Contents

JOIN US IN PROVIDENCE

Letter from Dr. Chris Lundberg, NESO President 1
2015 Annual Meeting Planning Committee 1

SCHEDULE AT A GLANCE

Thursday, September 10, 2015 2
Friday, September 11, 2015 3-5
Saturday, September 12, 2015 6-7
Sunday, September 13, 2015 8

LECTURE SCHEDULE

Friday, September 11, 2015 9-13
Saturday, September 12, 2015 14-17
Sunday, September 13, 2015 18

REGISTRATION FORM 19-20

REGISTRATION AND HOUSING 21

FUTURE NESO MEETINGS Back Cover

REGISTER BY JULY 4, 2015 FOR EARLY BIRD RATES

Crumbling Brackets Are Costing You More Than Just Time

It’s time to stop making excuses for your ceramics and start making promises. Ovation C is the all new ceramic bracket from DENTSPLY GAC. Unlike other ceramic brackets that can crumble when you debond them, Ovation C ceramic brackets are strong enough to remove and reposition as needed. Esthetically engineered to blend seamlessly with enamel, the Ovation C low-profile brackets resist staining and discoloration for a new bracket look that lasts the duration of treatment. Stop covering for your old ceramic and start expecting more with Ovation C, the premier esthetic choice from DENTSPLY GAC.

For better dentistry

DENTSPLY GAC

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Strong enough to rebond
Resists staining and discoloration
Makes debonding predictable
Dear Colleagues,

It is our great pleasure to invite you to join us as we Spark Ideas & Fuel Success at the 94th Annual Meeting of the Northeastern Society of Orthodontists! We are returning to the beautiful city of Providence, Rhode Island, September 10-13 at the Rhode Island Convention Center and Omni Hotel. This year’s NESO meeting promises to provide a truly exceptional experience including cutting edge clinical and business information, hands on staff training and spectacular social events for your entire orthodontic team and family.

Orthodontic treatment is a smart investment in our patients’ health and happiness, and the 2015 NESO meeting is a smart investment in the continued and future success of your practice.

This year’s scientific speakers include Drs. Marco Rosa, Ravi Nanda, Jack Fisher, Peter Ngan and others providing the most up to date and relevant clinical information. Mr. John McGill will share critical insights to keep our practices growing and profitable while a special session with Mr. David Harris will help us protect our practices from contemporary threats of the digital age. Dedicated staff sessions feature exciting and engaging speakers including Landy Chase, Mary Kay Miller and Char Eash to educate and inspire your clinical and administrative team.

Always popular hands on staff sessions with Ms. Rita Bauer and Dr. Neil Warshawsky will provide practical training to sharpen your team’s clinical skills. A special Saturday program promises to help our New and Younger members “Future Proof” their practices.

Providence is a wonderful and affordable host city featuring exquisite dining and cultural experiences, and this year NESO is proud to be a key sponsor of the city’s legendary Waterfire festival. Waterfire is one of the most spectacular city art and cultural festivals in the North East, and the 2015 NESO President’s Reception will allow your entire office team and family members to experience this unique event as we celebrate our great profession.

This Preview Program is your guide to the 2015 Annual Meeting doctors and staff programs, special events, registration and housing. Registration is now open!


Best Wishes,

Dr. Chris Lundberg
NESO President
Schedule at a Glance

Thursday, September 10, 2015

10:00am – 5:00pm

○ Registration Open

1:00pm – 4:00pm

○ CDABO Prep Course

CERTIFICATION PREP COURSE

COLLEGE OF DIPLOMATES OF THE
AMERICAN BOARD OF ORTHODONTICS

Thursday, September 10, 2015
1:00pm – 4:00pm

3 CEUs

○ Orthodontists: $400
○ Residents: $200

Discrepancy Index & Cast-Radiograph Evaluation

Preparation for the clinical phase of the ABO Board Certification exam covering discrepancy index (DI) and cast-radiograph evaluation (CRE). There will be hands-on practice.

Participants must bring:

○ ABO Calibration Kit including the ABO measuring gauge.

○ One (1) pre-treatment model (one cast) of your own for DI (this case cannot be one you will use in the board exam).

Refund Policy: Refunds will be given, less a $25 administrative fee per person, if cancellation request is received by August 7, 2015. The College reserves the right to cancel an event due to lack of registrations. If canceled, a full refund will be issued.

To Register contact Jan Beck at 888-217-2988.

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Bank of America
Practice Solutions
Friday, September 11, 2015

7:00am – 5:00pm  
Registration Open  
HALL A FOYER

8:30am – 5:00pm  
Exhibits Open  
HALL A

8:30am – 10:00am  
TREATMENT OF MISSING LATERAL AND CENTRAL INCISORS
Dr. Marco Rosa
BLLROOM B/C

DOCTOR PRACTICE MANAGEMENT SESSION  (doctors only)  
8:30am – 10:00am
How to Steal From an Orthodontist
Mr. David Harris
BALLROOM D/E

8:30am – 10:00am  
HAVE THEM AFTER ‘HELLO’: ENGAGE YOURSELF EVEN IN TOUGH TIMES! –
HOW TO ENGAGE YOURSELF AND YOUR STAFF!
Ms. Kelli Vrla
BALLROOM A

STAFF SESSION – HANDS-ON  (pre-registration required)  
8:30am – 10:00am
THE CLEAR FACTS ON REMOVABLE ALIGNER THERAPY:
HOW TO DESIGN, BUILD AND DELIVER EFFECTIVE APPLIANCES
Dr. Neil Warshawsky
ROOM 554 A/B

CONTINUING EDUCATION RECOGNITION PROGRAM

NESO is an ADA CERP Recognized Providers, approved by American Association of Orthodontists. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.

