



Summer VOTING Season

townie choice awards

PRODUCT

'15

SHOWCASE

VOTE BY: AUGUST 16

VOTE BY: SEPTEMBER 6

VOTE & WIN



Apple Watch



And you could be featured on
the cover of the Jan/Feb 2015
issue of *Orthotown Magazine*
and receive \$1,000



Summer, swimsuits, splashing and voting! It's that time of year.

Townies everywhere are taking a dive into the closest swimming pool this summer. Here at Orthotown, we've been working on something for you under the cover of shade (because seeking shade is what you do all summer when you live in Phoenix)—the 3rd annual Townie Choice Awards!

These awards are a great way to make a difference in your profession by letting your voice be heard through voting. Every year the ballot is full of the companies and products that you use in your office and on your tray. You vote for your favorites, and we tally those votes. The winning products and services get the title of Townie Choice Award winners and are highlighted in the January/February issue of *Orthotown Magazine*.

Voting begins July 6!

And it's as easy as spray-on sunscreen. Just head to www.orthotown.com/TCA and cast your ballot. You can even do it poolside from your phone or tablet with your feet in the water.

What's in it for you? A chance to win an Apple Watch or a grand prize of \$1,000 and your picture on the cover of *Orthotown Magazine*! Sound like a good reason to vote? We thought so. The winners get the props; you get prizes—really cool prizes. The earlier you vote, the more prizes you're eligible to win.

If you vote by August 16, you'll be eligible to win both prizes.

Ready. Set. Vote! Let your peers know what products and services you can't live without!

*What's Your Townie Choice?
Let your voice be heard.*





3M UNITEK

Victory Series Superior Fit Buccal Tubes

Better fit for better results

While enhancing patient comfort and helping orthodontists work smarter and achieve better results, 3M Unitek provides solutions that improve and shorten the treatment process. This means your patients spend less time at orthodontic appointments, and more time doing what's really important to them—enjoying friends and family.

3M Unitek surveyed buccal-tube users globally to understand the performance and features most important in these fundamental appliances. These users purchased products from a variety of manufacturers, including 3M Unitek. The top priorities among survey respondents were good tooth-to-base fit, ease of wire insertion, patient comfort, and ease of positioning and handling.

Fig. 1



In response to this extensive input, Victory Series Superior Fit buccal tubes were designed with a large compound contour base for superior fit and stability. They also feature an exclusive contoured funneled archwire slot for easy wire insertion, a low profile and flush-mount hook for added patient comfort, and improved gripping and handling characteristics (Fig. 1).

To develop this new product, 3M Unitek combined more than 60 years of orthodontic design experience with advanced 3M technologies, including finite element analysis and the 3M Software, Electronic, and Mechanical Systems (SEMS) group's proprietary software.

Improved fit and functionality

Enhancing tooth-to-base fit was a top priority in the new Victory Series Superior Fit buccal tubes. The 3M SEMS group developed proprietary software that created an ideal base from

3M Unitek

many patients' tooth samples. New bases were designed around representative first and second molars and outer "wings" were added to the mesial and distal sides. These proprietary structures curve around and "hug" the tooth's clinical crown to enhance tooth-to-base fit.

Victory Series Superior Fit buccal tubes also have a new funnel entry that features curved funnel sides that gradually taper to the archwire slot. This new entry is designed to receive the archwire on the first try by enabling the archwire to be smoothly inserted into the archwire slot (Fig. 2).

Fig. 2



Features for better handling and placement

The top (buccal side) of the buccal tube was made parallel to the tube's torque plane. The gripping notch of the buccal tube was improved to be perpendicular to the torque plane of the bracket.

Aligning these surfaces either perpendicular or parallel to the torque plane gives clinicians several areas to push the buccal tube onto the tooth without having the buccal tube slide away during the bonding process. A mesial-distal visual line also was added along the buccal side of the tube.

Much work went into reducing the tube's occlusal profile. In order to maintain a reasonable funnel area on the low-profile tube, the mesial end of the tube was extended in the gingival direction, increasing the funnel entry area without negatively affecting the tube's occlusal profile. ■

For more information, call your local sales representative at (800) 423-4588 or visit 3MUnitek.com/SuperiorFit.



AMERICAN ORTHODONTICS

Tanzo Premium Heat-Treated Arch Wire



Since 1968, American Orthodontics has been a global leader in the orthodontic industry, dedicated to continuously improving its products and processes in order to provide the best overall value to customers. In keeping with this mission of continuous improvement, American Orthodontics is proud to introduce Tanzo Premium Heat Activated Arch Wire, manufactured at its state-of-the-art facility in Sheboygan, Wisconsin.

The manufacturing process for AO's Tanzo Premium Heat Activated Arch Wire starts with the highest-quality raw materials. AO's manufacturing benchmark for Tanzo focuses on maintaining consistent unloading force levels at mouth temperature so customers can expect the wire to deliver the same predictable performance every time. Each wire is set to shape in industry-standard arch forms through a proprietary heat-treating process. Each wire cross-section is then thoroughly analyzed for quality, and to ensure that consistent unloading forces are produced between lots.



