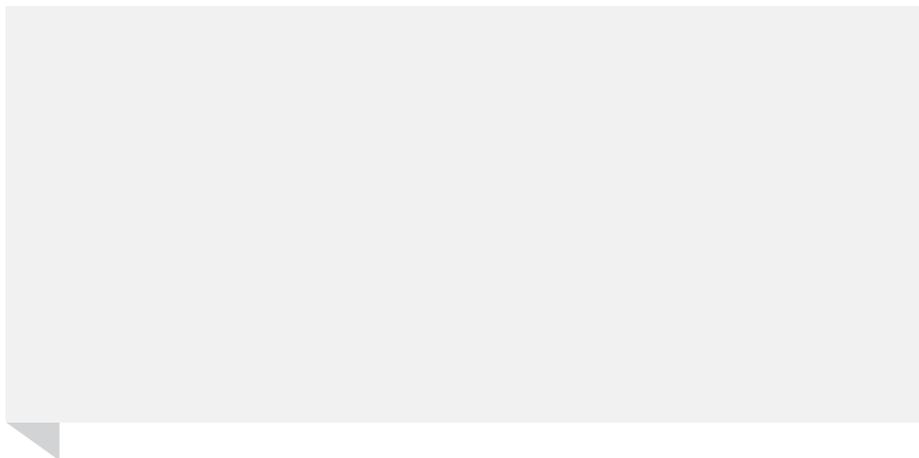


INSIDE NEWS

Where Local Stories Reach the Global Orthodontics Community



TP ORTHODONTICS

FALL 2013

INSIDE NEWS

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InVu® Aesthetic Brackets with
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"They wouldn't even smile - they were so embarrassed about their teeth."

Dr. Terry Spence
MOMOM Event, Girardeau, MO

Welcome to *Inside News*, Issue 12

The holidays are here. No longer can you push it off or think that you have more time. While even more hectic and shorter days come to mind this time of year, many think about ways they can contribute to their community such as by donating to food banks or purchasing gifts for those less fortunate. So, this seemed like the perfect time to feature some amazing doctors who selflessly volunteer their time, expertise, passion and spirit to serve the needs of others.

In this issue, you will see how **Dr. Scott Martin** got his patients and his community involved in raising awareness, and money, for a cause very close to his heart. **Dr. Robert Cinatl** shares his thoughts on serving the needs of his community by becoming a volunteer firefighter and **Dr. Terry Spence** talks about his experiences as a first-time volunteer at the Missouri Mission of Mercy. TPO also highlights some exciting new products in this issue that brings you the aesthetics patients want with practice-changing efficiency.

HAVE SOMETHING TO SHARE?

Inside News is all about you! You and your staff do amazing things in and outside your practice walls. 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 help, motivate and/or challenge your fellow colleagues. Email us today!

Contact us:

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SUPPORT IN THE COMMUNITY

Patients and Practice. Making a Difference Together.

Dr. Scott Martin, Wyckoff, NJ, USA



During the month of October, Breast Cancer Awareness Month, Dr. Scott Martin's practice in Wyckoff, NJ, became a catalyst for the cause. Not only did he raise awareness for a cause that has become very close to his heart, but he raised \$500 for the Susan G. Komen Breast Cancer Research Center.

In a program he launched just this year, he donated \$1 for each patient who walked out of his office wearing pink elastomers. The idea was so well received by his patients and his community that he

plans to run this month-long event every October. Why you might ask, did he do this? "I recently lost my cousin to breast cancer. She was only 41," said Dr. Martin. "I really wanted to do something to make a difference and I thought this was a great way to get involved!"

Dr. Martin and his staff began publicizing the program midway through September. They placed posters around the office and made sure to use word of mouth as one of their tactics in promoting the program. They had such great participation by the kids that Dr. Martin plans on making an even greater impact next year.



BIOGRAPHY

Dr. Martin studied dental medicine at the University of Medicine & Dentistry of New Jersey in 1996. Before opening his practice, he completed a three year orthodontic residency at Montefiore Medical Center in the Bronx, NY.

