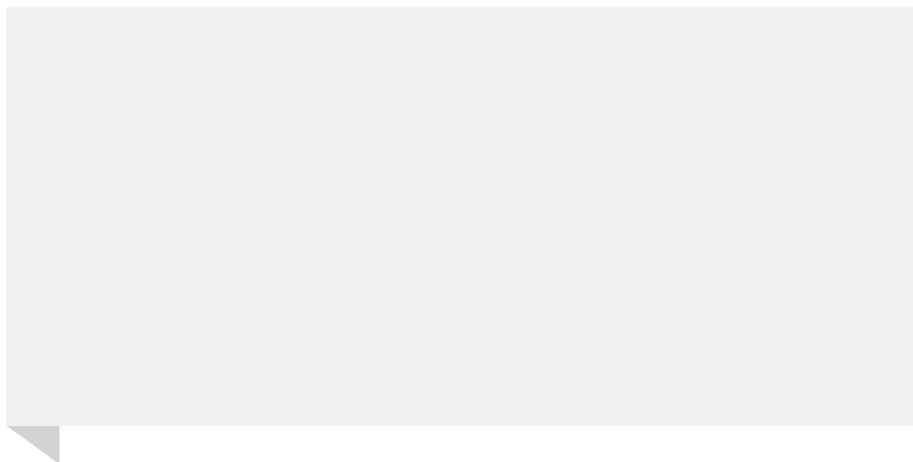


INSIDE NEWS

Where Local Stories Reach the Global Orthodontics Community



TP ORTHODONTICS

SUMMER 2013

INSIDE NEWS

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“We pride ourselves in being family friendly,” Dr. Whittle says. “We gain many referrals from our patients and their families.”

Welcome to *Inside News*, Issue 11

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 special *Practice Highlight* issue, Dr. Samuel Whittle takes us behind the doors of his new, independent practice. Recent graduate Dr. Mark Causey tells us about opening his first office and the growth he's looking forward to in the future. Dr. Chad Wright takes a look back at his success with InVu® Aesthetic Brackets after making the switch two years ago. We also take a look at TP Orthodontics involvement at the 113th Annual Session in Philadelphia last May.

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:

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➔ 480-559-9443 (fax)

ORTHODONTISTS IN THE COMMUNITY

Introducing Causey Orthodontics

Dr. Mark Causey, Cumming, GA, USA

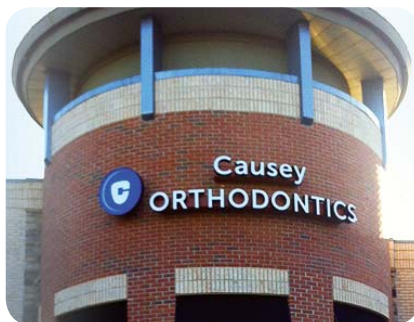
"My father was in healthcare, he's a physician and I liked dentistry," Causey remembers. "As I progressed through dentistry school, I liked the complexities and attention to detail involved with orthodontics. Mostly, I love working with kids."

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 in 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."



BIOGRAPHY

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.

Introducing Corinna Street Orthodontics

Dr. Samuel Whittle, Woden, Canberra, Australia

Dr. Whittle recently decided to open his own independent practice. “My new office, Corinne Street Orthodontics is a state of the art premises in a 6-star green building,” he says. “Even my light fittings have IP addresses for computerized efficiency.”

Whittle explains that the open design of the new office is used to promote a relaxing patient-environment. “We have designed the layout with lots of natural light in mind to give patients a feeling of uncluttered space, efficiency and professional friendliness,” he notes.

A comfortable family-oriented atmosphere is important to the practice. “Most of my staff are mothers and understand the unique needs of families,” he explains. A father of three, Whittle himself understands the challenging schedule inherent to raising a family. “We pride ourselves on efficient treatment and a flexible appointment template that allows patient access to our services at the times convenient to them.”

