

Doctor Scientific Session

10:30am – 12:00nn

1.5 CEUs

Diagnosis and Treatment Planning Using CBCT in Orthodontics

Cone beam CT (CBCT) has become an increasingly important source of three dimensional (3D) volumetric data in clinical orthodontics since its introduction into dentistry in 1998. Since then it has developed as an important technique for diagnosis, treatment planning and treatment outcome assessment. The advantages of CBCT over conventional radiography put us in a position of deciding when and how to use it. How much do we gain with CBCT? or what we are missing without it? What are the selection criteria, and what is the low dose protocol (FOV and resolution) for using CBCT for different orthodontic questions? The purpose of this presentation is to highlight the current understanding of, and evidence for, the clinical use of CBCT in orthodontics; and to review the findings to answer clinically relevant questions. Radiation and incidental findings are a concern with the clinical use of this imaging. Justification, referral criteria, quality assurance and optimization protocols are being developed. The need to image should be made on a case-by-case basis following an assessment of benefits vs. risks of scanning. The advantages over routine radiographs in altering diagnosis and treatment decision needs to be demonstrated. The problem with the use of CBCT is incomplete efficacy knowledge, and lack of awareness of efficacy. At the same time there is a financial pressure with marketing and even peer pressure to obtain the latest instrument.

This presentation will review CBCT indications on uneruptive displaced teeth such as canine displacement, untangling the transverse problem, assessing bone boundaries and workflow for virtual orthographic planning with the integration of dental model from intra-oral scanner.

Learning objectives:

- ★ When and why to choose CBCT for orthodontics purposes.
- ★ To understand how CBCT transverse analysis can modify our diagnosis, treatment plan and outcome.
- ★ To learn virtual workflow for orthographic planning with integration of dental model from intraoral scanner.

Dr. Vicente Hernández-Soler

Dr. Vicente Hernández-Soler is associate professor in the department of Orthodontics, University of Valencia, School of Dentistry. He received his medical education at Valencia University (1977) and his dental education (1979) at Complutense University in Madrid.

He holds a certificate in orthodontics and a Master of Medical Sciences from Harvard University (1995). He has Doctor in medicine degree from Miguel Hernandez University (1996). He is Diplomate of the American Board of Orthodontics and the European Board of Orthodontics. He is active member of

the Edward H. Angle Society (Midwest Component). He has a Master in Public Health from Miguel Hernandez University. He was International Vice-President of The Harvard Society for Advancement of Orthodontics. He has a private practice limited to orthodontics.

Doctor Practice Management Session

10:30am – 12:00nn

1.5 CEUs

Some Really Cool Computer Technologies that Would be Useful in Your Practice

Computer Technologies evolve at an astounding pace. How are you supposed to keep abreast of developments that could help you improve your Practice without being a full time geek? Come to this lecture!

We will cover a handful of new technologies that could make a positive difference in your Practice. Things like:

- ★ How to know if Cloud computing is right for your Practice?
- ★ Windows XP is Dead – what to do now?
- ★ How to use email and still be HIPAA compliant?
- ★ Steps to make sure your computers and data are secure.
- ★ Using your Laptops and with Wireless Displays (WiDi).
- ★ ... and more.

I promise to limit the Geek Speak and relate the issues in terms that we can all understand. Please bring your own questions to share.

Learning objectives:

- ★ Be able to evaluate if Cloud Computing is appropriate for your Practice.
- ★ Understand the issues with Windows XP no longer being supported.
- ★ Understand the issue behind using email for HIPAA PHI and how to deal with it.

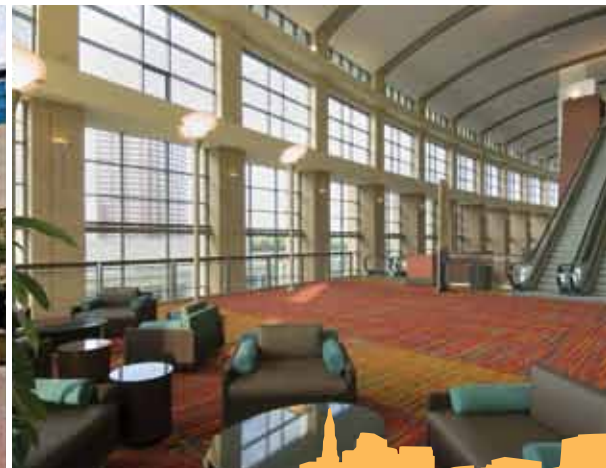
Mr. Steven McEvoy

Mr. McEvoy is an IT professional and Project Manager working for MME Consulting, Inc, a computer company that specializes in serving Orthodontic Practices in the US and Canada. He has 15+ years working hands on with the technologies used in Orthodontic Practices like yours. Mr. McEvoy is currently serving as a member of the AAO Committee on Technology (CTech).

NESSO 2014 Revolutionary

CONNECTICUT STILL REVOLUTIONARY
ORTHODONTICS IS EVOLUTIONARY

preview program



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join us in hartford

Welcome

★★★

2014 Annual Meeting Planning Committee

Dr. Terry Sobler

President

Dr. Paul McKenna

General Chair and
Local Arrangements

Dr. Susan Tierney

Registration Chair

Dr. Sal Manente

Exhibits & Sponsor Chair

Dr. Olivier Nicolay

Doctor Scientific Chair

Dr. Stephen McKenna

Doctor Practice
Management Chair

Dr. Ian Sobler

Staff Program Chair

Dr. Eric Ploumis

New & Younger Member
Conference Chair

Dear Fellow Members

It's our pleasure and honor to invite each of you to the Northeastern Society of Orthodontists' 93rd Annual Meeting, November 6-9, *Connecticut Still Revolutionary Orthodontics Is Evolutionary*. This is the educational meeting of the year for you, your staff team and family! We're back in the continental U.S. at the new Hartford Marriott Downtown and Connecticut Convention Center.

Hartford offers advantages NESO members desire in a meeting:

- ★ A recent analysis showed Hartford to be within two hours travelling time for 80 percent of the entire NESO membership and only a short flight for all others.
- ★ Good value and reasonable costs. We've negotiated an extremely favorable room rate that will satisfy and impress all those that need lodging.
- ★ This year's exciting and cutting edge scientific lectures feature: **Willy Dayan, Greg Huang, Ravi Nanda, Kate Vig**, and others.
- ★ Staff lectures highlight crowd pleasing and ever-popular speakers: **Rita Bauer, Char Eash, Paul Gange**, and more.
- ★ The Connecticut Science Center is immediately adjacent to the conference hotel and offers a tremendous experience for both children and adults. Our Friday evening Gala Reception will be held in the entire scientific center complex. We're sure you will all enjoy it!

