

Orthodontic faculty for over fifty years and was the founder of the Penn Orthodontic Alumni Society. This year's J. Henry O'Hern Alumni Day lecture is entitled "Straightening Teeth and Faces: Practical Lessons Learned during the First Forty Years" will be presented by **Dr. James McNamara**. Alumni wanting to attend this seminar should contact **Mrs. Barbara Del Regino** at 215 898-5910.

Our comprehensive clinic and didactic Orientation Program is scheduled for the summer as we welcome our incoming Class of 2013, **Dr. Molly Gareh, Dr. Wei-Hsin Hong, Dr. Peter Jackson, Dr. Jennifer Smith, and Dr. Sarah Yoon**; the Masters in Oral Biology Class of 2014, **Dr. Noora Elyas and Dr. Hyeran Jeon**; our combined program in Ortho-Perio second year resident **Dr. Avijit Goel**.

Congratulations to our Class of 2011. **Dr. Rita Chuang, Dr. Lindsey Helgen, Dr. Rebecca Radfar, Dr. Tejjy Thomas and Dr. Sophia Usmani** participated in the Orthodontic graduation ceremony held at the Hilton Inn at Penn on June 10th. Also receiving their Orthodontic certificates and Masters in Oral Biology diplomas were **Dr. Julia Garcia-Baeza and Dr. Ji Young Kim**.

Once again it would be a privilege to have you visiting us at Penn!

Respectfully submitted by,
Robert L. Vanarsdall, DDS
Professor and Chair of Orthodontics



**Greater Philadelphia Society Of Orthodontists
Annual Meeting**

Wednesday November 9, 2011
8:00 AM – 5:00 PM

Ms. Rachel Mele and Dr. Roger P. Levin

"Marketing in the Electronic Age"

Union League, Philadelphia, PA

<http://www.gpsso.org>



Greater Philadelphia Society of Orthodontists
c/o Mark J. Mele, DMD
2826 Mount Carmel Ave.
Glenside, PA 19038

G
P
S
O

N
e
w
s
l
e
t
t
e
r

Greater Philadelphia Society of Orthodontists

SUMMER, 2011

PRESIDENT'S REPORT

Best Wishes for a wonderful summer and an even better Fall 2011 to all members of the Greater Philadelphia Society of Orthodontists.

It is without hesitation that I offer my many thanks to my predecessor and immediate past president, **Dr. Guy Coby** for his expert leadership and guidance over the past years, not only as president of GPSO, but for his friendship while serving as a mentor on the Executive Board. Guy has set the bar even higher as we head off into the next decade of programming for GPSO. Bringing **Dr. James Mah** to Philadelphia for a frank and informative discussion on Cone Beam Technology was incredibly timely and very useful to all who attended. Guy, thank you for all of your hard work on our behalf.

Additionally all of the board members that have served in the past and those that are currently serving have provided leadership, camaraderie, and much needed help as we plan our next meeting. I would be remiss if I didn't acknowledge **Dr. Mark Mele** who continues to serve as our Secretary and Treasurer. Mark is the glue that holds everything together working hard throughout the year to handle the books, arrange for our venue, deal with general membership issues, as well as a myriad of other things that he handles with great vigor to make us who we are. Mark, thank you very much for your tireless efforts.

As we all struggle to find our way in the new age of technology, marketing and other electronic concepts that we are bombarded with each and every day, we need some assistance. Who knows the difference between: Twitter, Facebook, Youtube, various blogs, and whatever else is being created as I write this note. Is your website useful and up to date, is it interactive, does it communicate the proper message and do your patients expect more?? **Our next meeting will be Wednesday November 9, 2011 and will be entitled "Marketing in the Electronic Age"**.

Our first speaker will be **Ms. Rachel Mele**, (no relation to our treasurer) a nationally recognized speaker coming to us courtesy of Sesame Communications. Rachel's background is as a practice management consultant to orthodontic practices across the United States, Australia and New Zealand and currently is a "technology coach". Our second speaker needs little introduction. **Dr. Roger P. Levin, DDS** of the Levin Group, will join us and will give us his thoughts and insights into marketing in this difficult time. Roger's enthusiasm is sure to be most compelling.

I look forward to a very successful meeting, so why not join us for an informative afternoon as we head off into the future.

Best regards,
Michael Roth, DDS



NEWS FROM TEMPLE ORTHODONTICS

Temple Orthodontics enjoyed a successful accreditation site visit in March. Our remarkable facilities and systems continually attract a high number of nation and international sightseers. But even more importantly, our clinical volume and clinic income has doubled. The residents treat many more patients with the aid of orthodontic assistants **Pat** and **Robie**. But behind it all, is the reception desk run by **Melinda**. She is the foundation of our efficiency.

