



orthobrain®

# ORTHODONTICS SIMPLIFIED 2.0

## Hands-On Braces & Aligners

**OCT 16-17**

8:30AM - 4:30PM EST

**ORTHOBRAIN HQ**

3404 Brecksville Rd,  
Richfield, OH 44286

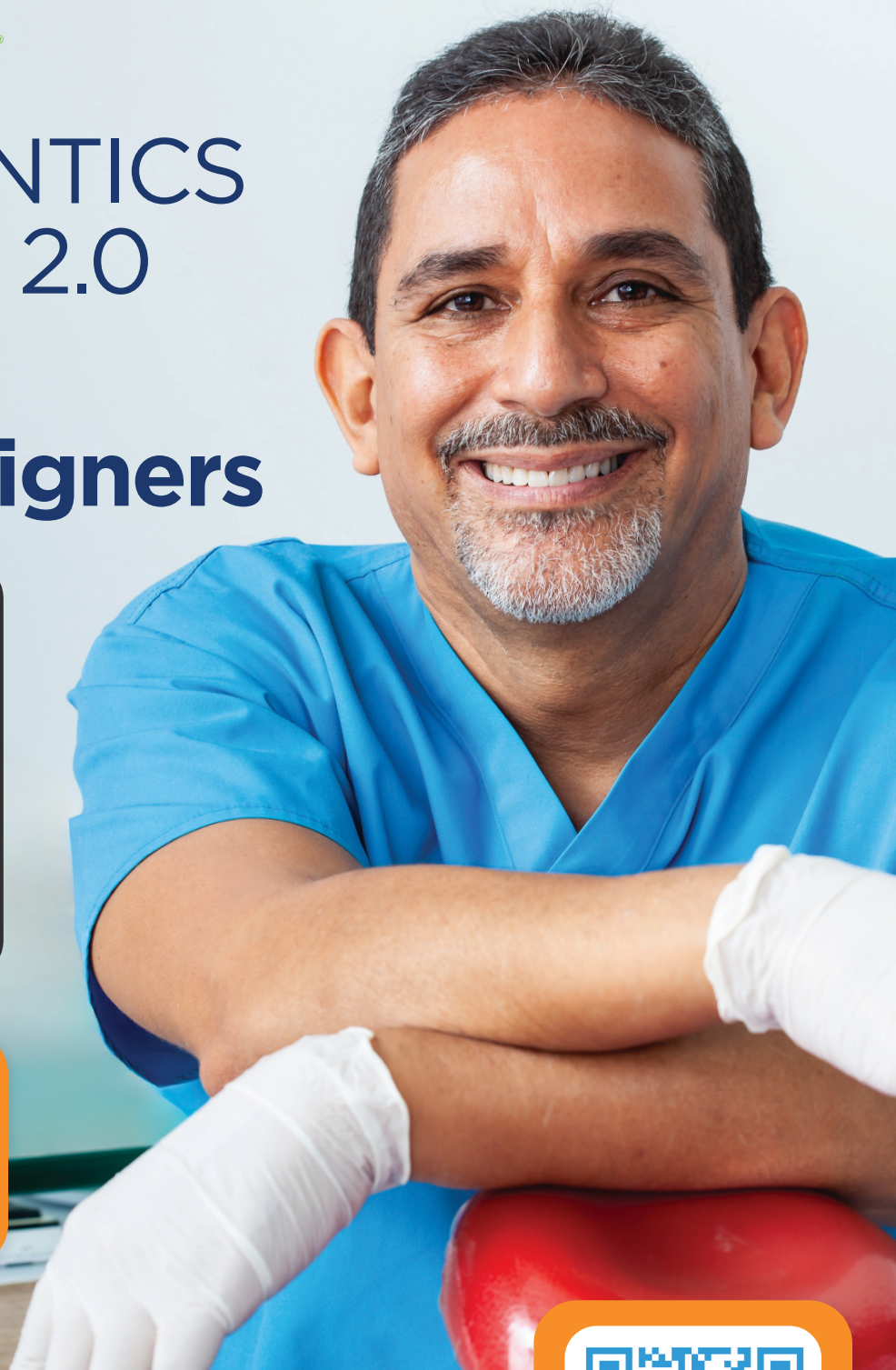
**Both Days: \$500 includes Doctor**  
**Braces Only: \$300 includes Doctor**  
**Aligners Only: \$300 includes Doctor**  
**Add Team Members: \$200**  
**CE Credits: 6 per day**

### Overview

In this two-day course for braces and aligners, participants will learn how to use a collaborative system that delivers predictable orthodontic treatment, maximizes patient care, and increases restorative production. Emphasis will be placed on creating a "Total Solution" with hands-on learning to help you deliver orthodontics with confidence.



