

# ORTHODONTICS SIMPLIFIED 2.0

## Hands-On Aligners

NOV  
15

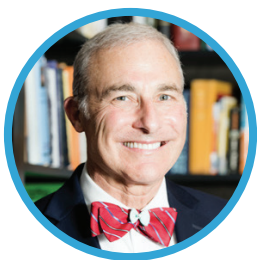
### Course Description

Your teams have committed to confidently deliver aligners at your practices. Each team member plays a vital role to effectively increase revenue from orthodontics. Join orthobrain® for a day of fun as we celebrate your achievements and participate in role-specific breakout sessions to help your teams solidify your skills and take orthodontics to the next level!

### 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

### Our Educator



Dr. Dan German, DDS

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. 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.

**NOV 15**

8:30AM - 4:30PM EST

**ORTHOBRAIN HQ**

3404 Brecksville Rd,  
Richfield, OH 44286



**SCAN ME**

**Cost: \$300 includes Doctor**  
**Add Team Members: \$200**  
**CE Credits: 6**

<https://orthobrain.co/4cTtgCa>



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### Breakout Sessions For Your Team!

#### 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



**Dee Holloman, ODA**  
Senior Clinical  
Education Developer

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.

#### 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



**Barb Herzog-Blaine**  
Lead & Practice  
Success Manager

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.

#### Hygiene Objectives

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



**Zac Ivey**  
Implementation  
Specialist

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.

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