

AAO 2014 Annual Session – Orthodontic Staff Program

FRIDAY, April 25

Practice Management Software User Meetings

Limited Attendance (maximum 75 per class) – each class is ticketed (through registration) – all classes are complimentary

These sessions are not for CE credit

	Rm. 202	Rm. 205	Rm. 207	Rm. 214	Rm. 215	Rm. 224	Rm. 231	Rm. 236	
	Carestream	Cloud9Ortho	Dolphin	New Horizons Software	Oasys	Ortho 2	OrthoPro	Tops Software	
1:00 - 2:00 PM	1:00 - 2:30 Maximize Your OrthoTrac and Imaging Software	What's New at Cloud9Ortho	Hands On Camera: Techniques for Orthodontic Clinical Photography	Subtle and Direct Marketing	HIPAA, Your Data, and Your Practice	What's New With Ortho2	Smoothing Out the Business Side of Your Practice with OrthoPro	The New World of High Definition Reporting	
2:00 - 3:00 PM		2:30 - 4:00 Maximize Your OrthoTrac and Imaging Software (repeat)	Effective Imaging	What's New at Dolphin	Don't Lose Patients!	WorkFlows Can Add Consistency and Continuity to Your Practice	Edge 101	OrthoPro in the Clinic and Beyond: The Information you Need, When and Where you Need It	The New World of High Definition Reporting (repeat)
3:00 - 4:00 PM			Attracting and Tracking Potential Patients	3:00 - 5:00 Computer Lab: Training on Dolphin Products and Programs	Scheduling: Treatment Card, Interoffice Patient Flow	Oasys Cloud2U Product	Everything Imaging	Smoothing Out the Business Side of Your Practice with OrthoPro (repeat)	The New World of High Definition Reporting (repeat)
4:00 - 5:00 PM	High Definition Orthodontics: CS 3-D Imaging Review, Tips & Tricks	What Should I Tell People About How Cloud9Ortho is Different?		Accounting and Practice Health	Business Intelligence and Interactive Reports	Communicating with Edge	OrthoPro in the Clinic and Beyond: The Information you Need, When and Where you Need It (repeat)	The New World of High Definition Reporting (repeat)	

AAO 2014 Annual Session – Orthodontic Staff Program

SATURDAY, April 26

	Room R-05	Room R-06	Room 209	Room 221	Ballroom B	Ballroom C
8:00 – 9:30	Char Eash Profitability by Job Design	Lisa Alvetro Forsus in Clinical Practice: A Staff Guide to Success	Rita Bauer Improve Your Image(s)! Patient Documentation and Marketing with Photography	James Paschal The State of our Profession and What You can do to Effect Change in Your Practice as an AAO Member	DOCTOR & STAFF Technology for the Orthodontic Office Greg Jorgensen Online Reputation Management + Martin Palomo Electronic Records Transfer: Is it HIPAA Compliant?	DOCTOR & STAFF Marketing for Income Roger Levin Get New Patients NOW! Referral Marketing + Jeff Behan Contemporary Approaches to Marketing
9:45 – 11:15	Eric Ploumis Collecting Your Fee: Legal, Ethical and Practical Considerations	Charlene White Active Practice Pro-action vs Panic Reaction	Lynne Fales Inventory Management: “The Price is Right”	Room 345 9:35 – 11:05 Featured Speaker Series Dr. Kenneth Cooper Century Medicine: Preventive Medicine and Wellness <i>Not for CE credit</i>	9:35 - 11:05 Anthony Puntillo Optical Scanners: Eliminating Impressions From your Practice + Edward Lin 3-D Printer Technology: Time for a Plaster-less Practice?	9:35 - 11:05 LeeAnn Peniche What's on the Inside Counts + Gary Johnson Growing Your Practice in any Economy
				Room 221		Room 218
	1:15 - 2:45 Jackie Dorst OSHA: Safety for the Ortho Team	1:15 - 3:15 Suzanne Boswell and Rosemary Bray Dual or Duel? Relationship Management in the Orthodontic Practice	1:15 - 2:45 Karen Gregory HIPAA Legal Implications	1:15 – 3:15 Practice Management Systems Forum Which system is best for you? <i>Vendors from Friday's Practice Management Software User Meetings</i> <i>Not for CE credit</i>	1:00 - 2:00 Aaron Molen Creative Technology for Your Orthodontic Practice + 2:00 - 3:00 Steven McEvoy Cloud Computing: Questions you Need to ask Your Vendors	1:15 – 3:15 Hands On Doug Depew Wire Bending Max 200 Ticket \$25

