Congress passes AAO- and ADA-supported legislation to expand access to dental care

Late last year, the AAO and eight other dental organizations joined together to contact U.S. Senate leaders in support of the Action for Dental Health Act of 2018 (S. 3016), which would expand access to dental care in underserved, rural and Native American communities. The House of Representatives had previously passed the legislation by a vote of 387-13.

For years, dentists and orthodontists have worked to improve access to oral health care for underserved Americans and have championed this patient-benefiting legislation.

The Action for Dental Health Act supports nationwide efforts to improve the dental health of underserved populations and will promote programs that deliver care more easily to those without it, while bringing education and disease prevention to communities in need.

“This is a tremendous victory for dentistry and patients everywhere,” said Jeffrey M. Cole, DDS, ADA president. “The Action for Dental Health initiative shows that our profession believes all Americans deserve good dental health. The ADA is pleased to see Congress prioritizing legislation that will improve access to oral health care.”

This bipartisan legislation was introduced by Congresswoman Robin Kelly (D-Ill.) and Congressman Mike Simpson (R-Idaho), DMD. President Trump signed the Action for Dental Health Act into law on Dec. 11. Learn more at ADA.org/action.
Visit us at Booth 2811
New Products, Demonstrations and Great Deals!

IT’S SO SIMPLE TO ACHIEVE CONSISTENT CLINICAL IMAGES

EyeSpecial C-III
THE DENTAL CAMERA THAT MAKES IT EASY

› 8 Dental shooting modes — Easier, faster and more reproducible images
› Auto-cropping, smart focus and zoom
› Auto flash adjustment for true color
› 3.5 inch LED/LCD touchscreen — Works with exam gloves
› Water/chemical resistant — Essential for infection control in the office
› Ultra-lightweight body: approximately 1 lb

ATTACHMENT REMOVAL KIT
FOR CLEAR ALIGNERS

Beautifil II
A Nano-Hybrid Composite with Fluoride Release & Recharge

Beautifil Flow Plus X
A Nano-Hybrid Composite with Fluoride Release & Recharge

Visit www.shofu.com | Call 800.827.4638

Shofu Dental Corporation • San Marcos, CA
Your expertise.
Our technology.
A powerful combination.

It takes insight and skilled hands to turn technology into a powerful tool. When you use the Invisalign® system and an iTero® scanner to create amazing smiles, that’s exactly what you do. With more than 6 million* cases and counting, the mission is clear:

Let’s do amazing things together.
Learn more at Invisalign.com/partner.

Visit us at Booth #2001 during the 2019 AAO Annual Session.

*Data on file at Align Technology as of October 29, 2018. © 2019 Align Technology, Inc. All rights reserved. AD10057 Rev A
Henry Schein named one of the 2019 World’s Most Ethical Companies

Recognition honors those companies who aim and commit to influence and drive positive change in the business community and societies around the world

By Henry Schein Staff

Henry Schein, one of the world’s largest providers of health-care products and services to office-based dental and medical practitioners, has been honored by the Ethisphere Institute, a global leader in advancing the standards of ethical business practices, as one of the 2019 World’s Most Ethical Companies.

In 2019, 128 honorees were recognized spanning 21 countries and 50 industries. The 13th class of honorees profoundly span the concept of enlightened self-interest and our ‘higher ambition’ model of deep, trust-based partnerships. I am honored to once again be recognized as one of the Ethisphere Institute’s World’s Most Ethical Companies. This recognition reinforces our commitment to the concept of enlightened self-interest and our ‘higher ambition’ model of deep, trust-based partnerships. I am honored to share this award with the more than 18,000 Team Schein Members around the world.”

“Henry Schein has demonstrated that corporate success and positive societal impact go hand-in-hand when an organization aligns its strengths as a business with the needs of society,” said Ethisphere CEO Timothy Erblich. “Congratulations to Team Schein for once again being named a World’s Most Ethical Company.”

Here in Los Angeles

To learn more about Henry Schein, stop by the Henry Schein Orthodontics booth, No. 1925.

This is the eighth consecutive year that Henry Schein has been recognized, and it is the only honoree in the Health-care Products industry, underscoring the company’s commitment to delivering the solutions health-care professionals rely on to improve the performance of their practice so they can improve the lives of patients.

