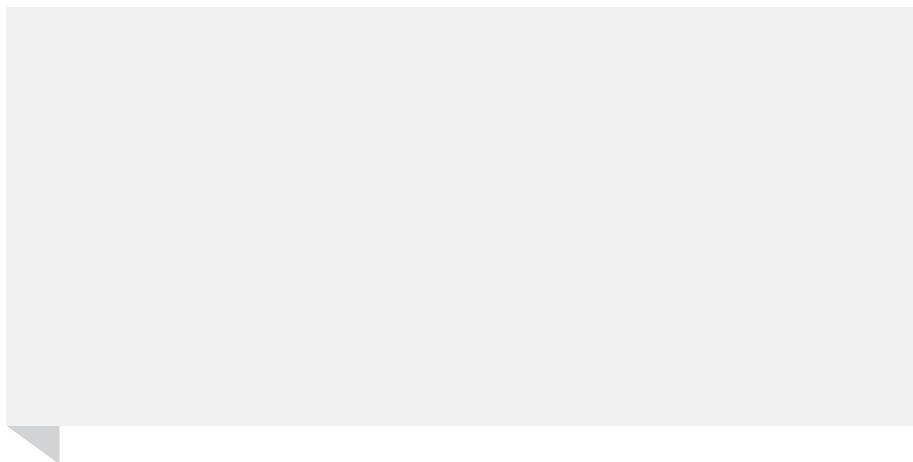


INSIDE NEWS

Where Local Stories Reach the Global Orthodontics Community



TP ORTHODONTICS

SPRING 2012

INSIDE NEWS

IN THIS ISSUE

- 1** Recognition of Achievement
- 2** Orthodontists in the Community
Dr. Ester Cumber-Kraehmer, Vereeniging, Gauteng, South Africa
Dr. Thomas Chamberlain, Chandler, AZ, USA
- 3** TPO Around the Globe
TP Orthodontics at Derby Day
- 4** Click-It Aesthetic Self-Ligating Bracket System
- 5** The Switch to InVu: Two Years Later
Dr. Kevin Lucas, Buffalo Grove, IL, USA

Look for our special AAO issue next month!



"I wanted to go someplace where it would make the biggest difference," says Dr. Thomas Chamberlain. Dr. Chamberlain and his son Kohler smile for a photo with local school children on their last day in Dera, Ethiopia.

Welcome To *Inside News*, Issue 5

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 patients.

In this issue, orthodontists and their staff talk about how they are creating progress and change around the globe. We feature achievements from doctors throughout the orthodontics community and take a look at TP Orthodontics Australia at Derby Day. Also, Dr. Kevin Lucas shares his experience with InVu® and tells us what his patients have to say about the bracket.

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. Gonzalo Bojorquez,
Campeche, México

TPO recognizes Dr. Gonzalo Bojorquez for his outstanding dedication to philanthropy and oral health. Dr. Bojorquez treats children with cleft palate in Campeche, México.



Dr. Antonio Ortega,
México, D.F.

TPO recognizes Dr. Antonio Ortega for his commitment to patients with Williams Syndrome. Dr. Antonio Ortega regularly educates patients suffering from physical and mental ailments using both orthopedic and orthodontic functional appliances.



Dr. Ronald Metelka,
Morton Grove, IL, USA

TPO recognizes Dr. Ronald Metelka for his commitment to making treatment available to more children in Illinois. Dr. Metelka treats children and adolescents whose families cannot afford orthodontic treatment through the *Smiles Change Lives* organization.

Meet South Africa's First Female Orthodontist

Dr. Ester Cumber-Kraehmer, Vereeniging, Gauteng, South Africa

In 1979, Dr. Ester Cumber-Kraehmer did something remarkable. She decided that she would become the first woman to qualify as a Specialist Orthodontist in South Africa. "The idea was pretty crazy, it had been a male dominated field all along," she explains.

After practicing general dentistry for a year in the UK, she returned to South Africa and completed her honors degree in orthodontics. "When I started my training, we sometimes had joint courses with other dental schools," she recalls. "I got used to being asked by the professor whether I was the secretary."

Dr. Cumber-Kraehmer quickly became known by colleagues for her dedication to orthodontics. "The guys soon saw that I wasn't just trying to prove a point by being there," says Cumber-Kraehmer. "I really liked what I was doing." She graduated in 1981, becoming the first female orthodontist in South Africa and starting a trend in the local community. The following year, another woman enrolled

as an orthodontic student. "Apparently, I set a trend," she says. "Today we have a relatively large percentage of female orthodontists in the community."

In 1988, she joined the Orthodontic department at the Medical University of Southern Africa. She continued on to become the first female professor and Head of Department at a dental school in South Africa.