NESO designates this activity for a maximum of 15 credit hours of continuing education credits for doctors and staff.

It is the responsibility of the individual attendee to submit any necessary continuing education credit documentation to their individual state for verification. Continuing education credits issued for participation in the CE activity may not apply toward license renewal in all states/provinces. It is the responsibility of each participant to verify the requirements of his/her state/provincial licensing board(s).

ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. Concerns or complaints about CE providers may be directed to the provider or to the Commission for Continuing Education Provider Recognition at ADA.org/CERP.
Friday, September 11, 2015

10:00am – 10:30am
Coffee Break in Exhibit Hall

DOCTOR SCIENTIFIC SESSION
10:30am – 12:00nn
Best Appliances for the Treatment of Class II
Dr. Ravindra Nanda

DOCTOR PRACTICE MANAGEMENT SESSION (Part 2) (doctors only)
10:30am – 12:00nn
How to Steal From an Orthodontist
Mr. David Harris

STAFF SESSION (Part 2)
10:30am – 12:00nn
Have Them After ‘Hello’: Engage Yourself Even in Tough Times! – How to Engage Yourself and Your Staff!
Ms. Kelli Vrla

STAFF SESSION – HANDS-ON (Part 2) (pre-registration required)
10:30am – 12:00nn
The Clear Facts on Removable Aligner Therapy: How to Design, Build and Deliver Effective Appliances
Dr. Neil Warshawsky

12:00nn – 1:30pm
Lunch in Exhibit Hall/Product Showcases

12:00nn – 1:30pm
NESO Business Meetings

DOCTOR SCIENTIFIC SESSION
1:30pm – 3:00pm
Virtual Planning in Orthognathic Surgery
Dr. Brian Farrell

DOCTOR PRACTICE MANAGEMENT SESSION
1:30pm – 3:00pm
Scams Cheats and Cons-External Threats to the Orthodontic Office
Mr. David Harris

STAFF SESSION
1:30pm – 3:00pm
The Ins and Outs of Internet Marketing In a Fast-Paced and Ever-Changing Digital World
Ms. Mary Kay Miller

STAFF SESSION – HANDS-ON (pre-registration required)
1:30pm – 3:00pm
The Clear Facts on Removable Aligner Therapy: How to Design, Build and Deliver Effective Appliances
Dr. Neil Warshawsky
3:00pm – 3:30pm  
Coffee Break In Exhibit Hall  
HALL A

3:30pm – 5:00pm  
**DOCTOR SCIENTIFIC SESSION**  
Autotransplantation of Single-rooted Teeth  
*Dr. Jim Janakievski*  
BALLROOM B/C

3:30pm – 5:00pm  
**DOCTOR PRACTICE MANAGEMENT SESSION**  
Achieving Financial Independence  
*Mr. John McGill*  
BALLROOM D/E

3:30pm – 5:00pm  
**STAFF SESSION – HANDS-ON (Part 2)** (pre-registration required)  
The Clear Facts on Removable Aligner Therapy: How to Design, Build and Deliver Effective Appliances  
*Dr. Neil Warshawsky*  
ROOM 554 A/B

3:30pm – 5:00pm  
**STAFF SESSION** (Part 2)  
The Ins and Outs of Internet Marketing In a Fast-Paced and Ever-Changing Digital World  
*Ms. Mary Kay Miller*  
BALLROOM A

5:15pm – 6:00pm  
Component Meetings  
OMNI

5:00pm – 6:30pm  
Alumni Receptions  
OMNI

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Saturday, September 12, 2015

7:00am – 5:00pm
- Registration Open  
  HALL A FOYER

9:00am – 5:00pm
- Exhibits Open  
  HALL A

**DOCTOR SCIENTIFIC SESSION**

8:30am – 10:00am
- Biological and Clinical Findings with Arch Expansion  
  Dr. Peter Buschang
  BALLROOM B/C

**DOCTOR PRACTICE MANAGEMENT SESSION / NEW & YOUNGER MEMBER PROGRAM**

8:30am – 10:00am
- Future Proof Your Orthodontic Practice  
  Dr. Lou Shuman & Ms. Amy Morgan  
  Sponsored by Dentsply GAC
  BALLROOM D/E

**STAFF SESSION**

8:30am – 10:00am
- YES to Treatment: Case Acceptance Skills for the Orthodontic Practice  
  Mr. Landy Chase
  BALLROOM A

**STAFF SESSION – HANDS-ON** *(pre-registration required)*

8:30am – 10:00am
- Cameras, Lights, Action! Patient Photography Simplified Made Easy  
  Ms. Rita Bauer
  ROOM 554 A/B

10:00am – 10:30am
- Coffee Break in Exhibit Hall  
  HALL A

**DOCTOR SCIENTIFIC SESSION**

10:30am – 12:00nn
- Contemporary Treatment of Open Bite  
  Dr. Ravindra Nanda
  BALLROOM B/C

**DOCTOR PRACTICE MANAGEMENT SESSION / NEW & YOUNGER MEMBER PROGRAM** *(Part 2)*

10:30am – 12:00nn
- Future Proof Your Orthodontic Practice  
  Dr. Lou Shuman & Ms. Amy Morgan  
  Sponsored by Dentsply GAC
  BALLROOM D/E

**STAFF SESSION**

10:30am – 12:00nn
- YES to Treatment: Case Acceptance Skills for the Orthodontic Practice  
  Mr. Landy Chase
  BALLROOM A

**STAFF SESSION – HANDS-ON** *(Part 2) (pre-registration required)*

10:30am – 12:00nn
- Cameras, Lights, Action! Patient Photography Simplified Made Easy  
  Ms. Rita Bauer
  ROOM 554 A/B

