

orthobrain®

Clear Aligner Business Growth Seminar

Grow the practice — and lifestyle — of your dreams with orthobrain®. This seminar can show you how. You'll learn how profitable, in-demand capabilities can help you add revenue, grow your patients and build your team.

Register today!

Part 1 Practice Growth & Profitability

Learning Objectives

- Clear Aligner Market Opportunity
- Practice Growth Through Clear Aligners
- The Power of Full Case Management
- Best Practices in Digital and Clear Aligner Workflows and Efficiencies

Date: October 20, 2021

Time: 7:00-8:00pm EST

CE Hours: 1 CE Credit

Part 2 Marketing Your Practice for Optimal Growth

Learning Objectives

- Building a Proper Vertical Brand
- Social Media Marketing and Patient Testimonials to Gain New Patients
- Utilizing Your Current Patient Data Base and Increasing Case Acceptance

Date: October 27, 2021

Time: 7:00-8:00pm EST

CE Hours: 1 CE Credit

Part 3 Create a Winning Team

Learning Objectives

- Best Practice to Secure Top Talent and Decrease Staff Turnover Rates
- How to Motivate and Incentivize Your Team
- Creating the Right Team Talk Tracks to Increase Clear Aligner Case Conversation

Date: November 3, 2021

Time: 7:00-8:00pm EST

CE Hours: 1 CE Credit



Dr. Keith Nicholson, DMD, MS currently owns and runs an orthodontic practice with four office locations. He loves working with dental colleagues to help patients achieve their smile and oral health goals. Dr. Nicholson is also a part-time faculty member at the University of Louisville Orthodontic Residency. In this role, he teaches seminars, supervises patient care, and participates in research projects. His research on clear aligners has been published in the AJO-DO.

He finds academics invigorating because it advances his education and exposes him to emerging technologies.

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Just \$199**
Limited Space Available.

This course will be held using the Webinar Jam. Register by scanning the QR code or [Click Here](#).