None of her patients were phased by her gender. "I think children are at home with a (female) orthodontist," she beams. "I was involved with treating facial deformities for many years and found I could form a comforting bond with both parents and (children)."

After practicing in the UK, Dr. Cumber-Kraehmer moved back to South Africa where she continues her orthodontic practice working with children and adults. "I can change a person's life by giving them confidence in their looks and themselves," she says. "That makes me happy."



BIOGRAPHY

Dr. Ester Cumber-Kraehmer was the first female orthodontist to qualify in South Africa. She went on to become the first female professor at the Medical University of Southern Africa and has practiced orthodontics in South Africa and the UK.

Changing Smiles and Lives in Africa

Dr. Thomas Chamberlain, Chandler, AZ, USA

Last fall, Dr. Chamberlain and his son joined the efforts of *Hope Arising* in Ethiopia to change lives. “I wanted to go someplace where it would make the biggest difference,” he says. “To help a place in dire need.”

Chamberlain and his 16-year-old son, Kohler, traveled with two other dental professionals and their family members to support locals with dental treatment and other amenities. In addition to assisting with disinfection and tooth extractions, Kohler helped in building facilities for children in the community. “He helped build a kitchen for Lydette (15) and Salem (9),” recalls Dr. Chamberlain. “They had been orphaned by their parents who both died of AIDS and had no place to cook food.”

Dr. Chamberlain and the two other attending dental professionals saw about 400 patients. They brought a portable machine for different procedures, but after seeing the excessive need for eliminating infected and broken teeth, they decided to focus on tooth extractions.

“One of the most heart wrenching things was to watch these young kids with a lot of life, a lot of youth in them still. And you look in their mouth and you see the first bombed out tooth in the back and you pull out that tooth,” Chamberlain says. “Then you look at the chair next to you and you see a 30- or 40-year-old and we’re taking out ten on them and there’s just holes everywhere where their teeth are bombed out. You think that’s

where they’re headed because there is no other care there.”

He remembers an eight-year-old patient the most. She had a three centimeter long object wedged into her tooth. “It was a piece of wood,” Chamberlain says. “People don’t have tooth brushes there so they use sticks. We figure she was cleaning her teeth or pushing that up there to relieve pain from cavities and infections.”

The dire need in Dera touched Chamberlain and his son. “They have one pair of clothes. They have a bed with straw in it and sheets, that’s all they own,” he says while looking at photos of patients he treated. “The clothes they have on – that’s all they have. Clothes mean a lot to them, so if they have a jacket they’ll wear it even when it’s warm.”

Chamberlain and his son helped with the completion of an irrigation system, a project *Hope Arising* took on years ago to prevent deaths caused by droughts in the area. In addition they assisted in planting a garden for the Dera community. “They’ve just made their first harvest from the gardens we’ve planted,” Chamberlain beams.

He plans on returning to Ethiopia in 2013 with his daughter, Kelsey. “The hope is that someday there will be better care available so they can have better hygiene and better prevention,” Chamberlain notes. He also assisted *Hope Arising* in raising funds for the Dera town school and a community computer through the donations of his patients and companies like TP Orthodontics.



BIOGRAPHY

Dr. Chamberlain’s orthodontic practice is based in Chandler, Arizona where he lives with his wife, Tamara, and their four children, Kohler, Kelsey, Spencer and Hailey. He enjoys coaching soccer and skiing in his spare time.

MAKE A DIFFERENCE

Readers looking to get involved and make a difference for children in Ethiopia can learn more at hopearising.org.



Hope Arising Mission Statement: That each child will live healthy, gain education and achieve economic self-reliance for a future of hope.

The Switch to InVu®: Two Years Later

Dr. Kevin Lucas, Buffalo Grove, IL, USA

Two years ago, Dr. Lucas' TPO account executive introduced him to InVu Aesthetic Brackets. Dr. Lucas shares his experience with InVu. He tells us what his patients have to say and explains how the brackets compare to other brands he's used before.

TPO: What first attracted you to InVu brackets and made you want to try them?

Lucas: Pretty much the aesthetics of the bracket, the invisibility of the bracket. They are the most "colorless" on the teeth.

TPO: What's different about the look of the Personalized Color-Matching Technology?

Lucas: Others have the metal slot and you can still see the metal through the clearness of the bracket. Other brackets were too clear and didn't match the tooth color - they look like glass on the teeth. InVu brackets are the most invisible, "colorless" brackets on the market.

TPO: Do your patients like InVu?

Lucas: One of the first patients I had was my wife; she's one of the more difficult ones to please. She was pretty impressed with it. Most people didn't even know she had braces on. Patients love InVu, especially when they compare the bracket to friends who have ceramic brackets used by other orthodontists.