Tanzo's unique copper-nickel-titanium material allows for the delivery of lower loading forces while maintaining consistent unloading forces for increased patient comfort. Tanzo's copper-nickel-titanium material also allows for increased resistance to permanent deformation, allowing the wires to work in the mouth for longer intervals, which may result in fewer wire changes and lower wire inventories. Each Tanzo wire then goes through a final, thorough polishing process that results in an extremely smooth finish. The process is completed with

the wires being laser-marked with the AO logo to help provide a clear view of the midline. The wire is then packaged in sterilizable packaging to enhance safety, eliminate cross contamination, and add to the clean, clinical environment of the orthodontic office. Individual pouches or bulk packaging are available, depending on customer needs.

Tanzo Premium Heat Activated Arch Wire is available in both mid- and low-force levels, and available arch forms include Form A medium and large,* Natural Arch Form I, III, and VLP** small, medium, and large arch forms. ■

* Compare Form A to Accu-Form, a registered trademark of GAC.

** Compare VLP to the Damon arch form, a registered trademark of Ormco.



For more information, call (800) 558-7687 or visit Americanortho.com/Tanzo.

BOYD INDUSTRIES

Orthodontic operatory equipment



For decades, Boyd Industries has been a thought leader in the design and manufacture of exam and treatment chairs, delivery systems and custom cabinetry specifically targeted for the orthodontic industry. The design of our cabinetry, durability of our chairs and side units, and variety of office accessories help our customers be more competitive in the growing landscape of orthodontic practices.

We understand the needs of orthodontists in creating highly efficient yet aesthetically pleasing office environments. The coupling of these two characteristics in combination with the quality and durability of our products helps our customers see a high number of patients per day with confidence in the reliability of their operatory equipment. In fact, many doctors' families are multigeneration owners of Boyd equipment. This speaks to the quality and reliability of our products.

Using a "Doctor Direct" sales approach is unique, and differentiates us from others in the industry. By using this sales approach, as an OEM we are able to connect directly with our customers to build trust and confidence between them, our sales team and our products. The trust forged between Boyd and our customers in many cases extends for more than 25 years.

Our network of Boyd sales representatives around the United States works directly with doctors and their staffs to design and specify our products to create unique environments meeting their tastes and operational requirements. In addition to the sales representatives, our in-house account management team supports practices outside of our representative's geographic territories such as international customers, universities and government accounts.



Another distinct difference from other companies is Boyd's breadth of products. Boyd can supply a complete suite of operatory equipment to include cabinetry needed for sterilization, labs, records and other cabinetry needs of a busy orthodontic office. All equipment and cabinetry is manufactured at our Clearwater factory by a skilled team of technicians and craftspeople. The temptation is to purchase the lowest-cost solution, especially for cabinetry. But you need to ask yourself whether it will stand up to the rigorous use of your staff in the course of the day. For example, our custom-made sterilization centers look amazing, incorporate design characteristics to help facilitate the efficient flow when sterilizing instruments, and are built with materials and techniques to ensure their durability over time. Doctors should be cautious in their purchase decision to assure they get the best value for their investment by balancing form and function.

Whether it's our knowledgeable sales team or our customer service associates, we pride ourselves on providing the customer with superior customer care. From our team on the factory floor to our sales professionals in the field, we are united in our passion for customer service. It starts by listening to our customers about ways to continually improve our products, to the consultative Doctor Direct sales approach. By keeping the doctor and his or her staff at the forefront of our actions, we keep the entire Boyd team working in unison to meet their expectations.

We are proud of our legacy as a leader in the orthodontic equipment industry and work each day to further enhance the functionality, durability and value of our products. We look forward to many more decades serving the orthodontic market. ■

For more information, call (727) 561-9292
or visit Boydindustries.com.



BURLESON SEMINARS

The Place for Exceptional Health-Care Practices

Philosopher and historian Theodore Zeldin, warns, “Of all the handicaps, ignorance is the worst.” This is biting and harsh, but true. Dr. Dustin Burleson of Burleson Seminars is frequently reminded of this by prospective clients, small-business owners and individuals of all walks of life who profess one level of ambition yet take neither serious action nor congruent behavior toward their ambitions. The lack of preparation, paucity of curiosity and insistence that everything is made easy used to shock Burleson. It doesn’t anymore.

Ignorance is not bliss. It’s deadly.

In 2008, the financial collapse changed private orthodontic practice forever. What consumers previously used as an unlimited ATM—their home equity line of credit (HELOC)—nearly dried up. With more than \$110 billion per month written in HELOC before the financial collapse and less than \$10 billion per month in HELOC issued when we hit rock bottom, it should be no surprise that the middle class has been squeezed in their spending ability across all elective categories, including orthodontic treatment. Parents who previously would swipe a credit card without thinking are now cautiously evaluating every household expense, including our proposed orthodontic treatment fees.