Scan to Register



### Course Description

Don't let brackets and wires intimidate you! If you have considered providing braces treatment in your practice, then our course will make the transition EASY! This interactive course will prepare you to apply basic bracket and wire procedures. Using typodonts during the hands-on breakout allows for realistic patient engagement, repetition, and the establishment of consistency.

### Learning Objectives

- Understand and execute a collaborative braces system workflow and proven process
- Complete the steps involved in the delivery of a ready-to-bond braces system bonding appointment
- Apply methods in managing space during orthodontic treatment
- Initiate finishing techniques with the guidance and recommendations of a virtual orthodontist and orthodontic team
- Initiate removal of braces, delivery of the perfect smile and implement retention protocols
- Discover increased profitability from delivering predictable orthodontic treatment with proven systems.

### Our Educator



Dr. Craig Hewitt, DDS

Dr. Craig Hewitt is a 2000 graduate of the Ohio State University college of Dentistry. He completed his AEGD residency with the US Navy in 2001. In 2004, he started his family practice and has been offering orthodontics (aligners and braces) for the past 18 years. He is a member of the Dayton Dental Society and heavily involved in the community as a keynote speaker for Veteran's Day ceremonies and Scholar Recognition ceremonies at local high schools.

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### Agenda

Time	Title
8:00-8:30am	<b>Registration and Breakfast</b>
8:30-10:30am	<b>Braces Overview</b> <ul style="list-style-type: none"> <li>• Getting comfortable with orthodontics as a GP</li> <li>• Best practices within the dental practice</li> <li>• Why braces over aligners?</li> </ul>
10:30-10:45am	<b>Break</b>
10:45-12:15pm	<b>Part 1</b> <ul style="list-style-type: none"> <li>• Bonding the brackets</li> <li>• Composite build up</li> </ul>
12:15-1:00pm	<b>Lunch / orthobrain® Tour / Dental Ceramics</b>
1:00-2:00pm	<b>Part 2</b> <ul style="list-style-type: none"> <li>• Choosing the right wires</li> <li>• Placing wires</li> <li>• Placing/removing O-Ties</li> <li>• Placing/removing figure 8 O-Ties</li> <li>• Placing wire stops</li> </ul>
2:00-3:30pm	<b>Part 3</b> <ul style="list-style-type: none"> <li>• Changing to a new wire</li> <li>• Placing space making coil</li> <li>• Placing space maintaining coil</li> <li>• Placing/removing space closing chain</li> <li>• Bite correcting elastics</li> </ul>
3:30-4:00pm	<b>Part 4</b> <ul style="list-style-type: none"> <li>• Removal and retention</li> </ul>
4:00-4:30pm	<b>Closing</b>
4:30-6:00pm	<b>Reception at orthobrain®</b>

### 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

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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 objection 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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8:00-8:30am	<b>Registration and Breakfast</b>
8:30-10:30pm	<b>Aligners Overview</b> <ul style="list-style-type: none"> <li>• Leveraging a virtual ortho team</li> <li>• Diagnostics for Success</li> <li>• Grow your Practice Guaranteed</li> </ul>
10:30-10:45pm	<b>Break</b>
10:45-12:15	<b>Malocclusion</b> <ul style="list-style-type: none"> <li>• Utilizing the scanner in hygiene for patient education</li> <li>• Identifying malocclusion</li> <li>• How to have an effective ortho conversation</li> </ul>
12:15-1:00pm	<b>Lunch / orthobrain Tour / Dental Ceramics</b>
1:30-4:00pm	<b>Administrative Breakout</b> <ul style="list-style-type: none"> <li>• Fee presentation</li> <li>• Insurance</li> <li>• Financing</li> </ul>
1:00-2:15pm	<b>Creating Diagnostically Useful Records</b> <ul style="list-style-type: none"> <li>• Scheduling efficient aligner appointments</li> <li>• Tips and tricks for photography</li> <li>• Radiograph requirements</li> <li>• Scanner best practices</li> <li>• Submitting the case to orthobrain</li> </ul>
2:15-3:00pm	<b>Aligner Delivery Appointment</b> <ul style="list-style-type: none"> <li>• Aligner patient instructions</li> <li>• How to place attachments</li> <li>• IPR</li> </ul>
3:00-3:30pm	<b>Monitoring Appointment</b> <ul style="list-style-type: none"> <li>• Useful tools for conducting an efficient monitoring visit</li> <li>• Evaluating the fit of aligners</li> <li>• Overcoming compliance</li> </ul>
3:30-4:00pm	<b>Finishing and Retention</b> <ul style="list-style-type: none"> <li>• Bonding buttons for elastics</li> <li>• Refinements</li> <li>• Retention protocols</li> </ul>
4:00-4:30pm	<b>Close and Graduation</b>