This *Preview Program* is your guide to the 2014 Annual Meeting doctors and staff program, special events, registration, and discounted group housing for the Hartford Marriott Downtown. Mark your calendar to register online and to reserve housing beginning May 15.

We look forward to seeing you in Hartford!



Terry Sobler
2014 President



Paul McKenna
2014 General Chair

Connecticut Still Revolutionary: Orthodontics is Evolutionary

schedule at a glance

Thursday, November 6, 2014



- 8:00am - 6:00pm ★ Exhibit Set Up
 - 10:00am - 5:00pm ★ Registration Open
-

Friday, November 7, 2014



- 7:00am - 5:00pm ★ Registration Open
-

★★★ Doctor Scientific Session

- 8:30am - 10:00am ★ Searching for Evidence-based Answers to *Your* Clinical Questions - With Text Codes
Dr. Kate Vig
-

★★★ Doctor Practice Management Session

- 8:30am - 10:00am ★ Enhancing Efficiency and Effectiveness through Digital Orthodontics
Dr. Jeffrey Kozlowski
-

★★★ Staff Session

- 8:30am - 10:00am ★ Internal Marketing
Mr. Jeff Behan
-

- 9:00am - 5:00pm ★ Exhibits Open

- 9:00am - 5:00pm ★ ABO Case Displays Opens
-

★★★ Doctor Scientific Session

- 10:30am - 12:00nn ★ Evidence - the Good, the Bad, and the Ugly
Dr. Greg Huang
-

schedule at a glance continued

★★★ **Doctor Practice Management Session**
10:30am - 12:00nn ★ HARMONY: High Tech Meets Lingual Orthodontics
Dr. Patrick Curiel


★★★ **Staff Session**
10:30am - 12:00nn ★ Going Paperless! What Does This Really Mean?
Ms. Char Eash

12:00nn - 1:30pm ★ **Lunch in Exhibit Hall** (*lunch for cash purchase*)

★★★ **Doctor Scientific Session** (*open to all doctors*)
New and Younger Members' and Residents' Program
1:30pm - 3:00pm ★ Joining, Acquiring, or Selling an Orthodontic Practice: Ask the Experts - Part 1
Orthodontic Calculus: Foundational Business Mathematics for the New and Younger Doctor
Mr. Chris Bentson
Transition Fundamentals
Mr. Roger Hill
Legal and Practical Issues to Consider when Transitioning into or out of a Practice
Dr. Eric Ploumis
Hosted by Dentsply GAC
For better dentistry


★★★ **Staff Session**
1:30pm - 3:00pm ★ Proper Materials + Correct Technique = Reduced Bond Failure\$
Mr. Paul Gange

3:00pm - 3:30pm ★ Coffee Break in Exhibit Hall

★★★ **Doctor Scientific Session** (*open to all doctors*)
New and Younger Members' and Residents' Program
3:30pm - 5:00pm ★ Joining, Acquiring, or Selling an Orthodontic Practice: Ask the Experts - Part 2
Mr. Chris Bentson, Mr. Roger Hill and Dr. Eric Ploumis
Hosted by Dentsply GAC
For better dentistry


schedule at a glance continued

★★★

Staff Session

3:30pm - 5:00pm

- ★ "A Picture Says a Thousand Words"
From Clinically Correct Views to Social Media Photos with that WOW Effect
Ms. Rita Bauer

★★★

Special Event (ticketed event)

5:00pm - 6:00pm

- ★ New & Young Members' & Residents' Reception

Hosted by **Dentsply GAC**

For better dentistry

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GAC

★★★

Special Event

6:00pm - 8:00pm

- ★ Presidents' Gala Reception at the Science Center

Hosted by **3M Unitek**

3M Unitek

Transformative Innovation

These days there are a lot of ways to define innovation. But at its most basic, it's really *just a change that creates value*. It's the research and education of GCARE, the practice growth of GACPowered and the money savings of UOBG. At GAC we are committed to the transformative power of innovation. Because it doesn't matter how you define it, you're going to find it in everything we do.



"How do I define innovation?"

"To me innovation is looking for new ways to do things that are different than you might have considered. There's a conflict in humans between staying in your comfort zone and looking for something better. Innovation resolves that conflict by addressing both. It redefines your comfort zone while improving the process."

*Dr. Tim Dumore,
DMD, MS*

Dr. Tim Dumore

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schedule at a glance

Saturday, November 8, 2014



7:00am - 5:00pm

★ Registration Open

★★★

Doctor Session

Keynote Lecture

8:30am - 10:00am

Speeding Orthodontic Treatment; An Evidence Based Assessment
Dr. Ravi Nanda

★★★

Staff Session

8:30am - 10:00am

★ Computer Reports that Count!
What Reports to Review from Your Current Computer Software that Grow the Orthodontic Practice!
Ms. Char Eash

9:00am - 5:00pm

★ Exhibits Open

9:00am - 5:00pm

★ ABO Case Displays Opens

10:00am - 10:30am

★ Coffee Break in Exhibit Hall

★★★

Doctor Scientific Session

10:30am - 12:00nn

★ Diagnosis and Treatment Planning Using CBCT in Orthodontics
Dr. Vicente Hernandez-Soler

★★★

Doctor Practice Management Session

10:30am - 12:00nn

★ Some Really Cool Technologies that Would be Useful in Your Practice
Mr. Steve McEvoy

★★★

Staff Session

10:30am - 12:00nn

★ Marketing's Missing Link - How Online Visibility Really Works
Mr. Jeff Behan

12:00nn - 1:30pm

★ **Lunch in Exhibit Hall** (*lunch for cash purchase*)

schedule at a glance continued

★★★

Doctor Scientific Session

1:30pm - 3:00pm

- ★ How Can I Incorporate Accelerated Tooth Movement into My Daily Practice?
Dr. Mani Alikhani
-

★★★

Doctor Practice Management Session

1:30pm - 3:00pm

- ★ Rapid Transit Treatment: Life in the Fast Lane of Orthodontic Advancements
Dr. S. Jay Bowman
-

