

# ORTHODONTIC PRODUCTS

Our annual profile of  
some of the industry's top  
orthodontists

# BEST *of* 2012 ORTHODONTISTS

## Editor's Message

# Congratulating Your Colleagues

Welcome to the Best of 2012. This is the second year that we have offered a recognition program for orthodontists. For our sophomore edition, we had the help of five members of our editorial advisory board (you can see them to the right), and we heard from hundreds of members of the orthodontic community.

We received online nominations from orthodontists, their staffs, their referring dentists, and other colleagues. Nominators from across the country (and, indeed, from around the world) sent us short profiles that explained what makes each nominee exceptional among the many exceptional practitioners of the orthodontic specialty. Unlike so much that happens on the Internet, ours was not an anonymous process dominated by negativity. Our goal was to have as many members of the orthodontic community as possible proudly point out the strength of their profession.

In the following pages you will see names of those who run one small practice and those who juggle many locations; you will recognize long-established orthodontists who have bonded and debonded several generations in the same location; and you will be introduced to younger orthodontists who have brought notable excitement and enthusiasm to their new calling. Some of these orthodontists came to the profession through a family connection; others were motivated by a love of science or the desire to interact with dozens of different people each day.

Their business plans and treatment techniques may differ, but everyone listed here shares the honor of having been recognized by their peers as someone who goes beyond what is necessary and earns the title "the best."

Congratulations to everyone.

**Christopher Piehler, Editor**  
*Orthodontic Products*

Disclaimer: Each orthodontist uses different techniques based on training and experience. Any implied claims herein are not intended to create an unjustified expectation about results that can be achieved or that one approach may be better than another.

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## Engineering Success

*David Caggiano, DMD, MS, embraces advanced technology as a way to create individualized treatment plans*

BY ALISON WERNER

David Caggiano, DMD, MS, followed a unique path to the orthodontic profession. As the son of an engineer, Caggiano excelled at math and science, and eventually entered engineering school. "I loved engineering, but near the end of my schooling, I really thought about the quality of life and what I wanted to do, career-wise," Caggiano says. "I realized that I wanted to work more with people and less with machines."

In addition to his talents as an engineer, Caggiano also had a creative side that could not be suppressed. Finding a career that satisfied both his love of science and his willingness to be creative was an objective for Caggiano. "For me, dentistry was a good mixture of engineering and art," he explains.

In 2001, he completed the dentistry program at the University of Medicine and Dentistry of New Jersey (UMDNJ), earning a Doctorate of Medical Dentistry, and went to work as a general dentist. After 7 years' experience as a general dentist, Caggiano received his specialty certificate in orthodontics, also from UMDNJ.

From the beginning, Caggiano wanted to practice orthodontics in his own unique way. "I approach orthodontics with the mind of an engineer," he says. "For me, it's like a puzzle, figuring out how to most efficiently make the teeth fit together."

Most often, Caggiano solves challenging orthodontic puzzles with the help of modern technology. Since purchasing his practice, Caggiano has implemented numerous technologies that have advanced the capabilities of his business. Every patient who comes to Caggiano Orthodontics receives computerized treatment. Patients are treated with technologies such as OrthoCAD iQ, Insignia, Invisalign invisible braces, lingual

Incognito braces, and self-ligating brackets. The most recent addition to this high-tech office is a low-dose 3D digital x-ray machine (Carestream 9300C).

In the immediate future, the practice will be adding SureSmile, which consists of robotically bent archwires. And Caggiano is an advocate for the Cadent iOC technology, which creates a digital impression. "We scan a patient's mouth digitally for a more accurate impression of the mouth," he explains. From this digital scan, the teeth are aligned using software to simulate precisely how the teeth will look when treatment is completed. Using the OrthoCAD iQ technology, a computer-guided laser places the braces in the precise position of each tooth, which will shorten treatment and provide a more reliable outcome.

Like any successful orthodontist, Caggiano has a wide range of expertise when it comes to treating patients, and using advanced technology makes his area of expertise even vaster. "We really excel when it comes to difficult cases," Caggiano says. "Much of our success in this aspect is because I work with general dentists in the area to coordinate difficult treatment plans for patients. I don't treat every patient in the same way," he adds. "With my engineering background, I often work with a general dentist to develop unique treatment plans for every patient. It's about getting the ideal end result, most efficiently, without sacrificing quality," he says.

Caggiano is now taking that same commitment to efficiency and quality and applying it to the building of his new office. This state-of-the-art facility is specifically designed to expand and support the efficiencies and the technologies that have come to define the practice in the 3 years since he purchased it.

When the practice moves to the new building later this year, the space will feature a separate imaging area—something his current office lacks—as well as two consultation rooms. The new building will allow for a total of five treatment chairs and two consultation chairs. Each chair will include a computer, allowing the practice to go completely digital.

