THURSDAY NOVEMBER 9, 2017

8:00 am – 4:30 pm  Exhibit Hall Set Up
1:00 pm – 5:00 pm  Registration Open

FRIDAY, NOVEMBER 10, 2017

7:00 am – 5:00 pm  Registration Open

DOCTORS SCIENTIFIC PROGRAM

8:30 am – 10:00 am  Utilizing Advanced Technology in the 21st Century Orthodontic Practice
Mr. Paul Vigario

Incorporating the right new technologies can improve your orthodontic practice dramatically by getting more new patients, simplifying practice management, increasing patient understanding, allowing greater efficiency, saving time, developing better integration among your systems, significantly impressing your patients with your up-to-date approach to their orthodontic care, while reducing overhead and providing a rapid and substantial return on your investment. Patients and parents are much more likely to say “YES” when they are confident that their doctor is providing them with the best and most modern treatment available.

You Will Learn How with Properly Designed & Integrated Computer Technology.

YOU CAN:
• Grow Your Practice
• Get More New Patients In Your Practice
• Develop Systems That Inform Patients Of Treatment Options
• Increase Overall Treatment Acceptance
• Better ROI On Your Current Technology
• Achieve the Perfect Digital Workflow
• Achieve Your Vision Faster
• Practice Smart, Do More Of What You Enjoy, Create Your Bliss™

TMD and Orthodontic Therapy: An Update
Dr. Jeff Okeson

The role of orthodontic therapy and temporomandibular disorders has been debated for years. Suggestions have ranged from orthodontic therapy being a primary cause of TMD, to having no relationship at all. The truth likely falls somewhere in between. This presentation will highlight available data and place in prospective the relationship between orthodontic therapy and TMD. Understanding how orthodontic therapy can influence masticatory function and when orthodontic therapy may or may not be appropriate for TMD is critical for providing the best clinical care for the patient.

ATTENDEES OF THE PRESENTATION WILL BE ABLE TO:
• Recognize the present controversy between orthodontic therapy and TMD
• Explain how orthodontic therapy may be an etiologic factor in TMD
• Describe the role of orthodontic therapy in the management of TMD
PRACTICE MANAGEMENT

8:30 am – 10:00 am  Drowning Out the Noise: Internet Marketing with a Laser Focus
Ms. Mary Kay Miller

The Internet is a vast, convoluted space with too much information. My goal is to help you block out the noise and identify the right opportunities for marketing your orthodontic practice online.

This informative lecture will focus on what you need to know in 2017 about website design, social media, and optimization for local search. The program will include live examples with audience members to analyze website performance in real time.

IN THIS LECTURE WE WILL FOCUS ON:
• Understanding the Current State of Local Search – Google grows ever more sophisticated, using extremely accurate geographic data along with brand authority, content quality, and consumer engagement metrics to determine pecking order in search results.
• How to Evaluate the Ranking of an Orthodontic Practice – Discover firsthand how to analyze a wealth of information quickly and distill it into meaningful insight.
• Explore Current Website Design Trends – Blending the aesthetics of compelling design with the science of SEO and local search rankings while incorporating elements that satisfy users on all devices: computers, tablets, and smartphones.

STAFF PROGRAM

8:30 am – 10:00 am  Win with WOW Customer Service
Mr. Ken Alexander

Winning with Wonderful, Outstanding & Worthwhile customer service does not happen by chance. In this exciting lecture, Ken Alexander will take his exceptional experience of working with hundreds of the world’s best practices to show what it takes to WOW your patients with fabulous service. This will be a fast-paced, information filled and motivational lecture that doctors and their entire staff will not want to miss. Many practical ideas will be given to allow your practice to immediately start Winning with WOW and to display “ShowTime” to all of your customers!

OBJECTIVES:
• Understand the basics of customer service that each and every team member must deliver, to each and every patient, every day.
• Add to the practice’s list of marketing ideas with debond celebrations, contests and motivational programs.
• Learn how to effectively deal with difficult guests in the practice.