In 2019, 128 honorees were recognized spanning 21 countries and 50 industries. The 13th class of honorees profoundly illustrate how companies continue to be the driving force for improving communities, building capable and empowered workforces, and fostering corporate cultures focused on ethics and a strong sense of purpose.

“There is no better way to demonstrate a company’s commitment to sustainability, improve its reputation, and stay relevant in the market,” said Stanley M. Bergman, chairman of the board and chief executive officer. “We are honored to once again be recognized as one of the Ethisphere Institute’s World’s Most Ethical Companies.”

“It is an honor to once again be recognized as one of the World’s Most Ethical Companies,” said Stanley M. Bergman, chairman of the board and chief executive officer. “We are honored to once again be recognized as one of the Ethisphere Institute’s World’s Most Ethical Companies.”

---

AD

MAESTRO 3D
Dental Studio | Ortho Studio software

Study Models
Virtual Setup
Brackets Placement
Clear Aligner
PDF, Video Report
Free Viewer

www.maestro3d.com

---

EXHIBITORS

---

ORTHO TRIBUNE

PUBLISHER & CHAIRMAN
Torsten Oemus
t.oemus@dental-tribune.com

PRESIDENT/CHIEF EXECUTIVE OFFICER
Eva Seid
e.seid@dental-tribune.com

EDITOR IN CHIEF ORTHO TRIBUNE
Prof. Dennis Tartakow
d.tartakow@dental-tribune.com

INTERNATIONAL EDITOR ORTHO TRIBUNE
Dr. Renier Oomes
roome@dental-tribune.com

GROUP EDITOR
Kristine Colker
k.colker@dental-tribune.com

MANAGING EDITOR ORTHO TRIBUNE
Sierra Rendon
s.rendon@dental-tribune.com

MANAGING EDITOR
Robert Sellick
r.sellick@dental-tribune.com

PRODUCT ACCOUNT MANAGER
Hammebata Koval
h.ekoval@dental-tribune.com

PRODUCT ACCOUNT MANAGER
Maria Kaiser
m.kaiser@dental-tribune.com

PRODUCT ACCOUNT MANAGER
Jordan McCumber
j.mccumber@dental-tribune.com

CLIENT RELATIONS COORDINATOR
Lenore Colyer
l.colyer@dental-tribune.com

Tribune America, LLC
106 West 25th Street, Suite 50
New York, NY 10010
Phone (212) 244-7181
Fax (212) 244-7185

Published by Tribune America
© 2019 Tribune America, LLC
All rights reserved.

Tribune America strives to maintain the utmost accuracy in its news and clinical reports. If you find a factual error or content that requires clarification, please contact Group Editor Kristine Colker at k.colker@dental-tribune.com.

Tribune America cannot assume responsibility for the validity of product claims or for typographical errors. The publisher also does not assume responsibility for product names or statements made by advertisers. Opinions expressed by authors are their own and may not reflect those of Tribune America.

EDITORIAL BOARD
Jay Bowman, DDS, MD, MS (Journalism & Education)
Robert Boyd, DDS, MD, MS (Periodontics & Education)
Earl Brokers, DDS, TMD (Oral & Facial Pain)
Tarek El-Bialy, BDS, MS, PhD (Research, Biomechanics and Education)
Donald Giddon, DDS, PhD (Psychology & Education)
Donald Machen, DDS, MS, ID, MBA (Medicine, Law and Business)
James Mah, DDS, MS, MBCO, DMSc (Craniofacial Imaging and Education)
Richard Masella, DDS, MD (Education)
Malcolm Meister, DDS, MSM, JD (Law and Business)
Harold Mittleberg, DDS (Practice Management)
Elliott Moskowitz, DDS, MD (Journalism & Education)
James Mullick, DDS, MS (Craniofacial Research and Education)
Ravindra Nanda, BDS, MDS, PhD (Biomechanics & Education)
Edward O’Neil, MD (Internal Medicine)
Donald Picard, DDS, MS (Accounting)
Glenn Sameshima, DDS, PhD (Research & Education)
Daniel Savy, DDS, MPH (Public Health)
Keith Sherwood, DDS (Oral Surgery)
James Squier, DDS (Orthodontics)
Gregg Tartakow, DDS (Orthodontics) and Ortho Tribune Associate Editor
It’s fast.  
It’s powerful.  
It’s Lightning Cloud™.  