Caggiano embraces technology willingly, knowing full well that it's a constant race to keep up. He makes a point to stay on

David Caggiano, DMD, MS



top of the latest developments, reading industry journals, going to meetings, and participating in study clubs. And while his background in biomedical engineering gives him a leg up in understanding the mechanics behind the orthodontic technology being developed, he admits that the profession likely hasn't seen the best yet.

"I think that whatever technology we have in our office today, 5 years down the road it's going to be even more impressive. The technologies that I'm most excited about are the technologies that are still to come," he says.

Caggiano is excited about the individualized care this technology will allow him to offer his patients in the future. At the end of the day, it only enhances his skills and furthers his goal to provide efficient, quality care to his patients.

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**Specialty:** Orthodontics

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**Years in practice:** 4

**Days in private practice per week:** 4

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## A Practice with Vision

*Inna Gellerman, DDS, holds fast to her vision: to provide the best patient care while continually evolving to do so*

BY ALISON WERNER

Inna Gellerman, DDS, started piecing together her vision for her own practice early in her career. While in the doctoral program at SUNY Stony Brook School of Dental Medicine, she realized a career in orthodontics would best combine her love of art and science with her interest in the aesthetic aspects of dental medicine. From that moment, she took advantage of every opportunity to get hands-on experience in the field to build her skills and to identify what worked for her and what would work best for her future patients.

After completing a specialty degree in orthodontics from SUNY Stony Brook in 2002, Gellerman joined Marc Lemchen's New York practice, an experience that really gave her insight into how she wanted to design her own future practice.

"He just had such a great vision. He didn't cut corners. He had technology everywhere in the office. It was 2002, and he was incorporating it all when most practices didn't even have digital x-rays. The way he practiced opened my eyes and helped me to develop my own vision," Gellerman says.

It turned out the future wasn't too far off. In 2003, the opportunity arose for Gellerman to purchase a practice in Huntington, NY, a Long Island suburb.

She jumped at the chance and got to work taking what she had learned to build her own practice with her own vision for orthodontic care.

The practice Gellerman acquired was stuck in the past—from the décor to the philosophy. "The practice I bought was very outdated, very old. It was from the 1970s, and the previous owner hadn't really updated it. He practiced the old way. He kind of thought, 'What I learned back in school, I don't have to evolve; I don't have to learn anything else,'" she recalls.

Gellerman wanted her practice to be the exact opposite. "I didn't want to practice that way. I wanted to keep evolving," she says. The first step was to remodel and update the office space in the large two-story house, creating a warm waiting room and modern treatment spaces with seven chairs. Being located on a main road gives the practice a visibility that Gellerman wouldn't have had with an office collocated with other medical and dental practices in a commercial building. The location also offers Gellerman's practice the benefit of being a part of the community. "Part of my vision was to have a practice within the community, but also to be part of the community, to support the community," she says.

To connect with patients and their families, as well as the local community, outside of office hours, Gellerman and her staff host a number of activities throughout the year, including an annual fall festival and movie day. They are also organizing a community event called "Kiss Goodbye to Cancer," aimed at raising awareness about cancer among the community, and teaching the practice's younger patients about cancer prevention. Gellerman also takes the time to volunteer with The Junior Welfare League of Huntington and The Heckscher Museum of Art.

When it comes to patient care, a major component of Gellerman's vision for her practice is to always incorporate the technology that allows her to provide patients with the best and most efficient treatment. To that end, the practice is an elite provider of Invisalign and a premier provider of Incognito™. In addition, the practice uses the Damon System and is the only practice on Long Island that uses SureSmile®. Gellerman relies on Dolphin's 3D imaging and management software and the i-CAT 3D cone beam imaging system.

Recognizing that every year brings new technology—from new cameras and bracket systems to new ways of treating patients—Gellerman keeps her eyes and mind open to trying and testing new technology and techniques herself, then incorporating them into her practice when they will improve patient care.

"I don't rely on somebody telling me, 'This works, that doesn't.' I really decide for myself what does and doesn't work for my practice," she says.

Gellerman admits that staying on top of all the latest technology is a challenge, but she has found ways to manage the overload. For

Inna Gellerman, DDS



example, she and her staff of 14 design their annual office retreat around opportunities to learn about the latest technology. Most recently, they attended Ortho Camp 2012 in the Dominican Republic. In past years, they attended conferences on the SureSmile and Dolphin systems. Events like these allow them to both learn and bond as a team—while having a little fun. The rest of the year, Gellerman finds that the companies her practice works with are great at keeping her in the know about the latest developments.

"They try and stay on top of us. If something new comes out, they always tell us about the next course. We just had a course on SureSmile lingual training in [New York]," Gellerman says.

As Gellerman looks ahead, whether it be at the new technology she can bring into her practice or expansion plans, she holds fast to her vision: to provide the best care for her patients and the community while continually evolving to do so.

### Practice Profile

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**Location:** Huntington, NY  
**Specialty:** Orthodontics  
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**Starts per year:** 400  
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