9:00 am – 6:00 pm  Exhibit Hall Open
10:00 am – 10:30 am  Break with Exhibitors

DOCTORS SCIENTIFIC PROGRAM

10:30 am – 12:00 pm  Cool Technology for the Orthodontic Office
Dr. Aaron Molen

Simply being ‘paperless’ is no longer sufficient. In a digital culture offices are being pushed to integrate new technologies at an exponential rate. Instead of being feared, these new technologies should be embraced. Dr. Molen will discuss some of these new technologies and how they can be leveraged to move your practice forward. He will also introduce you to some new orthodontic and non-orthodontic technologies that will make your life easier without breaking the bank. In addition, Dr. Molen will share some of the tips and tricks he’s picked up along the way so you can learn from his mistakes

LECTURE OBJECTIVES:
• Be aware of some non-dental technologies that can be integrated into their offices
• Understand how the Internet of Things is changing the way we work
• Evaluate how wearable tech may play a role in the future of orthodontics
3D Printing: How to Select, Integrate, and Transform Your Practice with 3D Printing

*Dr. Todd Ehrler*

There is no question 3D printing is a disruptive technology in Orthodontics. An overview of available 3D printers will be reviewed that are candidates for the orthodontic practice. After selecting the appropriate 3D printer, a step by step guide will be presented on how to integrate 3D printing into the orthodontic practice. Orthodontic specific techniques and workflows of 3D printing will be taught that will dramatically increase practice efficiency and profitability.

**LEARNING OBJECTIVES:**
- How to identify and select a 3D printer for your orthodontic practice.
- How to integrate 3D printing into your orthodontic practice.
- Perform and manage new workflows and techniques with 3D printing to increase practice efficiency and profitability.

**PRACTICE MANAGEMENT**

**10:30 am – 12:00 pm**

**What Do Your Numbers Mean? (Doctors Only)**

*Mr. Ken Alexander*

Management by statistics is an often neglected facet of the Orthodontic Business. Computers are starting to do a good job of keeping track of the numbers, and consultants are giving their clients Practice Monitors to organize the numbers, but what do they all mean? In this lecture, Ken and Ryan will show you the most vital numbers you should be monitoring and what they mean to the success for the practice. We will also touch on a rarely discuss topic of practice overhead and what should be the doctor’s target numbers to maintain an adequate reward for all the investment of hard work. The Millenium Statistical Reporting System, Profit and Loss category averages and New Patient Tracking are the important topics of this most informative lecture.

The nature and sensitivity of the lecture makes it for doctors only, or an Office Administrator accompanied by their doctor, or with written permission.

**OBJECTIVES:**
- To delineate the most important practice numbers for statistical tracking.
- To illuminate both in the statistics and profit and Loss statements what are the norms or averages for reference in making management decisions.
- To highlight vital collections and new patient tracking numbers.

**10:30 am – 12:00 pm**

**Profit Driven Patient Acquisition**

*Mr. Jason Tuschman*

Current Issue: Fragmentation of the Patient Acquisition Process and Competing #1 Priorities at the Front Desk:

- Average practice location misses 20% of new patient lead phone calls on a monthly basis and converts only 1 out of 10 new patient email leads to an appointment
- Lack of educational training of staff in marketing metrics along with day-to-day competing priorities makes overall patient acquisition process more challenging
  - Creates major opportunity cost per month within average practice

Appointments become a valuable Key Performance Indicator (KPI)

- Indicator lead-to-schedule rate from phone leads should be 70% or higher
- New patient email leads generated from marketing should schedule around 40%
- Organic website leads scheduled-to-attendance rate is 70%
- Paid Placement /Adwords, scheduled-to-attendance rate is around 50%
  - If you are not tracking your Key Performance Indicators (KPI’s) you are at risk for an unprofitable media buy.
10:30 am – 12:00 pm  
**Camera, Lights, Action! Patient Photography Simplified**  
*Ms. Rita Bauer*

The importance of excellent photography in an orthodontic practice cannot be underestimated. Specific guidelines for standardized patient photography need to be followed to obtain clinically correct images. When photographs are not taken correctly, they are useless for medical/legal purposes and accurate treatment planning.

Dental cameras wear out and equipment selection for replacements can be confusing. Find out which cameras, retractors, mirrors and other gadgets improve your workflow and the comfort level of your patient. During the demonstration, analyze the techniques that will help you take excellent pictures in record time.