12:00nn – 1:30pm
- Lunch in Exhibit Hall/Product Showcases  
  HALL A

12:30pm – 1:30pm
- Educators Luncheon
  ROOM 556 A
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Room</th>
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<tbody>
<tr>
<td>1:30pm – 3:00pm</td>
<td><strong>Doctor Scientific Session</strong></td>
<td>BALLROOM B/C</td>
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<tr>
<td></td>
<td>Early Treatment: The Key Points and a New Method Dr. Marco Rosa</td>
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<td>1:30pm – 3:00pm</td>
<td><strong>Doctor Practice Management Session</strong></td>
<td>BALLROOM D/E</td>
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<td>Increasing Practice Profitability Mr. John McGill</td>
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<td>1:30pm – 3:00pm</td>
<td><strong>Staff Session</strong></td>
<td>BALLROOM A</td>
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<td>Taking Back the Specialty – One Job Design at a Time! Ms. Char Eash</td>
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<td>1:30pm – 3:00pm</td>
<td><strong>ABO Lecture</strong></td>
<td>ROOM 557</td>
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<td>“Standards of Care” The Board’s Perspective on Evidence and Standard of Care Dr. Nick Barone</td>
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<td>1:30pm – 3:00pm</td>
<td><strong>Staff Session</strong></td>
<td>ROOM 554 A/B</td>
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<td>Every Orthodontic Practice needs a Paparazzi Ms. Rita Bauer</td>
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<td>3:00pm – 3:30pm</td>
<td>Coffee Break In Exhibit Hall</td>
<td>HALL A</td>
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<td>3:30pm – 5:00pm</td>
<td><strong>Doctor Scientific Session</strong></td>
<td>BALLROOM B/C</td>
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<td>TADs Dr. Jack Fisher</td>
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<td>3:30pm – 5:00pm</td>
<td><strong>Doctor Practice Management Session</strong> (Part 2)</td>
<td>BALLROOM D/E</td>
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<td><strong>Staff Session</strong> (Part 2)</td>
<td>ROOM 554 A/B</td>
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<td>Every Orthodontic Practice Needs a Paparazzi Ms. Rita Bauer</td>
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<tr>
<td>4:30pm – 6:00pm</td>
<td>New &amp; Younger Member Reception <em>(by invitation only)</em> Sponsored by Dentsply GAC</td>
<td>OFF SITE – JACKY’S</td>
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<tr>
<td>7:00pm – 10:00pm</td>
<td>President’s Reception <em>(WATERFIRE)</em> Sponsored by 3M Unitek</td>
<td>OFF SITE – MARKET SQUARE</td>
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Sunday, September 13, 2015

7:30am – 12:00nn

- Registration Open

HALL A FOYER

7:30am – 8:30am

- Coffee Service

BALLROOM FOYER

DOCTOR SCIENTIFIC SESSION

8:30am – 10:00am

Contemporary Treatment of Class III: Low Angles Cases

Dr. Peter Ngan

BALLROOM A

10:00am – 10:30am

- Coffee Break

BALLROOM FOYER

DOCTOR SCIENTIFIC SESSION (Part 2)

10:30am – 12:00nn

Contemporary Treatment of Class III: Low Angles Cases

Dr. Peter Ngan

BALLROOM A

CLASS II CORRECTION SIMPLIFIED

PowerScope – an innovative appliance delivering easy Class II correction like you’ve never seen before.

- Quick wire-to-wire installation
- Fixed one-piece design requires no lab setup or patient compliance
- Internal NiTi spring delivers 260 grams of force for continuous activation during treatment
- Patient-friendly design maximizes comfort

To learn more, talk to your American Orthodontics sales representative or visit americanortho.com/PowerScope
Friday, September 11, 2015

8:30am – 10:00am  BALLROOM B/C

**DOCTOR SCIENTIFIC SESSION**  1.5 CEUs

**Treatment of Missing Lateral and Central Incisors**

The lecture will show and discuss the crucial aspects of the orthodontic, periodontal and restorative interdisciplinary treatment in growing and adults patients with missing teeth in the aesthetic zone, having as an overall goal not only a good function in a well-balanced smile and face, but also the long-term stability.

The main points discussed are:

- Age-oriented diagnosis and treatment plan.
- Maxillary missing incisors: rationale, clinical guidelines and new indications for optimal space closure.
- Interdisciplinary management of the roots with minimal periodontal support.
- Long-term stability.

**LEARNING OBJECTIVES:**

- Focus the rationale and guidelines for optimal “patient-oriented treatment plan” in case of missing teeth in the smile area.
- Learn the clinical tips and correct timing for ortho, perio and restorative procedures.
- Learn how to combine orthodontic and periodontal procedures in order to manage the soft and hard tissues in case of severe periodontal breakdown.

**Dr. Marco Rosa**

Dr. Marco Rosa graduated as Medical Doctor and postgraduate first in Dentistry, then in Orthodontics. He is an active member and former President of the Angle Society of Europe, Diplomat of both the European Board and the Italian Board of Orthodontics.

He works in private practice, limited to Orthodontics, in Trento, Northern Italy and is an adjunct professor at Insubria University, Varese, Italy. His primary areas of interest are “Early Treatment”, “Missing laterals” and “Interdisciplinary Treatment”.

8:30am – 12:00nn  BALLROOM D/E

**DOCTOR PRACTICE MANAGEMENT SESSION**  3.0 CEUs

**How to Steal From an Orthodontist (doctors only)**

Private investigator, fraud examiner and Prosperident CEO David Harris will take the audience on a fascinating tour of embezzlement in orthodontic offices. Drawing extensively on Prosperident’s case files, David will provide insight into the mind and thought process of the investigator that isn’t available elsewhere.

