

<b>Dr. Womack's Top Five</b>	<b>When did you start using it?</b>	<b>Why can you not live with- out it?</b>	<b>When do you use the item?</b>	<b>How do you market it to your patients?</b>	<b>If you could change anything about the item, what would it be?</b>
<b>Kodak Orthotrac office manage- ment software</b>	1983	Today, no one can practice efficiently without it.	Daily, at work and from home	Through our interac- tive Web site.	I don't know but I am sure it will get better over time.
<b>GAC Resolve &amp; Sentallo super elastic &amp; thermal sensitive arch wires</b>	1985	Efficiency of tooth movement and positive effect on treatment time and results.	Daily	Through our initial vis- its and our Web site.	Price
<b>Invisalign</b>	1999	Patient awareness and demand for the product.	In selected cases where I have had positive outcomes.	Previous patients and the Internet.	At this point, it is working well for me.
<b>GAC Ovation and In-Ovation self- ligating brackets</b>	2006	Positive effect on chair time and treatment time	On all full strap-up cases	Initial visit, Web site and patient referrals	Easier removal
<b>Planmeca Digital Radiography</b>	2006	The ability to take an X-ray (ceph or pano) and have it on the screen immediately	Any time it is needed	At the tour through the office on the initial exam appointment and on our Web site.	Upgrade to digital 3-D