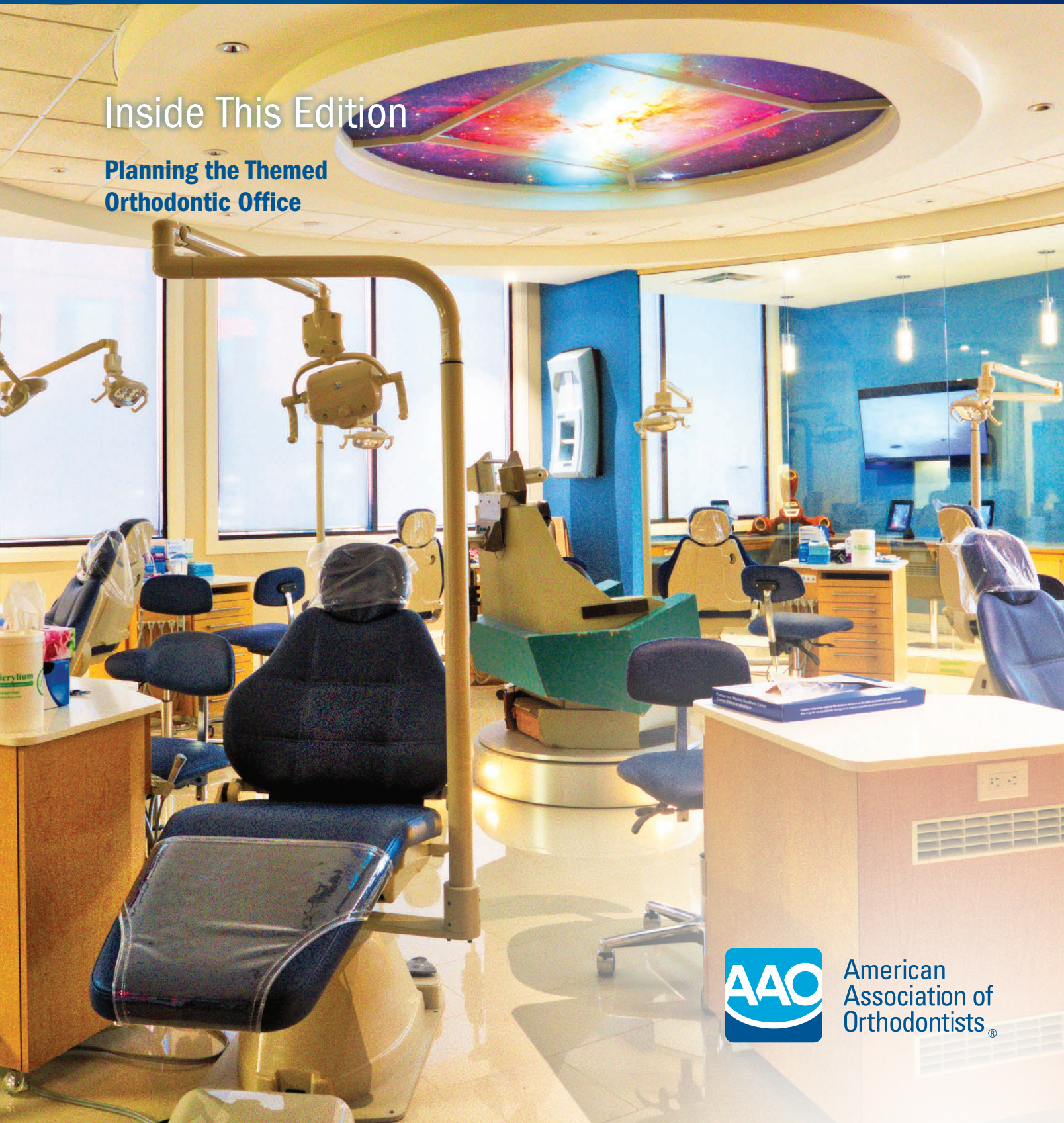


The Practice Management **Bulletin**

Vol. 36, No.4 August 2018

Inside This Edition

**Planning the Themed
Orthodontic Office**



American
Association of
Orthodontists®



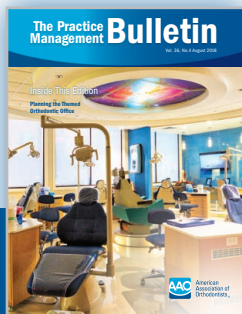
The Practice Management Bulletin

Photo by Dr. Jasmine Gorton.

