and manage a specific online presence and patient engagement plan that best suits your local market and practice goals.

Sesame 24-7 Focuses on Your Practice Success

Sesame 24-7 provides seven different complementary modules to improve practice growth and profitability.

Ortho Sesame

Ortho Sesame is a cloud-based patient engagement, communications and reminder system. Orthodontic practices adopting Ortho Sesame experienced a 15.7 percent average decrease in no-shows in the first year and over a three-year period saw an average of more than \$105,000 in increased production.

Healthgrades Enhanced Profiles

Healthgrades Enhanced Profiles from Sesame ensure your practice is front and center to prospective patients searching Healthgrades.com and major search engines such as Google. Orthodontic practices with this service saw an average of eight additional practice calls per month three months after launching.

Sesame Web Design

Sesame Patient Appeal Rated and responsive website design helps patients find and choose your practice and automatically adapts for use on desktops, laptops, tablets and smartphones.

Practices with a Sesame Designed Site average more than 340 unique visitors per month.

Sesame SEO

Sesame SEO helps ensure that your practice gets found online. 95% of practices using Sesame SEO have at least one keyword ranked first overall for their local area.

Sesame Social

Sesame Social makes sure your practice is fully engaged and consistently branded on key social media properties. Orthodontic practices with Sesame Social average 537 Facebook "Likes" and have an average of 306 Facebook engaged users.

Sesame Sweepstakes

Sesame Sweepstakes helps you take your social media efforts to the next level. Sesame research shows that Sesame Sweepstakes drove an average of 194 new "Likes" per practice, per campaign, as well as four appointment requests that originated with filling out an entry form.

Sesame SEM

Sesame SEM helps your practice drive more appointment requests through paid search. Practices with Sesame SEM convert an average of 9.5 percent of campaign clicks into leads.

One Partner. One Solution. One Mission.

As the CEO of your orthodontic practice, your time is valuable. You're responsible for generating production and managing your business. The last thing you need is more vendors to manage. With Sesame you have one trusted partner whose sole mission is the success of your practice.



The Scheduling Institute:

Customized Training to Leverage New-Patient Growth

Would you like to work less, make more money and have more fun practicing than ever before? It might sound far-fetched, but with a steady stream of new patients coming into your practice, these results are actually well within reach.

Over the last 25 years, Jay Geier has been revolutionizing practices nationwide by increasing their new patients from 10 to 100 percent in just 30-90 days, (although it is not unusual to see increases up to 300 percent!). His program, The Scheduling Institute, uses customized training and coaching groups to leverage dentists' new-patient growth—increasing production and net income, all while working less and enjoying an exceptional lifestyle.

Jay Geier and his team of more than 40 certified training specialists are the experts on getting your staff engaged, excited and results-focused. These trainers travel both nationwide and abroad 24/7 to assure that every practice has the opportunity to

learn Jay's proven strategies and achieve extraordinary results. Last year alone, Jay's certified trainers serviced 2,964 practices around the world, and averaged an incredible 247 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. Join thousands of others who got on the fast track to increasing new patients and opened the door to a bigger future! Make an investment in your human capital, and call the Scheduling Institute at 877-215-8225 to have one of Jay's certified training specialists come out and train your team for you. Training dates are limited and are scheduled on a first-come, first-served basis, so don't wait—call today! You can't afford not to!

JAY GEIER'S
SCHEDULING INSTITUTE 

End of TCA Advertorial Section



ortho town

- Post or comment with multiple pictures
- Seamlessly share posts and articles on Facebook and Twitter
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The **ORTHOTOWN app**

for iOS has been redesigned from the ground up!

ANDROID APP COMING SOON

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