

Introduction

Since the 1930's, Rocky Mountain Orthodontics (RMO®), has made dramatic advances in the science of orthodontics, establishing itself as one of the leaders in a rapidly evolving field; a field that dramatically improves people's lives. Since its formal incorporation, RMO® has been known as a company of energy and ideas - traits that remain at the core of the company's philosophy today.

RMO® is much more than a business and model of excellence among Colorado corporations. The company is the oldest privately held orthodontic firm in the United States, and is a Denver institution whose company history is tightly linked with the history of Denver and orthodontics itself.

In the Beginning



Dr. Achie Brusse

Before the advent of stainless steel, and prior to the founding of RMO®, orthodontists had to be skilled craftsman as well as doctors. In fact, much of their time was spent devising, constructing, and maintaining their own oral appliances. Because those appliances were typically fabricated from gold alloy, which

tended to loosen in a short period of time, a large part of an orthodontist's work was dedicated to repairing and adjusting the appliances after they had been put into use. The orthodontist's job demanded mechanical skill, diligence, and even artistry. And yes, for all of the effort involved, the occupation was often less than rewarding. Even the best orthodontic appliances of the day were woefully limited in their effectiveness.

All of that changed with the development of versatile stainless steel alloys coupled with the ingenuity and foresight of RMO's founder, Dr. Achie Brusse, a pioneer Denver orthodontist. With a small but capable staff, and with help from an executive at the American Steel and Wire Company, RMO® set about developing the first set of prefabricated orthodontic appliance system options; using stainless steel as the major component versus gold.

After much clinical research and experimentation, the first system of appliances was unveiled in 1933 at the annual meeting of the American Association of Orthodontists, in Oklahoma City, OK. Reception was limited, and most recognized leaders of that time felt the appliances would not work.

In time, the impact of these prefabricated devices on the world of orthodontics was dramatic. Simply put, they changed the face of dentistry. The wide variety of appliance shapes and sizes supplied by RMO® enabled orthodontists to treat a diverse array of patients more effectively.

RMO® can be proud of the loyalty and the efforts of the employees and the local commercial suppliers who have helped it succeed and advance during the company's history. RMO® is, by all measures, an international standard, poised to build upon its legacy of excellence for decades to come.

The Products

RMO® has always enjoyed being an innovator and visionary in the orthodontic market, pushing the practice of orthodontics to new frontiers while consistently providing a benchmark of quality for other companies to follow. One example of RMO's visionary concepts begin over 60 years ago when RMO® introduced the "Snap Channel" bracket.

Self-ligating may seem like a recent technology when in fact RMO® introduced this idea over 60 years ago.

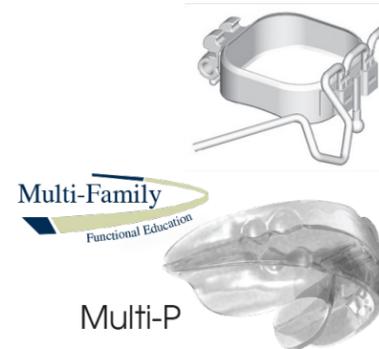


Synergy R® represents a modern day "Snap Channel" Bracket created using sophisticated software programming tools, MIM technology, and precise engineering. This is only one example of how RMO® has been consistently maximizing available technology and developing quality products for doctors and patients.

Currently RMO® serves all aspects of orthodontics. RMO® recognizes that all patients differ and that all orthodontists vary in education, experience, treatment approach, appliance performance, and final detailing. Since the needs of every doctor vary, RMO® is committed to developing practical Synergistic solutions.

Synergy develops when two or more interactive parts of a system produce an effect in which the power of the interactions of the whole become far greater than the sum of the parts. RMO's attention to synergies provides practices with a wide selection of dependable treatment options.

WILSON® 3D®



RMO® has been actively involved in early treatment from the beginning, introducing devices such as: stainless steel crowns, Class II correction appliances, and the Nuk Orthodontic Pacifier. A close partnership was developed when CEO Martin Busse collaborated with Dr. Ricketts on his vision for the Bioprogressive philosophy in 1957, after the European Orthodontic Society (EOS) in Copenhagen, Denmark.

RMO® continues its commitment to 1st phase approaches, believing the majority of people favor early interception over more complex measures in later years. Over the years RMO® has introduced many 1st phase appliances including:

1. Wilson appliances - The Wilson® 3D® system comprises a series of interrelated fixed/removable intraoral modules that simplify and improve treatment. Wilson® 3D® appliances can be used to supplement all techniques while delivering practical and simple solutions to both typical and extraordinary movement challenges. RMO® sponsors numerous CE events that teach the skills needed to incorporate Wilson® 3D® concepts and materials into your present technique.



Since the beginning, RMO® has designed innovative fixed appliance options for orthodontists. From creating the first preformed band to pioneering and implementing Metal Injection Molding (MIM)

Technology for orthodontic use. RMO® has continued its drive for new technologies and new methods of manufacturing consistent, high quality Fixed Appliances. Today RMO® carries many different patented fixed appliance designs to capture all of the varying orthodontic treatment modalities from Brioprogressive to Straight Wire concepts and everything in-between.

RMO® is proud of its heritage, history, and legacy and looks to forge new paths equally as rich in the global orthodontic market.

Into the Future

RMO® has begun a new era with the sale by longtime owners Jody Hardy and Tony Zakhem to veteran orthodontic manufactures Michael Jahns and Brandon Bernacchi on October 20, 2020. The new ownership is committed to new investment in technologies and processes to ensure excellent quality and service and to renew RMO as a globally respected brand.