Burleson Seminars was founded out of this confusion in the orthodontic marketplace. With five office locations and more than 8,400 active patients, Dr. Dustin Burleson and Associates started a from-scratch orthodontic practice in the midst of the financial collapse and was forced to closely evaluate the market needs and consumer demands for efficient, effective and convenient orthodontic treatment.

Adding pediatric dentistry to the mix across his practice locations, Burleson has evolved into a one-stop shop for parents and patients who demand high-quality treatment with convenient



DUSTIN BURLESON SEMINARS
A DIVISION OF BURLESON ORTHODONTICS

after-school and weekend hours. Frustrated with using dental consultants who have never built a dental or orthodontic practice from scratch, it wasn’t long before doctors from across the globe were traveling to Kansas City to see how Burleson built his practices.

As a published author, speaker and associate professor of orthodontics at the UMKC School of Dentistry and the Children’s Mercy Hospital, Burleson stays up-to-date on the latest clinical treatment techniques and has committed to maintaining his practices as teaching practices. Burleson manages his practices in addition to coaching more than 1,900 orthodontists spread throughout 23 countries. “I see a lot of orthodontists confused in the marketplace, without adequate support to achieve their dreams,” said Burleson. “It’s not their fault. Orthodontic residencies cannot adequately prepare doctors to run effective and efficient businesses. They are too busy teaching doctors how to straighten teeth.” The difference between massive success and quiet desperation, Burleson said, “is

the ability for smart orthodontists to recognize the ignorance we all have when it comes to running a practice and that we should all seek out professional support.”

Burleson personally coaches orthodontists by invitation only. His average client generates over \$2.3 million in annual revenue, although he coaches doctors and large group practices well above \$10 million and the new orthodontists who wish to join this elite group. His two popular monthly newsletters provide orthodontists with the support they need to ethically grow their practices through internal referrals, smart dental networking and strategic external marketing campaigns. His techniques have generated more than \$300 million in orthodontic revenue for his coaching clients and privately held practices.

To discover more about Burleson’s tested and proven practice-building strategies, request his free book, “The Ultimate Success Secret—Building the Orthodontic Practice of Your Dreams” at MyOrthoSecret.com. ■



For more information, call (800) 891-7520 or visit Burlesonseminars.com.



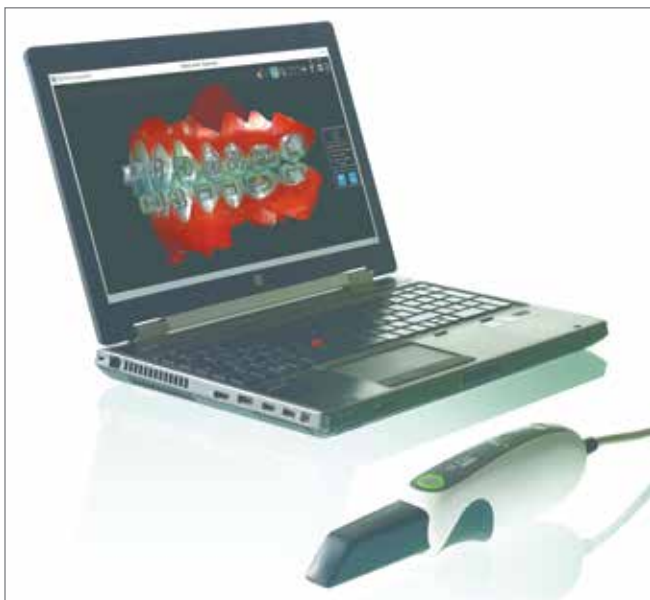
CARESTREAM DENTAL

CS 3500 Intraoral Scanner

Within the past few years, intraoral scanner use in orthodontics has become a reality for more and more practitioners. These scanners create digital impressions and fabricate appliances. Companies like Carestream Dental have responded to the unique needs of orthodontists by offering the CS 3500 intraoral scanner and CS Model software. The result is a lightweight, portable scanner that cuts back on the time and cost associated with traditional impressions and leads to faster turnaround when working with labs.

Using the CS 3500 to create digital impressions eliminates the need to prepare alginate or polyvinyl impressions. Instead, the portable, lightweight scanner can be plugged directly in to a chairside computer. There's no cumbersome trolley or property computer to move from operator to operator.

The CS 3500 features two interchangeable, autoclavable tips—large for adults, and small for children or adults who have small mouths or a strong gag reflex. A light-guidance system aids in the capture of the data during the image acquisition process. Plus, scans begin to appear on the screen immediately, making it easy to confirm that all areas of interest have been captured.