**WHAT YOU WILL LEARN:**
- Understand the Pros and Cons of a high end point and shoot camera and a Single Lens Reflex camera system and decide which digital camera system is best suited for your practice
- Recognize the requirements and specific techniques for standardized patient photography and obtain clinically correct views.
- Identify which accessories and gadgets make dental photography easy and learn how to care for your mirrors and retractors.

12:00 pm – 1:30 pm  
**Lunch Break with Exhibitors**

1:30 pm – 3:15 pm  
**Part One: Seamlessly Treating Orthognathic Patients in your Practice – Pearls from a Surgical Team**  
*Mass General Surgery Group*

Dr. Zachary Peacock  
Dr. Ed Lahey  
Dr. Katie Klein

Orthognathic surgery is the treatment of choice to improve facial esthetics and to correct malocclusions in patients with dentofacial deformities. Traditionally, most patients were in the second or third decade of life, and they were motivated to seek treatment for a combination of functional and esthetic complaints.

Recently, there has been an increase in older patients seeking orthognathic surgery. This has been due to the success in the treatment of obstructive sleep apnea and improvements in surgical techniques and overall experience. This session will review indications for and special considerations for combined orthodontics and orthognathic surgery in the older adult.

**OBJECTIVES:**
- To understand the indications for orthognathic surgery in older adults
- To describe special considerations for orthodontic care in older adults
- To identify special considerations for operative management of the older orthognathic patient

1:30 pm – 3:15 pm  
**The Science Behind Accelerated Tooth Movements**  
*Dr. Sunil Wadhwa*

Methods to accelerate orthodontic tooth movement are based on expediting the recruitment of bone resorbing cells, osteoclasts on the side in which the tooth is moving. This has been shown to be effective in increasing the rate of early orthodontic tooth movement. However, whether it causes any effect on the long-term rate of tooth movement is debatable. In this talk, we will review the scientific evidence and biology of accelerated tooth movement. In addition, we will explore other potential cellular targets that may modify the rate of orthodontic tooth movement.

**LEARNING OBJECTIVES:**
- Understand the efficacy of accelerated tooth movement strategies
- Identify the biological challenges of modifying the long-term rate of orthodontic tooth movement
- Recognize potential side effects of accelerated tooth movement strategies
Photobiomodulation: The Science Behind Light-accelerated Tooth Movement

Dr. Tito Norris

Photobiomodulation (PBM) is the use of light of a specific wavelength to improve tissue repair, increase cellular metabolism, and reduce pain and inflammation. The concept was discovered in the 1930’s and has been studied extensively, resulting in the publication of over 5,000 research articles on the subject. The underlying mechanism of PBM is the absorption of photos by enzymes in the mitochondria which help them to produce more Adenosine TriPhosphate (ATP), the energy currency of the cell. This in turn allows osteoblasts and osteoclasts to upregulate their activity and accelerate the rate of tooth movement.

LEARNING OBJECTIVES:
• To gain an understanding of the basic science behind photobiomodulation
• To comprehend how these particular changes in cellular activity apply to osteoblasts and osteoclasts
• To see clinical examples of accelerated tooth movement achieved via the use of a commercially available photobiomodulation device

Using MOPS and Vibrational Therapy with Clear Aligners Obtain More Efficient and Predictable Results and Get Better Finishes than Fixed Case

Dr. Bella Shen Garnett

We will go over how using MOPS and Vibrational Therapy can help not only accelerate orthodontic treatment but more importantly give you more predictable result. Cases and superimpositions will be shown illustrating how using clear aligners with MOPS and Vibrational therapy that can be treated better than fixed appliances.

LEARNING OBJECTIVES:
• What difficult cases can now be treated more easily with MOPS
• What cases are treated better with Vibrational therapy
• How to integrate acceleration into your practice

PRACTICE MANAGEMENT

1:30 pm – 3:15 pm

Part One: The View from the Top (Doctors Only)

Ms. LeeAnn Peniche

The climb to the top is just the beginning. The question is, do you have the skill, focus and drive to stay on top? Whether you are just starting out, or a well-established practice, the keys to successful longevity are the same: a team that is “all in”, a culture that sets you apart, efficient systems and clear communication.

