

CLINICAL AND PRACTICE ENHANCEMENT WORKSHOP DESCRIPTIONS

Clinical Workshops	Speaker(s)	Description	Audience			
			DR	CS	TC	FO/OM
Progressive Advancements in Class II Correction	Dr. Terry Dischinger Dr. Bill Dischinger	Successfully integrate Herbst therapy with Class II treatment protocols.	X	X		
⊖ Damon Bracket Placement Fundamentals – Hands-on	Dr. Frank Bogdan Dr. Tom Barron	Hands-on placement of Damon Q brackets using protocols established by Dr. Dwight Damon.	X			
⊖ Dr. Tom Pitts' Bracket Placement – Hands-on	Dr. Tom Pitts, Dr. Duncan Brown, Dr. Stuart Frost	Hands-on placement of Damon Q brackets using protocols established by Dr. Tom Pitts with an emphasis on smile arc.	X			
Phase 1 Treatment with Damon Mechanics	Dr. Mike Mayhew	Early malocclusion management coordinated with Damon System principles.	X			
Challenging Class III Cases Made Simple	Dr. John Lin	Effective treatment of challenging Class III cases with and without auxiliary appliances such as TADs.	X			
Aligners and Braces - A Combined Approach	Dr. Dave Paquette	Best practices in combined aligner-fixed appliance therapy to accommodate consumer demands without compromising patient care.	X	X	X	
Maintaining Control with the Damon System	Dr. Rafael Garcia Espejo	From variable torque to wire sequencing, learn how to maintain control throughout all phases of treatment.	X			
Achieving Functional and Cosmetic Results with Damon	Dr. Juan Carlos Solorio	Achieving aesthetics is one thing, but delivering a truly functional occlusion is another. Learn how to do both more effectively.	X			
Do This, Not That! Critical Clinical Pearls for Damon System Success	Dr. John Graham	Everyone makes mistakes, but not everyone shares them on the big screen – until now. Learn what to do and, more importantly, what not to do in this no-holds-barred discussion.	X			
TAD Mechanics for Class II and Class III Cases	Dr. Steve Tracey	Do things you never imagined possible using something as simple as a TAD.	X			
TAD Treatment of Vertical Issues	Dr. Nicole Scheffler	From anterior open bites to occlusal cant correction, help your patients avoid the pain and expense of surgery using advanced TAD mechanics.	X			
Tomorrow's Technologies Today: Becoming a 3D Orthodontist	Dr. Aaron Molen	Unlock a whole new dimension in treatment planning leveraging innovative conebeam 3D imaging.	X			
⊖ Insignia Approver Workshop <i>Hands-on, bring your cases Intended for Beginner/Intermediate Insignia Users</i>	Dr. Jeff Kozlowski	Learn how to eliminate common set-up challenges and the most impactful way to tackle case approvals step-by-step. Review cases that demonstrate common hang-ups and their resulting clinical pearls that will help ensure better case set-ups from the beginning. Although not necessary, attendees are encouraged to bring their laptops with Insignia cases for personalized review if so inclined.	X	X		
Insignia - the Double Black Diamond Course <i>Intended for Intermediate/Advanced Insignia Users</i>	Dr. Jeff Kozlowski	Discover Dr. Kozlowski's tips for navigating through challenging cases. This advanced course offers an in depth review of Insignia treatment protocols and how to incorporate into difficult cases. Stretch the limits!	X			
Harnessing the Power of Digital Solutions <i>Intended for New/Beginner Users</i>	Dr. James Paschal Dr. Jamie Reynolds	Why should "I" get started with Insignia and why now? Discover how digital orthodontic products, such as Insignia, can make a tangible impact on your practice - getting patients in the door, utilizing digital to its full potential in case outcomes and differentiating with the latest technology.	X	X		
Accurate Ceph Tracing in One Minute <i>Sponsored By Dolphin Imaging & Management Solutions</i>	Dr. Aaron Molen	Doctors and staff will learn how to use Dolphin software to create quick, accurate cephalometric tracings for diagnosis and treatment planning on both 2D and 3D datasets.		X		
Patient Compliance for Dental Hygiene <i>Sponsored By Procter & Gamble</i>	Dr. Dana Van Elslande Ms. Beth Ryerse	Learn how to implement an effective hygiene program that ensures greater patient compliance for better treatment outcomes.		X		
Chairside Protocols – Improving Your Efficiency with the Damon System	Dr. Jeff Summers	Developed exclusively for chairside assistants, this session highlights all the subtle nuances of Damon System treatment including proper placement of stops, chains, hooks, springs and tiebacks as well as auxiliary slot utilization and debonding protocols.		X		

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⊖ Hands-on workshop with limited seating.

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Practice Enhancement Workshops	Speaker(s)	Description	Audience			
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30 Laser Sharp Ideas to Accelerate Your Practice	Mrs. Charlene White	Ignite your enthusiasm, ratchet up your marketing plan, lead new patients to "yes", and start to schedule for success with 30 laser sharp ideas.	X		X	X
Online Marketing: Get More Patients in Your Door	Mr. Alex Miroshnichenko	Learn how to develop and implement aggressive online marketing initiatives from search engine optimization to pay-per-click to banner ads and social media to cut through the clutter and influence more patients to contact your practice.	X		X	X
Converting Adult Patients with Damon Clear	Mrs. Carol Eaton	Learn how to focus on consultation strategies to increase patient conversions for practice growth. Carol Eaton has firsthand experience on how to effectively market your practice to drive adult patient starts and how to capitalize on an ever growing market of image-conscious patients.	X		X	X
Converting Adult Patients with Insignia	Mrs. Edwina Wood	Learn how to maximize case starts to ensure you get the most from your initial examinations and consultations, as well as effective closing techniques to secure new patients.	X		X	X
How to Build a Referral Network	Dr. David Seligman	Leverage your team, your mission, your vision and your image to build a strong referral network using a high-tech, high-touch balance to ensure success.	X	X	X	X
Creative Financing Strategies to Convert More Patients	Mr. Bill Owens	With cost as the biggest barrier to patients seeking treatment today, learn how to leverage new financing strategies to increase consults and conversions.	X		X	X
Boosting Your Bottom Line in a Down Economy	Dr. Roger Hill	Stay ahead of practice trends and don't play catchup. This fast-paced course examines emerging market dynamics and focuses on overhead control and transition planning to boost your bottom line.	X		X	X
Total Recall - Ensuring Starts	Mrs. LeeAnn Peniche	Learn how you can achieve Total Recall. LeeAnn will share systems to protect your recall patients, build your savings account of future starts and maximize case acceptance.	X		X	X
 Taking Pictures Like a Pro <i>Hands-on, bring your clinical camera</i>	Mrs. Rita Bauer	Learn how to get the most out of case photography for use in consultation, treatment planning, and marketing purposes. Fine-tune your camera and your photography techniques with proper exposure settings. Don't forget to bring your clinical camera!		X	X	
Marketing with Photography – Utilize Your Patient's Pictures in Your Day-To-Day Practice	Mrs. Rita Bauer	If the lack of good photographic material is stopping you from having great marketing material, then learn the tips and tricks on how to use your camera to create visual masterpieces. Create a "make-over" photographic series of your patients and prepare a photo gallery that will make everybody stop and take notice.		X	X	
Managing Your Online Reputation	Mr. Jeff Behan	Actively manage what's being said about you online. Learn how to combine every day people skills with new technologies to build and manage a strong online reputation.	X		X	X

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