★★★

Staff Session

1:30pm - 3:00pm

- ★ Behavioral Approaches to the Problem Child
Dr. Steven Kurtz
-

3:00pm - 3:30pm

- ★ Coffee Break in Exhibit Hall
-

★★★

Doctor Scientific Session

3:30pm - 5:00pm

- ★ CBCT in Orthodontics: The Good, The Bad, The Ugly
Dr. Alan Lurie
-

★★★

Doctor Practice Management Session

3:30pm - 5:00pm

- ★ Future Proof Your Orthodontic Practice
Dr. Lou Shuman
-

★★★

Staff Session

3:30pm - 5:00pm

- ★ F.A.S.T. - "Fast and Simple Techniques" for Office Videos
"Simple Videos for office staff training, patient education & practice information"
Dr. Michael Guess
-

schedule at a glance

Sunday, November 9, 2014

8:00am - 12:00nn

★ Registration Open

★★★

Doctor and Staff Session

8:30am - 10:00am

★ Class II Treatment with Invisalign
Dr. Sam Daher

★★★

Practice Management Session

8:30am - 12:00nn

★ Protect Yourself from Malpractice Exposure
Nicole Dorman, Esq., Dr. Terry Pracht and Ms. Liz Franklin

Hosted by AAOIC

10:00am - 10:30am

★ Coffee Break in Exhibit Hall

★★★

Doctor and Staff Session

10:30am - 12:00nn

★ Vertical Control and Open Bite Correction with Invisalign!
Dr. Willy Dayan

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3M Unitek

Doctor Scientific Session**8:30am - 10:00am****1.5 CEUs****Searching for Evidence-based Answers to *Your* Clinical Questions - With Text Codes**

Join us for an informative and interactive session that will allow you to practice gathering evidence-based information quickly and efficiently.

This session will provide an overview of Evidence-based practice, with initial presentations to address practical methods to search for evidence on topics solicited from the participants. This will be followed by a break-out session, during which small groups will each search for answers to their evidence-based questions. Drs. Vig and Huang will assist with these searches, and with the interpretation of the literature. Finally, each group will present the evidence-based answers that they have found. (Prizes for the best presentation!!!!)

Learning objectives:

- ★ Understand the principles for Evidence-based clinical practice.
- ★ Learn how to construct a searchable clinical question.
- ★ Learn how to find evidence by searching electronic data bases.
- ★ Understand how to apply evidence from the published scientific literature to clinical decision-making.

Dr. Kate Vig

Kate Vig is Professor Emeritus at the Ohio State University and Chaired the OSU orthodontic Department 1994-2007. She is the Co-Author of *Orthodontics: Current Principles & Techniques* now in its 5th edition and translated into multiple languages. She is

Co-Editor of *Evidence-based Orthodontics* and serves on the ADA Critical Review Panel of Evidence-based Dentistry. Kate is a diplomate of the American Board of Orthodontics and Examiner for the ABO since 2004. She received the Ketcham award 2009. She has published extensively in the orthodontic literature and served as President of the American Cleft Palate-Craniofacial Association and President of the IADR Craniofacial Biology Group. She spent time in England enrolled in Evidence-based Health Care at Oxford University and the Cochrane Oral Health Group.

Kate officially retired from OSU in 2013 and recently moved to Boston.

Doctor Practice Management Session**8:30am - 10:00am****1.5 CEUs****Enhancing Efficiency and Effectiveness through Digital Orthodontics**

Utilizing Digital Smile Design software to enhance clinical outcomes while improving clinical efficiency. The benefits and risks associated with custom digital orthodontic appliances are no different than those associated with the current appliances of choice employed by each doctor in attendance. In attending the course you will understand the benefits of custom digital orthodontic appliances. There will be a brief review of the custom digital software and the clinical procedures associated with custom digital orthodontics through case review. We will also discuss the clinical protocols to enhance clinical efficiency.

Learning objectives:

- ★ Fundamental understanding of Digital Smile Design software.
- ★ Clinical procedures associated with treating patients efficiently and effectively.

Dr. Jeff Kozlowski

Dr. Jeff Kozlowski is world renowned for his unique perspective on clinical efficiency. An internationally sought-after lecturer, he has presented on topics including Clinical Efficiency, Digital Orthodontics, Facial Esthetics, Efficient Early Treatment, and

Orthodontic Treatment Mechanics. Dr. Kozlowski graduated with a BS in Economics from Syracuse University prior to receiving his DDS and Orthodontic Specialty Certificate from the State University of New York at Buffalo. As an avid cyclist and endurance athlete, he has completed the Ironman Triathlon 5 times and the Mt. Washington Bicycle Hillclimb 12 times. He has practices in New London, East Lyme and Stratford CT.



The skyline of downtown Hartford, Connecticut at dusk from across the Connecticut River.

Staff Session**8:30am – 10:00am****1.5 CEUs****Internal Marketing**

Successful internal marketing is more important than ever in a world where every patient has the ability to build (or tear down) your brand. Your long-term success depends on every member of your team understanding their role in practice marketing and being excited and enthusiastic about it. This session is perfect for everyone who interacts with existing and prospective patients – from the front office to the clinic.

Learning objectives:

- ★ How to recognize and respond to key customer comments.
- ★ How to get positive online patient reviews.
- ★ How to connect your external marketing with what you do in-office.

Mr. Jeff Behan

Jeff Behan is a fun and relevant speaker whose subject matter focuses on internal/external communications, sales performance, connecting with existing and prospective patients and practice branding. Over his career, he has worked with a diverse array of clients

including; Major Public Utility Companies, Intel Corp. and Delta Airlines as well as numerous dental and orthodontic companies including Align Technology and Ormco. He is the principal member of VisionTrust Communications, providing staff training, customized communications tools and consulting with a primary emphasis on practice development, including many of the top dental practices in the world.



Connecticut Convention Center, NESO 2014 Annual Session meeting site.

Doctor Scientific Session**10:30am – 12:00nn****1.5 CEUs****Evidence – the Good, the Bad, and the Ugly**

For over a decade, the American Dental Association has advocated Evidence-based Dentistry. This approach to care has also been adopted by the various dental specialties, including orthodontics. Thus, it is important for all orthodontists to be familiar with the principles of evidence-based care, and how it impacts our daily practice. It is also important to be aware of the evidence, good, bad, and ugly, that currently exists.