Dr. Jasmine Gorton's office is designed to give patients the feeling of being outdoors.

On the Cover

Planning the Themed Orthodontic Office



Dr. David Hirsch incorporated much of his large collection of Star Trek memorabilia, including many items used in filming, into an office planned as a "destination practice."

Photo courtesy of by Dr. Hirsch.

Featured

Planning the Themed Orthodontic Office

- 2** Dr. David Hirsch Brings the Star Trek Franchise to Life in His Office
- 6** Nature-Themed Gorton and Schmohl Orthodontics Offers Unique Environment

In Every Issue

News Bites

- 12** 2019 Winter Conference Speakers to Address Sleep Apnea and Orthodontics
- 13** AAO Members Eligible for Discount on Seminars in Orthodontics
- 14** Dr. Jeff Rickabaugh Begins Three-Year Term as Speaker of the AAO House of Delegates
- 16** Two AAO Political Advocacy Priorities Gain Substantial Ground
- 18** 2018 Advocacy Conference Attracted Record Participation, Received Excellent Reviews from Members

Risk Management

- 20** Malpractice Risks from Adult Treatment

People

- 22** Orthodontic Residency Awards
- 23** AAO Awards
- 25** AAO Foundation Service Awards
- 26** ABO Awards
- 28** GLAO Award
- 28** In Memoriam