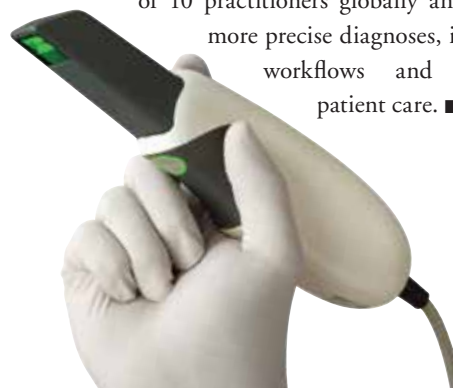
Once the digital impression has been created, there's no need to pour up a stone model, which means no more storing physical models in the office or paying for offsite storage. Our innovative computer-aided-design software, CS Model, automatically mounts the model in a finished base for easy case presentation. The software also lets orthodontists take measurements to determine arch length, overbite, tooth size and other basic distances. Digital impressions and virtual models are stored within the patient's chart as part of a practice's office management software and can be located with a click of a button.

Perhaps where the CS 3500 proves most valuable is in the improved interaction between orthodontic practices and labs. Instead of packaging and shipping stone models for appliance fabrication, STL files of digital impressions can be emailed to the lab or uploaded to a Web-hosted platform. Also, as an additional benefit, practices can transmit files digitally to the labs without paying per-click fees. Removing shipping from the practice to the lab naturally results in a faster turnaround time. Additionally, because the CS 3500 is part of an open system, orthodontists have the ability to work with any lab that accepts STL files.

While intraoral scanners have been available to orthodontists for a few years now, the intuitive, innovative CS 3500 makes the technology a reality for practitioners. The scanner has not only changed the way orthodontists take traditional impressions, but has also revolutionized digital impressions with its portability, lack of click-fees and open architecture. Thanks to the CS 3500, practitioners and patients alike benefit from less chair time and faster turnaround ... from impression to appliance.

Carestream Dental provides industry-leading imaging, CAD/CAM, software and practice management solutions for dental and oral-health professionals. With more than 100 years of industry experience, Carestream Dental products are used by seven out

of 10 practitioners globally and deliver more precise diagnoses, improved workflows and superior patient care. ■



For more information or to contact a Carestream Dental representative, call (800) 944-6365 or visit Carestreamdental.com.



DOLPHIN IMAGING & MANAGEMENT SOLUTIONS

3D Digital Study Models



a less-expensive subset of full Dolphin 3D. It does not support DICOM volumetric data; it only supports .STL and .OBJ surface data from intraoral scanners, digital impression systems, and 3D cameras.

What if I buy this Study Model module, and later want to upgrade to full Dolphin 3D?

You can upgrade to full Dolphin 3D by paying the price difference between the two modules. You won't even need to install new software—Dolphin will simply deploy the upgraded license to you over the Internet.

What do I need to buy to use this module?

The Digital Study Model module can be purchased as a stand-alone, or added to any existing 2D Dolphin Premium installation. Beyond that, you simply need a computer that meets the minimum requirements listed on our website (dolphinimaging.com/3d), and a CEREC Omnicam or any intra-oral or desktop model scanner that exports .STL or .OBJ files.

How does Dolphin Study Model system operate differently with CEREC vs. other digital model systems?

Dolphin plus CEREC equals one seamlessly integrated system. A Dolphin user simply needs to create a Dolphin patient record, then select to capture a CEREC scan for that patient. This will

automatically bring up the CEREC user interface, which will guide the user through scanning the patient's teeth. As soon as the user has finished scanning, the screen will return to Dolphin, with the scan already loaded. And CEREC customers needn't worry about .STL file format, or CEREC "lab" licensing—the CEREC data flows automatically into Dolphin. ■

Dolphin 3D Digital Study Model software is included in the 3D toolset, and is also available as a stand-alone module. It works with all existing intraoral and study model scanners, and is the only system that seamlessly integrates with the CEREC Omnicam and CEREC Ortho software from Sirona. Once your study model data is imported, you can:

- Store and organize 3D digital study model files
- Display models in various surface and volume views
- Take various 3D measurements
- Run traditional 2D arch-length-discrepancy analyses
- Adjust occlusion and orientation

Available in the cloud.

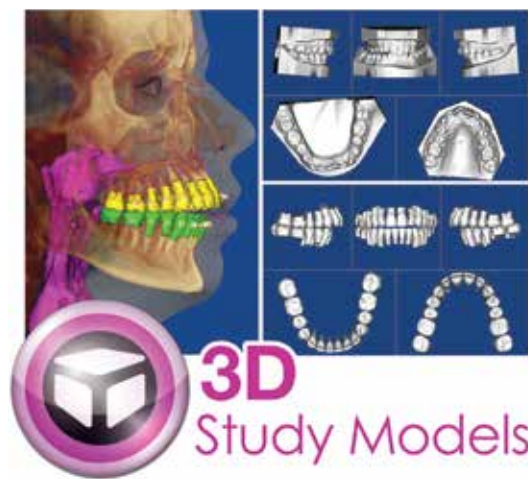
A few frequently asked questions:

The only 3D data I work with is study models. Do I have to buy the whole Dolphin 3D package?