Serving Day, and Night

Dr. Robert Cinatl, State College, PA, USA

From paratrooper, to ranger, to fireman, Dr. Cinatl clearly has a knack for finding adventure. This spirit coupled with his lifelong passion for giving back to his country and his community means he's not sitting in a chair for too long. In fact, he swaps his orthodontist chair for a fireman's hose on a regular basis, effectively moving from serving his patients to saving them.

Whether working to feed the homeless or serving your country in our armed forces, "Giving back" is a selfless act requiring thought, planning and most of all, choice. Citizens who make these choices believe as Dr. Cinatl does, that "Society is better when people put aside their comfort for the needs of others." He has long believed that citizens should take care of their own towns and neighborhoods, as this is what it means to be part of a community. In fact, he has taken his passion, combined it with his adventurous spirit and made a conscience choice to train and become part of Alpha Fire Company in State College, PA, an all-volunteer fire department founded in 1899.

What started as an off-handed comment he heard about needing volunteer firefighters, has turned into Dr. Cinatl becoming part of a dedicated group of people, ages 14 (Yes 14!) on up, who volunteer to be part of the department and respond to service calls. Don't worry. While 14-year-olds may join the department, these junior firefighters are not allowed to enter a burning structure until they qualify at the minimum age of 18. "Each alarm is a new adventure," says Dr. Cinatl.

"In this role I never know what I'm going to be doing, where I'm going to be doing it or who I'm going to be doing it with! All we know is that we are called to serve and we have the skills and passion to get the job done. What a great way to spend your time."

Nationally, there are about 30,000 fire departments, of which about 70% of them are all-volunteer. In Pennsylvania, of the 1800 registered departments, five percent are all-volunteer. No doubt the level of commitment, skill and pure passion required of our volunteer firefighters reaches heights few see. Responding to roughly 1,000 calls a year, the people of Alpha Fire Company live and breathe these characteristics. Dr. Cinatl shares these characteristics and his passion for firefighting so much that he owns his own fire truck, a 1963 Hahn with an old-fashioned bubble top! But his passion doesn't stop there!

"My office is decorated with toy fire trucks," says Dr. Cinatl. "I want to be sure each person walking in my office has the opportunity to share that excitement and challenge of serving your community, right down to trying on the firefighter jacket hanging on my office wall. I feel so incredibly fortunate to have the opportunity to fulfill both my dreams; helping people find their smile, and serving them through volunteering as a firefighter. I definitely hope to have my firefighting boots on until the very end!"

Visit the Alpha Fire Company website at www.AlphaFire.com and visit them on Facebook!



BIOGRAPHY

Dr. Cinatl received his dental education while serving in the U.S. Army, continuing in orthodontics at the University of Texas. He practiced comprehensive restorative dentistry for five years and started a private practice in 1993. He currently is a Fellow of the Academy of General Dentistry and serves as a volunteer firefighter with The Alpha Company and is working on his wildfire certification.

On a Mission of Mercy

Dr. Terry Spence, Jackson, MO, USA

The Missouri Mission of Mercy (MOMOM) is a large-scale dental clinic that provides free oral healthcare to patients of all ages who cannot otherwise afford care. Since inception, these clinics have helped more than 100,000 patients and provided nearly \$50 million in free dental services. Orthodontist Dr. Terry Spence is a member of MOMOM and for the first time, participated in one of their clinics. The impact on him and his staff was compelling.

TPO: First off, tell us a little bit about the Oral Health Coalition and the Sensational Smiles Scholarship Program?

Spence: The Oral Health Coalition is a State Program that takes care of preventative services for children. Doctors have screenings at five to six schools per year, where they look for cavities, provide hygiene consultations and give out toothbrushes, toothpaste and floss. I was very surprised at the number of children that do not even own one toothbrush! Dr. Janet Ruopp, Chairman of the coalition, was instrumental in bringing MOMOM to Cape Girardeau this year.

The Sensational Smiles Scholarship Program was put in place to help children that cannot afford any dental treatment and are not eligible for Medicaid. The funds come out of an account that has been set up strictly for this purpose.

TPO: Treating almost 2,000 patients in two days is a huge achievement. Did you see the line when the clinic opened?

Spence: The line began to form the afternoon before we started seeing patients. The event was held at the “Show Me Center” in Cape Girardeau, MO, and was sponsored by the Missouri Dental Association and the Missouri Dental Association Foundation. It lasted two days, Friday and Saturday, May 3rd and 4th.