**LEARNING OBJECTIVES:**

- Which practices are safe from embezzlement.
- How embezzlers think and behave.
- The limits of conventional anti-embezzlement strategies.
- What really works to control this problem.

**Mr. David Harris**

David Harris is the CEO of Prosperident, the world’s largest dental embezzlement investigation firm. He is a licensed private investigator with a graduate degree in applied mathematics and a professional accounting designation. Harris is “dual certified” in fraud investigation – he possesses both the Certified Fraud Examiner designation from the Association of Certified Fraud Examiners and the Certified in Financial Forensics designation from the American Association of Certified Public Accountants. David Harris is a Mensa member and belongs to several organizations for dental consultants and speakers. David has been interviewed on the subject of embezzlement by many leading dental publications and organizations.
Friday, September 11, 2015

8:30am – 12:00nn

BALLROOM A

STAFF SESSION

3.0 CEUs

Have Them After 'Hello': Engage Yourself Even in Tough Times! (How to Engage Yourself and Your Staff!)

This fast-moving session challenges you to pinpoint ways to “Better Your Best”! Some of your success habits are working, while some need work. Find out which of your success strategies serve you and which ones swerve you from the path of superior excellence in performance and productivity.

LEARNING OBJECTIVES:

- Leave with a personal action plan to handle life’s speed bumps!
- Work smart, not hard to achieve your highest priority goals.
- Eliminate time-wasters & worry.
- Set reasonable & obtainable targets.

Ms. Kelli Vrla

Kelli Vrla, CSP, Road Warrior for Workplace Engagement, is on a quest to help healthcare professionals increase staff engagement and diminish the distractions of the industry, while keeping an eye on patient satisfaction and the bottom line.

8:30am – 12:00nn

ROOM 554 A/B

STAFF SESSION – HANDS-ON (pre-registration required)

3.0 CEUs

The Clear Facts on Removable Aligner Therapy: How to Design, Build and Deliver Effective Appliances

(Must attend the lecture to participate in the hands-on session)

This course is a basic introduction to clear aligner therapy. It reviews how traditional aligners work (or don’t work) depending on their design. The course will teach how to manage clinical rotations of teeth, closing diastemas, consolidating space, interproximal reduction, reducing crowding and creating arch form. Fixed Retention will be discussed, as well as removable. Different designs and different materials will be discussed for fabrication. Participants will be given actual cases to design and build. Following the exercise they will see the actual result that was achieved by the patient.

LEARNING OBJECTIVES:

- Identify when an Essix aligner may be used for a patient to manage spaces and or crowding.
- Learn how to design and build a HIT retainer for closing diastemas.
- Demonstrate understanding and knowledge of a Drufomat Scan to build Essix retainers.

Dr. Neil Warshawsky

Dr. Warshawsky is a Chicago native who founded Get It Straight Orthodontics. A board certified orthodontic specialist since 1992, he has over 15 years of experience with cleft palate and craniofacial cases, and lends his support to craniofacial teams in the greater Chicago area. His practice uses state-of-the-art orthodontic treatments to deliver healthy, aesthetic results, and works with children from as young as two weeks old to grown adults who wish to correct lifelong malocclusions.
Best Appliances for the Treatment of Class II

Treatment of Class II malocclusion is very complex as its treatment is influenced by many factors such as age, developmental status, skeletal and/or dental problem, patient cooperation and so on. On top of that there are numerous devices which have been proposed and studied clinically or promoted by orthodontic companies with almost no clinical data to support their claims. As recent systematic reviews have shown that out of a few thousand studies on this subject only a handful of them are somewhat valid. This presentation will cut through various supported and unsupported claims of “the best appliance” to correct Class II skeletal and dental malocclusions.

LEARNING OBJECTIVES:

❖ Understand major results of scientific data related to Class II treatment studies.
❖ Describe pros and cons of various popular Class II correction devices.

Dr. Ravindra Nanda

Dr. Ravindra Nanda is a Professor and Head of the Department of Craniofacial Sciences and Chair of the Division of Orthodontics, University of Connecticut. He has published extensively over the last 40 plus years in various subjects. He is the Editor-in-Chief of “Progress in Orthodontics”, an associate editor of the “Journal of Clinical Orthodontics” and associate editor of Journal of Clinical Orthodontics. Dr. Nanda is a Diplomate of the American Board of Orthodontics. He has given numerous named lectures at national and international societies including Mershon Lecture at the American Association of Orthodontics and Sheldon Friel Lecture at the 2011 EOS Congress. He has authored six textbooks. His recent books are Temporary Anchorage Devices in Orthodontics; Current Therapy in Orthodontics; and “Esthetics and Biomechanics in Orthodontics”.

Virtual Planning in Orthognathic Surgery

Virtual planning for orthognathic surgery is rapidly becoming the standard for management of complex dentofacial deformities. Computer aided surgical simulation provides an improved understanding into the multi-dimensional nature of the deformity, preoperative insight into the anatomic relationships anticipated at the osteotomy sites, and accurate positioning of the maxilla and mandible to the surgical plan. Computer aided surgical simulation can provide a smoother intraoperative experience with adjunctive resources such as cutting guides and templates to aid the transfer of the virtual plan to the operating room.

LEARNING OBJECTIVES:

❖ Understand data collection to successfully complete the pre-operative work up for a digital orthognathic surgery case.
❖ Appreciate the intraoperative efficiency afforded with cutting guides, jigs and templates generated from the virtual planning.
❖ Grasp pearls, tips and tricks of completing a digital orthognathic plan.