No! 3D Digital Study Models software is available as a separate, lower-cost product for those doctors who don't require the entire Dolphin 3D system. Whether you scan your models or take digital impressions, you can use the new 3D Digital Study Models software module to store these records within the patient's chart. A patient CBCT is not required to store 3D model data.

How does the Digital Study Model software product differ from the full Dolphin 3D product?

Full Dolphin 3D is a complete software suite, designed for doctors working with both DICOM volumetric data and STL/.OBJ surface data. The Dolphin Digital Study Model system is



Got more questions? Feel free to call (800) 548-7241 or visit dolphinimaging.com/3dstudymodel.



G&H ORTHODONTICS

Quality Manufacturing. Exceptional Service.



ORTHODONTICS®

Quality Manufacturing. Exceptional Service.

This year marks G&H Orthodontics' 40th anniversary as a leading diverse global provider of clinical solutions for the orthodontic community.

In celebration of this milestone, G&H embarked on a comprehensive rebranding, which was unveiled at this year's American Association of Orthodontists Annual Session, in San Francisco.

G&H built a reputation as a precision manufacturer of high-quality orthodontic product lines—archwires, springs and elastomers. In addition, G&H introduced to the profession new levels of evidence-based testing for applied intraoral forces. The response from clinicians worldwide has made products like G4 Nickel Titanium the standard of the industry for quality and consistency.

In 2012, G&H acquired Orthodontic Design and Production, a manufacturer of high-quality brackets, bands and tubes, further advancing the breadth of products G&H manufactures. Our rebranding is a natural outcome of this successful merger. We have fully integrated our customer service, sales, marketing, manufacturing and distribution departments with such success that we were selected by GE Capital as "Performance Improvement Partner of the Year."

Our rebranding symbolizes that every team member is dedicated to deliver on our mission: To provide our customers with a great experience achieved through quality manufacturing and exceptional service.

With the proven performance of our brackets, wires, elastomers and practice supplies, G&H boasts a 99-percent

practitioner satisfaction rating on our manufactured items. As the world's best manufacturer of premium archwires, G&H is proud to introduce our new M5 Thermal Copper Nickel Titanium Archwire. M5 Thermal Copper NiTi offers gentler loading forces for easier engagement and a precise temperature transformation of 27°C for consistent, predictable tooth-moving forces. The product also offers a proprietary mechanical polishing technique that facilitates reduced surface friction.

In addition to its precision manufactured products, G&H's OrthoClub adds another supply dimension, which makes G&H truly unique in the industry. The OrthoClub offers orthodontists a selection of more than 6,000 brand-name clinical supplies. OrthoClub specializes in the disposable and consumable supplies used daily in every orthodontic office. Items such as gloves, masks, disinfectants, sterilants and much more, all with the brand names you know and trust, are available through this service. OrthoClub also offers discounted pricing through its membership option. Members receive deep discounts on all clinical-supply items, as well as every G&H-manufactured product.

By combining high-quality, cutting-edge technologies with an all-encompassing product line and personalized customer care, G&H Orthodontics offers global distributors and individual doctors a truly unique partner that is ready, willing and able to help their businesses flourish.

It's an exciting time at G&H and it is our continued commitment to provide our customers with a great experience, achieved through quality manufacturing and exceptional service. ■



To learn more about G&H Orthodontics' breadth of products, call (800) 785-9684 or visit GHOrthodontics.com. For a free sample of your preferred wire size and shape, please contact us at orders@ghortho.com, or call (800) 785-9684. G&H offers a full line of orthodontic products made in the U.S.



i-CAT FLX

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



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 accomplish treatment planning within minutes, i-CAT can complete the process with greater accuracy and efficiency. With SmartScan STUDIO, clinicians can use a touchscreen that offers easy-to-select visuals to rapidly select the appropriate scan for each patient.

i-CAT 3D imaging products offer a high level of diagnosis and planning for orthodontists. The technology in these products provides customizable scans based on patients' unique case needs with some of the fastest scan-to-plan workflows 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 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. i-CAT has been honored with a Townie Choice Award each year since "Cone-Beam Scanner" became a category.

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. 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. i-CAT can also render custom views for airway analysis and corrected views for TMJ analysis.



Comprehensive 3D solution from the most trusted brand

Widely regarded as the industry standard in cone-beam technology, i-CAT solutions have been installed in more than 5,000 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 i-CAT University, dedicated to the ongoing education of dentists and specialists using the latest in cone-beam technology. ■

*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.

For more information on the benefits of the i-CAT award-winning systems and educational opportunities, call (215) 997-5666 or visit i-cat.com.



OPAL ORTHODONTICS

Esprit



Opal Orthodontics' Esprit—a revolutionary Class II corrector—is specifically designed to address the overwhelming demand for everything missing in other Class II correctors on the market today. Developed with the innovative, cutting-edge technology on which Opal Orthodontics has consistently built its reputation, Esprit finally answers the call for an easier-to-install, more comfortable, highly durable Class II corrector.

Esprit's innovative strength and comfort will provide your patients with a more pain-free orthodontic experience, reducing emergency appointments and frustration for clinicians and staff.