Discover how to create a practice culture that communicates what you stand for, and how to put in place the systems that support your practice’s short and long-term goals. Learn the proven tools to build team unity and to parlay that teamwork mindset into creating a culture that is uniquely you and incredibly successful!

Join LeeAnn Peniche, as she shares her Top Ten Tips on how to keep a practice performing at its peak.

STAFF PROGRAM

1:30 pm – 3:15 pm

On Time Schedule & Patient Motivation

Mr. Ryan Alexander

Abstract: Nothing affects the entire practice, its stress level and marketability, more than the scheduling system. A fundamental, and many times overlooked, component of your scheduling system is the patient’s role within this foundational system. This lecture will review in detail the main principles of developing an effective schedule that runs on-time, and special emphasis is given to the necessary steps toward gaining the patient participation and motivation also the patient motivation required to ensure your practice’s success as customer service becomes the focal point of your marketing.

ATTENDEES OF THIS LECTURE WILL BE ABLE TO…
• recognize the fundamental elements of developing an efficient doctor time scheduling system.
• propose new fun and exciting ideas to improve patient motivation and participation.
• identify key components to the big picture of customer care that leads to many happy, satisfied patients who refer their friends.
HANDS ON/STAFF PROGRAM

1:30 pm – 3:15 pm

Patient Photography Made Easy
Ms. Rita Bauer

(It is strongly suggested that hands on participants attend the morning lecture)

Are you frustrated with your patient photographs and is your doctor unhappy with the pictures?

You will be amazed how easy patient photography can be when the camera settings are established and you will practice the techniques to get a well exposed picture every time you press the shutter.

WHAT YOU WILL LEARN:

• Calibrate your exposure settings on your camera

• Practice the techniques to consistently take excellent clinical views for patient documentation and treatment planning by photographing each other,

• Test drive the best retractors, mirrors and gadgets that will improve the workflow and comfort level of your patient

Hands-On Participants bring their own clinical camera with fully charged batteries, retractors and mirrors. Some of the latest camera systems will be provided at the course for those who do not have a camera or are still deciding which camera is best for their practice. Please advise us which camera model, lens and flash you will be bringing to the course at the time of registration.

3:15 pm – 3:45 pm

Break with Exhibitors

DOCTORS SCIENTIFIC PROGRAM

3:45 pm – 5:00 pm

Part Two: Seamlessly Treating Orthognathic Patients in your Practice – Pearls from a Surgical Team Mass General Surgery Group
Dr. Zachary Peacock
Dr. Ed Lahey
Dr. Katie Klein

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• To understand the indications for orthognathic surgery in older adults

• To describe special considerations for orthodontic care in older adults

• To identify special considerations for operative management of the older orthognathic patient
**DOCTORS SCIENTIFIC PROGRAM**

3:45 pm – 5:00 pm

**Managing Wire Sequencing and Appointment Intervals with Accelerated Orthodontics using Low Pulsatile Forces**  
*Dr. Straty Righellis*

Wondering how to manage wire sequencing and your patients’ appointment frequency with low force pulsatile forces? It is different! Dr Straty Righellis will help take the guess work out of planning and treating patients with fixed braces using accelerated orthodontics. Using his 6 years of clinical experience with accelerated orthodontics, he will use the 3 stages of treatment mechanics to help you reduce office visits and treatment time without compromising quality of outcomes.

**LEARNING OBJECTIVES:**
- List the 3 keys to Treatment Efficiency and Excellence
- List the 3 stages and clinical objectives of each stage of permanent dentition treatment
- List 2 documented advantages of accelerated orthodontics with low pulsatile forces

**Q&A: Accelerated Orthodontics Panel Discussion**  
*Moderated by Dr. Sunil Wadhwa*

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**PRACTICE MANAGEMENT**

3:45 pm – 5:00 pm

**Part Two: The View from the Top (Doctors Only)**  
*Ms. LeeAnn Peniche*

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**STAFF PROGRAM**

3:45 pm – 5:00 pm

**The Recipe for Creating a Winning Team**  
*M. Ken Alexander  
Mr. Ryan Alexander*

This lecture details many of the vital ingredients necessary to create a winning orthodontic team. If you are wondering what your team is missing, or you simply desire to enhance your leadership or teamwork then you will not want to miss this fun and entertaining lecture. In it we will discuss the best practices for orthodontic team management, including leadership style, team discipline, conflict resolution and team motivation. Relationships are the most important part of life and teamwork. Join us as we help bring togetherness and joy into your workplace.