Whittle is extremely focused on marketing and brand strategy to differentiate his practice from others in the area. “I believe the strongest marketing tool in the Australian orthodontic market is about building trust with [your] brand,” he notes. “Branding needs careful thought to achieve consistency across all our activities that reflect and promote our core values of quality, service and exceptional outcomes. With such a diverse audience; pre-adolescents, adolescents and adult patients, our marketing needs to be broad-based in its appeal.”

Additionally, he uses aesthetic treatment solutions to set his practice apart from others nearby. Whittle treats patients with Tip-Edge PLUS® Aesthetic Brackets featuring *Personalized Color-Matching Technology*® to attract adult patients. “We are finding many of our adult patients are very happy with ceramic PLUS, particularly when they learn of the treatment times possible,” he beams. “We use PLUS as our treatment of choice for our adult patients and select adolescent patients because of superior aesthetics coupled with treatment efficiency.”

Whittle’s goal for his new practice is to put his patients and their families first. “We pride ourselves in being family friendly,” he says. “We gain many referrals from our patients and their families.”



BIOGRAPHY

Dr. Samuel Whittle’s practice is based out of Canberra, Australia where he and his wife, Heather, are raising their three sons. He is on the Canberra Grammar School Board of Directors and is a Senior Rugby Union Referee in the ACT League. He and his family enjoy skiing and traveling.



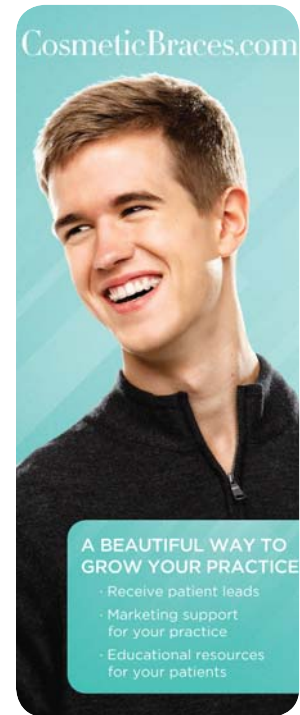
Dr. Samuel Whittle treating a patient.

Thank You for Visiting TPO® at the Annual Session in Philadelphia

Everyone at TPO was proud to be among exhibitors at the 113th AAO Annual Meeting in Philadelphia. The event was productive, providing valuable opportunities to meet with residents, orthodontists and their staff at the TP Orthodontics booth.

With the Kentucky Derby falling on the Saturday of the annual session, TPO hosted a derby-themed contest and event at the company booth. Orthodontists were invited to guess the winning Trifecta (top three horses in order) and the first place horse for their chance to win. A large interactive display featuring the Derby leaderboard enabled entrants to consider the odds for each horse while placing their “bets”.

The AAO also provided an excellent opportunity to share *CosmeticBraces.com* with customers. The website was accessible on a large interactive screen at the center of the booth enabling attendees to easily navigate the site and learn how patient leads in their area are sent to their practice. You can learn more online now by visiting *CosmeticBraces.com* and clicking the *For Orthodontists* button.



Meet Zoe

Zoe, a Treatment Coordinator in York, England, talks to us about her treatment with InVu Cosmetic Braces.

TPO: What made you decide to seek orthodontic treatment?

Zoe: It was never offered to me as a child when I went to visit the dentist. Working in the industry, I decided it was something I wanted to change. I was getting quite conscious of my smile.

TPO: Why was aesthetic treatment important to you?

Zoe: When I was working alongside patients and doing treatment plans with them, it was important I felt confident. They could see me going through the treatment, what it was like and they could see an end result for themselves.

TPO: What did your friends and family think of your braces?

Zoe: They didn't notice them (InVu Cosmetic Braces) at all, which was great for me. I had to physically show my braces to friends and family members. At the end of treatment, they couldn't believe the results. I think people thought previously that I didn't need (braces), but then looking back on before and after photos, they were really pleased for me.

