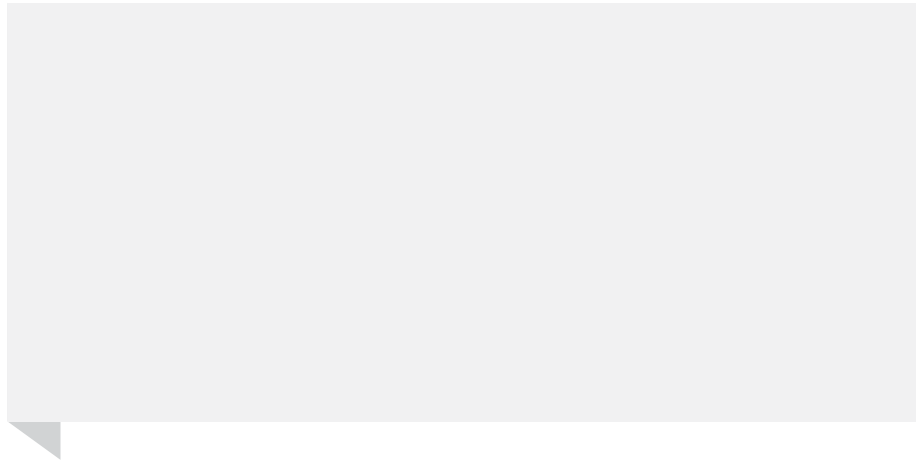


INSIDE NEWS

Where Local Stories Reach the Global Orthodontics Community



TP ORTHODONTICS

INSIDE NEWS

THE RESIDENT ISSUE

IN THIS ISSUE

- 1** [Building Your Practice with Aesthetic Orthodontics](#)
Dr. Harry Aronowitz, Clinical Professor,
University of Southern California, Beverly Hills, CA, USA
- 2** [Best Practices for New Practices](#)
Dr. Kevin P. Lucas, Associate Professor,
University of Pennsylvania, Buffalo Grove, IL, USA
- 3** [New Practice Highlight](#)
Dr. Mark Causey, Cumming, Georgia, USA
- 4** [Featured Graduates](#)
Dr. Grant Collins, Mayo Clinic University of Minnesota
Rochester, MN, USA
Dr. Shruti Shastry, A.T. Still University, Phoenix, AZ, USA
- 5** [Join Us for Student Days](#)



“I always want to put my patients first,” says Dr. Causey who recently opened his first practice in Cumming, Georgia.

Welcome to *Inside News*

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 this special issue, Clinical Professor, Dr. Kevin Lucas shares what he wishes he knew when he first graduated. We highlight recent graduates from the community and take a look at *TP Orthodontics Student Days*. Also, Dr. Mark Causey shares his experience opening his first practice and Clinical Professor, Dr. Harry Aronowitz discusses building your patient base with aesthetic treatment options.

HAVE SOMETHING TO SHARE?

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

Contact us:

➔ editor@tportho.com
➔ 480-559-9443 (fax)

PROFESSORS IN THE COMMUNITY

Building Your Practice with Aesthetic Orthodontics

Dr. Harry Aronowitz, Beverly Hills, CA

My area is primarily adult orthodontics. Young orthodontists have to be aware of what patients are looking for. Right from the beginning you need to let the patients know that you're very concerned about comfort, both in how comfortable treatment feels and how comfortable they are with smiling. You can spend a long time explaining the diagnosis and treatment plan, but 90% of that is not really even understood. Adults and older teenagers are more concerned about their appearance during treatment.

Over the years orthodontists have struggled with appliances that would be more aesthetic. The lingual appliance (still used a little in Beverly Hills), is hard to manipulate and so different from the standard way we're comfortable with moving teeth. Clear aligners have their limitations and use a whole different way of thinking about moving teeth, taking the control out of the hands of the orthodontist. Aesthetic brackets are the best option and I recommend InVu®.

Patients are surprised whenever they see steel brackets because they've seen ceramic twin brackets on their friends and colleagues and realize they look so much better. They expect an aesthetic bracket and with InVu that's really what they get.

I'm not a marketing expert, but being in the market for so long I know the questions patients ask when they're trying to decide which orthodontist to trust with their treatment. I remember hearing a lecture that when people are flying on an airplane they have no idea how well the engine is maintained or even how well the pilots are flying, but when they take down their tray tables and see coffee stains that's how they evaluate what kind of service they're getting. Similarly, patients come to me for second opinions and you'd be surprised how many identify their orthodontists by the appliances they're using.