**LEARNING OBJECTIVES:**
- Learn what it takes to be a terrific team player or manager.
- Gain practical ideas that can be used immediately to enhance team building and create a strong organization with great relationships.
- See the benefits of becoming a team member who truly tries to please others. “After all, if you are not helping others you are not helping yourself!”
HANDS ON/STAFF PROGRAM

3:45 pm – 5:00 pm

Patient Photography Made Easy (Continued)
Ms. Rita Bauer

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• Test drive the best retractors, mirrors and gadgets that will improve the workflow and comfort level of your patient

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5:30 pm – 6:30 pm

Membership Reception with Exhibitors
DOCTORS SCIENTIFIC PROGRAM

8:30 am – 10:00 am

Rationale for 3D Imaging in Our Practice: How Can It Improve Patient Care?
Dr. Lucia Cevidanes

3D imaging has recently innovated diagnostic records in our practices with 3D digital models, photographs and Cone Beam CT imaging. 3D images provide insight into dental compensations and skeletal changes in different approaches for orthopedic correction of Class II and Class III malocclusions. While longitudinal data for orthopedic correction is currently only short-term, surgical correction may also show remarkable post-surgical adaptations and relapse. The envelope of changes with orthopedic and surgical correction has now been updated with new understanding of 3D facial changes relative to the cranial base and with bone remodeling and response to growth and treatment. The course will cover the following topics:

- Overview of types of images, scanners and software for 3D digital models, photographs and CBCT imaging
- Why 3D imaging? Clinical problems and applications
- How to assess facial asymmetry
- How to assess condylar resorption
- How to superimpose in 3D to assess skeletal and dental changes for correction of Class II and Class III
- Quantification of changes in 3D

LEARNING OBJECTIVES:

- Be knowledgeable of challenges and limitations in 3D superimpositions and mirroring techniques
- Understand principles in photograph acquisition
- Standardization of head position and facial expression during acquisition
- Identify pros and cons in choices for hardware and software in Image Analysis
- Treatment outcomes of orthopedic and surgical treatment for correction of Class II and Class III skeletal malocclusions

Craniofacial Deformity, Pediatric Obstructive Sleep Apnea, Cleft Lip Palate
Dr. Sean Edwards

Obstructive sleep apnea in children is an important and under recognized medical condition. It varies in its presentation, treatment and consequences in children compared to adult obstructive sleep apnea. Orthodontic practitioners have an important role to play in screening and treating this disease in children. This session will provide a broad overview of the condition, our current state of knowledge and the treatment options available for infants through adolescents.

LEARNING OBJECTIVES:

- Recognize the difference between adult and pediatric obstructive sleep apnea;
- Understand the health consequences to a child for obstructive sleep apnea;
- Be knowledgeable about the treatment options for obstructive sleep apnea in children and how they vary with age; and
- Recognize patients at increased risk for developing obstructive sleep apnea.
**PRACTICE MANAGEMENT**

8:30 am – 10:00 am  
**Financial Rewards of Increased Efficiency (Doctors)**  
*Ms. Charlene White*

When case acceptance goes from 45% to 75%, the increase in production is staggering. Doctors will leave this course with a strong "CTA" (Call to Action). No practice can afford to be inefficient in today's market. Charlene will walk you through how to track your results and set financially beneficial goals that result in higher profits.

**OBJECTIVES:**
- Learn the benchmarks for excellent case acceptance.
- Identify areas of the practice management side of the practice that need focus.
- To create a list of action items that lead to "Peak Performance."

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**STAFF PROGRAM**

8:30 am – 10:00 am  
**The Doctor's Role in Case Acceptance: Key Components of a High-Value Consultation**  
*Mr. Landy Chase*

A common assumption within the orthodontic profession is that the Treatment Coordinator is primarily responsible for the practice case acceptance rate. This misguided focus has also been central to most of the consulting advice given practices in the past for improving case acceptance.