Esprit is the result of more than three years of design and development. Developed and tested by Opal Orthodontics—in collaboration with industry leaders such as Dr. Richard McLaughlin, Dr. Terry McDonald, and Dr. Robert Miller—Esprit is undoubtedly the most technologically advanced corrector on the market. Of using Esprit, Dr. Miller said, "The Esprit has better patient acceptance and tolerance because the spring is nested, or internal."

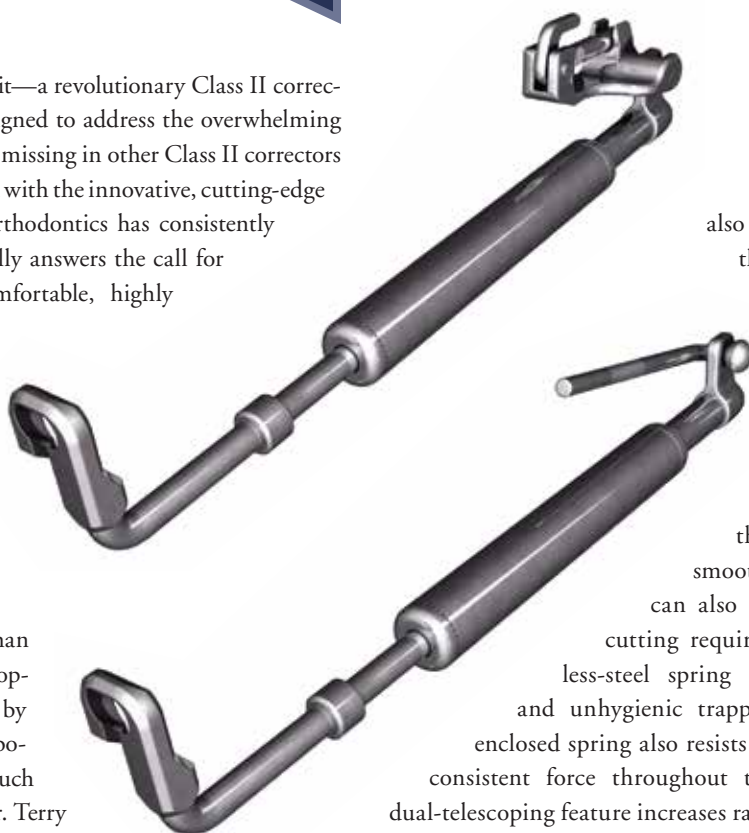
Esprit's unique features include a CNC-machined body that is smooth and durable, and a new innovative, patented clip. This revolutionary clip is a breeze to install and remove, but stays in place without disengaging during treatment.

Esprit also comes with the option of a Euclid Pin that offers unsurpassed patient comfort. The Euclid Pin does not require the clinician to measure and cut it for installation, and can be

bent in the mouth with an appropriate amount of force either over or under the headgear tube. It can also be used for both the left and the right side of the mouth, fitting perfectly into the existing Esprit packaging, for easy use and convenience.

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 the Opal Orthodontics booth at the American Association of Orthodontists trade show in Florida. ■



For more information, visit opalorthodontics.com/esprit or call (888) 863-5883.



ORTHOSYNETICS

Orthodontic Business Services

THE
POWER OF EXPERTS

PRACTICE CONSULTING & EDUCATION - MARKETING
PURCHASING - REAL ESTATE MANAGEMENT
TECHNOLOGY SUPPORT & SOFTWARE
PATIENT FINANCIAL SERVICES
HUMAN RESOURCES - ACCOUNTING & INSURANCE

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 allows orthodontists to focus on what they enjoy most about their careers—treating patients.

OrthoSynetics assists with the business, marketing, and administrative aspects of running an orthodontic practice, and the suite of services is designed to help practice owners reach their goals in the following areas:

Saving money

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

Saving time

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

Increasing profits

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



Growth

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

OrthoSynetics members enjoy access to a suite of business services, industry experts and proprietary systems that cannot be found anywhere else. Both established practices and new practices can gain from membership with OrthoSynetics. Members have access to educational events throughout the year, as well as the annual Synetics Summit featuring world-class speakers, training and team building. The summit leaves attendees inspired and ready to implement new ideas into their practices. ■

"The OrthoSynetics team has been great at keeping us on track and measuring key practice indicators. Last year we had a 26 percent growth in revenue compared to the year before without OrthoSynetics."

- Dr. Eric Wu

"I could not have built my practice without the help of OrthoSynetics. There are many things you learn in school and residency, but how to build a successful startup was not one of them."

- Dr. Erin Maturin

"Consistent communication at ALL times; it's truly great! It's like working with your own personal, invisible, secondary team, and they are there when you need them!"

- Dr. Andre Baptiste

"It is nice to know you have someone to call when questions or needs arise. OrthoSynetics helps me with computer support, ordering equipment, marketing ideas, HR issues, patient finances and insurance—they have experts in every area."