Meetings

- 29** Upcoming Professional Meetings

Dr. David Hirsch Brings the Star Trek Franchise to Life in His Office

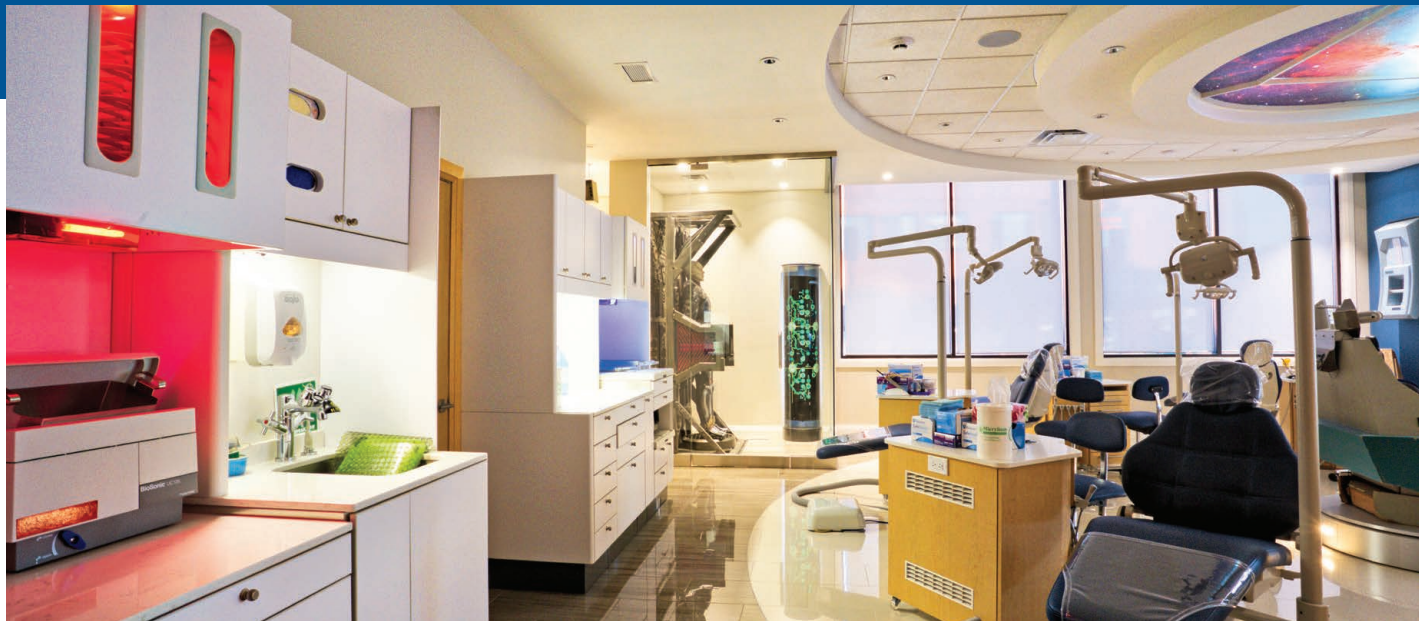


Photo courtesy of Dr. Hirsch.

Aiming for a museum-quality experience, Dr. David Hirsch utilized consultants and designers to help him seamlessly integrate his Star Trek collection into his office.

As a boy growing up in Montreal, Dr. David Hirsch enjoyed watching re-runs of “Star Trek,” the original 1960s science fiction television series about the crew of the Starship Enterprise, and the early films based on the show.

“I was excited about space and space travel, and the adventures of the characters,” Dr. David Hirsch says. “As I reached adulthood, however, I also began to admire the philosophy carried through in the stories: The idea that we are all brothers and sisters, and the importance of universal acceptance of each other.”

Dr. Hirsch pursued his educational and career goals, eventually obtaining a dental degree from McGill University in Montreal. He continued to enjoy the Star Trek franchise’s power to capture the imagination as new films and eventually, five spin-off television series debuted.

Practicing as a general dentist for one year in Montreal, Dr. Hirsch also spent time working for the Cree Board of Health and Social Services in the indigenous Cree territory of Northern Quebec. After deciding to pursue a career in orthodontics, he completed the residency program at the University of Detroit-Mercy.

In 1996, Dr. Hirsch moved to Ontario, beginning an orthodontic practice in Toronto. In 2007, he opened a small satellite office in Aurora, which is north of Toronto, renting space in a pediatric dental office.

“My office was completely traditional in terms of set-up and appearance and I had no thought of any other approach,” he says. Dr. Hirsch also served as a clinical orthodontic instructor and lecturer in the undergraduate dental program at the University of Toronto, training dental students on the development of the dentition and occlusion, edgewise appliances, and the treatment of impacted teeth.

Paramount Studios Auction Tempts Dr. Hirsch to Become a Collector

In 2007, Paramount Studios began auctioning off items in its warehouses - including screen-used props, set pieces, costumes, spaceships and other items from the Star Trek franchise. Dr. Hirsch quickly became interested in items for sale.

“I was amazed to find that while it could be expensive to purchase some items, many could be had for only a little money,” says Dr. Hirsch. “Even some large set pieces were inexpensive because no one wanted to transport them. I checked each week to view the thirty or so new items up for auction.

"Over the years, I developed a large collection and was paying to store it," says Dr. Hirsch. "The storage costs were beginning to add up. Then, as my Aurora office lease was close to ending, a building was put on the market that could accommodate the Star Trek collection without interfering with the operation of an orthodontic practice. I began to feel that a dream that I had, of a Star Trek theme practice, could be viable."

After purchasing the new building in 2010, Dr. Hirsch began planning for the installation of some of his Star Trek collection. He had already branded his practice with a space-oriented name, Aurora Borealis Orthodontics, which he decided to keep.

As the complex build-out process for the 5500 square-foot office (3000 square foot clinic space and 2500 square foot staff, storage and utility areas) got underway, contractors updated the electrical wiring, plumbing, HVAC, network cables and fire exits, and converted the lighting to LED.

Dr. Hirsch utilized consultants from Henry Schein Canada as well as Patterson Dental, Bellsam Contracting and Valente Design to develop a plan for integrating the Star Trek elements into the space. Additional aspects of the design were planned to coordinate with the theme.