TPO: How did you find the debonding process?

Lucas: After my rep sent a link to the debonding video I got it down. If you put the pressure in the right spot it

pops off easily. So easily that my staff does it sometimes for me - they have no trouble getting it off.

TPO: What is the ligation process like with InVu brackets?

Lucas: Because of the deeper undercut with the wings I can use power tube around the bracket and then put clear elastic and it holds.

TPO: How does InVu compare performance-wise to standard metal?

Lucas: Performance-wise, I treat cases with the same finish goals and timeframe as metal.

TPO: How does the durability of InVu brackets compare to other ceramic brackets?

Lucas: With other ceramics I've found the tie-wings are breaking. With InVu I rarely have any wings that break off. The durability seems to be a lot better.

TPO: What's your overall opinion of InVu?

Lucas: I really like the bracket. I am able to treat as fast and easily as metal and with the benefits of the aesthetics.

TPO: Would you recommend InVu brackets to your colleagues?

Lucas: Definitely, I would. I teach adult orthodontics at the University of Pennsylvania. I promote them and the features I go over with students are the color, size, price, durability and debond.



SEE MORE TESTIMONIALS ONLINE:

Readers can see what more orthodontists are saying about InVu Aesthetic Brackets by visiting InVu-Ortho.com.

TPO: Do you have any recent InVu patient success stories you'd like to share?

Lucas: My wife...it was hard enough to talk her into treatment. I sold her on InVu and she became my best "marketer". She became the best marketer for the practice; other moms saw the bracket on her. Plus, I put them on one of my front desk staff members; it was like having a model.

TP Orthodontics at Derby Day in Melbourne, Australia

Each year, TP Orthodontics Australia is proud to host the TP Orthodontics Derby Day Marquee as part of the Melbourne Spring Racing Carnival. Orthodontists and their spouses are invited to attend the event from all over Australia, including recent graduates in the area. The marquee is hosted exclusively by TP Orthodontics in an effort to reward customers for their loyalty and build meaningful relationships with them.

Derby Day celebrates Australia's high fashion and sophistication. The occasion includes formal wear with most women wearing extravagant hats or hair pieces. TP Orthodontics staff looks forward to the event each year as a unique opportunity to get to know customers on a more personal level. "What we enjoy most is getting to know our customers on a social level," says Frances White, Manager of TP Orthodontics Australia.



Dr. Helen McLean and Dr. Con Laparidis enjoying the event with TP Orthodontics Australia account executive, Zowie James.

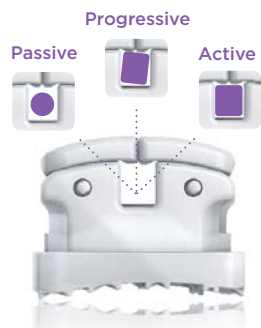
The event serves as a lead up to the Melbourne Cup, Australia's major thoroughbred horse race known as "the race that stops a nation". The Melbourne Cup is a 3,200 meter race and the richest two-mile horse race in the world. In Melbourne the day is observed as a public holiday with the event attracting more than 100,000 people annually.

TP Orthodontics Australia hosts a marquee where guests are served fine foods and wines and are entertained by a celebrity host. An invite to the TP Derby Day Marquee is quickly becoming one of the most prestigious invitations of the year. "Doctors often ask us how they can get an invite," White says. "We always respond with - buy (our) products!"

FEATURED PRODUCT

Click-It® Puts You in Total Control

The aesthetic, self-ligating bracket system that delivers non-stop performance in every phase.



Total Control, Every Phase

Click-It is built for total control in every phase with a unique, four-walled design. Your patients can be confident treatment will go as planned.



The Two-Minute Wire Change

Opens easily with forceps that apply no unilateral force. Closes with light, fingertip pressure. Less chair time for you and less inconvenience for your patients.



Breakthrough Cosmetic Design

Complete ceramic face without any visible metal parts or clips. With exclusive Personalized Color-Matching Technology*, you can assure patients they'll look great during and after treatment.

Learn how Click-It adjusts to the archwire, matching your treatment objectives every time. Call 800-348-8856 or visit ClickIt.TPOrtho.com.

Click-It is a registered trademark of TP Orthodontics, Inc. and manufactured under US Patents 7,025,591, 8,029,275. Personalized Color-Matching Technology is a registered trademark of TP Orthodontics, Inc. 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 1562511; China 03822189.6, ZL03824889.1; Europe 1545380; France 1562511; Germany 60332263.8-08; Italy 1562511; Japan 3,334,940 & 4414334, 4503440; Mexico 265725, 274623; Spain 1562511, ES2362089T3. All other patents pending. ©2012 TP Orthodontics, Inc.

