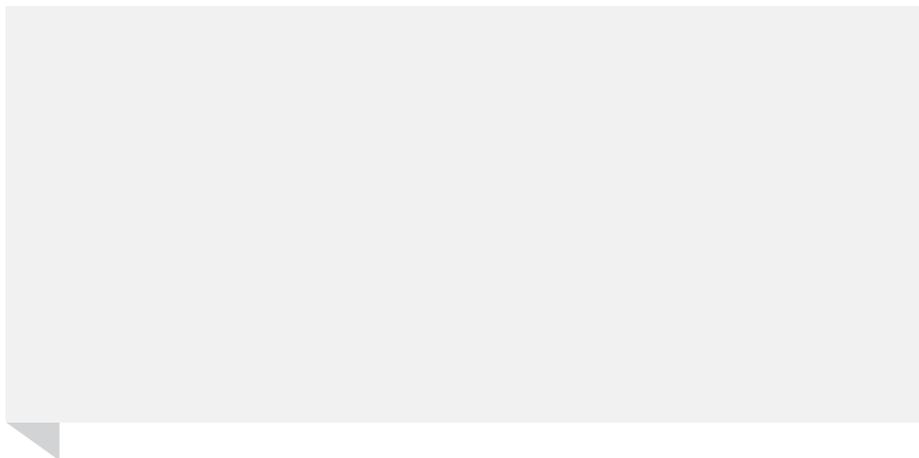


INSIDE NEWS

Where Local Stories Reach the Global Orthodontics Community



TP ORTHODONTICS

WINTER 2014

INSIDE NEWS

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"We were thrilled to meet this wonderful young lady, recognize her good choices and be part of building her confidence with an even greater smile than she already has."

WELCOME

Welcome to *Inside News*, Issue 13

The holidays are officially behind us and your treadmill is likely ramping up. TP Orthodontics is already at full throttle and we are excited for what this year will bring. We feel fortunate to be in our 72nd year and a contributing factor in building the industry's momentum. From innovative technologies that help treat patients more efficiently, to the opportunities that these advancements provide your practice, 2014 is going to be a great year for orthodontists. We look forward to partnering with you to achieve your practice goals, providing you products, services and information that will position you for success, now and in the future!

We kick-off 2014 with some captivating articles, beginning with an International Feature from *Euro-Inside News* in what will be our first of many global features. This edition also highlights one orthodontist who developed an awards program for kids who make great choices, which is the perfect pre-cursor to our first ever *Staff Appreciation* spot! Also included is an orthodontist-sponsored scholarship program. Finally, you will see a testimonial on Originator® Clear Aligner System and a new lab service offering from TP Orthodontics.

Wishing you all a happy and prosperous New Year!

HAVE SOMETHING TO SHARE?

Inside News is all about you! You and your staff do amazing things in and outside your practice. This newsletter is about sharing lessons learned and great experiences with the global orthodontic community. Each issue prints in multiple languages and is electronically distributed around the world. Your story may assist, motivate and/or challenge your fellow colleagues.

Contact us with your story!

- ➔ editor@tportho.com
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INTERNATIONAL FEATURE

TPO is Proud to Recognize Orthodontists in Europe for their Excellence and Accomplishments

Taken directly from Euro-Inside News

TPO Europe congratulates Dr. Nicky Mandall who won the Best European Scientific Clinical Research award by FEO. This award recognizes individuals who have made significant contributions in scientific research and clinical investigations that have advanced the diagnosis, treatment and/or prevention in orthodontics and dentofacial orthopedics.

The Federation of European Orthodontics (FEO) selected Dr. Nicky Mandall's trial paper from all journals published last year in Europe as the best scientific clinical research.

Led by Dr. Nicky Mandall, Consultant Orthodontist, and Barbara Doherty, Research Nurse from Tameside

Hospital NHS Foundation, the study involved patients who had a small top jaw, a forward position of the lower jaw and a reverse bite. Seventy-three patients took part over a three year period in the world's first clinical trial of a head brace treatment to bring the top jaw forward.

After six to eight months of a "protraction" head brace worn at night, the top jaw was pulled forward and the reverse bite corrected in 70% of the cases treated. This means patients may avoid facial surgery to correct the jaw position in their mid-to-late teens.