TPO: Out of the patients you saw, what was your main role as a Team Lead?

Spence: My main role was called “Dental Triage.” Once the patient entered the building and received a light medical check called triage, they would be directed to the area that would take care of their unique needs. There were approximately 10-12 dentists on my team that did assessments. Our team saw roughly 1,700 patients over those two days.

TPO: What type of dental work did you perform on patients?

Spence: The services we provided included cleaning, fillings, extractions, retainer work and even some partials in addition to providing many patients with temporary bridges. While it had been quite some time since I had done any dental work, I helped out with some cleaning, but mainly I headed up the assessment.



BIOGRAPHY

Dr. Spence obtained his Bachelor of Science from Southeast Missouri State University followed by his Doctor of Dental Surgery Degree at the University of Missouri - Kansas School of Dentistry. He completed his orthodontic specialty training at the University of Tennessee at Memphis. Dr. Spence is an active member in the Oral Health Coalition. Jerry enjoys hiking and playing sports with his wife Jeri and their two daughters.

To find out more about these programs, visit the following sites:

Missouri Mission of Mercy

www.modental.org/mx/hm.asp?id=momom

Sensational Smiles Scholarship Program

www.communitycaringcouncil.org/oral-health-program

TPO: There were a total of 1,016 volunteers, including 154 dentists. Do you know how many orthodontists were involved?

Spence: Probably 90% of the dentists and orthodontist in the area participated in the event. There were between six to eight orthodontists.

TPO: Was this your first time participating in the event?

Spence: Yes, this was my first time participating, and it was quite rewarding. I definitely plan on being involved next year.

TPO: Were there any patient(s) whose stories really resonated with you that you'd like to share?

Spence: The most memorable patients were those needing anterior extractions due to severe decay. They wouldn't even smile as they were too embarrassed. Following the work though . . . lots of smiles!

TPO: What made the cause so rewarding for you and your staff?

Spence: All of my staff participated and said it was just such a good feeling at the end of the day knowing that they helped so many people, from alleviating pain, to filling cavities and helping to create life-changing smiles. On the second day most everyone stayed until well after closing to finish up the patients that had already come in the door. That's how committed everyone was to help as many people as possible.

TPO: What would you tell local orthodontist and dental professionals who are considering involvement in this event?

Spence: That the days are absolutely exhausting, but the feeling you get after it's all over is worth every minute. There is an entire wall filled with "Thank You" notes to all of the doctors and staff who participated and gave their time to help those in need.



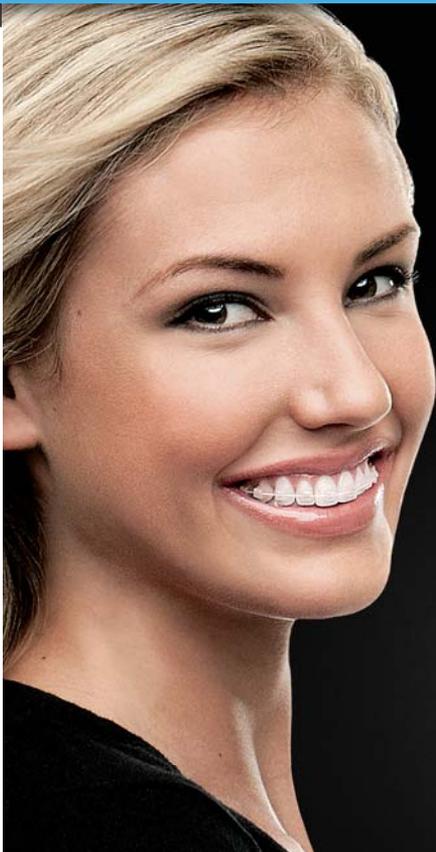
On the treatment floor of the Missouri Mission of Mercy.

RESIDENTS DAYS AT TPO



Residents Days is a twice-annual event hosted by TP Orthodontics at our corporate headquarters in La Porte, IN. Residents from across the US come together for two days to gain valuable information for managing the “business of orthodontics” that helps them prepare for the challenges they may face after graduation. Our spring event is coming up, March 11-14, 2014.

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