"The light fixtures throughout the practice resemble starship transporter beams, while the front desk features a stainless steel countertop with glass facade that is illuminated to simulate the bridge of the Starship Enterprise," says Dr. Hirsch. "The ceilings over the treatment bay and waiting area are actual backlit LED panels with views from the Hubble telescope.

"With a serious collection of memorabilia, I wanted to provide a museum-quality experience," says Dr. Hirsch. "I didn't want kitsch. In addition, I wanted to make certain that the props and other items were integrated seamlessly into the office, so as to make patients comfortable and provide an enjoyable experience that would help them feel less stressed."

Patients and visitors to Dr. David Hirsch's Aurora Borealis Orthodontics can view life-size "aliens" from the Star Trek franchise.

Photo courtesy of Dr. David Hirsch



AAO Resources and Contact Information

Telephone: 800-424-2841 or 314-993-1700
Fax: 314-997-1745 **E-mail:** info@aaortho.org
websites: aaainfo.org

AAO Annual Session:

D.J. Haman, ext. 530 or dhaman@aaortho.org
 Pam Hoffmann, ext. 560 or phoffmann@aaortho.org

AAO Foundation:

Jackie Bode, ext. 546 or jbode@aaortho.org

Advertising Opportunities in *The Practice Management Bulletin*:

Leslie Kemmet, 701-425-2558 or leslie@ssmediasol.com

American Journal of Orthodontics and Dentofacial Orthopedics:

For subscription information, call Elsevier Inc. at 800-654-2452. For display advertising queries, call 203-801-9696. For classified ad queries, call Ariel Medina at 212-633-3689.

Dental Benefits Advisory Service:

Ann Sebaugh, ext. 582 or asebaugh@aaortho.org

Endorsed Insurance Programs:

Call the AAO Endorsed Insurance Office at 800-622-0344 or send an e-mail to aaainsurance@aaortho.org

Executive Office:

Lynne Thomas Gordon, ext. 512
 or lthomasgordon@aaortho.org

Finance and Administration:

Cassandra Scales, ext. 507 or cscales@aaortho.org

Governmental Affairs and Legal Questions:

Sean Murphy, ext. 523 or smurphy@aaortho.org

Library Services:

Jackie Hittner, ext. 542 or library@aaortho.org

Communications and Marketing:

Katie Maassen, ext. 535 or kmaassen@aaortho.org
 Pam Paladin, ext. 524 or ppaladin@aaortho.org

The American Association of Orthodontists is a professional association of educationally qualified orthodontic specialists dedicated to ethically advancing the art and science of orthodontics and dentofacial orthopedics, improving the health of the public by promoting quality orthodontic care, supporting excellence in the practice of orthodontics, and maintaining the highest ethical standards in orthodontic education and practice.

The Practice Management Bulletin

A publication of the American Association of Orthodontists
 401 N. Lindbergh Blvd. | St. Louis, MO 63141-7816.

The Practice Management Bulletin is published six times a year.

Dr. Brent E. Larson, President
 Lynne Thomas Gordon, CAE, Executive Director
 Gail Gardner, Editor
 Katie Maassen, Contributing Writer
 Pam Paladin, Contributing Writer
 Julie Byrne, Graphic Designer

© American Association of Orthodontists, 2018

Unless expressly indicated, the products and services advertised in *The Bulletin* are not endorsed by the American Association of Orthodontists (AAO). Members are advised to seek informed legal counsel before signing a contract which could violate state or federal law. Each member should make his or her own independent determination prior to acting on any information contained in this publication.

Paid Advertising

Advertising in this publication represents the opinions of the advertiser, and not the American Association of Orthodontists (AAO). The AAO has not verified, and is not under any duty to verify, any of the claims set forth therein. An independent determination as to the accuracy of the claims and statements should be made by the reader.

Dr. David Hirsch Brings the Star Trek Franchise to Life in His Office



Photo courtesy of Dr. Hirsch.

Many props showcased in Dr. David Hirsch's office have been screen-matched, meaning it is possible to exactly locate a specific prop in the movie or television show in which the prop is used.