The UK team is currently collecting six years of follow-up data on the patients who are now 15-years old, to confirm the long term effectiveness of the protraction facemask in reducing the need for jaw surgery.



Girl Wins Treatment by Making Wise Choices

Dr. Douglas Wright, Amherst, NY, USA

Kids today are growing up in a world far removed from what many before experienced. From the constant barrage of new technologies to the excessive and ever constant social media influence, kids have access to an endless supply of information, both good and not so good. We can only imagine how they process it all. We can only hope that people close to them provide that much-needed guidance to help them make wise choices. Dr. Douglas Wright, an orthodontist in Amherst, NY, believes that in his practice he has the perfect opportunity to be one of those positive guiding influences.

With a practice motto of “The Wise Choice” Dr. Wright firmly believes as he puts it, “That part of our duty as orthodontists in a community is to facilitate and mentor our young patients in making wise choices.” He knows as we all do, that to be successful, kids not only need encouragement and support, they need confidence. So he and his wife Lauri decided to take a bold step in their commitment to their young patients and launch a very special contest!

This past November, Dr. Wright and a local radio station teamed up to run the “Tell Us about Your Wise Kid That Makes You Smile” contest. The goal was to acknowledge a young person’s good choices and reward them with confidence-building orthodontic treatment they could not otherwise afford. Contestants were asked to write an essay about how a young person they know focuses his or her time and energy in a positive

way. They were to include volunteer activities, describe how they avoid the negative influences of social media and cyber bullying and how he or she manages the difficult decisions they are faced with every day.

Dr. Wright and his wife spent many hours reading and evaluating over 200 entries. They learned of some amazing kids making very good decisions, many of whom deserved to win. However they stood strong in their commitment to find someone who not only demonstrated wise choices, but also did not have the financial means for treatment. Once the difficult decision was made, the winning entry was read during a live radio broadcast and awarded with an on-air call from the DJ. “She was so excited,” said Dr. Wright, “and we were thrilled to meet this wonderful young lady, recognize her good choices and be part of building her confidence with an even greater smile than she already has.”

Dr. Wright said that he is looking forward to running the contest again in 2014 and will consider awarding two kids, one boy and one girl. “The most important thing,” said Dr. Wright “is that we are recognizing, fostering and supporting kids who are making wise choices during a period in their life when they are faced with more challenges and influences than ever. It’s just refreshing and inspiring!”



BIOGRAPHY

Dr. Wright obtained his Bachelor of Science from Syracuse University in Syracuse, NY. He earned his Doctorate of Dental Surgery, Masters of Science in Oral Biology and his Certificate in Orthodontics from Case Western Reserve University in Cleveland, OH. Dr. Wright teaches part-time at the University of Buffalo and is a Fellow in the International College of Dentists - an honorary organization for recognition of service to the profession.

The Originator® Clear Aligner System from TP Orthodontics

Dr. Sidney Marko, Orleans, ON, Canada

Dr. Marko, an orthodontist from Orleans, Ontario Canada, recently talked with us about why he chose the Originator Clear Aligner System to treat mild crowding.

I had been looking for something fairly simple to effectively address cases with minor crowding in the incisors as well as to treat relapse patients who didn't want braces again. While the removable retainer system I had been using in these cases worked with single tooth movement, it was difficult to manage when needing to maneuver more teeth. With over a decade of experience with TP Orthodontics, it was a natural step to consider the products they offer that would effectively address my dilemma.

My first introduction to the Originator was at a conference a few years ago. While I was extremely impressed with its quality, this was not completely surprising to me as all the products I order from TPO are of great quality. But it was obvious that the Originator truly excels in product preparation, research, organization and engineering. In my experience this comes from the modern and well organized manufacturing system TP Orthodontics embraces as a whole. Knowing TPO and then learning about the process involved with developing the Originator, I knew final treatment results of using this product would meet my expectations. Not to mention that my patients would appreciate its nearly invisible look. Actually, my practice as a whole sees many benefits from using this product.

For example, the Originator provides a simple process to use, track and explain to patients. It is easy to see the sequence of treatment and to recognize where trays are placed. We also appreciate the superior lab diagnosis from TPO. Working with them is extremely convenient and I am confident that I will receive the correct prescription, which ultimately saves me a significant amount of time.