Having personally observed thousands of taped consultations with client practices, your facilitator firmly and strongly disagrees with this assumption, and in this new, ground-breaking presentation, will show you why.

In new patient consultations, the doctor is responsible for presenting value, and the TC is responsible for presenting payment options and asking for commitment. That said, if the doctor does not do an adequate job of communicating value to the family, the payment options will be irrelevant, because the family will not be adequately interested to invest in treatment with the practice. Period.

Your speaker has written four books on case acceptance since 2012 and in that time has sold over 5,000 copies to the profession. He is well-established world-wide as the foremost expert in this area of practice management. Drawing on material from his upcoming, fifth book, Doctors Orders, he will show you:

- Why most doctors need to upgrade their presentation skills
- How to improve the structure of your initial consultations
- How to add value to your consults without adding time
- How to present recommendations with impact
- How to demonstrate a superior level of value vs. competitors
- How to make a convincing case for moving forward
- How to avoid getting 'bogged down' in consultations
- How to win cases as the high-fee option

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10:00 am – 10:30 am  
**Break with Exhibitors**
DOCTORS SCIENTIFIC PROGRAM

10:30 am – 12:00 pm

TADS — Taking it to the Next Level
Dr. Sebastian Baumgaertel

Synopsis: We have all heard of TADs and a lot of us have used them. Some of us hate them and some of us love them. But there is no doubt that they are here to stay. To practice contemporary orthodontics means offering TAD-based treatment options to your patients.

In this fast paced lecture Dr. Baumgaertel will present evidence-based concepts that have stood the test of time and new approaches to old problems, such as how to improve success rates of your TADs and how to set up efficient and predictable biomechanics, amongst others.

Regardless, if you are a TAD veteran, or just starting to learn about these little screws, this lecture will move your TAD practice to the next level!

COURSE OBJECTIVES:
• Evidence-based keys to TAD success
• A common sense approach to treatment planning TADs
• TAD biomechanics that really work

Invisalign Clear Aligners: What Doctors Need to Know For Predictable and Profitable Treatment Results?
Dr. Donna Galante

Doctors will learn how to effectively treat a wide range of orthodontic malocclusions using Invisalign clear aligners. Specific clincheck review of cases will be presented with clear protocols for doctors to take home and implement immediately. Furthermore, tips for scheduling and managing treatment of these cases will also be presented so that doctors will learn how to make Invisalign an efficient and profitable appliance for their practice.

LEARNING OBJECTIVES:
• Learn specific clincheck strategies for successful Invisalign outcomes
• Discover ways to manage the more challenging orthodontic cases including Class 2, Class 3 and open bites with Invisalign
• Learn ways to incorporate Invisalign into your practice for efficient, predictable and profitable results.

PRACTICE MANAGEMENT

10:30 am – 12:00 pm

The New World of the Treatment Coordinator: How to Maximize Your Effectiveness as a TC
Mr. Landy Chase

If you are a Treatment Coordinator, you know that your job is rapidly changing. Treatment times are becoming shorter, competition for new cases is intense, and families are better educated and have more choices when it comes to appliances, treatment plans, payment terms and technology. These factors are putting pressure on TCs when it comes to maintaining high case acceptance rates. What are the new skills in starting cases, and how can you maximize your effectiveness in this hyper-competitive environment?

Your speaker is well-established as the foremost thought leader in case acceptance and is the best-selling author of four books on this subject. He works exclusively within the orthodontic profession and has worked, one-on-one, with hundreds of Treatment Coordinators as a personal mentor and coach. In this groundbreaking session, he will show you what the most productive TCs do to maximize case acceptance. You will learn:
• Why your payment options are more important than your fee
• How to structure and present your fee presentation
• How to handle concerns about fees professionally and effectively
• When, and how, to be flexible with financing
• How to deal with “hagglers” and other difficult buyers
• How to reach the non-attending spouse
• How to design your practice take-home materials
• How to follow up to get prompt decisions – every time
10:30 am – 12:00 pm

**STAFF PROGRAM**

The Playbook
*Ms. LeeAnn Peniche*

Wouldn’t it be great if you had a playbook for your orthodontic practice? Join expert consultant LeeAnn Peniche for an interactive lecture that will do just that. Learn about the steps to extraordinary case acceptance from the new patient call through observation and pending. Learn how to build cohesive practice systems that will define your team and become the stuff legends are made of. Don’t miss this invaluable seminar to discover your own practice playbook!