Dr. Brian Farrell

Dr. Farrell received his Doctor of Dental Surgery from the University of Iowa College of Dentistry he completed medical school in conjunction with oral and maxillofacial surgery training at Louisiana State University in New Orleans at Charity Hospital. Dr. Farrell practices with the Carolina Center for Oral and Maxillofacial Surgery in Charlotte, North Carolina and maintains a position as an Assistant Clinical Professor with Louisiana State University assisting in resident training. Dr. Farrell is board certified and has authored multiple articles, chapters and lectured nationally and internationally covering dentofacial deformities, virtual surgical planning and outpatient orthognathic surgery.
Friday, September 11, 2015

1:30pm–3:00pm  BALLROOM D/E

**DOCTOR PRACTICE MANAGEMENT SESSION**  1.5 CEUs

Scams, Cheats and Cons - External Threats to the Orthodontic Office

Private investigator, fraud examiner and Prosperident CEO David Harris will expose his audience to some of the most common techniques used by criminals targeting orthodontic offices. Participating doctors will gain understanding of vulnerabilities their offices have and receive practical advice on how to thwart criminal activity against their offices.

**LEARNING OBJECTIVES:**
- Theft of physical assets.
- Identity theft.
- Bulk theft of information.
- Medication scams.
- Hacking, phishing and other internet attacks.

Mr. David Harris  (see bio on page 9)

1:30pm – 5:00pm  BALLROOM A

**STAFF SESSION**  3.0 CEUs

The Ins and Outs of Internet Marketing In a Fast-Paced and Ever-Changing Digital World

The Internet is imperfect by nature and changing at lightning speed. What worked for many practices in the past, may no longer work for them today. Most business owners and their teams struggle to keep up with all the updates and changes, especially on Google. Are you one of them?

This informative lecture will focus on what you need to know in 2015 when promoting your business online for best return on time and investment. Volunteer practices from the audience will allow Mary Kay to train participants first hand on how to evaluate online visibility in local search, reputation marketing, and analyze website design.

**LEARNING OBJECTIVES:**
- Understanding the Importance of Your Online Digital Footprint in 2015 – Learn the basics of online branding and reputation marketing which includes social media. This is the foundation of the new Google algorithm that no longer focuses on keyword search, but content and consumer engagement in real time.
- How to evaluate the Impact of Recent Updates on Local Search Results – Discover firsthand how to analyze and pare down your online information to meaningful insight.
- Explore Current Website Design Trends – Does your website engage visitors as well as follow Google guidelines for optimum organic ranking? Learn what works and doesn’t work when engaging orthodontic consumers today on the Internet.

Ms. Mary Kay Miller

Mary Kay Miller is an Internet marketing consultant specializing in the orthodontic profession. She established Orthopreneur™ Internet Marketing Solutions in 2007 which focuses on website design, local business setup, mobile marketing, SEO, and exclusive social media services. Experience included Internet marketing for over 15 years and extensive background in orthodontics for over 30 year as a business coordinator, marketing coordinator, computer coordinator, treatment coordinator, and certified dental assistant for one of the largest practices in upstate NY since its inception. Mary Kay offers a unique perspective on how to effectively engage orthodontic consumers online today.
Doctor Scientific Session

Autotransplantation of Single-rooted Teeth

Options to replace missing ankylosed or non-restorable teeth are limited for the growing patient. Treatment is usually aimed at using orthodontics to close space or develop the alveolar ridge to allow for dental implant placement when growth is completed. Another option is tooth autotransplantation. This offers a permanent tooth replacement using a natural tooth to achieve an optimal aesthetic and functional outcome. This presentation will review the considerations for tooth replacement in our growing patients using orthodontics and autotransplantation.

LEARNING OBJECTIVES:
- The appropriate time to plan for tooth autotransplantation.
- Surgical considerations for an optimal outcome.
- Proper orthodontic positioning of the transplanted tooth.
- Restoration of a transplanted premolar to mimic a central incisor.

Dr. Jim Janakievski

Jim Janakievski received his D.D.S. from the University of Toronto, which was followed by a general practice residency. After several years in general practice, he completed his post graduate training at the University of Washington, where he received a certificate in Periodontology with a M.S.D. degree and a fellowship in Prosthodontics. He continues to teach as an Affiliate Assistant Professor in the Department of Periodontology and has been invited to present at national and international conferences. Dr. Janakievski is a Diplomate of the American Board of Periodontology, and a member of the American Academy of Esthetic Dentistry. He is a reviewer for several dental journals and has published in the area of dental implants and tooth autotransplantation. Dr. Janakievski maintains a private practice in Tacoma, Washington.

Doctor Practice Management Session

Achieving Financial Independence

Will you join the 5% of dentists who can afford to retire at age 65? Using these winning financial strategies, you can develop a gameplan to reach financial freedom. This hard-hitting program contains “inside information” that you simply can’t find elsewhere - gleaned from over 30 years of working exclusively with the dental profession.

LEARNING OBJECTIVES:
- Reduce stress – control your money, rather than letting it control you.
- Develop winning saving and debt reduction strategies.
- Take advantage of huge tax-deductible retirement savings strategies.
- Dramatically increase business tax deductions.
- Simple steps to dramatically boost profitability.
- Slash children’s educational cost by 50% or more.
- Discover tax-free income secrets.

Mr. John McGill

John K. McGill is a tax attorney, CPA and MBA. He is Editor of the McGill Advisory Newsletter and serves as CEO of The McGill & Hill Group. For over 30 years he has provided customized tax and business planning services exclusively for the dental profession.