Dr. Huang will employ an evidence-based approach to address several controversial topics in orthodontics. He will also describe ideas for improving the evidence base in our profession.

Learning objectives:

- ★ Understand the hierarchy of evidence.
- ★ Recognize examples of good and bad evidence in orthodontics.
- ★ Understand how evidence in orthodontics can be improved upon.

Dr. Greg Huang

Dr. Huang received his DMD from the University of Florida in 1987, and his Certificate in Orthodontics and MSD from the University of Washington in 1989. He also holds an MPH in Epidemiology from the University of Washington. Dr. Huang practiced in Florida from 1990-1999, and then returned to the University of Washington to pursue an academic career. He is currently Professor and Chairman of the Department of Orthodontics at UW. He practices one day a week in Bellevue, Washington.

Doctor Practice Management Session

10:30am – 12:00nn

1.5 CEUs

HARMONY: High Tech Meets Lingual Orthodontics

To come.

Dr. Patrick Curiel

Dr. Patrick C. Curiel completed his dental training in Paris, France and his specialty in orthodontics at Columbia University in New York where he obtained a master of Arts in Orthodontics (MA) in 2000.

Dr. Curiel is the founder of the HARMONY lingual treatment system, the first fully, customized, self-ligating lingual solution in orthodontics.

To support the system, he established the HARMONY Clinical Research Division (HCR), a center for the continued development and promotion of this revolutionary technology worldwide through the cooperative contribution of highly experienced lingual practitioners.

Dr. Curiel maintains his office in Paris, France, where he lives with his wife and four children.

Staff Session

10:30am – 12:00nn

1.5 CEUs

Going Paperless! What Does it Really Mean?

Are there truly paperless offices in orthodontics today? It depends upon your definition of paperless. This course will cover the process of going paperless and staying paperless. There are varying degrees of going paperless with everything from using a paper chart for all correspondence and hard copy x-rays to a complete electronic scan and storage of documents. There are documents that must be signed and there are documents that may be discarded after use. This is one of 100 systems in your practice that will need consistency and a set protocol to protect the integrity of your recordkeeping.

Learning objectives:

- ★ This course will provide insight on what going paperless in your offices really means.
- ★ The process of going paperless will be outlined step by step.
- ★ Each attendee will understand how their job design fits into the process of going paperless.

Ms. Char Eash

Char Eash is the founder and CEO of Profit Marketing Systems South, Inc., a Systems and Communication Enhancement firm for the progressive Orthodontic practice. Char works in different Orthodontic practices 40+ weeks a year and will communicate what works and does not work for the business of orthodontics today!

As a consultant, Ms. Eash strives to create systems that provide a positive platform for each team member to contribute to the practice at the highest level on a day-to-day basis. The practice of orthodontics must be run as a business! Ms. Eash has an extensive background in business, communication, leadership training, and systems development strategies for the progressive specialty practice. Through her training programs emphasis is placed on cultivating the talent within the team and communicating the vision of the practice to maintain profitability and efficiency.

Doctor Scientific Session *(open to all doctors)*★ **New and Younger Members' and Residents' Program****Joining, Acquiring, or Selling an Orthodontic Practice:
Ask the Experts – Part 1**

Hosted by GAC

For better dentistry



1:30pm – 3:00pm

1.5 CEUs

**Orthodontic Calculus: Foundational Business Mathematics
for the New and Younger Doctor**

This course will review the current consumer market for orthodontics and how it affects your practice positioning. The presentation will include a description of the transition process, an illustration of the relationships between key financial and operational data needed to examine practice health, and a general review of overhead targets. In addition, a few of the current trends seen in today's growing practices will be discussed.

Learning objectives:

- ★ Understand your practice market position and how it relates to your overhead.
- ★ Understand current overhead norms and industry operational benchmarks.
- ★ Learn some common strategies seen in growing practices.

Mr. Chris Bentson

Chris Bentson has been working with orthodontists for twenty-four years and currently serves as Managing Partner of Bentson Clark & Copple, LLC, a company that provides valuation and transition services to U.S. orthodontists. Chris is also editor-in-chief

of the *Bentson Clark reSource*, a quarterly newsletter focused on the business aspects of running a successful orthodontic practice. He is a frequent speaker at resident programs, study clubs, and user-group meetings and has had the opportunity to visit over one thousand orthodontic practices worldwide.

Transition Fundamentals

This presentation will provide the fundamentals of acquiring either a partnership interest (fractional sale) or a full sale with a view toward establishing the expectations in the following three areas: financial outcomes, legal arrangements and process. Establishing realistic expectations in advance in these three areas is critical to a successful and stress-free transition. As part of this, we will discuss why the contracts receivable must be discounted for overhead and doctor compensation allowances, and why prepaid treatment must be accounted

for in the valuation. Knowing this framework in advance will prepare you for this important event in your career.

Learning objectives:

- ★ Understand and differentiate between multiple practice transition alternatives.
- ★ Understand the impact of orthodontic receivables on practice value.
- ★ Understand the importance of after-tax cash flow projections (proforma) for a successful transition plan.

Mr. Roger Hill

Roger Hill is an expert among practice transition consultants with over 34 years of experience in working with general dentists and dental specialists. His work places particular emphasis on achieving win-win, successful outcomes by using tax efficient structures that provide a financial structure that is both affordable for purchasers yet fair and equitable to sellers.

**Legal and Practical Issues to Consider when Transitioning
into or out of a Practice**

This course will discuss the legal and practical issues buyers and sellers should consider when transitioning into or out of an orthodontic practice. Information will be presented on how to prepare for a practice transition, the legal documents required, and your attorney's role in the transition. Lease issues, tax issues, business-entity issues, and the necessary legal documents will also be addressed.

Learning objectives:

- ★ Learn how to choose and work with an attorney.
- ★ Learn the legal and practical considerations you should have in place when contemplating a transition.
- ★ Learn what legal documents your transition may require.

Dr. Eric Ploumis

Dr. Ploumis is an attorney, an orthodontist, and an associate clinical professor of orthodontics at New York University. He limits his legal practice to business and transactional issues related to the practice of dentistry such as practice transitions, partnership and

employment agreements, office leases and the defense of allegations of professional misconduct. He can be reached at www.DentalPracticeLawyers.com.