12:00 pm – 1:30 pm

Lunch Break with Exhibitors/Educators Luncheon

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1:30 pm – 3:00 pm

**DOCTORS SCIENTIFIC PROGRAM**

Contemporary Approaches to Maximize Facial Aesthetics with Orthognathic Surgery
*Dr. Flavio Uribe*

The approaches to address dentofacial deformity through surgery have changed significantly in the last decade. New approaches include virtual 3-D surgical planning, minimal to no presurgical orthodontics, and enhancement of surgical results with soft tissue and aesthetic adjuncts. A truly combined team approach of the orthodontist and surgeon allows the application of these techniques, which maximizes the occlusal and aesthetic outcomes in orthognathic surgery.

**THIS LECTURE WILL:**

- Discuss virtual 3-D surgical planning as it pertains to conventional presurgical orthodontics and minimal to no presurgical orthodontics.
- Demonstrate how proper orthognathic planning and execution will optimize facial balance and appearance.
- Describe how cosmetic adjuncts to orthognathic surgery, including alloplastic augmentation, tissue repositioning, and microfat grafting, can significantly enhance the aesthetic results.
- Illustrate why rhinoplasty is an important component to orthognathic surgery.

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1:30 pm – 3:00 pm

Keys to Practice Excellence
*Dr. Joan Garbo*

**LEARNING OBJECTIVES:**

- Creating belief systems that support success
- Marketing principles that enhance patient referrals
- Management principles that empower staff professionalism and loyalty
PRACTICE MANAGEMENT

1:30 pm – 3:00 pm

How Orthodontists Can Become Invincible to Lawsuits & Save Thousands in Taxes (Part 1)
Larry Oxenham, American Society of Assets Protection

This course teaches proven and effective strategies to prevent and protect against lawsuits, allowing orthodontists the peace of mind necessary to focus on improved patient care. You will learn lawsuit protection strategies most advisors are unaware of.

- How orthodontists can protect 100% of their professional and personal assets from lawsuits.
- How orthodontists can protect their practice and personal assets in the event of a judgment in excess of liability insurance or an exclusion in a policy.
- How to avoid the most common mistakes made by orthodontists and their advisors.
- How orthodontists can minimize vicarious liability for the acts of other professionals and staff.

OBJECTIVES:
- Maintain focus on improved patient care rather than lawsuit defense.
- Structure practice for lawsuit protection and prevention.
- Implement legal structures that will reduce liability insurance costs.

STAFF PROGRAM

1:30 pm – 3:00 pm

What Makes a Peak Performance Team Tick?
Ms. Charlene White

After conducting over 10,000 staff interviews, Charlene knows the foundation to an excellent marketing plan is having a happy, enthusiastic team. In this fun and interesting talk, Charlene will share the “Five Keys” to developing a “Peak Performance Team” who looks forward to going to work every day.

OBJECTIVES:
- Assess what is needed to create an effective staff meeting that gets results.
- Identify the key points that create a Peak Performance team.
- Recognize their role, goals and benchmarks according to their position on the team.

3:00 pm – 3:30 pm

Break with Exhibitors

DOCTORS SCIENTIFIC PROGRAM

3:30 pm – 5:00 pm

Non-Surgical and Non-Extraction Orthodontic Treatment with Skeletal Anchorage System (SAS)
Dr. Junji Sugawara

Anchorage has long been one of the greatest problems in the field of orthodontics because teeth, even molars, move in response to orthodontic forces. Therefore, in maximal anchorage cases, patients have needed to wear headgear. Thus, reinforced anchorage with extracorporeal appliances has severe limitations because it requires excellent patient compliance. In the intermaxillary fixation after jaw surgery, maxillofacial surgeons have also found that teeth do not make reliable anchor units. To solve this problem, surgeons proposed “skeletal anchorage” as an adjunct to tooth-borne anchorage. In 1992, we first developed the skeletal anchorage system (SAS) utilizing titanium miniplates, and since then, SAS mechanics have been applied to various types of malocclusions in daily orthodontic practice. The SAS is now an indispensable modality particularly for non-surgical camouflage treatment and non-extraction treatment in adults.
DOCTORS SCIENTIFIC PROGRAM