He has served as CEO and advisor to the Super Schulman Orthodontic Study Group for over 25 years, and recently received the Bud Schulman Award for his outstanding service to the Orthodontic Profession. He believes in giving back to the Orthodontic Profession. As such, he serves on the Board of Directors of Smile For a Lifetime Foundation where his firm is a corporate sponsor.
DOCTOR SCIENTIFIC SESSION

Biological and Clinical Findings with Arch Expansion

The arches of crowded patients are often expanded to gain space and address transverse maxillary deficiencies. While various claims have been made about the effects of archwire expansion, the actual effects on the roots and buccal bone remain poorly understood. Can teeth be expanded beyond their outer limits of buccal bone? Does dental tipping, which is known to occur with expansion, cause clinically meaningful amounts of bone dehiscence? Is it really possible to grow bone using light continuous expansion forces? How do grafting and corticotomies affect the bone? These and various other effects of arch expansion will be addressed.

LEARNING OBJECTIVES:

- Understand the effects of arch expansion on buccal bone.
- Understand the effects of arch expansion on root resorption.
- Understand the effects of grafting and corticotomies on buccal bone during archwire expansion.

Dr. Peter Buschang

Dr. Buschang is Regents Professor and Director of Orthodontic Research at Texas A&M University Baylor College of Dentistry. After receiving his PhD, he was a NIDR postdoctoral fellow in the Department of Orthodontics University of Connecticut Health Science Center and then a FRSQ scholar in the Orthodontic section and Human Growth Research Center at the University of Montreal. His research interests focus on craniofacial growth, developmental adaptations to orthodontic and surgical treatments and oral-motor function. He has published over 250 peer-reviewed articles and numerous book chapters, he has given over 120 invited lectures and workshops, and has served as associate editor for several journals. Dr. Buschang is the only non-orthodontist to hold honorary memberships in both the American Association of Orthodontics and the Edward H. Angle Society. He was recently honored with the Peter H. Buschang endowed Professorship.

DOCTOR PRACTICE MANAGEMENT SESSION / NEW & YOUNGER MEMBER PROGRAM

Future Proof Your Orthodontic Practice

The greatest impact to the Orthodontic practice recently has not been a new procedure or product, but the influence the internet is having on your patients. Though the modern Internet is more than a decade old, the transformation from information focus to social interaction has forever changed the retail and service industries.

Achieving success in a new practice today can only occur when you master present-day issues from leading your team to managing the systems, while marketing your practice to attract the right amount of new patients. What are the social media changes in 2015 you’ll need to address to maintain a strong online presence

LEARNING OBJECTIVES:

- The newest and most effective search engine tools to maximize your online visibility.
- What your GP’s want from you to foster a referral network.
- The latest treatment presentation and communication skills that inspires commitment from your patient.
- How to create a motivation strategy that maintains a spirit of enthusiasm amongst employees.

Dr. Lou Shuman

Dr. Shuman is the President of Pride Institute. He is an executive consultant for KavoKerr Group(KKG), Propel Orthodontics, WEO Media, Zquiet, DEXIS, i-CAT, Pelton Crane, HR for Health, and Implant Direct. He is the Chairman of the Technology Advisory Board for WEO Media and is also on the Clinical Advisory on several industry publications. He received his Certificate in Advanced Graduate Studies in Orthodontics, at the Henry M. Goldman Boston University School of Dental Medicine.

Ms. Amy Morgan

Amy Morgan is a renowned dental consultant and CEO of Pride Institute, a nationally acclaimed results-oriented Practice Management consulting company. Amy has revitalized thousands of practices using Pride’s time-proven Management Systems, so they become more secure, efficient and profitable.
Staff Session

Yes to Treatment: Case Acceptance Skills for the Orthodontic Practice

Improving your case acceptance rate is a learned skill, not a natural ability. In most orthodontic practices, there is a significant opportunity to improve case acceptance while raising fees simultaneously – if you and your staff learn how to communicate the value of treatment to your visitors. In this groundbreaking session, your attendees will learn:

LEARNING OBJECTIVES:
- How to master the art of communicating value.
- How to raise fees & accelerate growth-simultaneously.
- How to structure consultations for maximum impact.
- How to properly structure the fee presentation.
- Financing treatment: how to avoid losing good cases.
- How to get prompt “yes” decisions from pendings.
- How to win competitive cases as the high-fee option.

Mr. Landy Chase

Landy Chase, MBA, CSP is a consultant and award-winning author who specializes in training orthodontic practices to increase the start rate of prospective patients. He provides highly effective, professional procedures for attracting and acquiring new patients for client practices. He has worked extensively within the profession as a trainer, consultant and coach and is a popular speaker at numerous conferences and study clubs including AAO, the Schulman Study Group and The Bottom Line program.

Doctor Scientific Session

Contemporary Treatment of Open Bite

Open bite treatment has been one of the most difficult malocclusions to correct successfully from a long term actability standpoint of view. Various factors play a role in the success of the finished result such as diagnosis, optimal treatment plan, management of habits and tongue thrust, decision regarding extrusion of anterior and/or intrusion of posterior teeth and when surgery is more desirable. This presentation will concentrate on biomechanics based simple wires to effectively extrude anterior teeth with control of buccal segments; and application of TADs to correct open bites. Various patients’ histories from the start of the treatment to long term retention will be presented.

LEARNING OBJECTIVES:
- Describe differential treatment plan of open bite malocclusions.
- Understand biomechanics based appliances to correct open bites with or without TADs.

Dr. Ravindra Nanda (see bio on page 11)
Dr. Marco Rosa (see bio on page 9)

1:30pm – 5:00pm

STAFF SESSION

Taking Back the Specialty – One Job Design at a Time!

