

Where Local Stories Reach the Global Orthodontics Community

INSIDE NEWS

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TP ORTHODONTICS

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INSIDE NEWS

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Dr. Chad Wright shares his InVu experience from a small business perspective. Dr. Wright is featured on InVu-Ortho.com as one of our Preferred InVu Orthodontists.

WELCOME

Welcome To *Inside News*, Issue 3

We know orthodontists do amazing things. *TP Orthodontics, Inside News* is distributed globally and recognizes excellence, progress, innovation and passion from practices around the globe. Each quarterly issue prints in multiple languages and looks at orthodontists — your lives, practices, staff and your patients.

In our third issue, orthodontists Dr. Chad Wright and Dr. Bradley Nirenblatt talk about the treatment strategies and brackets they are using for best results. We feature achievements from doctors throughout the orthodontics community and also take a look at the work of Casa Azul, one of the organizations sponsored by TPO.

HAVE SOMETHING TO SHARE?

Is your practice unique? Do you have tips to share with colleagues? Are you doing something extraordinary outside of the office? Or have you changed a patient's life? Share your achievements with your peers around the globe. All submissions are responded to by the editor within five business days.

Contact us:

→ editor@tportho.com

→ 480-559-9443 (fax)

SPECIAL RECOGNITION OF ACHIEVEMENT

TPO is Proud to Recognize Orthodontists from Around the Globe for their Excellence and Accomplishments.

Dr. Steven Sabatino

TPO congratulates Dr. Steven Sabatino for recognition by his peers in the 2011 *Phoenix Magazine*, Top Doctors issue as the “**Top Orthodontist in the Phoenix Greater Valley**”. Dr. Sabatino’s practice is based in Phoenix, Arizona, where he lives with his wife, Jill, and two children, Alissa and Alec.



Dr. Christopher Mattingly and Dr. Christopher Howell

TPO congratulates doctors Mattingly and Howell for their recognition in the August 2011 *Louisville Magazine*, Top Docs issue. Dr. Mattingly and Dr. Howell were recognized by their peers as the “**Top Orthodontists in the Greater Louisville Area**”. The two doctors have over 30 years of combined experience in orthodontics and treat patients throughout the Jefferson, Nelson and Marion counties.



Changing Smiles and Lives: TPO Gives Back with Casa Azul



More than 170,000 children are born with clefts each year. Most of them cannot afford surgery. Casa Azul was founded in 2003 to make it possible for children with clefts and other facial abnormalities to live full and productive lives.

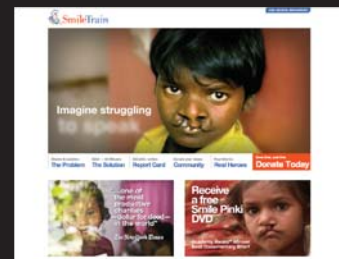
Clefts are a major problem in developing nations where millions are suffering untreated. Most children with clefts cannot eat or speak properly and are held back from attending public schools and finding employment. These clefts go untreated because they are too poor to pay for a simple

surgery that has been performed for decades. Casa Azul provides free surgery for children with clefts throughout México. Children can receive surgery in addition to dental and orthodontic treatment through the organization for free.

TP Orthodontics has been proud to sponsor Casa Azul in their efforts to bring treatment and possibility to children around the globe since 2003. TPO México supports the organization with orthodontic products, activities and marketing resources.

MAKE A DIFFERENCE

Readers looking to support relief efforts for children born with clefts are encouraged to contribute by donating online at smiletrain.org or casaazulac.org.



BEFORE TREATMENT



AFTER ORTHOPEDIC TREATMENT



FIRST STAGE OF TREATMENT

Oscar Martínez received orthopedic treatment from Casa Azul and can now close his mouth and eat comfortably.

The Switch to InVu®: Two Years Later

Dr. Chad Wright, Santa Barbara, CA

As an orthodontist, I make a thousand important decisions each day. Steel or nickel-titanium? Bend the wire, or reposition the bracket? Extract premolars or expand the arches?