Meanwhile, **Dr. Jeff Godel** has been appointed as the Director of Graduate Program in Orthodontics. In concert, **Dr. James Sciote** is the Director of our Undergraduate Program and is also in charge of residents' theses.

New faculty appointments are **Dr. Kee-Joon Lee** from Yonsei University in Seoul Korea, and **Dr. Rohit Sachdeva**, founder of Orametrix. We are in the process of designing a novel curriculum to incorporate our massive imaging technology with orthodontic treatment goals and development of new appliance systems.

Dr. Jared Gianquinto was the student representative to the AAO leadership conference in San Diego. Our residents have traveled copiously this year. In addition to Tweed and AAO, they will attend the orthognathic surgery at UNC Chapel Hill, and SureSmile software training in Richardson, Texas. All these enhanced experiences are made possible by the generosity of our alumni donations.

The collaboration between Temple University Kornberg School of Dentistry and Hebrew University Hadassah Faculty of Dental Medicine is progressing. We expect exchanges of residents in the summer and fall of 2011. We envision this first experience to further develop into an exchange of faculty between the two institutions.

It is very exciting to be at Temple.

Orhan C. Tuncay, DMD
Professor and Chairman



ALBERT EINSTEIN MEDICAL CENTER Orthodontic Residency Program

Resident Activities

Our current second year residents, **Drs. Paul Fox, Alicia Stoutland** and **Sean Willcutts** are doing well as they have completed more than one-half of their educational experience. As soon-to-be third year residents they are ready to welcome those resident applicants who have been selected to enter the program on June 23, 2011. Out of 164 applicants of whom 14 were interviewed, the following individuals will soon join us.

They are:

- **Dr. Shira Lazebnik**, a graduate of the Arizona School of Dentistry and Oral Health, and currently a general practice resident at the University of Virginia Health System.
- **Dr. Alex Oldroyd**, a graduate of the University of Oregon Health Sciences Center and currently in private practice.
- **Dr. Benjamin Roth**, a graduate of Temple University School of Dentistry and currently a general practice resident at Albert Einstein Medical Center.

I thank **Drs. Steven Cohen, Karen DeSimone, Audra Kiefer, Harold Middleberg** and **Randy Schader**, all members of the selection committee, for their effort and participation in a successful outcome. The selection process presents the program with incoming residents whose potential should continue the tradition of excellence of the program. I also thank our current residents for their support in helping us host all the applicants and guiding them through the selection process.

Educating Residents and Faculty Gratification

Orthodontic residents graduate and new ones are selected and what a wonderful experience for an educator. To see three well trained people leave our program with confidence, knowledge

and strong clinical skills after three years of diverse training is just marvelous and at the same time saddening. You say goodbye to individuals who have worked hard, bonded with one another and with faculty, and importantly absorb with vigor the fundamentals of our wonderful specialty. On June 30, 2010 it was thrilling to see **Drs. Spencer Boley, Dan Grossman** and **Andy Hockley** graduate from Albert Einstein Medical Center and formally begin their future endeavors as orthodontists and peers. Saying goodbye to graduates who you really like and become attached to is something one does not get used to. The most positive aspect is that faculty members can take pride in training and mentoring many of our current fellow orthodontists who importantly reflect the values of the program and the profession.

Being an educator is an amazing experience. Just ask those who have been doing it for a while. You too will find it awe-inspiring. Think about it!

Alan J. Borislow, DDS
Chairman and Program Director



UNIVERSITY OF PENNSYLVANIA Update

Our program has enjoyed another busy year with the residents participating in GORP, Tweed and Andrews Courses.

We had many guest lecturers this year and our Visiting Scholar, **Dr. Kee Joon Lee**, Associate Professor of Orthodontics from Yonsei University in Seoul, participated in research and provided a year's seminar on Biomechanics with TAD's. **Dr. Lesley Will**, Chairperson of Orthodontics at Boston University presented on "Psychological Problems in Children" and **Dr. John Hayes** presented on the "Williamsport Early Treatment Orthodontic Study." **Dr. Stephen Tjoa** presented on "Transplantation of Teeth" and **Dr. Manuel Lagraverre** from the University of Manitoba presented on "Three-dimensional accuracy of measurements made with software on cone-beam computed tomography images." In September, **Dr. Ray White** will present on "Recovery after third-molar surgery."

On Friday, October 21, we will hold our 58th Annual Alumni Meeting at the University of Pennsylvania Museum of Archaeology and Anthropology. The meeting will be dedicated to honoring the memory of **Dr. J. Henry O'Hern** who passed away on May 6, 2011 after a long illness. He was a member of the