- Dr. Justin Brown



For more information, call (877) OSI-1111 or visit OrthoSynetics.com.

THE SCHEDULING INSTITUTE

Customized Training to Leverage
New-Patient Growth

Would you like to work less, make more money, and have more fun practicing orthodontics 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—just ask one of the thousands of doctors working with Jay Geier and the Scheduling Institute.

Over the last 25 years, Jay Geier, the organization's founder and president, has been revolutionizing practices world-wide with a simple money-back guarantee: The Scheduling Institute will show you how to increase your new patients by 10 percent to 60 percent in less than 90 days. How? By implementing the New-Patient Generation and Practice-Expansion Program that Jay Geier created more than 30 years ago—the first and only program of its kind.

While working for an Atlanta-based practice, Geier discovered the one area of the practice that was completely overlooked in the new-patient attraction process. His innovative new-patient program provided the solution to this problem, and to this day his solution is the most widely recommended and highest-performing new-patient-generation program in the industry.

Plenty of copycat companies have tried—and failed—to replicate Geier's program; none of them comes close to producing the extraordinary results of Scheduling Institute's original New-Patient Attraction and Generation Program. Jay Geier and the Scheduling Institute protect their formula for new-patient attraction, which involves leveraging orthodontists' teams to achieve new-patient growth that ultimately catapults a practice to record-breaking highs in every area—far beyond just new patients. This is why Dentaltown and Orthotown Townies from around the world have awarded the Scheduling Institute seven Townie Choice Awards in the last five years!



JAY GEIER'S
SCHEDULING INSTITUTE



The Scheduling Institute employs a team of 52 dedicated, certified training specialists who are experts in practice growth. These trainers travel around the world every day, transforming practices all across North America, and as far away as Latvia and New Zealand. In May, the Scheduling Institute celebrated its 10,000th in-office training since 2008. They now train an average of 301 offices every single month.

The training specialists play a vital role in the success of the program. They are experts at educating, engaging, and focusing



your team on the value of new patients and how to produce bigger and better results. This takes the work to execute off the doctor and puts it on the staff, with an expert guiding them every step of the way. It's a true done-for-you solution that's already been tested and proven to be successful by more than 10,000 other offices.

Join the thousands of orthodontists who have already doubled, tripled, or quadrupled their number of new patients using the Scheduling Institute's New Patient Generation Program. ■

You can find out more about this revolutionary program and request a free CD revealing Jay Geier's one-of-a-kind, new-patient generation strategy by calling (855) 314-1344 or visiting SchedulingInstitute.com/Orthotown, today.



SPECIALTY APPLIANCES

Full-Service Orthodontic Laboratory



Specialty Appliances is an innovative full-service orthodontic laboratory, producing more than 250 premier products. Since 1981, we have focused on the research and development of top-quality orthodontic appliances for children and adults. Specialty's relentless commitment to on-time delivery of first-rate appliances sets us apart from other labs.

Digital technology is quickly changing the orthodontic industry. Since 2006, Specialty Appliances has been recognized as a leading digital orthodontic laboratory. There is more to "being digital" than just owning a 3D printer. We can produce any appliance from a digital impression, but the technology doesn't stop there. Specialty is developing new standards for the future through strategic partnerships with innovative orthodontists and leading computer-aided design (CAD) software companies.

Specialty Appliances is committed to continuous improvement of our products and services. Using CAD software and 3D printing technology, we have improved workflow and the accuracy of existing appliances. The end result is better-fitting appliances and faster delivery. Specialty has also used our digital resources to develop new products and services that are changing the way many orthodontists practice.

Holding appliances like Nance, TPAs and retainers are now delivered the day that the active appliance is removed. Technology used in the lab eliminates one patient appointment and the need for another uncomfortable impression. In this example, the Nance and TPA are built from the initial digitized impression and delivered to the practice with the precursor expansion or distalizing appliance.

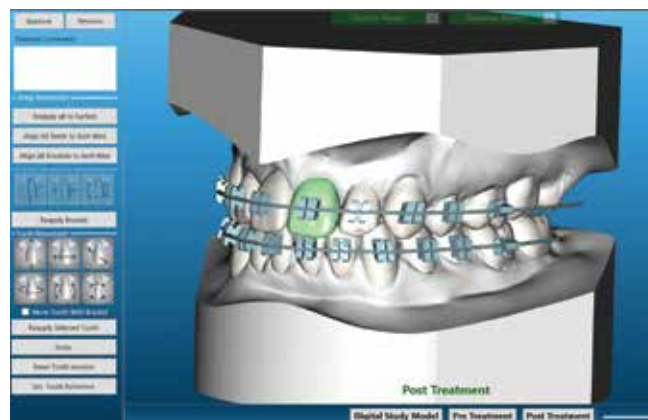
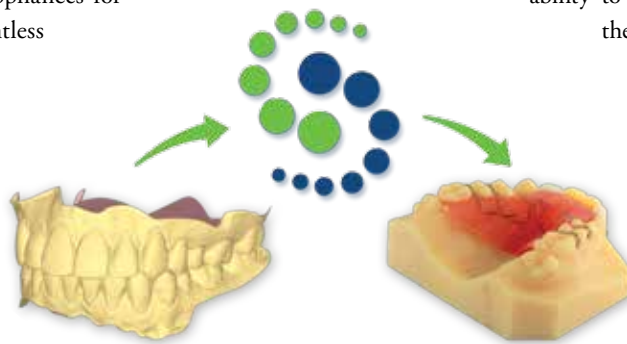
All retainers (including fixed lingual wires, clear vacuum-formed, and Hawley-type) can be delivered at the debond appointment when a digital scan is captured at the previous appointment.