I'm also a small business owner. And as such, I make another thousand decisions, all the while crossing my fingers that I get at least half right. I believe it's a heck of a lot easier to be a great orthodontist than a great businessman.

I have a fine practice. I've been able to get a nice share of patients in two fairly competitive markets. But it's just the nature of running any business that it often takes months or even years before the "rightness" or "wrongness" of an important decision manifests itself.

Such was the case for me a couple of weeks ago. I was approached by one of my assistants who told me how happy she was that I had stopped using our old ceramic brackets, and made the switch to InVu. Curious as to her motivations, I asked a few probing questions.

It turns out there were two main reasons for such enthusiastic accolades. First, she said, had to be the amazing aesthetics, when compared to the "cosmetic" system with which we had previously worked. "You just can't see them. They blend right in!"

This fact, so succinctly stated by my assistant, was made crystal clear to me several months ago as I was presenting a lecture at the AAO annual session in Chicago on the topic of aesthetic brackets. Behind me was a large poster of several teeth in a variety of shades, each of which was bonded with an InVu bracket. My wife was sitting in the second row through not one,

but two complete presentations before realizing that anything at all was bonded to the teeth.

And second — according to my team member — the brackets were as "easy to tie in as metal brackets." Though I have been blessed with several fabulously capable orthodontic assistants, I have been known to tie in a wire or two.

One of my favorite tricks is what I call an over/under chain on particularly stubborn spaces. An over/under chain is where one chain goes under the wire, and one goes, well, over it. It took me nearly 10 years to come up with that one, but MAN do they work!

The problem with this technique is that things can get a little busy around each bracket with all the chains and ligatures. But unlike other ceramic brackets, InVu does over/under chains every bit as easily as metal. They flat-out perform, and that's not just my observation, but that of someone far more experienced at tying in wires than me.

Straightening teeth in a mature population like Santa Barbara means seeing lots of adult patients. Although some of those adults actually like the metal-mouth motif and the change-colors-more-often-than-Katy-Perry's-hair look, the vast majority are looking for something more low-key. Since switching to InVu about two years ago, I have started over 250 patients with them.

So far, the reviews have been nothing short of stellar — the report from patients AND staff. I'm happy to say the decision to switch to InVu has turned out to be one of the best moves this orthodontist/small business owner has made in a long time.



BIOGRAPHY

Dr. Wright's orthodontic practice is based in Santa Barbara, California, where he lives with his wife and four children. In his free time, Dr. Wright enjoys outings with his family and playing shows and performing with his classic rock cover band, Sound Minds.

→ **We are proud to feature Dr. Wright as one of our Preferred Orthodontists.**

Treatment Advantages with Tip-Edge PLUS®

Dr. Bradley D. Nirenblatt, Charleston, SC

I was first exposed to Tip-Edge brackets during my residency at Columbia University in 1990. For more than 10 years, I have chosen Tip-Edge PLUS to meet the most stringent requirements. Because of its small, single-wing design the PLUS Bracket System has plenty of inter-bracket width, allowing engagement of crowded teeth early on and easily in treatment. The vertical slot makes it easy to engage, upright and rotate teeth with spring auxiliaries if needed. Borderline extraction cases can be easily treated as non-extraction cases.

The bracket's unique propeller design allows me to begin correction of my patients' malocclusion using light, two-ounce elastics from the day patients get banded. Whether a Class II, Class III, deep bite or open bite, I begin correcting from day one when patients are the most motivated to see change happen.

Rapid and early correction occurs because the bracket allows the tooth to tip in the direction I want, giving me greater control over the final outcome. The ability to choose which direction I want teeth to move is a great advantage, virtually eliminating any anchorage consideration. In extraction cases it allows front teeth to quickly become uncrowded by tipping distally with no need to hold the upper first molars with a palatal bar. If patients are missing teeth, such as upper lateral incisors, the brackets can be reversed such that posterior teeth tip mesially, to close spaces.

One of the nicest things about the PLUS bracket is the elimination of most bite jumpers, use of strong Class II elastics and headgear to correct Class II malocclusions. The elimination of these appliances

reduces overhead, is more comfortable for the patient and simplifies day-to-day practice operations allowing us to see more patients with fewer appointments. Also, emergency visits are reduced when fewer appliances are used. It's a win-win situation for patient and doctor as we see lower overhead and they spend less time in the chair.

