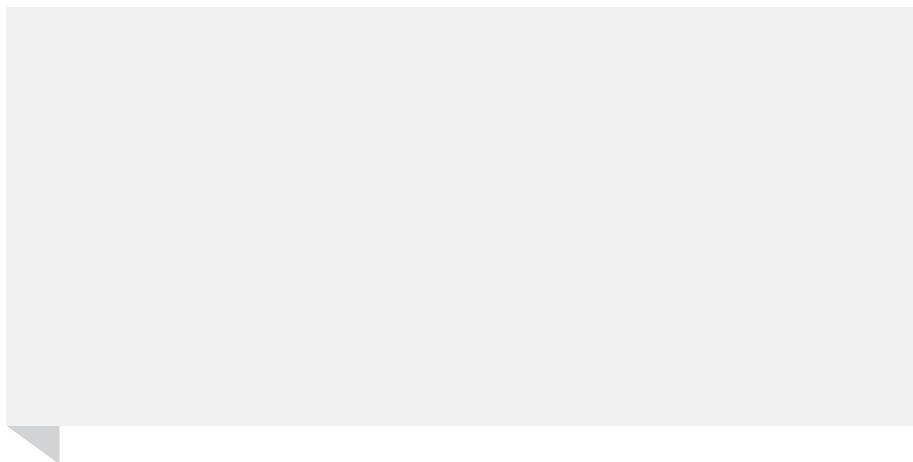


INSIDE NEWS

Where Local Stories Reach the Global Orthodontics Community



TP ORTHODONTICS

WINTER 2013

INSIDE NEWS

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"The best thing for me is the patients," says Dr. Randy Feldman who celebrates his 30th year of practicing orthodontics.

Welcome to *Inside News*, Issue 9

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, Dr. Randy Feldman takes a look back at his three decades in orthodontics. Orthodontists, Dr. Albert Eng and Dr. Trent Nestman discuss their involvement in their local community. We also take a look at TP Orthodontics giving back at the Northeastern Society of Orthodontists annual meeting and congratulate Dr. Charles Wait on his latest achievement.

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)

FEATURED WEBSITE

Introducing CosmeticBraces.com

A beautiful way to
grow your practice.



- 1 Purchase any TPO® bracket system to enjoy customer leads in your area with our unique Preferred Partners Referral Program.
- 2 Let patients know you provide the latest aesthetic treatment options – visit **CosmeticBraces.com** to get the free Provider badge for your practice website.

Our Commitment to You

Happy New Year and welcome to our winter issue.

In 2013, TP Orthodontics continues in our commitment to reaching patients around the globe and making them look at orthodontic treatment differently.

With the launch of *CosmeticBraces.com* – a unique resource on aesthetic treatment for both patients and professionals – we are continually promoting the importance of a healthy smile. The website is reaching patients everywhere to show them how confident they will be during treatment with the latest aesthetic options.

As a patient *and* someone who works with members of the orthodontic industry, I am passionate about our aesthetic options that allow adults to feel confident investing in the smiles they deserve. I started treatment with a moderate Class II case, excessive crowding, canine teeth that were tipped outward and a deep bite. Now I'm more than halfway through my treatment with aesthetic brackets and wire – I have smiled, really smiled, more in the last year than I have in my life.

At TP Orthodontics we want patients everywhere to share in that experience. That's why TPO

is committed to producing and promoting unparalleled aesthetic options, and this year our goal is to reach more patients than ever before and we're sending more of those patients to you. Please visit *CosmeticBraces.com*, click the *For Orthodontists* button and go to the *Growing Your Practice* tab to learn how.

We look forward to helping more patients love their smiles with your help.

With warmest wishes for a bright new year,

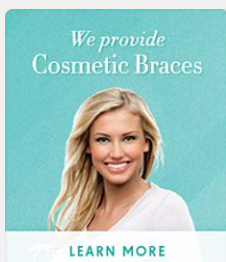
Naomi Garnice
Inside News Editor



Naomi is wearing InVu Cosmetic Braces with TPO Aesthetic Wire.

ABOUT THE EDITOR

Naomi Garnice is the editor of Inside News and an InVu patient. She works frequently with members of the orthodontics community around the globe to share the stories, achievements and issues that are important to orthodontists and their patients.



WE HELP YOUR PRACTICE GROW

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Three Decades in Orthodontics

Dr. Randy Feldman, Tampa, FL, USA

After three decades in orthodontics, Dr. Randy Feldman is still in it for the patients. “The best thing for me is the patients,” Feldman says. “Whether it’s a four-year-old girl or someone who is sixty-eight; you have to get to know your patients. There’s something really rewarding about giving an adolescent a healthy smile, improved self-awareness and self-confidence.”

Thirty years ago, Feldman opened his orthodontic practice after majoring in Zoology at Ohio State University and then continuing on to dental school. “At dental school I decided to complete a two-year program at Chapel Hill Hospital,” Feldman recalls. After studying with Professor and then Chairman of the Department of Orthodontics, Dr. William Proffit at Chapel Hill University, he decided to pursue orthodontics. “The whole concept of straightening teeth fascinated me.”

Feldman has seen the industry change over the past three years due to dramatic advancements in technology. Years ago, his practice disposed of the tanks, processors and other outdated items that were no longer necessary. “We used to have a peg board to write down appointments,” Feldman says. “And every week I went to Kmart® to develop film there. Now we have 20 computer terminals for appointments and all radiographs and photos are digital.”