Growth in your orthodontic practice today will be measured by how well the team works together. In any successful business the power of the team lies in understanding the vision of the practice and how each member contributes to that vision through their daily tasks. Let’s discuss how to take every opportunity as a team to build the patient network and promote the practice from within each job design! Taking back the specialty will require the team to work together making a difference in the lives of your patients.

- Attendees will recognize how their job design success depends upon each member of the team.
- This course will define the daily tasks that build and promote the specialty.
- Each team member will have the opportunity to analyze the effectiveness of communication processes within the practice.

Ms. Char Eash

Char Eash is the founder and CEO of Profit Marketing Systems South, Inc. a Systems and Communication Enhancement firm for the progressive Orthodontic practice. As a consultant, Ms. Eash strives to create systems that provide a positive platform for each team member to contribute to the practice at the highest level on a day-to-day basis. The practice of orthodontics must be run as a business! Ms. Eash has an extensive background in business, communication, leadership training, and systems development strategies for the progressive specialty practice. Through her training programs emphasis is placed on cultivating the talent within the team and communicating the vision of the practice to maintain profitability and efficiency.

Mr. John McGill (see bio on page 13)
LEARNING OBJECTIVES:

- Effectively define the standards of care and how the standards are developed.
- Assess their own strengths, weaknesses, and omissions in respect to “standards of care” and adjust future performance in light of their self-assessments.
- Evaluate the current standard of care issues with the hope that they will be empowered to participate in discourse and action on this topic.

Dr. Nicholas Barone

Dr. Barone was selected by the ABO to become a Director in 2012. Dr. Barone’s responsibilities on the Board include serving on the Clinical Examination, Finance, Legal and Marketing Committees. Also, he is the ABO’s representative to the American Association of Dental Boards. Previously, Dr. Barone held leadership positions serving as president of the AAOF, NESCO, the RI Dental Association and the RI Association of Orthodontists. He served on the Rhode Island Senate Access to Care Task Force and the Rhode Island Department of Health. He was chair of the AAO Access to Care Task Force which established Donated Orthodontic Service. He is the former president of the RI Foundation of Dentistry for the Handicapped (Donated Dental Service) and served on the Edward H. Angle Society Board of Directors. Dr. Barone is in private practice in North Providence and Smithfield, RI, with his son, Nicholas P. Barone, DMD.

1:30pm – 5:00pm  
ROOM 554 A/B

STAFF SESSION  
3.0 CEUs

Every Orthodontic Practice Needs a Paparazzi

Yes, it’s all about great pictures that tell a story!

Clinically correct photographs for treatment planning are the best tool to show off your great work for your patient gallery, but those fun pictures for social media will help you get the buzz out about your great practice. Rita will share her “pearls” for consistent, top quality patient photography and her fun ideas to make your website and Facebook posts a hit with your patients.

LEARNING OBJECTIVES:

- Evaluate the tips for standardizing your clinical photography.
- Identify the many photographic functions of the Point and Shoot cameras, iPads and phones that will help you capture the best looking pictures.

Ms Rita Bauer (see bio on page 15)

3:30pm – 5:00pm  
BALLROOM B/C

DOCTOR SCIENTIFIC SESSION  
1.5 CEUs

TADs

The introduction of 3D imaging and skeletal anchorage in orthodontics has now allowed orthodontists to treat many different types of cases with more predictable outcomes. Several different cases will be presented where 3D imaging was employed to place temporary skeletal anchorage devices. The manipulation of these images will be demonstrated. Orthodontists have been reluctant to learn the skills necessary to manipulate 3D images mainly because of the radiation hygiene issue. This is no longer a factor. The use of skeletal anchorage has been met with mixed reports due to the lack of stability of these devices. When proper imaging protocols are coupled with proper placement protocols of the devise the outcomes of treatment are enhanced.

LEARNING OBJECTIVES:

- Attendees should have a better understanding on how to manipulate DICOM images for diagnoses and treatment planning of various types of cases.
- Attendees should have a better understanding of placement protocol of the TADs.
- Lecture will give the attendee enough information to make a decision to whether the use of these two technologies is something the can embrace in their practices.

Dr. Jack Fisher

Dr. Jack Fisher completed his orthodontic training at the Medical College of Georgia in 1982. Since then he has been in the full time practice of orthodontics in Kentucky and Tennessee. He has lectured both in the United States and internationally. He is a member of the Southern Association of Orthodontics and the American Association of Orthodontics. He is presently a faculty member in the orthodontic departments at The University of Tennessee and at the Vanderbilt university. He has taught a two-day cadaver course for the insertion and use of temporary skeletal anchorage devices for eight years. He has written several articles on the use of these devices.
Contemporary Treatment of Class III: Low Angles Cases and High Angles Cases

Class III malocclusions can be broadly divided into two categories: developing and non-developing malocclusions. A number of authors have recommended early treatment of developing Class III malocclusions to obtain growth modification. Are there evidence to support that greater orthopedic effects can be obtained when treatment is started in younger patients? Class III patients should also be evaluated in the vertical dimension for vertical hypodivergent or hyperdivergent growth pattern. This can be achieved by measuring the inclination of the occlusal plane and the ratio of the lower anterior facial height to total facial height. Will the strategy be different in treating low angle Class III cases compare to high angle Class III cases?

The speaker will address the strategies in treatment of these four types of Class III patients: functional low angle, skeletal low angle, functional high angle, and skeletal high angle cases.

LEARNING OBJECTIVES:

- Learn the rationale for early Class III treatment.
- Learn the type of orthodontic problems that will benefit from early orthodontic and orthopedic treatment.
- Learn the management of Class III patients with hypodivergent and hyperdivergent growth pattern.
- Learn the strategies in treatment of functional low angle, skeletal low angle, functional high angle, and skeletal high angle cases.

