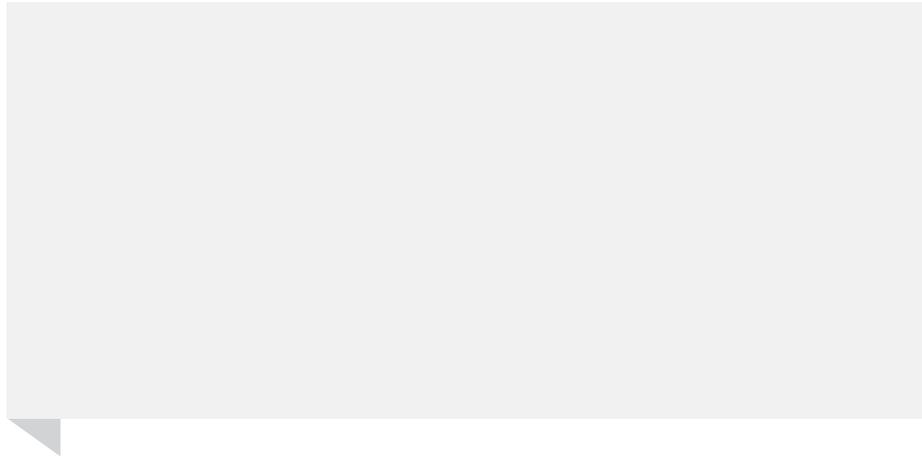


INSIDE NEWS

Where Local Stories Reach the Global Orthodontics Community



TP ORTHODONTICS

INSIDE NEWS

THE RESIDENT ISSUE

IN THIS ISSUE

- 1** New Technology for Your New Practice
- 2** Best Practices for New Practices
Dr. John Kaku, Tokyo, Japan
Dr. Kevin P. Lucas, Buffalo Grove, IL, USA
- 3** Featured Residents and Graduates
Dr. Michael Meru, Los Angeles, CA, USA
Dr. Ryan Wait, Henderson, NV, USA
Dr. Cassie Zirbel, San Antonio, TX, USA
- 4** Student Days at TP Orthodontics
- 5** Building Your Practice with Aesthetic Orthodontics
Dr. Harry Aronowitz, Beverly Hills, CA, USA
- 6** Personalized Color-Matching Technology®



“Orthodontics gives me the opportunity to help make these changes in their lives, all while doing something that I love,”
Dr. Cassie Zirbel, resident at University of Texas Health Science Center.

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 professors around the globe share what they wish they knew when they graduated. We highlight residents and graduates from around the community and take a look ahead at TP Orthodontics Student Days. Also, Dr. Aronowitz, Clinical Professor at the University of Southern California, discusses building your practice with aesthetic treatment solutions.

HAVE SOMETHING TO SHARE?

Is your practice unique? Do you have tips to share with fellow-residents? Are you doing something extraordinary outside of the office? 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)

GRADUATE ORTHODONTICS RESIDENT PROGRAM

New Technology for Your New Practice

iPad 9:41 AM

TP Orthodontics is honored to participate in this year's *Graduate Orthodontics Resident Program*.

Talk to a TP Orthodontics representative to register for your chance to win a new iPad® pre-loaded with support for your practice.



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What Do You Wish You Knew When You Graduated?

Dr. John Kaku, Tokyo, Japan

It's important not just to sell the case, but to sell your practice. One of the most important tasks is to set a mission statement when you open your office. People need to know who you are — this sets the tone for your office. The next step is to how you manage your office internally and externally.

We try to make our office a fun place so there are several themed events. On Band Day, our patients play musical instruments. They wear their official Japanese soccer uniforms on game days. We celebrate birthdays, anniversaries, Mother's Day and more.

When we hire a new staff member, our team sends flowers to them and

organizes a party to express our gratitude for joining our team. Happy team members are more likely to say positive things about your office. We follow the team spirit philosophy that together everyone accomplishes more. From day one, staff members become part of our family.

Dr. Kaku's private practice, Supersmile International Orthodontics Office, is based in Tokyo where he has practiced since 1993 with an emphasis on aesthetic and non-extraction cases. Dr. Kaku completed his residency at the University of California and went on to achieve his Certificate of Orthodontics and MSD degree from Boston University. Dr. Kaku currently teaches at the Japanese Academy of Non-Extraction Orthodontics.



