

ORTHODONTICS SIMPLIFIED 2.0

Hands-On Aligner Learning



Learning Objectives:

- Be able to identify good candidates for aligner treatment and educate them on the benefits of healthy occlusion
- Learn tips and tricks to create good patient records to optimize aligner treatment planning
- Learn the doctor, clinical, administrative, hygiene, and virtual orthodontic team roles in delivering aligner treatment
- Learn the fundamentals of zero cost marketing
- Learn the ins and outs of insurance and patient financing
- Get your team in sync to deliver efficient and effective aligner treatment



Dr. Dan German, DDS
Founder & Chief Orthodontist, orthobrain

Our Clinical speaker is more than a widely known and admired practitioner. He is a patent- and copyright-holding innovator; a sought-after author, educator, and advisor; and the founder and Chief Orthodontist of orthobrain® home of SimplyClear™ aligners. As a clinician, he treated 30K patients in a high-fee orthodontic practice. Earned top teen aligner practice in the USA status. He has taught 1,000s of dental professionals from New Zealand, Australia, Africa, Alaska, Hawaii, and the continental USA. 3M, ortho2, TP orthodontics, and Dolphin Imaging consulted with him to help with Product and Software Development. He authored a landmark article on CBCT in orthodontics and a milestone article on restoring anomalous teeth to the proper size with a simplified calculation and protocol using orthodontics and restorative procedures. He was named a Distinguished Alumni of the University of Louisville Orthodontic Department. And was awarded the Humanitarian Award in Ohio for co-creating Dentistry for Friends in Need, Inc. With his wife, Teri, he is the proud parent of seven kids and a grateful grandparent of four.

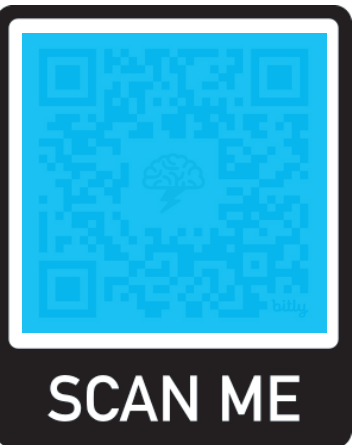
MAR 15

8:30AM - 4:30PM EST

COLTENE USA

235 Ascot Pkwy
Cuyahoga Falls, OH

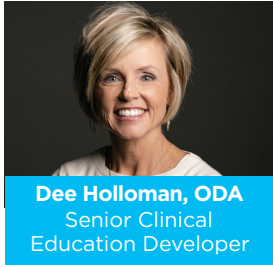
\$150 Per Office + \$150 Team Fee
6 CE Credits



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Breakout Sessions for Your Team!



Dee Holloman, Senior Clinical Education Developer for orthobrain®. With over 22 years of experience in dental care, she played a significant role in pioneering orthobrain's services. She is an accomplished speaker and educator for applying braces and aligners. Over the years, Dee has established herself as a specialist for clear aligner therapy and intraoral scanners. Dee's attendance and speaking roles at trade shows and conferences keeps her an expert in the field of orthodontic patient care.

Clinical Objectives

- Optimizing your digital workflow
- Creating diagnostically useful records
- Why, how, and where to place attachments and perform IPR
- Easy placement and use of bite-correcting elastics
- Scripting when performing these procedures
- Monitoring appointments for efficiency



Barb has been involved in the orthodontic/dental community for 40 years in her varied roles as practice manager, treatment coordinator, financial coordinator and practice management consultant with hands-on experience. She has assisted offices with effective communication, team development, case presentation and fee presentations. Barb has lectured at regional and national meetings. She is certified in Dental Practice Management through the Dental Assisting National Board. She has published articles in the Journal of Clinical Orthodontics, Orthodontic Products and Practical Hygiene.

Administrative Objectives

- Becoming comfortable discussing orthodontics
- Overcoming the objective of perceived high fees
- Understanding orthodontic insurance
- Scripting for orthodontic and fee presentations with words that put the patient at ease



Zac Ivey has over 8 years of dental experience, working as an assistant as well as in administrative and office management. He is passionate about quality patient care and making patients feel at ease. The business of dentistry and presenting orthodontic treatment plans is his expertise. Having worked alongside high-producing practices, Zac can assist dental teams with effective workflows including the handoff from the hygiene room to the doctor and treatment coordinator.

Hygiene Objectives

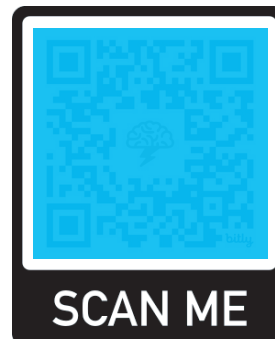
- Understanding the need versus the want for orthodontic treatment
- Integrating scanners for patient education and increasing treatment opportunities

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