Staff Session

1:30pm – 3:00pm

1.5 CEUs

**Proper Materials + Correct Technique =
Reduced Bond Failure\$**

When we look at what causes stress in an orthodontic office, bond failure is at the top. Lost time, lost money and tarnished credibility are a few of the results of excessive bond failure. However, with the proper materials and correct technique and I emphasize CORRECT TECHNIQUE, bond failures can be minimized. This seminar will show step by step procedures for all bonding situations with the latest materials and techniques. Bring your questions!

Learning objectives:

- ★ Bonding to atypical enamel surfaces with conventional etch and self etching primers.
- ★ How to bond to porcelain, zirconia, metal and composite.
- ★ More efficient use of aligners with new materials.

Mr. Paul Gange

Paul Gange has had a career in the orthodontic industry that spans over four decades. He has been directly involved with the development of orthodontic adhesives, sealants and cements for over thirty-eight years, including developing the first “No Mix” adhesive

and many products that you use in your everyday bonding procedures. He has also been a guest speaker in numerous Study Clubs, Universities, Continuing Education courses and Regional Component meetings in the United States, Canada, Europe and the Far East. Paul’s publications include numerous journal articles along with textbook chapters and has been honored to be a guest lecturer with several leading clinicians worldwide.

Doctor Scientific Session *(open to all doctors)*★ **New and Younger Members’ and Residents’ Program****Joining, Acquiring, or Selling an Orthodontic Practice:
Ask the Experts – Part 2**

Hosted by GAC

For better dentistry

3:30pm – 5:00pm

1.5 CEUs

*see page 13***Staff Session**

3:30pm – 5:00pm

1.5 CEUs

**“A Picture Says a Thousand Words” From Clinically Correct
Views to Social Media Photos with that WOW Effect**

Photographs are not only a critical part of treatment planning and legal protection, they are a reflection of the standard of care you provide. It is critical to understand the importance of not just good photos, but exceptional photographs.

Give your patients the confidence to select your practice by showing off your great work with a clinically correct photographic series of your patients. Start taking fun photographs for social media and prepare a photo gallery that will make everybody stop and take note.

Learning objectives:

- ★ What’s new in dental photography – Cameras, accessories and gadgets that really work.
- ★ The Do’s and Don’ts of patient positioning for clinically correct images.
- ★ Tips for practice enhancers, marketing and preparation of social media with fun pictures.

Ms. Rita Bauer

Rita Bauer is a leading authority on patient photography in the Orthodontic practice. During her 25 years as medical photographer and then manager of Media Services at the Faculty of Dentistry, University of Toronto, she has trained thousands of dental professionals

and has presented over 700 lectures and workshops. Her insider’s knowledge of patient documentation and the technical know-how on camera systems comes from photographing over half a million clinical views and testing new cameras on a regular basis as a consultant for several camera suppliers.

For her efforts to the dental community she has received Honorary Memberships as a Fellow of the International College of Dental Surgeons, the Omicron Kappa Upsilon Honor Dental Society and Award of Distinction from the Faculty of Dentistry, University of Toronto.

Doctor Scientific Session**8:30am - 10:00am****1.5 CEUs****Keynote Lecture****Speeding Orthodontic Treatment;
An Evidence Based Assessment**

Is it feasible to enhance speed of orthodontic treatment duration? This question will be discussed based on evidence based clinical and biologic studies.

This presentation will highlight results of clinical and animal studies underway at our department specifically related to cortiscision, piezoscision, vibration and surgery first and biomechanics.

Learning objectives:

- ★ To learn what survey respondents (orthodontists and patients) think about speed of orthodontic treatment.
- ★ To understand evidence based information currently available regarding various surgical procedures to enhance speed of orthodontic treatment.
- ★ To elaborate various studies currently underway at the University of Connecticut on speeding orthodontic treatment.

Dr. Ravi Nanda

Dr. Ravi Nanda is currently Head of Craniofacial Sciences and Chair of Orthodontics at the University of Connecticut. He has authored more than 200 articles in orthodontic literature and authored and edited six orthodontic text books.

His latest book is "Esthetics and Biomechanics in Orthodontics". Dr. Nanda is editor-in-chief of *Progress in Orthodontics* and an associate editor of *Journal of Clinical Orthodontics*.

Staff Session**8:30am - 10:00am****1.5 CEUs****Computer Reports that Count!
What Reports to Review from Your Current Computer
Software that Grow the Orthodontic Practice!**

This course will review the key reports to follow on a daily, monthly and quarterly basis from each team member's perspective. The reports to be noted will be the status, missed appointment, procedure count, daily on deck, accounts receivable, treatment conversion and daily deposit reports. This course is designed for all team members to participate in the process of growing the orthodontic practice through proper evaluation of planned reports.

Learning objectives:

- ★ Create profit by tracking every patient and penny in the practice.
- ★ This lecture will provide key reports from each team members job design that create value for the Doctors review.
- ★ Knowing how to use the numbers empower the team to set positive and realistic goals.

Ms. Char Eash

see bio on page 12



Connecticut State Capitol in Hartford, Connecticut.

Staff Session

10:30am – 12:00nn

1.5 CEUs

Marketing's Missing Link - How Online Visibility Really Works

If you're not at least a little confused about how to succeed online, chances are you're not paying attention. A top ranking on Google is desirable, but it's only one component in a high impact online marketing program. Today, online visibility incorporates social platforms, video content and geolocation in ways that can have an immediate impact on your success.

Learning objectives:

- ★ How linking your personal and professional information can boost your visibility.
- ★ How the right content is even more important than the right key words.
- ★ How to get your patients to share your content with friends to boost your search ranking.

Mr. Jeff Behan

see bio on page 11



Mark Twain House in Hartford, Connecticut.

Doctor Scientific Session

1:30pm – 3:00pm

1.5 CEUs

How Can I Incorporate Accelerated Tooth Movement into My Daily Practice?

Decreasing the time of treatment needs a better understanding of diagnosis, mechano therapy and biological principles of tooth movement. This presentation will review the factors that control the rate of tooth movement and how they affect the concepts and technologies that are developed to accelerate the rate of tooth movement in daily orthodontic practice. Finally we will discuss how to select the best available techniques for different clinical scenarios based on patients' needs.

Learning objectives:

- ★ The most up-to-date scientific evidences on biology of orthodontic tooth movement.
- ★ The new technologies that are developed to accelerate the rate of tooth movement.
- ★ Malocclusion-based selection of techniques to increase the rate of tooth movement.