Canadian National Television, Space Channel Cover the Office

After more than two years of work on the installation of items, a significant portion of Dr. Hirsch's collection is now in place. Visitors may now view a spaceship and life-size alien creatures. Most of the screen-used props and set pieces are also in place, with some fine presentation details still to be completed.

Even more exciting for Dr. Hirsch and his patients is the fact that many of the large, screen-used props, such as the Borg Alcove, the central Klingon command chair, Captain Kirk's shuttle console and the bridge console of the Starship Enterprise, now light up as they once did on set.

"Many of these props have actually been screen-matched," says Dr. Hirsch. "Screen matching refers to the ability to exactly locate a specific prop in the movie or television show in which the prop is used. In essence, it is the purest form of prop authentication. I will eventually have custom plaques with these images next to the props as a final detail."

Dr. Hirsch has approached the marketing of his office with similar care, while noting that his first major publicity came about as a stroke of luck via a patient.

"One of my patients was a producer for the Canadian TV Network (CTV)," he says. "The network is Canada's largest broadcaster. My patient mentioned that one of his co-workers, an on-air anchor, was a huge 'Trekkie' and would probably like to do a segment on my office. Of course, I jumped at the opportunity and the network produced a great segment. The video is still online and has over 91,000 views on Facebook alone."

Within dentistry and the orthodontic specialty, the practice gained visibility as Dr. Hirsch wrote an article about his experience of developing a theme office for The Pragmatic Orthodontist. Henry Schein featured the office on the cover of its magazine. The office was featured in Oral Health Magazine, Canada's most widely read dental magazine.

Then, earlier this year, the office gained visibility among legions of space buffs as the Space Channel show, "InnerSpace" filmed a segment there, interviewing Dr. Hirsch and leading viewers on a tour showcasing many of the Star Trek items.

In addition, the practice receives extensive word-of-mouth, with patients often bringing relatives with them to appointments and taking photos in the office. Dr. Hirsch has received requests for visits from as far away as Europe via Facebook.

Awareness Helps Make an Office a Destination Practice

"My goal was for the office to become a destination practice and that is certainly happening," says Dr. Hirsch. "I look at it as a big solution to help address some of the challenges that we as orthodontists face as some patients gravitate to non-orthodontic providers and at-home treatments. But even a themed office with a lot of ability to attract interest does not market itself. While many people have heard about us, there are also many who have not. We still have to 'hit the road' to tell people about orthodontic treatment and our practice. We still need to use traditional networking channels. And in the office, of course we must provide outstanding care and wonderful customer service."

Patients respond with fascination and joy to the unique environment that Dr. Hirsch created. While many parents and adult patients grew up viewing Star Trek television shows and films, Dr. Hirsch notes that today's teens are also knowledgeable of the franchise.

"The most recent films, "Star Trek into Darkness" (2013) and "Star Trek Beyond," (2016) have brought the franchise to a new generation," says Dr. Hirsch. "It is great fun to see how people respond to the experience we provide. We show the films in the office and often someone will notice an item in a scene that they are seeing in real-life just a few feet away."

While Dr. Hirsch realizes that many of his colleagues prefer no office theme at all, and others prefer a simple approach with some décor and activities reflecting a particular interest, he feels that the large-scale theme office concept is worth considering for the orthodontist with a deep interest and corresponding vision.

"My first advice to anyone interested in doing something like this is to start with a big, detailed vision in your own mind," he says. "Then, find a good designer who understands how orthodontic offices work. And of course, at the outset you have to be sure you have solid financial backing. This is an expensive thing to do."

Dr. Hirsch is still in the process of paying for the work done to create his unique office. When he completes the payments, his goal is to start all over with a second theme office.

"I also have a large collection of memorabilia from Marvel - the creators of 'Spider-Man,' and 'Avengers' films, 'Black Panther', 'Captain Marvel,' 'Guardians of the Galaxy' and 'Ant-Man and the Wasp,'" he says. "Our second practice location, in the Forest Hill Village neighborhood of Toronto, will be our Marvel office in the future."

Dr. David Hirsch



Photo courtesy of Dr. Hirsch