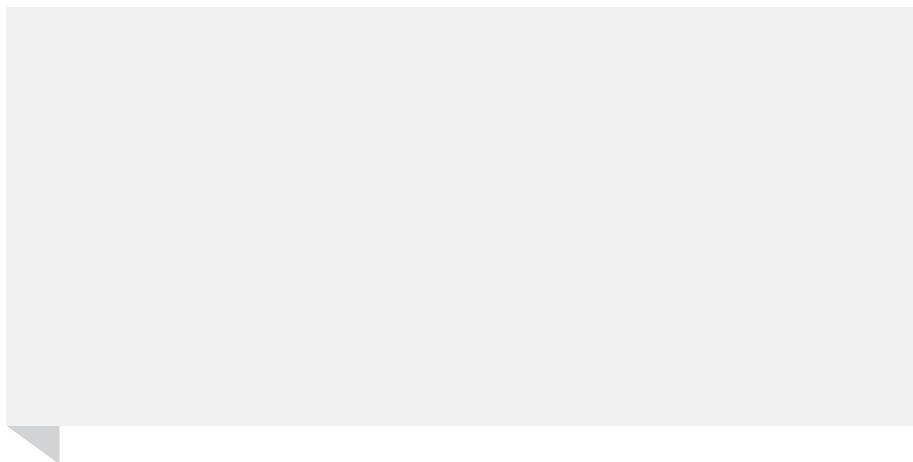


INSIDE NEWS

Where Local Stories Reach the Global Orthodontics Community



TP ORTHODONTICS

FALL 2012

INSIDE NEWS

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"It's a giving back of something I know how to do really well," Dr. Metelka says about his work with *Smiles Changing Lives*.

Welcome to *Inside News*, Issue 8

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 Dr. Dimitrios Panagou, Dr. Antonio Ortega and Dr. Ronald Metelka discuss their involvement in their local communities. We also take a look at the American Veterans Traveling Tribute, one of the organizations sponsored by TP Orthodontics.

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. Antonio Ortega, D.F., México

Dr. Antonio Ortega realized over three decades ago that he wanted to help patients with Williams Syndrome. In 1975 Dr. Ortega first became invested in patients with the disorder while attending the Instituto de Comunicación Humana where he now treats.

Williams Syndrome is a genetic disorder of chromosome seven characterized by growth and development delays and distinctive facial features. Patients with Williams Syndrome may also suffer from cardiac defects and varying degrees of learning disabilities. Most Williams Syndrome patients are extremely social and have a more extensive vocabulary than most people.

Dr. Ortega works independently, treating patients in D.F., Mexico, with Williams Syndrome and at times also treating patients with Downs Syndrome and cleft palates.

"The most rewarding part of this cause is accomplishing a result with my patients," Ortega comments. "Sometimes I treat patients that have been treated poorly before, it's very important for me that my patients get the best care possible." Dr. Ortega uses Tip-Edge PLUS® brackets on his patients for desired results. He encourages any orthodontist who has the time to donate to patients who are in need.



TPO is proud to recognize Dr. Ortega for his outstanding dedication to philanthropy and oral health.

The Switch to InVu®: 150 Cases Later

Dr. Dimitrios Panagou, Argos, Greece

Dr. Dimitrios Panagou in Greece shares his InVu experience. He tells what his patients have to say about InVu and explains how it compares to other brands he's used in the past.

I've been using aesthetic brackets since 1992. I started in Sweden with plastic brackets, however; as time progressed they became an issue. Torque control was poor, brackets fractured, stained and some even melted.

The issue with many ceramic brackets was enamel damage. Another problem I had with one ceramic bracket was the metal slot because it compromised aesthetics. When I offer an aesthetic option, I want excellent aesthetics — size and color matter. I'm also looking for inter-bracket distance for better leveling, aligning and torque control.

I was first introduced to InVu when a TP Orthodontics representative, Nick, visited my practice. What attracted me was the shape — small and discreet — the deep tie-wings for ease of ligature placement, the inter-bracket distance and round wing resemblance to metal brackets. Nick also recommended TPO Reflex® Aesthetic Wire and I've never looked back.

When patients see examples of cases combining InVu and aesthetic wire, they like the aesthetics and want to proceed. I'm even wearing InVu myself and I find it very comfortable. Furthermore, the aesthetic wire stays intact until replacement.

In Greece where smoking is more prevalent, there's difficulty with adult patients due to their various tooth shades and habits. I had cases with other brackets too white for the patient's tooth color. InVu features a Personalized Color-Matching Technology® which truly works. Patients love how discreet InVu is.

With some other ceramic brackets I found debonding to be an issue. InVu is very easy to debond, simply using a ligature cutter. It resembles the way you debond a metal bracket. Even more important, with InVu I never have any enamel damage.

Despite the current economic situation in Greece and pressure from patients, InVu seems to sell well and offers great value for the money.



BIOGRAPHY

Dr. Dimitrios Panagou is a native of Sweden where he began his work in orthodontics. Sixteen years ago he relocated to his current practice based in Greece where he lives with his wife and three children. Dr. Panagou has successfully treated over 150 patients with InVu Aesthetic Brackets.