Dr. Mani Alikhani



Dr. Mani Alikhani is recognized for his translational orthodontic research and as the author of mechanotherapy book. Currently an associate professor at NYU College of Dentistry, he also holds leadership positions at several professional organizations, such as the Director of Craniofacial Biology Research Group of IADR, as well as the editor and reviewer for several grants and peer-reviewed journals. As a physicist, orthodontist and molecular biologist, he founded the first research center in the world dedicated to translational orthodontic research, "Consortium for Translational Orthodontic Research" (CTOR), integrating basic science, clinical practice, and industrial resources in the field of craniofacial biology and orthodontics. He currently holds three U.S. patents on devices which were designed to facilitate and accelerate tooth movement in orthodontic treatments.

Doctor Practice Management Session

1:30pm – 3:00pm

1.5 CEUs

Rapid Transit Treatment: Life in the Fast Lane of Orthodontic Advancements

How fast is fast? How does fast relate to how good? What will you or your patients trade for speed? Facts, friction, fiction? Miniscrews, drills, pulsations, aligners, braces, scans, what's in your wallet? What's it look like in the world of the literature?

How invasive? How innocuous? How comfortable? How painful? Risks versus rewards? An evaluation of modern life in the fast lane of orthodontics.

Learning objectives:

- ★ An objective and subjective look at accelerated treatment.
- ★ A voice of reason for where we are with skeletal anchorage.
- ★ What are you and your patients willing to wager for quality care?

Dr. S. Jay Bowman

Dr. Bowman is a Diplomate of the American Board of Orthodontics, a member of the Edward H. Angle Society of Orthodontists. He teaches at The University of Michigan, is an Adjunct Associate Professor at Saint Louis University, an Assistant Clinical Professor at Case Western, and Visiting Clinical Lecturer at Seton Hill. He received the Angle Research Award in 2000 and the Alumni Merit Award from Saint Louis University in 2005.



Corning fountain in Bushnell Park with Capitol building in background.

Staff Session

1:30pm – 3:00pm

1.5 CEUs

Behavioral Approaches to the Problem Child

Children present in orthodontists' offices with a variety of behavioral challenges including anxiety, agitation, oppositionality, defiance, hyperactivity, or impulsivity, all of which can drain professional resources, interfere with office flow and frankly by exhausting and even annoying to you and your support staff. This workshop provides a framework for differential assessment of behavior problems and a ladder of easily implemented interventions. The role of parent-child interactions in these processes also will be considered.

Learning objectives:

- ★ Attendees will identify the differing functions of agitated and impulsive behaviors.
- ★ Attendees will describe a 3-step ladder of interventions for patients with behavioral problems.
- ★ Attendees will define differential attention to the positive opposite.

Dr. Steven Kurtz

Dr. Kurtz is a Diplomate in Behavior Therapy and a leading clinician in the treatment of children's behavioral problems particularly oppositional defiant disorder, ADHD, and anxiety disorders. He also is Master Trainers in Parent-Child Interaction Therapy and a dedicated advocate for children with special needs. He has appeared on numerous programs addressing child mental health, including NBC's *Today*, CBS's *The Early Show* and PBS's *Keeping Kids Healthy*. Dr. Kurtz's Brave Buddies program for Selective Mutism was also featured on ABC's *Nightline*. Dr. Kurtz was on the faculties of the NYU School of Medicine and the Child Mind Institute.

Doctor Scientific Session**3:30pm – 5:00pm****1.5 CEUs****CBCT in Orthodontics: The Good, The Bad, The Ugly**

Conebeam CT, with easily acquired, aesthetically beautiful and geometrically accurate 3-dimensional representations of craniofacial structures, has revolutionized dentomaxillofacial diagnosis during the past decade. The rapid growth of its' use in dentistry is similar to that following the introductions of CT into medicine. Numerous presently available CBCT units present practitioners with different options regarding acquisition parameters and dosimetry. Different clinical circumstances require different image acquisition approaches, including CBCT and traditional orthodontic imaging; these will be discussed. The greater radiation dose from CBCT relative to panoramic and cephalometric imaging, and the young age of most orthodontic patients, makes radiation safety considerations critical.

Learning objectives:

- ★ Describe the major types of Conebeam CT devices presently available form clinical use, identify their various acquisition parameters such as field-of-view (FOV) and voxel size, and discuss the way these parameters can be used to maximize diagnostic information specific to the diagnostic task while minimizing patient dose.
- ★ Discuss indications and contra-indications from Conebeam CT imaging in various orthodontic treatment applications.
- ★ Understand Image Gently and ALARA concepts and their applications to Conebeam CT imaging in Orthodontics.

Dr. Alan Lurie

Dr. Lurie is Professor & Chair, OMF Diagnostic Sciences and Chair, OMF Radiology at the University of Connecticut School of Dental Medicine, A DSS at UMCLS and PhD in Radiation Biology & Biophysics at the University of Rochester, he performed

laboratory and clinical research, imaged patients in dental and medical radiology, and lead humanitarian dentistry trips into South America. Alan directed PhD, training grant and OMFR residency programs. Alan is Past President of AAOMR and ABOMR. He has over 100 publications and numerous national and international presentations, was an author of NCRP 91.2 and is presently co-chair of NCRP SC-45.

Practice Management Session**3:30pm – 5:00pm****1.5 CEUs****Future Proof Your Orthodontic Practice**

The Internet has forever changed the orthodontic practice and the questions are many:

- ★ What's happening today that should change the way you're doing business now and in the future?
- ★ What technological changes can we anticipate in how we deliver orthodontic care over the next number of years?
- ★ What social media properties should you participate in now, so as they constantly redefine themselves you are staying current?
- ★ What Internet technologies do you incorporate now to future proof your practice? Responsive Web design, pay-per-click, search engine optimization?

Learning objectives:

- ★ What future orthodontic technologies manufacturing and technology leaders are predicting.
- ★ The foundational social media properties that each practice must maintain to maximize online presence.
- ★ Where to spend time and energy utilizing the right internet technologies to acquire new patients and build patient loyalty.

Dr. Lou Shuman

Dr. Shuman is the President of Pride Institute, a renowned practice management institute and is personally known for his expertise in internet strategy, emerging technologies, and digital marketing methods. He is a member of the Key Opinion Leader Board at Dentsply GAC, a personal executive consultant to Dentsply GAC, and a member of the Dentsply Technology Committee. He is the Chairman of the Sesame Communications Technology Advisory Board and a member of the Orthodontic Advisory Boards at Orthodontic Practice US, and The Progressive Orthodontist. Dr. Shuman served as Vice President of Clinical Education and Strategic Relations at Align Technology for seven years.