The topsOrtho™ High-Performance Cloud.

You already know that topsOrtho is fast, easy, and reliable! But did you know it’s delivered by a powerful cloud that is safe, secure and moves at lightning speed?

How fast is fast? Imagine you’re in a practice when someone in the front office changes a patient’s record. The person in the back will see that change updated in 13 milliseconds. That’s 0.013 of a second.

Let Lightning Cloud™ elevate your entire staff to Superheroes! Give us a call at +1 770.627.2527 or email sales@topsortho.com.
Incorporate pediatric sleep into your practice and gain the benefits

By Ortho-Tain Staff

Sleep disordered breathing (SDB) in children is a much more critical and common problem than what has been previously thought. SDB can manifest itself in a variety of symptoms that can be easily overlooked, misdiagnosed and, most unfortunately, left untreated.

The HealthyStart** system educates the orthodontic and dental community to identify the symptoms, understand the underlying root causes and create a treatment plan that both addresses breathing disorders and corrects the orthodontic conditions.

Early intervention is critical when addressing sleep issues. The optimal age for a HealthyStart patient is as soon as the problem is identified. Any age from 2 to 12 is best, depending on the individual patient.

The first step in identifying SDB symptoms is with the HealthyStart Sleep Questionnaire. HealthyStart requires a parent to assign a frequency number to symptoms apparent in their child, including:

- Mouth breathing
- Snoring
- Talking in sleep
- Tooth grinding
- Difficulty listening
- Allergic symptoms
- Fidgeting with hands
- Waking up at night
- Restless sleep
- ADHD
- Excessive sweating while asleep
- Bed wetting
- Hyperactivity
- Excessive daytime sleepiness
- Nightmares or night terrors
- Lack of focusing
- Difficulty with school subjects
- Falling asleep during the day
- Headaches in the morning
- Speech problems

A recent study of 501 HealthyStart patients from the ages of 2 to 19 found that nine out of 10 children display at least one symptom of SDB.

Previous research found SDB occurring in only 1 to 3 percent of children from the ages of 5 to 13 years of age; however, the findings of this study provide evidence that SDB is much more common, affecting 90 percent of children.

Training

Professionals interested in gaining a greater understanding of SDB and how the HealthyStart System addresses the breathing, airway and orthodontic conditions can take advantage of the digital interactive learning platform. This platform is a six-session program.

Each session includes a two-hour presentation that can be completed over a one-week period. The session is followed by a study group meeting led by HealthyStart experts and providers. Materials will be reviewed, questions will be answered, and discussion on implementation of materials into the practice will take place.

Treatment

The HealthyStart System is a non-invasive, non-pharmaceutical, natural form of treatment that uses a series of specially designed appliances to promote proper breathing habits. The HealthyStart addresses mouth breathing, open-bite, crossbite, narrow palate, speech difficulties, and sucking and swallowing problems. The HealthyStart system uses the natural forces of eruption to guide incoming teeth so that natural fiber bundles develop and anchor these newly erupted permanent teeth into a perfectly created occlusion.

The resulting sequence for this case is typical: A sleep questionnaire is filled out by the parent, rating their child’s symptoms on a scale indicating the degree of risk. Finding an open-bite condition usually presents occurrences of tongue thrusting, improper swallowing and mouth breathing.

The Habit Corrector is introduced within the first of a three-appliance series, given to address the habits and breathing issues for a period of three months.

The second appliance is issued when the first tooth is lost and is used only at night to guide the incoming dentition and ensure proper habits.

The third and final appliance is given as the laterals begin to erupt and continue to guide the incoming teeth into the correct position. The natural eruptive forces expand the arches and allow more space for the tongue to be forward and out of the airway.

Dr. Earl O. Bergersen, Ortho-Tain and HealthyStart founder, has taught and lectured throughout the world on growth and development research.

In particular, Bergersen has done extensive research on the use of skeletal age assessments of maturity in relation to facial and body growth and its influence on orthodontic treatment and retention timing.

Below, he answers common questions about the HealthyStart system.

**How can the HealthyStart system be incorporated into orthodontic treatment?**

The HealthyStart system can be used as a phase one plus treatment that incorporates habitual correction as well as promoting growth and development while expanding arches. The earlier the better.