Dr. Aronowitz is a Clinical Professor of Orthodontics at the University of Southern California in the Graduate Department of Orthodontics. He is a Diplomate on the American Board of Orthodontics and Chairman of Orthodontic Peer Review for the Los Angeles Dental Society. He is the past president of the Beverly Hills Academy of Dentistry and a founding member of the Western Prosthodontic Study Club.

We are proud to feature Dr. Aronowitz as one of our Preferred InVu Orthodontists.

What Do You Wish You Knew When You Graduated?

Dr. Kevin P. Lucas, Buffalo Grove, IL, USA

Before you graduate you really don't learn a lot about the business of orthodontics. I wish I knew more about just really dealing with staff and vendors, the business side of it. I'd suggest really being able to multi-task and really be efficient with everything you do. Not only are you just treating patients like you did in school, you're dealing with staff, parents, insurance representatives and vendors.

In staff members I look for someone who is very friendly and can make others feel comfortable, a people person. The most important thing is for me to have staff members that make my patients feel comfortable. The staff portrays my ideas and has to be able to explain things and how things work in the mouth.

I think my practice has grown a lot because I personally spend a lot of time talking to dentists, telling them what I think I can achieve. I think one thing I didn't realize when I graduated was how little most

dentists know about orthodontics. What I do is I use the opportunity to meet with dentists on cases to go over to their office and explain how we're working with the teeth. Use the time you have with dentists and explain it to them. It makes them feel really a part of the orthodontic treatment plan, that's the key. I have 20 total referring dentists; five of them are regular referring dentists.

To grow your practices with referring dentists you can host seminars with nearby dentists. I'll do this when I have a lecturer come in and invite the dentists and their staff. They can present on dental techniques and I provide a little lecture on early treatment orthodontics, it just looks great in their eyes.



Dr. Kevin P. Lucas was a recent president of the Chicago Dental Society, Northwest Suburban area. He is the founder of the Northern Illinois Dentofacial Study Group and an active member of the American Association of Orthodontics. In his spare time he enjoys hockey, running and weight lifting and spending time with his wife, Renee, and their three children. He teaches at the University of Pennsylvania.

We are proud to feature Dr. Lucas as one of our Preferred InVu Orthodontists.

FEATURED PRODUCT

Personalized Color-Matching Technology

Featured on InVu® Aesthetic Brackets

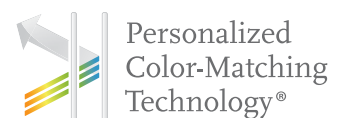


**A PERFECT MATCH FOR ANY PATIENT.
THE PERFECT MATCH FOR YOUR PRACTICE.**

InVu Aesthetic Brackets featured Personalized Color-Matching Technology for a look that no other aesthetic bracket can achieve. TPO's exclusive ceramic technology has specially engineered optical properties that absorb certain

wavelengths of light, enabling only the natural tooth color to show. We send new cases to orthodontists just for being a customer.

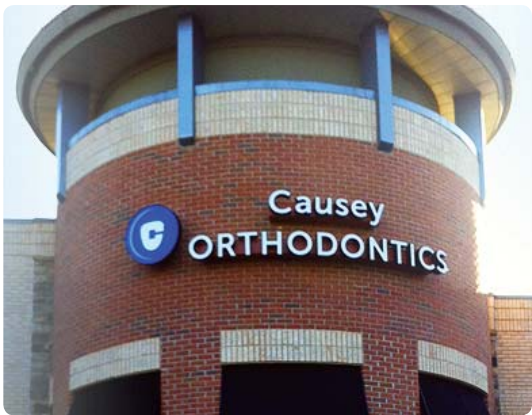
InVu Aesthetic Braces are featured on CosmeticBraces.com.



iPad is a registered trademark of Apple Inc. Personalized Color-Matching Technology is a registered trademark of TP Orthodontics, Inc. InVu is a registered trademark of TP Orthodontics, Inc. and manufactured under U.S. patents 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. ©2012 TP Orthodontics, Inc.

Congratulations to Dr. Mark Causey Who Recently Opened his Practice

Dr. Mark Causey, Cumming, GA, USA



As an orthodontist with a new practice opening, Dr. Causey shares how it all started.

"My father was in healthcare, he's a physician and I liked dentistry," Causey remembers. "As I progressed through dentistry school, I liked the complexities and attention to detail involved with orthodontics. Mostly, I love working with kids."

Last January orthodontist Dr. Mark Causey opened the doors to his first practice, Causey Orthodontics. The practice is currently open two days per week; he works additional days supporting orthodontists in other offices.

Causey's wife, Danielle has played an important role in launching the new business. "Right now my wife is my front office as well as our office manager," he explains. "Eventually we'll move her to a role where she can spend more time with our children." Currently, Causey's only employees are his wife and one assistant. "I'd like to expand office hours eventually, while increasing the number of chairs and assistants."