SEE MORE TESTIMONIALS ONLINE

See what other orthodontists are saying about InVu Aesthetic brackets. Visit InVu-Ortho.com.

Change Smiles, Change Lives

Dr. Ronald Metelka, Morton Grove, IL, USA

Dr. Ronald Metelka became involved with *Smiles Changing Lives* as an orthodontist on the review panel after reading about the organization in a newsletter. “I do the reviewing which is neat because I get patients to review from Arkansas, Maine and Illinois and see the differences in all the patients and the records,” Metelka explains. He reviews 150 cases from across the United States annually.

During the preliminary screening, photos and xrays are taken and submitted to a review panel of 20 orthodontists to determine whether or not the orthodontic treatment will change the patient’s life. “I almost always approve the cases,” he admits. “Sometimes even if the case is very mild I have a hard time deciding, I would still want the teeth straightened if it were my mouth or my child.”

Dr. Metelka and the other orthodontists receive a full set of before photos and xrays in addition to forms asking patients how treatment will change their lives.

“It’s heart wrenching sometimes,” says Metelka, “Some of the patients are really poor and can’t read or write well. On the screening form patients are asked, ‘Do your teeth keep you from smiling?’ most of them answer yes. The form asks if kids make fun of their teeth at school, many of them say they do.”

Patients involved in the program are required to make a \$500 donation to promote *Smiles Changing Lives* so other families can benefit from the organization. “I think it’s nice that they have a stake in it,” Metelka says. The donation from patients is used to promote *Smiles Changing Lives* to other families who can benefit from the nonprofit.

In addition to screening cases, Dr. Metelka has started treating the patients. “It’s a giving back of something I know how to do really well,” he explains. “People think orthodontists are always doing work for middle class and wealthy people, but because of organizations like this one we can help the people who really need the assistance too.”

Dr. Metelka encourages other orthodontists to get involved. “It’s a great field, orthodontics,” he says. “You can live your life without braces but the quality of your life is so much better if you have a nice smile and nice teeth — it really does change lives.”



BIOGRAPHY

Dr. Ronald Metelka’s practice is based out of Morton Grove, Illinois where he has practiced for over two decades. He specializes in non-extraction cases including aesthetic treatment. Dr. Metelka is a member of both the American Orthodontists Association and the American Lingual Orthodontics Association.

TPO is proud to support Dr. Metelka’s efforts treating patients from *Smiles Change Lives*.

MAKE A DIFFERENCE

Readers looking to get involved and make a difference can learn more at smileschangelives.org.

Honoring Veterans for their Passion and Commitment

Along with Purdue University, TPO is a proud sponsor of the American Veterans Traveling Tribute this summer. AVTT has built the organization on a mission statement of remembering those who have given the ultimate sacrifice for their country.

The tribute includes a traveling wall that is close to an actual replica of the Vietnam Wall. "It's not just a wall, it's a memorial for all the vets who lost their lives in Vietnam," says Melissa Westphal Benefiel, the Interim Director of Advancement at Purdue University North Central.

She explained that the college is passionate about causes that recognize veterans. "I think it's because of our focus on vets in general," she said. "We feel very strongly about making our campus vet-friendly and have several initiatives to ensure the success of veterans on campus with a better transition from military life to academic life."

The event includes a gold tag display for all members of the armed service who lost their lives during the War on Terror, along with a 911 tribute, a Korean War tribute and a World War II tribute. The event also pays tribute to other groups that protect the public including law enforcement and fire fighters. "There are a lot of memorials at this event that you won't find anywhere else," Mrs. Westphal Benefiel beams.

The event was launched with an escort of over 1,500 motorcycle riders following the traveling wall. Thousands came to the campus for the event to recognize the commitment of veterans all over the country. Indiana Senator, Jim Arnold and former Governor, Joe Kernan were among speakers opening the event with a few words on all that veterans sacrifice to protect and serve.



The American Veterans Traveling Tribute honors veterans with a traveling version of the Vietnam Wall and other memorials.

MAKE A DIFFERENCE

Readers looking to make a difference for veterans can learn more at avtt.org.

FEATURED WEBSITE

Introducing CosmeticBraces.com

Introducing *CosmeticBraces.com*, a beautiful way to grow your practice. The new website reinforces the importance of orthodontic treatment and shows how breakthrough aesthetic options are changing the way patients everywhere feel about treatment and themselves.

CosmeticBraces.com includes resources on aesthetic treatment for patients and orthodontists. The patient site shares real patient stories, Before & Afters and information on how to start treatment. Orthodontists can link to *CosmeticBraces.com* from

their practice website to show that they provide the latest in aesthetic treatment.

The site for professionals includes product information, clinical cases and testimonials from orthodontists around the globe.

Patients requesting information on the site are referred to orthodontists in their area with the *Preferred Partners Referral Program*. Visit *CosmeticBraces.com* and click the *For Orthodontists* button to learn how to start growing your practice with Cosmetic Braces from TP Orthodontics.



FEATURED PRODUCT

100%
AESTHETIC
CONTROL
SELF-LIGATING

Introducing Click-It® Aesthetic Self-Ligating Bracket System

Click-It is the premier aesthetic, self-ligating bracket system that puts you in total control. 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 ClickItOrtho.com
or call 800-348-8856.