Dr. Peter Ngan

Dr. Peter Ngan is Professor and Chairman, Department of Orthodontics, West Virginia University, School of Dentistry since July, 1994. He is also head of the Division of Pediatric Dentistry at WVU, School of Dentistry. Dr. Peter Ngan holds a dental degree from Harvard University, School of Dental Medicine (May, 1984) and Certificates in Orthodontics, Pediatric Dentistry and Hospital Dentistry from the University of Pennsylvania, School of Dental Medicine/ Children Hospital of Philadelphia (May, 1984). He is a Diplomate of the American Board of Orthodontics (May 1994) and Diplomate of the American Board of Pediatric Dentistry (May 1988). He is a member of the Angle East. He was inducted as Fellow of the American College of Dentists (October, 2008), Fellow of the International College of Dentists (October 2010) and Fellow of the Pierre Fauchard Academy (May 2011).
Registration Form


Omni Providence Hotel and Rhode Island Convention Center

Register online at www.neso.org or fax registration to: 314-993-6992.

To register multiple attendees from one office, please use the online registration form.

Please Print

Name

Organization

Address

City/State/Zip

Phone

Fax

Email

Guest Name

Catagory

<table>
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Total Fees Submitted

Please note that fees will be increased by $75 on site.

Registration fees include lectures, refreshment breaks, lunch and President’s Reception.

continued
Registration Form

TICKETED EVENT
The following event is included with your registration. You must register to receive ticket.

Please check to indicate if you will be attending.

[ ] President’s Reception  \(^*\)WATERFIRE\(^*\) (Saturday at 7:00pm)  no fee

CHECK

[ ] Check enclosed (payable to NESO) in U.S. dollars only.

\(^*\) Mail to:

Northeastern Society of Orthodontists
Attention: Darrin Crittington
401 N. Lindbergh Blvd.
St. Louis, MO 63141

CREDIT CARD

[ ] Visa  [ ] Mastercard  [ ] American Express (no other credit cards accepted)

Credit Card #  V Code  Expiration Date

Name on Card

Signature of Cardholder

REGISTRATION CANCELLATION/REFUND POLICY

Registration cancellations must be received no later than August 7, 2015 to receive a refund. Submit your cancellation in writing to the NESO Meetings Department via email to dcrittington@aaortho.org. Telephone cancellations will not be accepted. Your cancellation/refund request should include your name, registration confirmation number, AAO member number and the reason for the refund. A $25 cancellation fee will be charged for each person’s Annual Meeting registration upon written request until the deadline. No registration refunds will be issued after the cancellation deadline. All approved refunds will be processed within 30 business days after the approval.

IMPORTANT

Registration cancellations, registration fee refunds and ticketed event refunds will NOT be processed on-site during the Annual Meeting.

Please call 314-292-6539 or email dcrittington@aaortho.org if special services or special dietary requirements are needed.
Registration and Housing

TO REGISTER

Register online at www.neso.org

Or fill out and fax the registration form on pages 19-20. The registration fee includes admission to the doctor, or clinical staff sessions, and the exhibit hall. Please register by July 4, 2015 to qualify for the early bird rates. All registration fees will increase by $75 on site.

REGISTRATION QUESTIONS?

Call 1-888-242-3795 and ask for Darrin Crittington or email dcrittington@aaortho.org.

A $25 cancellation fee will be charged for each person’s Annual Meeting registration upon written request until the deadline. No registration refunds will be issued after the cancellation deadline.

HEADQUARTERS HOTEL AND MEETING SITE

Omni Providence Hotel
1 W Exchange St
Providence, RI 02903
Phone: 401-598-8000

Rhode Island Convention Center
One Sabin Street
Providence, RI 02903
Phone: 401-458-6000

HOUSING INFORMATION

To make your hotel reservations on line go to:

www.NESO.org

Or call the NESO housing services toll-free at:

866-575-4133

Please make your hotel reservations no later than Friday, August 14, 2015 to receive the group rates. Any reservations made after August 14, 2015 will be confirmed on a space available basis at the current rates.

Omni Providence Hotel
THE SPIRIT OF PROVIDENCE

Downtown Providence hotel connected to
Rhode Island Convention Center

This landmark hotel in Providence is connected to the Rhode Island Convention Center, Dunkin’ Donuts Center and the new Providence Place Mall. With this premier Providence downtown hotel location, guests at Omni Providence Hotel will find themselves within walking distance of the city’s historic attractions, gourmet restaurants, upscale shopping, entertainment and more.

Rich with the history and style of Providence, the hotel offers 18 beautifully decorated meeting rooms totaling 22,877 square feet of meeting space to accommodate any size gathering. Visitors to the hotel enjoy their choice of dining venues including Centro Restaurant, Flemings Prime Steakhouse and Wine Bar and Morsel’s.

For those in search of the spirit of the city, Omni Providence Hotel, with its stunning views of downtown, places you within reach of all the best that Providence has to offer. Satisfying the needs of both the active and serene traveler, the hotel provides access to the Capital Club Fitness Center and proximity to beaches, golf courses and tennis for endless options to relax and exercise.

REGISTER BY JULY 4, 2015 FOR EARLY BIRD RATES
JOIN US IN NEW YORK, NEW YORK
October 6-9, 2016
Marriott Marquis Hotel
New York, New York

JOIN US IN BOSTON, MASSACHUSETTS
November 9-12, 2017
Marriott Copley Place Hotel
Boston, Massachusetts

Clear or Colors
with Clarity ADVANCED Ceramic Brackets

For more information, call your Sales Representative today at (800) 423-4588.

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