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ORMCO CORPORATION'S MY SMILE CONSULT™ HONORED IN THE 2015 DIGITAL HEALTH AWARDSSM

Interactive Consultation Tool Recognized by Health Information Resource CenterSM

ORANGE, Calif. (Aug. 26, 2015)—[Ormco Corporation](#), a leading manufacturer and provider of advanced orthodontic technology and services, announced that its [My Smile Consult™](#)—the industry's latest consultation tool that enables doctors and staff to efficiently and effectively present the benefits of orthodontic treatment and the Damon™ System—has been named a merit winner in the 2015 [Digital Health AwardsSM](#), hosted by the Health Information Resource CenterSM. Now in its 17th year, the award competition, held twice each year, recognizes the nation's best digital health resources for consumers and health industry professionals.

"This acknowledgement from the Digital Health Awards is a true honor, and we hope doctors and patients alike continue to benefit from *My Smile Consult*," said Patrik Eriksson, president of Ormco. "The consultation process is arguably one of the most important touch points that can help earn a patient's trust and business. By leveraging our award-winning consultation tool, orthodontists can grow their practices and get patients excited about their orthodontic journey and the treatment's finish line that includes a new, beautiful, life-changing smile."

My Smile Consult, introduced by Ormco Corporation in 2015, is the orthodontic industry's first interactive and customizable online patient education tool that helps prospective patients better understand the benefits of orthodontic treatment advancements, including Damon System braces. For orthodontic practices offering the Damon System, *My Smile Consult* helps doctors and staff members to effectively present the benefits of their treatment offerings—before, during and after the consultation. Doctors can advertise their customized *My Smile Consult* site to prospective and current patients via pre-designed Web banners and email templates. To help differentiate and promote an orthodontic practice, *My Smile Consult* can also be customized to include the practice's logo, contact information, patient photographs and testimonials.

Digital Health Award nominations are evaluated based on content, format, overall quality and ability to reach and capture the targeted health audience. A qualified panel of health technology professionals judge entries over an extended time period, selecting honorees based on their ability to attract and hold users' interest, value to overall public health interests and ability to stimulate the appropriate action from users.

To view *My Smile Consult*, please visit www.mysmileconsult.com. To learn how your practice may benefit from *My Smile Consult*, visit ormco.com or speak with your Ormco representative.

Media interested in speaking with an Ormco spokesperson should contact Melody Demel at 619-234-0345 or ormco@havasformula.com. Connect on Facebook at www.facebook.com/myormco, or Twitter at [@Ormco](https://twitter.com/Ormco).

About Ormco

For over 50 years, Ormco has partnered with the orthodontic community to manufacture innovative products and solutions that enhance the lives of our customers and their patients. Distinguished products range from legacy twin brackets Titanium Orthos™ and Mini-Twin™ to self-ligating appliances with the Damon™ System. Ormco's Insignia™ Advanced Smile Design™ provides an all-inclusive solution with customized brackets, wires, and placement trays for increased clinical efficiency. From personalized service to worldwide continuing education programs and marketing support, Ormco is committed to helping orthodontists achieve their clinical and practice management objectives. For more information, visit the [Ormco](https://www.ormco.com) website.

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