The bottom line is that the Originator Clear Aligner System is made by a company I know and trust. It comes from a solid manufacturing process and affords me significant efficiencies while providing reliable, effective treatment. Moreover, my patients like the visual aspect that enables them to see changes quickly. The fact that it is barely noticeable makes this a win-win for my patients and my practice. I would absolutely recommend TP Orthodontics Originator Clear Aligner System to my colleagues.



BIOGRAPHY

Dr. Marko obtained his Bachelor of Dental Surgery at Manchester University-England at The Turner Dental School. He then received The Diploma in Orthodontics from Eastman Dental Hospital in London, England. He received his Masters in Clinical Orthodontics from the University of Western Ontario Graduate Program. Dr. Marko was the Convenor (Chairman) for the Ottawa Orthodontic Study Club and has practiced in the United Kingdom, Canada and Israel.

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Forty Years and Three Generations of Orthodontists

Kathy Chapin, Elmira, NY, USA

In an era when people typically stay in the same job for an average of 4.6 years, it's quite rare to hear of someone in the same job for 10. When TPO learned of an orthodontist assistant who has been at the same office for 40 years, we knew she was the perfect candidate for our first *Staff Appreciation* feature. So today, with the help of her employer, Dr. Bellohusen and his office manager Evelyn Austin, TP Orthodontics is pleased to surprise Kathy Chapin with this feature article!

Kathy is an Ordering and Orthodontic Assistant at Bellohusen Orthodontics in Elmira, NY. She began her career at Bellohusen at the age of 18. That was 40 years and three generations of orthodontists ago. Dubbed "The Energizer Bunny" by her fellow co-workers, TP Orthodontics learned that Kathy is quite an exceptional person who positively influences staff, patients and her orthodontist with her fun-loving spirit, warm personality and clinical talent.

"Kathy has an endless amount of energy and is always sporting a smile," says her co-workers. "They all appreciate her sense of humor and the caring spirit she treats them

and their patients." Kathy's co-workers say that she sets a high bar for herself, both personally and professionally, in a way that inspires them to do the same. Dr. Bellohusen comments, "Kathy is optimistic in good times and in bad. She has an amazing spirit that exudes compassion and professionalism. I enjoy working in this office in large part because of her amazing, positive influence not only on me, but on all those who work with her."

Dr. Bellohusen describes Kathy's patient interaction as dynamic and egoless. "Each patient feels like he or she is the most important person in the world. She treats her patients like family and in return they treat her the same way," said Dr. Bellohusen. "In fact she develops such special relationships with them that many former patients are now bringing in their own children. There's no doubt, families return because Kathy entertains, inspires and genuinely cares for them."

Congratulations Kathy for the wonderful, inspiring and timeless influence you have on those around you. We are proud to call you and Bellohusen Orthodontics our client!



Do you have a special staff member in your office?

We welcome the opportunity to interview and feature someone you feel is making a significant impact in your practice, with your staff and/or your patients.

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Scholarships for Entering the Healthcare Profession

Dr. Cyrus Alizadeh, Chesterfield, MO, USA

Learning of a young person's dream is inspiring, especially when achieving it means they are serving the needs of others such as in a role like doctor, nurse or orthodontist. Kids are full of passion, hopes and plans when they speak of their dreams. Unfortunately, many get hit with the harsh reality (usually financial) of making their dreams come true. In the spirit of supporting one's dream - and becoming a positive influence - one orthodontist decided to do what he could to help make some dreams come true.

Twelve years ago, Dr. Cyrus Alizadeh launched the SmileMaker Scholarship Program. This scholarship awards \$750 to a deserving student interested in pursuing a career in healthcare. Dr. Alizadeh implemented this

program not only to give back to his community, but to do so in a way that helps encourage kids to achieve their dream. Dr. Alizadeh conducts a thorough search to find the most deserving candidate.

Students are required to submit an application that includes why they want to enter the healthcare industry, who has influenced them in their decision, and what plans they have for the future. They must also submit the name of at least one person who will vouch for their character. Finally, a personal interview may be needed to make a final decision. The result: One orthodontist helping a young person in his community follow a dream. TP Orthodontics looks forward to publishing the winner of the 2014 Smile Maker Scholarship in our next edition!



BIOGRAPHY

Dr. Alizadeh earned his Doctor of Dental Surgery from University of Missouri-Kansas City School of Dentistry where he also completed the Advanced Education Program in Orthodontics and Dentofacial Orthopedics.

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