Causey wants to make his practice unique by keeping the atmosphere extremely personable. "I want patients to know that they have a family atmosphere when they come and know they can come to me with any questions or concerns," he says. "I always want to put my patients first."

Causey has a handful of patients that have started the last few months and is steadily progressing in gaining more. "I may need to add an additional assistant soon," he notes. "I'd like to expand over the course of the years to as many assistants as patient chairs."



Dr. Mark Causey's practice is based out of Cumming, Georgia where he lives with his wife Danielle and their children, Carter and McCallan. He played College Basketball while attending Duke University where he received the Academic All ACC Award. Dr. Causey's hobbies include kayaking and other sports. In his spare time Dr. Causey enjoys spending time with his family.



Graduates Share Their Stories

Dr. Grant Collins, Rochester, Minnesota, USA

Welcome to the greatest profession in the world. You made a great decision choosing to pursue orthodontics as a career. Learning orthodontics is fun because it is challenging. It's a lot like solving a puzzle in which you must figure out the most effective and efficient way to address a given set of problems to ultimately meet your treatment objectives. It's also great because you get the opportunity to build relationships with your patients.

Mayo Clinic's orthodontic program is very unique. During my residency training at Mayo Clinic, I have had experience treating over 300 cases, treatment planning approximately 500 cases, and working with a full

team of orthodontic assistants and doctors. We get experience using both conventional brackets and self-ligating bracket systems, various functional appliances, cone-beam CT, Suresmile®, Invisalign®, and indirect bonding.

We also manage surgical-orthodontic cases and work with a multi-specialty craniofacial team biweekly. Another great part of the program is that we receive a stipend without any tuition, which is always helpful when swimming in debt from dental school and college.

I plan on practicing here in Minnesota. My focus will always be on treating my patients with



kindness and respect while providing high quality care. I hope to not only provide my patients with beautiful smiles, but to also be a positive role model in the community through coaching, volunteering, and other types of active local involvement.

Dr. Shruti Shastry, Phoenix, Arizona, USA

I love every aspect of orthodontics. I enjoy the ability to treat every case in more than one way and that every case is unique. The field gives us an opportunity to get creative with treatment mechanics, appliances and techniques in order to create beautiful and healthy smiles.

I am really pleased with the orthodontic education that I have received at A.T. Still University. Residents are exposed to several treatment philosophies and the latest in technology. Also, we have an excellent patient pool with exposure to a wide variety of cases. We have very experienced accomplished faculty members as well as friendly staff who create a great learning environment.

The school is actively involved with serving the community and our orthodontic department works closely with the St. Vincent

de Paul Society here in Phoenix, providing orthodontic treatment to underprivileged children in need of dental and orthodontic care. Treating these children has been a really fulfilling experience.

I definitely recommend that first-year residents try out as many techniques, appliances and philosophies as possible during their residency. Keep an open mind and try to gather as many tools/tricks as you can to add to your orthodontic tool-box.

I plan on moving back to the SFO Bay Area to work as an associate orthodontist at a private practice for a few years. I'll eventually want to start my own practice and also get involved in teaching at a University-based Orthodontic Program. Also, I have a strong desire to go back to school in the future for additional training in craniofacial orthodontics. If the



opportunity presents itself, I would really like to be involved; working with children with craniofacial defects such as cleft lip and palate.

Orthodontics provides us all with the opportunity to provide healthy, functional and aesthetic smiles to all age groups. We can positively influence individuals and improve their self-esteem.

New Technology for Your New Practice



STUDENT DAYS

You're Invited to Join Us at Student Days

We are honored to host residents from around the country at TP Orthodontics Student Days. Residents will participate in the three-day events at our Corporate Headquarters in La Porte, Indiana. Students Days will keep the focus on building a solid foundation for your practice after graduation.

Learn how to build and market your practice in the future and

expand your adult patient base with experts in developing your practice staff. Learn what distinguished orthodontists from the community wish they knew when they first graduated with lectures from mentoring orthodontists.

Featured mentors will also tell you about the business strategies that have driven results for their practice and how you can

use them to produce results for yours in the future. Take a look at the engineering behind TP Orthodontics brackets and products with a complete tour of the on-site manufacturing facility. Get to know your fellow residents at fun off-site events. TP Orthodontics is inviting colleges throughout the United States to participate.

Join Us

We value the opportunity to build relationships with residents and provide you with resources to build and market your practice in the future. Join us for TP Orthodontics Student Days. Talk to your head resident or email studentdays@tportho.com for more information. We hope to see you there!



Residents and faculty members at the Spring 2013 Student Days event.