Establishing proper tip and torque is an essential goal in the finishing stage of all orthodontic patients. The bracket allows the placement of a full size edgewise wire; .0215" x .028" taking full advantage of the Roth prescription. This full size wire is easily placed; the propeller slot shape actually opens wider than the width of the wire.

Torque is expressed by the force generated by a small .014" NiTi acting upon the bracket via a deep tunnel. The .014" NiTi pushes each bracket slot 100% against the .0215" x .028" wire, fully expressing the torque prescription. If torque compensation needs to be made because of an underlying skeletal problem it can easily be added to the .0215" x .028" wire or a .022" round wire can be placed in one or both arches.

At this stage, patients are seen every eight to 12 weeks for four to eight months. This "auto pilot" stage frees up chair time and takes the hassle out of missing school and work for our patients.

Final setting of the occlusion is achieved using .019" x .025" braided wires. The wide inter-bracket width allows easy setting of the occlusion. I also have the ability to place Power Pins in the vertical slots so that finishing elastics can be used.



Initial Occlusal Photo, Maxillary Dentition



Final Occlusal Photo, Maxillary Dentition

20 yo Female

Case 1: 20 yo

Adult: Class II, Anterior Open Bite

Nonextraction:
4 sets of wires:
.016", .022", .0215" x .028",
.019" x .025" Braided

Box and Triangular elastics TP Pink, Green, Blue

Retainers lower fixed 3x3 and Upper Essix

Treatment time: 16 visits

Visit PLUSBrackets.com to view more of Dr. Nirenblatt's case studies.

BIOGRAPHY

Dr. Nirenblatt lives with his wife and two children in Charleston, South Carolina, where he has practiced orthodontics for 20 years. He is an avid photographer and enjoys playing his Stratocaster® guitar.

➔ **We are proud to feature Dr. Nirenblatt as one of our Preferred Orthodontists.**

PREFERRED INVU PROVIDERS AROUND THE GLOBE

Introducing TP Orthodontics Preferred InVu Providers

Meet some of the orthodontists around the globe who are using InVu to expand their practice.



Dr. Ester Cumber-Kraehmer
Gauteng, South Africa



Dr. Alan Curtis
Chandler, Arizona, USA



Dr. Rafael Perez Diez
Valladolid, Spain



FEATURED PRODUCT

Introducing Click-It® Aesthetic Self-Ligating Bracket System

WELCOME TO A NEW LEVEL OF TREATMENT EFFICIENCY.

Click-It is the premier aesthetic, self-ligating bracket system with a true start to finish design. The unique, four-walled archwire slot adjusts to varying wire shapes, sizes and treatment objectives for optimum performance in every phase of treatment.

Unsurpassed aesthetics, hidden tie wings and fully concealed metal parts.



Personalized
Color-Matching
Technology®

Click-It features **Personalized Color-Matching Technology** for a look of total transparency. Brackets absorb wavelengths of light so only the natural tooth color shows.

[Learn more at TPOrtho.com.](http://TPOrtho.com)

Click-It is a registered trademark of TP Orthodontics, Inc. and manufactured under US Patent 8,029,275. InVu is a registered trademark of TP Orthodontics, Inc. and manufactured under US Patents 5,263,859, 6,685,468, 6,746,242, 7,780,442; Britain 156251; China 03822189.6, ZL03824889.1; Europe 1545380; France 156251; Germany 60332263.8-08; Italy 156251; Japan 3,334,940 & 4414334, 4503440; Mexico 265725, 274623; Spain 156251, ES2362089T3. Tip-Edge PLUS is a registered trademark of TP Orthodontics, Inc. and manufactured under US Patents 6,682,345; Britain 1539017; China 03806949.0; France 1539017; Germany 60327861.2; Italy 1539017; Japan 4391242; Mexico 269871; Spain 1539017. Personalized Color-Matching Technology is a registered trademark of TP Orthodontics, Inc. All other patents pending. ©2011 TP Orthodontics, Inc.