Feldman says there’s one thing that hasn’t changed over the years, his bracket system. “Many orthodontists have probably used 30 or 40

brackets over the years, I’ve never really changed,” he beams. “I used a Begg 256-500 bracket and then the TP Orthodontics Straight-Edge® bracket. That’s all.”

Throughout his career, Feldman has been a constant champion of important children’s causes, involved at a leadership level in multiple organizations that do outreach in the community. For years Feldman was the President of the *Make a Wish Foundation*. Currently, he is a chairman of the board for *More Health*, an organization educating children on the importance of good health. He is also the acting Vice President for the organization, *Voices for Children*. With *Voices for Children*, as a guardian ad litem, Feldman advocates for the rights for children who have been abused psychologically, mentally or physically.

Looking back at his career, Feldman explains that his patients and their stories are what make his story special. “Every patient has a story,” he says. “Get to know them, engage them and make them laugh. It comes back into your life ten-fold.”



BIOGRAPHY

Dr. Randy Feldman’s practice is based out of Tampa, Florida, where he has practiced for thirty years. Dr. Feldman is an avid boxer. In his spare time he enjoys spending time with his wife, Kelly, and their three children, Adam, Chelsie and Dalton.

Giving Food and Thanks

Dr. Albert Eng and Dr. Trent Nestman, Brighton, CO, USA

In an effort to give back to the local Brighton community, last November partners in practice, Dr. Albert Eng and Trent Nestman of *Brighton & Reunion Orthodontics* launched a Thanksgiving food drive. “It’s a great time of year to give back to the community and those who are less fortunate,” Eng says.

To motivate their patients from both office locations, patients received a practice rewards buck and a raffle ticket for every five canned items donated. The practice promoted the cause through regular Facebook postings, handouts and the community board at each office. “We also included information on the food drive in regular appointment reminder emails to patients,” Nestman says.

“The hope was that we could hit people from all directions to have multiple points of interaction with them in bringing the cause to their minds,” Eng explains. “From the front desk to the assistants in the clinic, we tried to kindly remind them that the drive is a great way to give back.” The orthodontists’ efforts resulted in a significant donation to a locally owned and operated food bank.

“Anyone who can’t afford groceries can stop by the food bank,” Nestman explains. “This year we donated with both patient and staff support. In the future, we’re planning on matching

the amount of canned foods in terms of what’s donated.”

Having the practice play an active role in the community is something both orthodontists value. “We try to do good in the community, not just by having a high quality practice that cares about patients, but we also extend our circle of influence a little bit to make a positive change,” Nestman says. “It’s nice to be involved in the community on another level. We’d be missing out on an opportunity if we didn’t participate in these types of causes.”

Eng agrees that they want their practice to bring smiles to the community in and outside of their offices. “We view our practice as serving the community we’re in,” Eng explains. “The community supports us and this is our way of supporting them. As the community grows and thrives I think our practice does as well. It’s important to both of us to do more than straighten teeth, but actually affect the lives of other great people throughout the community.”



BIOGRAPHIES

Dr. Albert Eng practices and lives in Commerce City with his wife, Rachel, and their three sons, Jordan, Joshua and Jake. In his free time he enjoys family outings, marathon running, playing tennis, golf and skiing.

Dr. Trent Nestman lives in Denver with his wife, Emily, and their children, Jack, Charlie and Frankie. In his spare time, Dr. Nestman enjoys spending time with his family. He is also an avid reader and tennis player.



Dr. Eng, Dr. Nestman and their staff hand-delivered their food donation to a local food bank

Giving Back at the Northeastern Society of Orthodontists

TP Orthodontics, Inc. contributed a portion of the company's sales from last year's annual NESO meeting in New York to the American Red Cross hurricane relief efforts.

"Thanks to our customers, we were able to donate a significant amount to important relief efforts," said Vice President of Global Marketing, Sandra Hoefer. "We've seen how Hurricane Sandy has impacted Americans across the Northeast region and all of us at TP Orthodontics are proud to contribute."

Days before the annual meeting, TP Orthodontics was notified that their trade show display and marketing materials were destroyed at a local warehouse during the hurricane. While the company did not have its usual booth

presence at the show, Ms. Hoefer explains that TP Orthodontics representatives were able to turn unique circumstances into a positive experience. "Although we had barely any materials to display, we still had a rewarding weekend at NESO, thanks in large part to our customers," Ms. Hoefer noted.

"Meeting attendees wanted to know what happened to our display and company representatives explained that it was damaged by the hurricane. They used these opportunities to let booth visitors know that a portion of all company sales from the show were going to the American Red Cross relief efforts. We received a very positive response, and consider the NESO meeting a success."



Image courtesy of the American Red Cross.

MAKE A DIFFERENCE

Readers looking to make a difference can learn more at redcross.org.

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

Dr. Charles Wait, Scottsdale, AZ, USA

TPO congratulates Dr. Charles Wait who was recently elected President of the Arizona State Orthodontic Association. Dr. Wait's practice is based in Scottsdale, Arizona, where he is a member of the Orthodontic Study Club and the Arizona Dental Society. Dr. Wait frequently gives back to the community by volunteering with the Rotary Club and the Flying Dentists Association.