Ideally, every child should have a comprehensive exam by a HealthyStart provider by the age of 2.

HealthyStart dentists and their staff have received special training to ensure that the overall health and well-being of every child is carefully evaluated and taken into consideration when formulating a treatment plan.

**How many children can benefit from the HealthyStart system?**

Research indicates the HealthyStart system addresses health issues in children, as well as straightening teeth without braces. There are nine out of 10 children who present with at least one or more outward symptoms of SDB. This represents 40 million children in the United States alone.

It is important to understand that 92.6 percent of children exhibiting outward symptoms do not self-correct, and 30 percent will worsen with age.

HealthyStart looks at the root cause of these symptoms: compromised airways, narrow arches (which compromise the proper tongue position), mouth breathing, airway issues, poor habits, and improper growth and development.
Cloud computing and systems come in many shapes and sizes. They even have different names. What they have in common is the ability to keep your practice mobile, flexible, secure and worry-free. Dolphin offers two solid options for running your practice in the cloud, and we’re eager to discuss which one is best for your practice.

Stop by Dolphin Booth 1025/1125 for a software demo, and your name will be entered into a raffle to win your choice of either an Aquarium license or iPad Pro 11”.

To learn more about why cloud computing really is a big deal, visit www.cloudinfo.us.
Data protection. When one hears it, what comes to mind? It could be the protection and safeguarding of digital assets. In an orthodontics practice, this includes images, X-rays, patient information and the data needed for secure, day-to-day operations. Data protection could also include daily backup procedures and recovery. For today, let’s focus on a very significant data protection element — passwords and password management.

We knew we wanted topsOrtho™ to be really safe and secure. Having multiple passwords for each employee and managing them decreases workflow interruption. We knew then that we would engage a multitude of vendors to incorporate in our practice management system. Names like invisalign®, suresmile®, Braces Academy, etc. At this moment, tops Software engages with more than 70 online services.

As a result, most practitioners use short, easy-to-remember passwords that aren’t truly secure so that the staff can remember and type them. (We’re looking at you, password and 111111.)

With topsOrtho’s Password Management, one can set long, random passwords for every online account used within topsOrtho. Practice staff never needs to see those passwords nor remember them or ever type them. Instead, they simply use their regular topsOrtho password, and topsOrtho logs them into the services the practice approved for them.

Why such detail to password management? It’s because it’s too easy to have a security breach, resulting from use of nonsecure passwords and leading to a very expensive HIPAA violation.

In fact, security is one of the many reasons I chose to develop topsOrtho as a 100 percent real Mac app, and the net result is a smooth system that’s fast, easy and reliable.

So while I’d welcome you to switch to topsOrtho, I also want you to keep your practice safe. Are you doing these steps below, to ensure some sense of data protection?

Install virus and malware protection
Have something on your system that can be updated regularly to help stave off viruses, malware and other malicious attacks.

Use strong passwords and change them frequently
Never write down a password. Never create a simple one. A hacker has programs that can test hundreds to thousands of passwords quickly.

Back up your data
Simple yet highly effective task. Ensure that your data is properly backed up, and test the backup to ensure that your data can be recovered when you need it.

While these would never be the end-all of data protection, it’s at least a start. Start a conversation with password security. Offer up password ideas that can be remembered but not have to be written down. It’s crucial to educate employees in security best practices and ensure they know how important their role is in securing practice data.

Keep your digital assets protected and your passwords secure with topsOrtho

By Mark S. Sanchez, DDS, Founder, CEO and Chief Developer at tops Software

Here in Los Angeles
To learn more about topsOrtho and how it might be able to help your practice, stop by the booth, No. 1637.
Not Just A Band Cement!

Clinical Applications:
- Ideal for posterior occlusal build ups
- A great composite for bite turbos
- Perfect for bonding large acrylic appliances - Herbst, Expanders, Maras, etc.

Ultra Band Lok® Features:
- Bonds chemically to metal for easier, cleaner band removal!
- Natural tooth color or high contrast blue color
- Light cure for quick and easy procedures

Visit us at AAO Booth 1239

Ultra Band Lok® … VERSATILE!