Staff Session**3:30pm – 5:00pm****F.A.S. T. – “Fast and Simple Techniques” for Office Videos
“Simple Videos for office staff training, patient education
& practice information”**

This course will introduce the orthodontic staff to the benefits of adding office videos to enhance office presence, communication, information and recognition in your area. The attendee will learn how to make videos for in office use, external use and to load them on social media sites such as YouTube. Patient recognition will also be addressed. This should be a fun and very useful course for staff.

Learning objectives:

- ★ Learn how to set up a social media site and update valuable information to your patients.
- ★ Learn the do's and don'ts in creating office videos.
- ★ Learn the Steps to insure good quality, repeatable results.

Dr. Michael Guess

Michael B. Guess, DDS, MS, MA is a Diplomate of the American Board of Orthodontics. He is the immediate past-President of the College of Diplomates of the American Board of Orthodontics. He has been actively involved in Social Media with his office for the past 5 years and his videos have been viewed almost 3 million times worldwide. He has a passion for technology and innovations that increase office efficiency. He has practiced dental acupuncture for the past 24 years, has formulated homeopathic headache and pain medications and taught courses in TENS for pain control. He is well versed in dental sleep medicine and is actively involved in patient care in his office.

Revolutionary**Receive CE Credits****2014 NESO Annual Meeting**

NESO designates this activity for a maximum of 15.5 credit hours of continuing education credits for doctors and staff.



Soldiers and Sailors Memorial Arch, Bushnell Park, Hartford, Connecticut.

Doctor & Staff Joint Session

8:30am - 10:00am

1.5 CEUs

Class II Treatment with Invisalign

Treatment of Class II malocclusion on non-growing adults is limited to: 1 - extraction, 2 - upper arch development and distalization and 3 - orthodontics in combination with orthognathic surgery. Dr. Daher will share his techniques for treating Class II using exclusively clear aligner therapy and auxiliaries. He will also share the results of a study on Class II treatment with distalization using Invisalign® and Class II elastics.

Learning objectives:

- ★ Recognize that clear aligner therapy has a role to play in orthodontic treatment.
- ★ How to plan sequential distalization in the upper arch for dental Class II treatment with Invisalign.
- ★ Effective use of inter-arch elastics to reinforce anchorage during Class II treatment.

Dr. Sam Daher



A bilingual native of Montreal, Dr. Sam Daher received his DDS degree from McGill University (Montreal) with distinction in 1994 then practiced general dentistry for a few years before returning to Université de Montréal to complete a Masters' degree and specialty in orthodontics. Currently living and practicing in Vancouver, Dr. Daher maintains an Invisalign practice in the downtown core where he treated over 2,750 Invisalign cases of varying complexities. Dr. Daher is an adjunct associate Professor at the University of the Pacific (UoP) in San Francisco and a guest speaker at his alma mater, Université de Montréal. He is an active member of both American & Canadian Association of Orthodontists (AAO & CAO) and a Fellow of the World Federation of Orthodontists (WFO).

Practice Management Session

8:30am - 12:00nn

3.5 CEUs

Protect Yourself from Malpractice Exposure

Hosted by AAOIC

Have patients complained about you and your practice on Facebook or another public web site? Do you need to terminate the treatment of a difficult patient who is disrupting your office? Are you concerned that a fee refund is an admission of liability? In today's practice environment, orthodontists must deal with more than the movement of teeth. Patients with real or perceived problems easily complain about treatment, request fee refunds, and file regulatory body complaints and malpractice claims against doctors - often for insignificant issues. Some people believe doctors guarantee

successful results, notwithstanding physiology or patient cooperation. In many jurisdictions, juries appear to agree and award large verdicts, often with little apparent regard for liability. Dental boards and other regulatory bodies can be formidable adversaries when a patient complains and their negative rulings are usually public records. Regulatory complaints also lead to lawsuits, and pose licensure problems. These and other topics will be addressed at a risk management seminar sponsored by the AAO Insurance Company (aRRG), an endorsed program of the AAO. There will be three presenters: an insurance claims manager; an orthodontist who is familiar with both practice and claims issues; and a dental malpractice defense attorney. These speakers will use their experience along with summaries and data from real malpractice claims and lawsuits to educate you to recognize potential problems. They will suggest changes in behavior and practice activity that will help you minimize your exposure to claims.

Nicole Dorman, Esq.



Nicole Dorman is a trial attorney who has over 20 years specialized in handling medical and dental professional liability litigation. She has her own firm in Hartford, CT. and has been on the AAOIC panel of approved counsel for over 10 years.

Dr. Terry Pracht



Dr. Pracht is a former President of the Ohio Association of Orthodontists, the Great Lakes Association of Orthodontists and the American Association of Orthodontists. He has served for many years on the AAOIC Board of Directors and is currently Chairman of the Board. He lectures frequently on the topic of Orthodontic Risk Management.

Ms. Liz Franklin



Elizabeth Franklin, BA, MS, is the claims manager at AAO Services, Inc. Ms. Franklin has managed the handling of all AAOIC (RRG) orthodontic malpractice claims for over 10 years. Ms. Franklin is experienced in reviewing, analyzing and evaluating orthodontic malpractice claims.

Doctor & Staff Joint Session

10:30am – 12:00nn

1.5 CEUs

Vertical Control and Open Bite Correction with Invisalign!

Successful orthodontic treatment involves control of tooth movements in many planes of space. There are numerous factors to consider in any individual orthodontic treatment, and aligner orthodontics is no different.

Of considerable advantage in aligner driven orthodontics is the vertical control offered by the consistent wear of aligners that cover the occlusal surface of all the teeth. This occlusal coverage and the resultant biting forces on the aligners offers the orthodontist an advantage not usually available in other orthodontic systems.

Join Dr. Willy Dayan as he presents how to use Invisalign to consistently close anterior open bites using selective posterior intrusion, without the need for any jaw surgery and without any TADS for anchorage.

Learning objectives:

- ★ Intruding posterior teeth without TADS or any other anchorage devices.
- ★ Closing anterior open bites without extrusion of anterior teeth.
- ★ Reducing the vertical dimension of long lower face height patients without jaw surgery.