Specialty digitally removes brackets from the teeth before printing the model and constructing the retainer.

Indirect bonding has been digitally transformed to meet the demand for high-precision bracket positioning. Specialty uses advanced CAD software to produce a digital setup of the ideal finished case. Brackets are then digitally placed on the ideal setup, using a full-sized straight wire to ensure slot alignment. Our new and exclusive Web-based approver software gives doctors the ability to review, manipulate, and approve

the bracket position. The software replicates the exact 3D bracket location from the ideal model to the malocclusion. Specialty's proprietary process accurately transfers the digital bracket placement to the physical model. Transfer trays are then constructed and shipped to the orthodontic practice.

As technology continues to revolutionize orthodontics, Specialty Appliances is committed to leading the laboratory progression. ■



For more information, call (800) 522-4636
or visit Specialtyappliances.com.



TOPS ORTHO

topsChecklist for iPad

**Simple. Customizable. Teen-approved.
Doctor-recommended.**

Connecting with your teenage patients is a really cool part of being an orthodontist, and how you set up your office impacts opinions. As the adage goes, you only get one chance at a first impression.

So what do teens today look for? A tech-savvy practice—one to which they can sign in with a touch of their finger—for starters. topsCheck-in for iPad does just that. And tops Software's new iPad app—topsChecklist—extends the cool factor yet again.

*"Log-in takes seconds. We're talking
Internet speed vs. a program speed."*

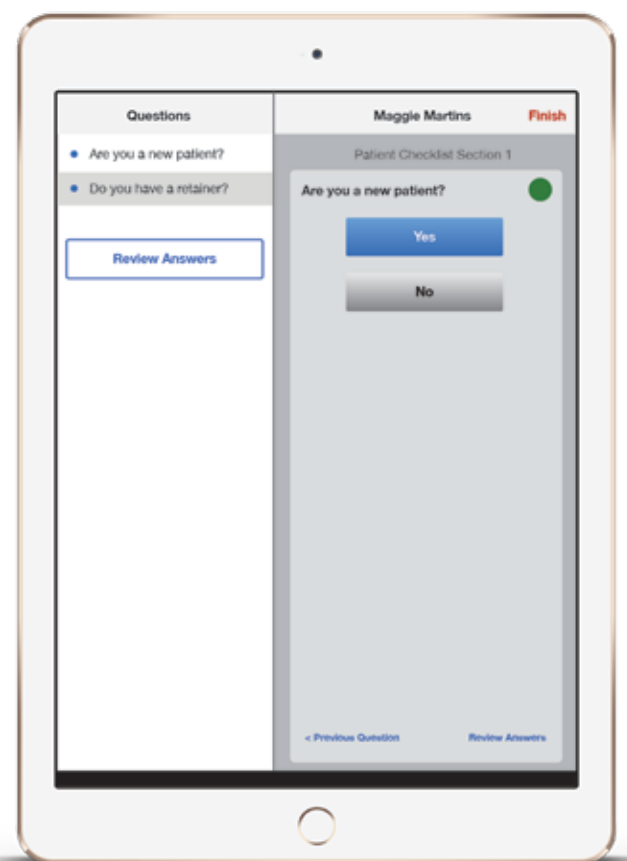
- Dr. Jeff Backus, Backus Orthodontic

*"It's Mac-based, so the cool-factor with
kids and inherent stability is built in."*

- Dr. Bill Newell, Newell Orthodontics

But wait a minute. The kids aren't running your practice. Cool is great, but you want to ensure that whatever you bring into your office is fast and reliable, too. Considering tops Software's 99-percent customer-retention rate, you can bank on it.

topsChecklist for iPad, adds a new layer to the ease and speed of your practice workflows. It allows you and your staff to customize and track checklists, such as medical history forms, new-patient forms, HIPAA forms, and others. This all happens on an iPad, for a more streamlined process.



With topsChecklist, staff can assign checklists to patients on an iPad, give the tablet to the patient (or guardian) to verify and sign, and review the patient entries. Upon staff approval, the data is linked directly to topsOrtho.

What's more, topsOrtho is 100% real-Mac goodness (more points with the teens), intuitive, and well known for its speed, reliability and security. ■

**For more information, call (770) 627-2527
or visit topsOrtho.com.**