

SMART Retainer debuts at Denver AAO Annual Session

DENVER — Whether orthodontists hate to see their treatment result compromised by poor retainer compliance, want to eliminate the stress related to communicating with unhappy patients or parents after relapse has occurred, or is simply looking for a competitive marketing edge — the new SMART Retainer was enthusiastically received by the specialty at the Denver AAO meeting. The SMART Retainer booth was abuzz as orthodontists from all over the world were eager to see the profession's newest innovation.

The Today Show's Matt Lauer and Nancy Snyderman MD, Medical Director at NBC News, did a segment announcing the SMART Retainer on May 15 — the day before the annual session began — that generated high consumer traffic to the company's Web site from interested patients and parents.

Dr. Marc Ackerman, chief scientific officer at Scientific Compliance, lectured during the annual session's scientific program, identifying relapse as the "orthodontist's little secret." He praised any new advancement that can increase short- and long-term retainer compliance during the critical retention phase of treatment. "When the patient is freed from self-reporting and knows that I can accurately monitor compliance, a paradigm shift in behavior occurs. Perceived compliance is replaced by real compliance."

Ackerman, associate professor at Jacksonville University in Florida, and director of the Fellowship in Orthodontic Clinical Research, has

worked closely as a clinician and practicing orthodontist on the development of the SMART Retainer. In addition to his lecture at the annual session, he has a scientific paper on this topic in press and has addressed the North Atlantic Component of the Edward H. Angle Society of Orthodontists on the topic of relapse and patient cooperation. He is currently finalizing an IRB approved clinical trial utilizing this new technology.

Ackerman continues, "As the evolution of technology and miniaturizing components made this micro-sensor possible, I saw a big opportunity. For the first time in 100-plus years, we can manage the patient in retention, catch problems, and make decisions based on tangible data versus patient self-reporting. The result

is a win-win for our patients and orthodontists."

Scientific Compliance has spent considerable capital and several years developing the SMART Retainer. CEO William Longley states, "Our product launch required the confluence of three critical goals: 1) accurately obtaining and storing a variety of environmental data while building software algorithms to determine precise usage, 2) miniaturization, and 3) making the device impossible to game by today's enterprising youth." He adds, "based on the uptake we saw in Denver and in the weeks since among consumers, orthodontists and the leading labs, our innovation is destined to become a viable addition to orthodontic treatment. Especially compelling is

that the SMART Retainer makes so much sense to patients and parents. Consumer research shows that the additional \$100 for a SMART Retainer is an easy decision for parents who have just spent over a year and thousands of dollars on active treatment and want extra 'insurance' against the hassle and expenses of relapse."

Scientific Compliance will continue to make the entire SMART Retainer sensors, reader and marketing materials available at regional orthodontic meetings, online or from a growing number of SMART-compatible labs that will inventory SMART sensors for the orthodontists they serve. Call (877) 52-INLINE or visit www.SciComply.com or www.SMARTRetainer.com.

AD

Leonard Cushner dies; invented camera for orthodontists

BROOKLINE, Mass. — Dr. Leonard Cushner, who invented a contraption for orthodontists called The Cushner Orthographic, died June 12. He was 82. For decades, he ran an orthodontic practice in Newton Center and Boston, and for 35 years, taught at the Tufts School of Dental Medicine one day a week.

The Orthographic had a legacy that reached beyond the Boston area. Jury-rigging a camera by combining an expensive, precise lens with a Polaroid body, Cushner created a tool that turned out accurate, instant photographs, helping orthodontists mold better mouths for their patients.

Cushner grew up in Roxbury and graduated from Boston Latin School and Tufts College in a program that was accelerated because of World War II. After Tufts School of Dental Medicine, he served as a lieutenant and dentist in the U.S. Navy, based in Virginia. He initially saw patients in downtown Boston, but moved his practice to Newton Center in 1960. He retired in the early 1990s.

Cushner leaves behind his wife of 59 years, Tema (nee Kaplan), sons Stuart and Andrew, two granddaughters and two grandsons.

Source: *The Boston Globe*




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