Dr. Willy Dayan

Dr. Dayan received his DDS from the University of Toronto in 1986. Following a year of general practice residency at the Montreal Jewish General Hospital and two years in private general practice, he returned to the University of Toronto and completed his diploma in Orthodontics in 1991. Dr. Dayan attends the Pankey Institute for Advanced Dental Education.

Dr. Dayan became an Invisalign provider in the fall of 1999, has treated over 1200 cases, and is currently an Elite Premier Provider. Dr. Dayan is a registered speaker for Invisalign and currently teaches orthodontists and dentists internationally how to use Invisalign to achieve excellent results even in the most challenging cases. He is a member of the Invisalign Clinical Studies Group involved in research and development of new and effective Invisalign techniques.

Revolutionary**Continuing Education Recognition Program**

ADA CERP® | Continuing Education Recognition Program

NESO is an ADA CERP Recognized Providers, approved by American Association of Orthodontists. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.

NESO designates this activity for a maximum of 15.5 credit hours of continuing education credits for doctors and staff.

It is the responsibility of the individual attendee to submit any necessary continuing education credit documentation to their individual state for verification. Continuing education credits issued for participation in the CE activity may not apply toward license renewal in all states/provinces. It is the responsibility of each participant to verify the requirements of his/her state/provincial licensing board(s).

ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. Concerns or complaints about CE providers may be directed to the provider or to ADA CERP at www.ada.org/cerp.

Registration and Housing

To Register

Register on line at www.neso.org

Or fill out and fax the registration form on pages 24-25. The registration fee includes admission to the doctor, or clinical staff sessions, and the exhibit hall. Please register by August 1, 2014 to qualify for the early bird rates. All registration fees will increase by \$75 (from the early registration fee) on site.

Registration Questions?

- ★ Call 1-888-242-3795 and ask for Kathy Richardson or email krichardson@aaortho.org
- ★ A \$25 cancellation fee will be charged for each person's Annual Meeting registration upon written request until the deadline. No registration refunds will be issued after the cancellation deadline.

Headquarters Hotel and Meeting Site

- ★ Marriott Hartford Downtown
200 Columbus Blvd.
Hartford, CT 06103

Phone: 860-249-8000

- ★ Connecticut Convention Center
100 Columbus Blvd.
Hartford, CT 06103

Phone: 860-249-6000

www.ctconventions.com

Housing

To make your hotel reservations on line go to www.NESO.org or call the NESO housing services toll-free at 866-575-4133. Please make your hotel reservations no later than October 2, 2014 to receive the group rates. Any reservations made after October 2, 2014 will be confirmed on a space available basis at the current rates.

Marriott Hartford Downtown

Located in the Adriaen's Landing District of Hartford, the Marriott Hartford Downtown overlooks the Connecticut River and is interconnected with the Connecticut Convention Center. Attracting business and leisure travelers alike since 2005, this 409 room upscale hotel is AAA rated with four Diamonds. Local Hartford attractions within walking distance include Spotlight Theater, Wadsworth Atheneum, The Bushnell for Performing Arts, Old State House, XL Center and the State Capital Building. The Connecticut Science Center, an interactive educational science museum for adults and children, is adjacent to the hotel. Other area highlights include the Comcast Theatre, Travelers, Aetna, Pratt & Whitney, and UTC. This Marriott hotel combines the beauty of a grand hotel with contemporary amenities including a spa, fitness center, upscale dining and high-speed Internet access.



Marriott Hartford Downtown, NESO 2014 Annual Session meeting site.

2014 NESO Annual Meeting

- ★ Register online at www.neso.org or fax registration to: 314-993-6992.
- ★ To register multiple attendees from one office, please use the online registration form.

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Category	Fee on or before August 1, 2014	Fee after August 1, 2014
{ } NESO Member	\$425	\$475
{ } Paid Faculty Member Member	\$212	\$262
{ } NESO Retired Member	\$275	\$325
{ } Clinical/Administrative Staff	\$150	\$200
{ } NESO Student Member	No Fee	No Fee
{ } Spouse/Guest (<i>Presidents' Gala Reception</i>)	\$75	\$125
{ } All Others	\$750	\$800

Total Fees Submitted

Please note that fees will be increased by \$75 on site.

Registration fees include lectures and President's Gala Reception at the Science Center.

Ticketed Event

The following event is included with your registration. You must register to receive ticket.

Please check to indicate if you will be attending.

<input type="checkbox"/> Presidents' Gala Reception (<i>Friday at 6:00pm</i>)	# of tickets	no fee
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Payment Information**Check**

Check enclosed (*payable to NESO*) in U.S. dollars only; mail to:

- ★ Northeastern Society of Orthodontists
- Attention: Kathy Richardson
- 401 North Lindbergh Blvd.
- St. Louis, MO 63141

Credit Card

Visa Mastercard American Express (*no other credit cards accepted*)

PLEASE PRINT

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Name on Card		
Signature of Cardholder		

Registration Cancellation/Refund Policy

Registration cancellations must be received no later than October 12, 2014 to receive a refund. Submit your cancellation in writing to the NESO Meetings Department via email to krichardson@aaortho.org. Telephone cancellations will not be accepted. Your cancellation/refund request should include your name, registration confirmation number, AAO member number and the reason for the refund. A \$25 cancellation fee will be charged for each person's Annual Meeting registration upon written request until the deadline. No registration refunds will be issued after the cancellation deadline. All approved refunds will be processed within 30 business days after the approval.

IMPORTANT

Registration cancellations, registration fee refunds and ticketed event refunds will NOT be processed on-site during the Annual Meeting.

Please call 314-292-6539 or email mburle@aaortho.org if special services or special dietary requirements are needed.



Northeastern Society of Orthodontists

401 North Lindbergh Blvd.
St. Louis, MO 63141-7816

PHONE 888.242.3795
FAX 314.997.1745

EMAIL neso@aaortho.org
WEBSITE www.neso.org

join us at our future meetings

Future NESO Annual Meetings



★★★

Join Us in Providence

September 10-13, 2015

- ★ Rhode Island Convention Center & Omni Hotel (formerly the Westin)
Providence, Rhode Island

★★★

Join Us in New York

October 6-9, 2016

- ★ Marriott Marquis Hotel
New York, New York

★★★

Join Us in Boston

October 12-15, 2017

- ★ Marriott Copley Place Hotel
Boston, Massachusetts

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