

## 3M in the News

### Orthodontists Gain Competitive Edge at Excellere Educational Conferences

3M Oral Care welcomed more than 400 members of the international orthodontic community to its inaugural Excellere educational conferences in San Diego, Sept. 15-16, as well as in Madrid, Spain, Sept. 21-22, 2018. These programs were designed to help participants learn from fellow practitioners about techniques and opportunities that can turn ongoing change into a competitive advantage, and excel in this expanding market.



“Excellere,” the Latin root word meaning “to elevate,” captures the spirit of 3M Oral Care’s commitment to helping practitioners grow, improve outcomes and elevate the practice of orthodontics. Beneficial for orthodontists, treatment coordinators, assistants and residents, presentations and hands-on activities encompassed key considerations that can help drive efficiencies, influence positive patient experiences and improve practice profitability.

“3M Oral Care is excited to launch its inaugural Excellere conference as a platform for clinical, professional and personal success,” says Sebastian Arana, president and general manager, 3M Oral Care. “Bringing together a global network of practitioners, Excellere offers annual sessions in both the U.S. and Europe—providing all attendees with valuable insights into new technologies and innovations, as well as proven strategies for growth.” Orthodontic presenters in San Diego included Dr. Adam Schulhof, Dr. Lisa Alvetro, Dr. Herbert Hughes, Dr. Anoop Sondhi, Dr. Ryan McComb, and Ms. Irene Iancu, RDH, CTD. P.

In addition to the presentations by noted practitioners, the participants were also invited to discover new products and services at an “Innovation on Display” area. 3M™ Clarity™ Esthetic Orthodontic Solutions was introduced as a full portfolio of esthetic treatment options, ranging from traditional brackets, aligners and now to 3M™ Clarity™ Ultra Self-Ligating Brackets. 3M invited 3Shape (3Shape.com) to partner in this year’s events to demonstrate the digital transformation in orthodontics.

►► [Learn more about Excellere](#)



## Excellere 2018

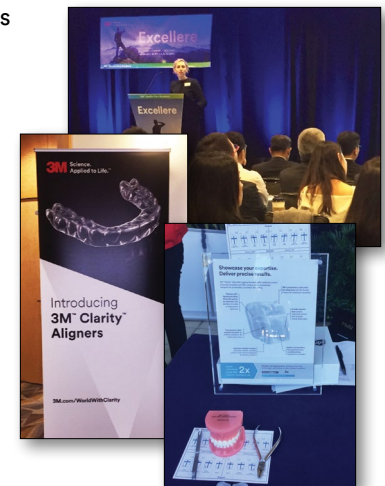


Read more about 3M products in additional articles in this issue.

An annual event, the 2019 Excellere conferences will take place in London, England (May 17-18) and in Miami Beach, Florida (November 9-10). For more information on the Miami event, visit [3M.com/Excellere](https://3M.com/Excellere). Registrations for the Miami event can be made [here](#).

Presented by the 3M™ Health Care Academy, Excellere offers CE credit for attendees. The 3M Health Care Academy offers access to thought leaders, peers, and educational content that translates knowledge into positive healthy outcomes.

*Note: The Madrid Excellere event will be detailed in an updated story.*



# Excellere 2018 | Madrid

## 3M<sup>SM</sup> Health Care Academy

### Differentiate your practice!

With change comes opportunity—this is true also for the orthodontic business, which is changing rapidly owing to altering patient demands and thanks to the availability of advanced planning and production technologies. The latter enable manufacturers like 3M to develop, produce and offer appliances that are more esthetic. Moreover, digital technologies help orthodontists turn treatment planning into a more precise discipline, increase the efficiency of orthodontic procedures and facilitate communication in an interdisciplinary team. All these capabilities serve one ultimate goal: to that highly esthetic treatment outcomes are obtained.

Ideas on how to leverage the benefits resulting from the ongoing changes were shared by the speakers at the 3M Excellere 2018 congress, held on 21 and 22 September in Madrid, which attracted more than 300 participants. On the first day, the program focused on the many aspects of esthetics, stressing the importance of interdisciplinary treatment approaches. On the second day, digital technologies that support clinical excellence took center stage.



#### Many faces of esthetics

In esthetic orthodontic treatment, it is essential to consider interdisciplinary approaches when selecting suitable treatment options based on the individual needs of the patient. This was the key message delivered by the speakers on the first day of the congress, which was chaired by Dr. José Chaqués Asensi from Seville in Spain.







In his lecture, Dr. Federico Hernández Alfaro from Barcelona in Spain focused on esthetic improvements achieved with ortho-facial surgery. Using several patient cases as illustration, Hernández Alfaro revealed how digital technologies facilitate surgical treatment planning and enable the use of minimally invasive surgical techniques that lead to predictable results.



Subsequently, Dr. Juan Carlos Pérez Varela from Santiago de Compostela in Spain gave several examples of solving complex cases with simple mechanics. The focus was on the correction of an open bite with temporary anchorage devices (TADs).

Examples of interdisciplinary orthodontic and periodontal treatment were presented by doctors Silvestre Ripoll Cabo (from Seville in Spain) and Chaqués Asensi. As shown by

the periodontist and the orthodontist, it is important to plan the treatment of patients with periodontal disease or mucogingival risk factors in a team approach.

### Digital technology supporting clinical excellence

On the second day of the congress, various speakers demonstrated how they make use of digital technologies and esthetic appliances to differentiate their practices. The combination also allows them to offer treatments tailored to the individual needs of their patients.

In his esthetically oriented orthodontic office in New York in the US, Dr. Adam Schulhof uses three different esthetic appliances to treat his patients: 3M™ Clarity™ Aligners (currently only available in the US), 3M™ Clarity™ Advanced Ceramic Brackets and the 3M™ Incognito™ Appliance System.

Dr. Riccardo Riatti from Reggio nell'Emilia in Italy explained how he uses digital smile design in orthodontic treatment planning. Smile Design Software allows him to develop the desired esthetic treatment outcome and virtually blend it into a photograph of the patient's face.

“Reinvent your business before it is too late,” Dr. Itamar Michael Friedländer from Barcelona advised the participants. He focused on the benefits of the new Digital Flash-Free Indirect Bonding System. According to the speaker, the new product allows for particularly efficient and predictable bracket bonding, as well as improved ergonomics. This leads to increased comfort for the orthodontist and the patient. For these reasons, the innovative solution helps users to differentiate their offices.

Dr. Skander Ellouze from Tunis in Tunisia stressed that lingual treatment is an important part of the esthetic solutions portfolio and should not be replaced by other esthetic appliances. If the user adheres to the protocol, predictable results can be obtained with the 3M Incognito Appliance System.

Dr. Robert Lawson from Edinburgh in the UK focused on interdisciplinary treatment planning with Incognito brackets. He uses the 3M™ Unitek™ Treatment Management Portal and the digital set-up for planning and communication with the whole interdisciplinary team from the onset.

Finally, Dr. Leandro Fernández from Malaga in Spain revealed how it is possible to gain total control with the Incognito Appliance System, which is preferred by him in cases with high demands regarding esthetics and mechanical control.



### In-depth information on products and procedures

The opportunity to obtain more in-depth information on innovative products and procedures was offered in breakout sessions for Spanish-speaking participants and in the exhibition area. Here, 3M experts were happy to share information about the new 3M™ Clarity™ Ultra Self-Ligating Brackets and the Digital Flash-Free Indirect Bonding System, as well as the Incognito Appliance System.

The organizers received overwhelming feedback from the participants. They returned to their offices with many fresh ideas on how to differentiate their businesses by placing a stronger focus on esthetic orthodontic solutions.