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.

Residents and Grads Share Their Stories

Dr. Michael Meru, Los Angeles, CA, USA

I'm sure my story is similar to others in our field, but my reasoning for wanting to be an orthodontist stems from the experience I had as a child with my orthodontist, Dr. Richard Mays. Not to get too technical, but I was a Class III grower and had quite a bit of crowding which made my smile less than attractive. During my years in treatment with Dr. Mays, I went from being too embarrassed to smile, to not wanting to stop. He was a great example of what an exceptional orthodontist should be clinically, but he was also a great person too. I'm very fortunate that he served as a mentor for me through dental school, and then as a faculty member during my residency at USC.

Changing patients' lives is truly what each of us do, and I count it as a

huge blessing in my life to be able to be an orthodontist and have the ability to affect lives as we do. One of my final cases during residency was a young lady with a unilateral cleft lip and palate. This girl had a rough life, and to couple that with the damaging psychological effects of being treated for her cleft has been rough on her. After several years of treatment, and the gift of composite veneers from an exceptional dental student, I saw her smile for the first time. All of the years of study were validated by that one smile. Both of our lives had been changed for the better.

My goal for the future is to have the opportunity to change more lives like that of this young lady. I believe we should treat each patient as if



they are our own children, and if we do so, our careers will be rewarding.

Inside News congratulates Dr. Michael Meru on his recent graduation from the University of Southern California.

Dr. Ryan C. Wait, Henderson, NV, USA

I recently completed my first year of the Advanced Education in Orthodontics and Dentofacial Orthopedics/MBA Residency Program at Roseman University of Health Sciences in Henderson, Nevada. It has been a lot of hard work and involved many late nights, but it has also been very rewarding. I was surprised at what a positive impact orthodontic treatment has had on some of my patients in such a short amount of time. I notice improvement in their self-confidence as their smiles start to improve and their malpositioned teeth begin to align and diastemas begin to close.

I have made a commitment to spend time at every appointment talking with my patients about their treatment progress, and the

importance of good oral hygiene. I also explain the need for their cooperation, which is imperative to achieve the best possible result. Most patients respond positively to the added responsibility I place on them during orthodontic treatment and I really think that helps them grow and mature as a person too. It only takes a little bit of time to reinforce these points and keep the patients motivated to do their part.

On the occasional breaks from my orthodontic residency program I "take to the skies" to keep current with one of my hobbies, which is flying. I have been a pilot for several years now and I am multi-engine, instrument certified. I have been a member of the Flying Dentists Association since I was a student in dental school.



This organization has meetings all over the country and beyond, from Alaska to the Caribbean. The meetings incorporate CE lectures in all aspects of dentistry. The Flying Dentists Association is also involved with mission work in areas that are under-served.

FEATURED RESIDENTS AND GRADUATES

Dr. Cassie Zirbel, San Antonio, TX, USA

Orthodontics is a wonderful career. We are so fortunate to play such a large role in raising our patients' confidence and self-esteem. It's an incredible feeling seeing many of my patients grow from being shy and reserved to outgoing and confident individuals. Orthodontics gives me the opportunity to help make these changes in their lives, all while doing something that I love. It's hard not to be passionate about that!

Orthodontics in itself changes patients' lives tremendously. Giving them a smile they can be proud of is life-changing. I also look forward to changing lives of those who may not have the opportunity to receive orthodontic care because of financial reasons. It's important to me to give back to the community and help those in need, because everyone deserves to smile.

Dr. Zirbel is a current resident at the University of Texas Health Science Center in San Antonio.



STUDENT DAYS

Your Future, Your Practice — Student Days

Starting this year, orthodontic residents from around the country will have the opportunity to participate in 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 market your practice

in the future and expand your adult patient base with experts in practice marketing.

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!



Student Days will be hosted at TP Orthodontics Corporate Headquarters in La Porte, Indiana.

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.



BIOGRAPHY

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.

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Personalized Color-Matching Technology

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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. [Learn more at InVu-Ortho.com.](#)



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