



Perfecting the art and science of smile.

FOR IMMEDIATE RELEASE

Contact Information:

Travis Joyal, Page Communications
816-531-7243, travis@pagecomms.com

**Oltjen Orthodontics Creates New Practice for
Advancing Technology and Care with Four Regional Offices
*Dr. Jay Oltjen, DDS, MS Launches Independent Practice Focused on
Innovation and Special Treatment***

Overland Park, Kan. (June 2, 2010) –Dr. Jay Oltjen, DDS, MS is leveraging his 15-plus years as one of the region’s most prominent orthodontists to create his own practice, Oltjen Orthodontics. Formerly with Hannah & Oltjen Orthodontics, Oltjen launches Oltjen Orthodontics as he assumes full ownership of four existing offices on June 1, joined by many familiar faces from the staff that has treated generations of Kansas Citizens. Dr. Oltjen is implementing the most up-to-date orthodontic procedures and technologies, as a way to provide patients shortened treatment periods and reduce the number of appointments, resulting in time and financial savings. Dr. Oltjen firmly believes in and will personally provide a high level of care to every patient throughout every phase of their treatment.

Oltjen Orthodontics will operate out of regional offices including Olathe and Overland Park, Northeast Kansas in Atchison, and just south of Johnson County, in Paola. Oltjen Orthodontics has newly finalized plans to construct an Olathe office building on the Southeast corner of 151st and Blackbob that is anticipated to open in the Fall of 2011. Both doctors will practice in the existing Olathe office while Dr. Oltjen develops his new Olathe location. Dr. Hannah will assume operation of the Lenexa and Emporia offices. “In order to realize my goals for Oltjen Orthodontics, I felt it was important to modernize my Olathe office space to include a larger, more comfortable reception area and technical advancements including digital x-rays and computers at every chair. Therefore, I sold my interest in the Olathe building to Dr. Hannah,” says Dr. Oltjen.

New Technology

Oltjen is perfecting the art and science of smiles by building on and expanding his innovative practice philosophy. 3M considers Dr. Oltjen among a select group of orthodontic advisors that participate in efforts for the advancement of orthodontic products and development. He is among the first orthodontists in the nation to review and introduce cutting-edge procedures. He continues to be a lead advisor in the development and application of an orthodontic three-dimensional scanner that is the evolution of orthodontics by replacing the old-school plaster molds with a scan that reproduces patients’ mouths for accurate digital bracket placement. Currently, Oltjen is participating in a limited-trial of a new low profile ceramic bracket, combining aesthetic enhancements with a more comfortable clear bracket.

-more-

Oltjen Orthodontic Launch / Page Two

Free and Simple

Free is not a word you often hear in reference to the orthodontics. Two notable gratis services Oltjen Orthodontics provides are:

1. **Complimentary early childhood screenings.** Although seven is the recommended age to be seen by an orthodontist, very few children need treatment that young. Early observation allows monitoring a child's growth out of baby teeth to avoid problems and shorten treatment times for a simplified and less costly treatment process should the child require it later in his or her youth.
2. **No fee consultations** for all ages that include x-rays and copies of records.
3. **Tongue Thrust Therapy (aka Myofunctional Therapy)** correction is provided complimentary at Oltjen Orthodontics through alignment with speech pathologists that correct these habits in advance of or during treatment.

Adult Advances

Orthodontics for adults is a growing segment that Oltjen Orthodontics is making accessible to the area with less invasive treatments that are almost invisible. Adults often bypassed treatment at a younger age or, over time, need corrective re-alignment. New products and practices minimize the time required and maximize the time in treatment for a transforming result.

Oltjen graduated cum laude from Kansas State University and continued on to dental school at the University of Texas at San Antonio, where he finished magna cum laude. After dental school, Oltjen went on to earn his orthodontic and Master of Science degrees from the University of Oklahoma, where he graduated number one in his class. He is a Board Certified Orthodontist by the American Board of Orthodontists, serves as the orthodontic advisor to The Great Plains Study Club, and is Past-President of both the Kansas Association of Orthodontists and the Greater Kansas City Society of Orthodontists. Dr. Oltjen grew up in Hiawatha, Kan., and now resides in Leawood, Kan. with his wife, Rita and three children. He is active in the community through involvement with Smiles Change Lives, Little Sisters of the Lamb and numerous school and community activities. In his free time, Dr. Oltjen enjoys golf, fishing and travel.

About Oltjen Orthodontists

Oltjen Orthodontics is grounded on providing its patients with the most up-to-date orthodontic procedures, all while treating them in a warm and comfortable environment. The practice, led by Dr. Jay Oltjen, is committed to providing each patient an exceptional orthodontic experience and producing superior results. Dr. Oltjen is a Board Certified Orthodontist by the American Board of Orthodontists. Oltjen Orthodontics has four regional offices throughout northeast Kansas in Overland Park, Olathe, Atchison, and Paola. For more information, please visit www.oltjenbraces.com or call our business office at (913) 829-8855.

###