3:30 pm – 5:00 pm  
**Practice Transition and Alternatives for New Orthodontists**  
*Mr. Brandon Collier*

This short session will be full of substantive information and advice for the new orthodontist choosing between various practice alternatives, whether it be an associate-employee in a private practice or corporate setting, a junior partner, or outright practice owner. Topics will include standard employment compensation packages, evaluating practice appraisals for purposes for a buy-in or buy-out, structuring transactions for favorable tax treatment, and an assessment of the hot button issues that can strain group practices (and the less complex outright sale transition) and how to fairly address them to everyone’s reasonable satisfaction.

**LEARNING OBJECTIVES**

- Understanding why it’s crucial for the new orthodontist, who wants an equity interest in the practice, to document a long-term game plan up front. This includes building into the initial employment agreement the conditions for a future buy-in to take place, how and when the practice will be evaluated, and the basics of the future relationship between the parties once they become partners. This benefits both sides, as they know in advance how the major issues will be handled so they don’t become stumbling blocks later on.
- Understanding how orthodontic practices are appraised, how to evaluate whether the price is fair and, more importantly, affordable, and understanding how to structure the transition to maximize tax benefits.
- Understanding the main reasons why group practices don’t always work out and how to avoid those potential pitfalls in advance.

PRACTICE MANAGEMENT

3:30 pm – 5:00 pm  
**How Orthodontists Can Become Invincible to Lawsuits & Save Thousands in Taxes (Part 2)**  
*Larry Oxenham, American Society of Assets Protection*

NEW & YOUNG MEMBERS

3:30 pm – 5:00 pm  
**Invisalign Clear Aligners: What Treatment Coordinators and Clinical Assistants Need to Know**  
*Dr. Donna Galante*

Treatment Coordinators and Clinical Assistants play a key role in the incorporation of Invisalign into an orthodontic practice. In this session, Dr. Galante explains how to discuss Invisalign with potential patients and parents and outline the benefits for them and their children. Specific scripting will be provided for immediate implementation in their offices. Strategies for effective monitoring of aligner wear, tips for attachment placement and scripting for getting compliance from adults and teens alike will be provided in this fast-paced lecture.

**LEARNING OBJECTIVES:**

- Learn the key points to provide parents and potential patients when they are deciding to choose Invisalign.
- Discover ways to streamline appointments, gain compliance from patients and set up scheduling protocols so that you can incorporate Invisalign effectively and efficiently into your practice.
- Internal Marketing strategies for gaining more patients interested in Invisalign.

5:00 pm – 10:00 pm  
**Exhibit Hall Breakdown**
Sendai Surgery First (SSF): Orthodontics Driven Surgical Orthodontics
Dr. Junji Sugawara

Surgical orthodontic treatment traditionally involves presurgical orthodontic preparation, including dental alignment, incisor decompensation, and arch coordination. In skeletal Class III patients, however, presurgical incisor decompensation will exacerbate an anterior crossbite and prognathic lip profile, and can increase the total treatment time with no significant benefit for the patient. We have adopted a new approach to such treatment: Sendai Surgery First (SSF), followed by orthodontic alignment. This approach was made possible by the SAS. The SSF has several biological and psychosocial advantages over conventional surgical orthodontics:

- Timing of surgery is up to the patients.
- Patient satisfaction is virtually guaranteed.
- The Class III profile and anterior crossbite are not exacerbated by incisor decompensation.
- If a surgical error or skeletal relapse occurs, compensation can be made with SAS mechanics.
- The total treatment time is usually much shorter by means of RAP (regional acceleratory phenomenon) and/or SAP (systemic acceleratory phenomenon).
- Decompensation can be performed effectively and efficiently.
- The patient’s QOL is rapidly improved in comparison with the conventional surgical orthodontics.

User Meeting Opportunity

Morning Break

Sendai Surgery First (SSF): Orthodontics Driven Surgical Orthodontics (continued)
Dr. Junji Sugawara

User Meeting Opportunity

Meeting Concludes