For more information, contact...
Reliance Orthodontic Products, Inc.
(800) 323-4348 • (530) 773-4009 • Fax (530) 250-7704
www.RelianceOrthodontics.com
Dolphin moves its cloud to SaaS model with Cloud Subscription

By Matt Yamamoto, Director of Sales, Dolphin

Dolphin’s reputation is marked by our eagerness to embrace new technologies and use them to develop cutting-edge solutions for our customers. Back in 2012, we were excited to introduce Dolphin Cloud Sessions — joining the call of “cloud computing” and leading orthodontics into the newest trend.

In this same spirit, and to better serve the needs and preferences of our customers, we are now happy to announce a new SaaS (software as a service) model for our cloud product. We are calling it Cloud Subscription, which essentially means that customers can “subscribe” to the software rather than “buy” it.

Cloud Subscription will be offered in two three-tiered packages to accommodate the different needs and size of a practice. Customers will have the choice of an Imaging and Imaging & Management package.

All updates, backups and support are included in the subscription price, with plans starting at $180 per month.

Here are some frequently asked questions about the service.

Tell me again what Dolphin Cloud is?
Cloud Subscription lets you enjoy full-featured Dolphin Imaging and Management programs in the cloud. It eliminates the need for a local server to handle your Dolphin database, thereby eliminating costly server purchases and the fees associated with configuration and maintenance.

We automatically update your software and perform the necessary, regular data backups. You run the latest version of Dolphin software, every time. And, Cloud Subscription seamlessly supports multiple offices.

Sounds cool. How does it do all that?
Cloud Subscription utilizes industry-standard technologies such as remote desktop connection, remote apps and virtual workstations. An appropriate combination of these technologies is used to create a virtual server environment to deliver the Dolphin software and data to your practice.

Will my data be secure?
Cloud Subscription is hosted in an “SSAE-16 Type II certified” hosting facility, which adheres to all the latest security and network requirements for professional hosting of data and applications. The Type II Certification measures and evaluates security over time.

OK, OK. What does ‘Cloud computing’ mean anyway?
Cloud computing is the practice of using a network of remote servers hosted on the internet to store, manage and process data, rather than a local server or a personal computer.

What are the compatible devices of Dolphin Cloud Subscription?
You can connect to Dolphin Cloud Subscription using most desktop and mobile devices, including:
- Windows PCs
- Macs
- Smartphones (iOS and Android)
- Tablets (such as iPads and even the Microsoft Surface)

Finally, Dolphin Cloud Subscription is backed by the same solid team that has spent more than 30 years developing and supporting software solutions for the dental specialty industry.

Added stability is provided by Patterson Dental, the organization that owns Dolphin, and a company with 140-year history serving the dental community.

Got more questions?
Contact Matt Yamamoto, at left, Director of Sales, Dolphin, at (800) 548-7241 or visit www.dolphinimaging.com/cloud.

Here in Los Angeles
To learn even more about the new Dolphin Subscription, stop by the booth, No. 1025.
At-Home | VPro™ Series
First and only product to support both active treatment and retention in just 5 minutes per day.

In-Office | Excellerator® Series
First and only product cleared by the FDA to create Micro-Osteoperforations (MOPs).

MEET AND TREAT AT BOOTH 2601
Connect with some of the industry’s leading KOLs and enjoy a treat on Propel.*

DR. NEIL WARSHAWSKY
10am | May 6th
Making the Impossible, Possible

DR. TERRY SELLKE
11am | May 6th
What Is Accelerated Orthodontics and Why Should You Care?

DR. DANIEL RAMOS
12pm | May 6th
Get your Ortho Ready for the Future with Propel, DSD & Invisalign

DR. DOVI PRERO
1pm | May 6th
Propel and Accelerate your Social Media with Good Vibes

*$5 giftcard provided to in-booth lecture attendees while supplies last. Limit one per person per show.
If I Don’t Sleep No One Sleeps

Snoring
Nightmares
Bed Wetting
Sleep Issues
ADD / ADHD
Difficulty in School
Dark Circles Under Eyes
Swollen Adenoids / Tonsils

9 Out of 10 Children Exhibit Sleep-related Breathing Disorder Symptoms

HealthyStart Addresses Sleep-related Breathing Disorders and Straightens Teeth Without Braces