TPO: Finally, how has orthodontic treatment changed your life? Would you recommend InVu Cosmetic Braces to your friends and family?

Zoe: It's absolutely changed my life, especially if we are doing photo shoots for the practice website or correspondence on referrals. I feel very comfortable. I also feel I can



quite proudly smile to patients and say I've had treatment. I can see the results and so can my friends and family, I'm definitely pleased by that. I'd recommend treatment to anyone wanting to have it done.

FEATURED WEBSITE

CosmeticBraces.com

A beautiful way to grow your practice
from TPO®

- Patient-friendly website promoting comprehensive aesthetic treatment – and delivering leads to you!
- A portfolio of products featuring **Personalized Color-Matching Technology®** to help set your practice apart.



- 1 Purchase any TPO aesthetic bracket and instantly become a member of our unique Preferred Partners Referral Program; sending you patients who request treatment information on the site.
- 2 Let patients know you provide the latest aesthetic treatment options – use the free Cosmetic Braces provider badge for your practice website.

The Switch to InVu®: Two Years Later

Dr. Chad Wright, Santa Barbara, CA, USA

As an orthodontist, I make a thousand important decisions each day. Steel or nickel-titanium? Bend the wire, or reposition the bracket? Extract premolars or expand the arches?

I'm also a small business owner. And as such, I make another thousand decisions, all the while crossing my fingers that I get at least half right. I believe it's a heck of a lot easier to be a great orthodontist than a great businessman.

I have a fine practice. I've been able to get a nice share of patients in two fairly competitive markets. But it's just the nature of running any business that it often takes months or even years before the "rightness" or "wrongness" of an important decision manifests itself.

Such was the case for me a couple of weeks ago. I was approached by one of my assistants who told me how happy she was that I had stopped using our old ceramic brackets, and made the switch to InVu. Curious as to her motivations, I asked a few probing questions.

It turns out there were two main reasons for such enthusiastic accolades. First, she said, had to be the amazing aesthetics, when compared to the "cosmetic" system with which we had previously worked. "You just can't see them. They blend right in!"

This fact, so succinctly stated by my assistant, was made crystal clear to me as I was presenting a lecture at the AAO annual session in Chicago on the topic of aesthetic brackets. Behind me was a large poster of several teeth in a variety of shades, each of which was bonded with an InVu bracket. My wife was sitting in the second row through not one, but two complete

presentations before realizing that anything at all was bonded to the teeth.

And second — according to my team member — the brackets were as "easy to tie in as metal brackets." Though I have been blessed with several fabulously capable orthodontic assistants, I have been known to tie in a wire or two.

One of my favorite tricks is what I call an over/under chain on particularly stubborn spaces. An over/under chain is where one chain goes under the wire, and one goes, well, over it. It took me nearly 10 years to come up with that one, but MAN do they work!

The problem with this technique is that things can get a little busy around each bracket with all the chains and ligatures. But unlike other ceramic brackets, InVu does over/under chains every bit as easily as metal. They flat-out perform, and that's not just my observation, but that of someone far more experienced at tying in wires than me.

Straightening teeth in a mature population like Santa Barbara means seeing lots of adult patients. Although some of those adults actually like the metal-mouth motif and the change-colors-more-often-than-Katy-Perry's-hair look, the vast majority are looking for something more low-key. Since switching to InVu about two years ago, I have started over 250 patients with them.

So far, the reviews have been nothing short of stellar — the report from patients AND staff. I'm happy to say the decision to switch to InVu has turned out to be one of the best moves this orthodontist/small business owner has made in a long time.



BIOGRAPHY

Dr. Wright's orthodontic practice is based in Santa Barbara, California, where he lives with his wife and four children. In his free time, Dr. Wright enjoys outings with his family and playing shows and performing with his classic rock cover band, Sound Minds.

➔ **We are proud to feature Dr. Wright as one of our Preferred Orthodontists.**