AAO 2014 Annual Session – Orthodontic Staff Program

SUNDAY, April 27

	Room R-05	Room R-06	Room 209	Room 221	Room 211	Room 242
8:00 – 9:30	Lori Garland Parker Chart Your Course: Using Effective Charting to Finish Patients On Time	LeeAnn Peniche The Results Store	Elizabeth Franklin Malpractice Claim Prevention for Orthodontic Staff	Jackie Dorst CDC Guidelines for Infection Control and Instrument Sterilization	8:00 – 11:00 Hands On Workshop Rita Bauer Camera, Lights, Action! Patient Photography Made Easy #1 Max 20 Ticket \$100	Hands On Nathan Briner Posture Therapy #1 Max 15 Ticket \$15 <i>Not for CE credit</i>
9:45 – 11:15	Jerry Teplitz Working Together: Effective Ways to Build Successful Teams	Rosemary Bray It Can't be Mardi Gras, But it Can be Fun!	Jackie Shoemaker Where Dat Cash Fleaux At?	Room 345 9:35 – 11:05 Featured Speaker Series Jeanne Robertson Humor: More than a Laughing Matter <i>Not for CE credit</i>		Hands On Nathan Briner Posture Therapy #2 (repeat) Max 15 Ticket \$15 <i>Not for CE credit</i>
					Room 221	
1:15 – 2:15	Debbie Best Time Proven Management Techniques	Gerry Samson Boiling Oil	Laura Johnston The Benefits of Taking Ownership of Your Practice	Dusty Green Using Video to Grow Your Practice	1:15 – 4:15 Hands On Workshop Rita Bauer Camera, Lights, Action! Patient Photography Made Easy #2 (repeat) Max 20 Ticket \$100	
2:30 – 3:30	Barbara Herzog Is Your Fee Presentation Getting a YES?	Mary Beth Kirkpatrick A Legendary and One-of-a-Kind Practice	Jerry Teplitz Managing Your Stress: How to Relax and Enjoy	Andrea Cook Indirect Bonding: Is it Right for You?		
3:45 – 4:45	Clark Colville The Assistant's Role in Delivering Clear Aligner Treatment	John Graham The Assistant's Role in TADs and Lasers	Dean Bellavia Yes, You CAN Design Your Own Doctor Treatment Time Schedule	Nathan Briner Chronic Pain: How to Find the Way Out <i>Not for CE credit</i>		

AAO 2014 Annual Session – Orthodontic Staff Program

MONDAY, April 28

	Room R-05	Room R-06	Room 209	Room 221	Room 242	Room 213
8:00 – 9:30	Doug Depew Discovering Orthodontic Photography: What is Your Doctor Looking For?	Gary Johnson Wowed! Using the Principles of WOW to Forge the Ultimate Patient Experience	Robert Elliott Surviving Medical Emergencies in the Orthodontic Office	Chris Bentson Practice Transition for Orthodontic Staff	Hands On Nathan Briner Posture Therapy #3 (repeat) Max 15 Ticket \$15 <i>Not for CE credit</i>	
9:45 – 11:15	Jeff Behan Social Media and Patient Communications on the Mobile Web	Jeff Hargett <i>Ritz-Carlton</i> <i>Leadership Center</i> It's All About Leadership	Andrea Cook Reducing Emergencies and Finishing Treatment on Time	Room 345	Hands On Nathan Briner Posture Therapy #4 (repeat) Max 15 Ticket \$15 <i>Not for CE credit</i>	Hands On Workshop Doug Depew An Exploration of Orthodontic Photography: Technique and Implementation #1 <i>Prerequisite: Depew Photo lecture Monday 8AM in R02</i> Max 24 Ticket \$75
				9:35 – 11:05 Featured Speaker Series Bruce Christopher Why are Women so Strange and Men so Weird?		
				Room 221	Room 211	
1:15 – 2:15	Paul Gange The Proper Steps to Bonding Success	Joan Garbo If Not Now ... When? If Not You ... Who?	John Sileo Data Spies, Hackers and Online Attackers	Karen Moawad Refocusing on Orthodontic Systems with Wisdom and Insight	1:15 – 2:45 Hands On Workshop Robert Elliott Practical Scenarios for Emergencies in the Orthodontic Office #1 Max 15 Ticket \$100	
2:30 – 3:30	Ann Phillips Legendary Service	Suzanne Boswell Managing Maalox Moments: Getting your Point Across Assertively and Confidently!	Edwina Wood Who's in Control – Overhead or You?	John McDonald Understanding Degrees of Difficulty in Orthodontic Cases	3:15 – 4:45 Hands On Workshop Robert Elliott Practical Scenarios for Emergencies in the Orthodontic Office #2 (repeat) Max 15 Ticket \$100	3:15 – 4:45 Hands On Workshop Doug Depew An Exploration of Orthodontic Photography: Technique and Implementation #2 (repeat) <i>Prerequisite: Depew Photo lecture Monday 8AM in R02</i> Max 24 Ticket \$75
3:45 – 4:45	Char Eash Why Choose Our Practice?	Jeff Hargett <i>Ritz-Carlton</i> <i>Leadership Center</i> Back to Basics: Ritz-Carlton Style	Ann Marie Gorczyca 201 Fun and Effective Ideas for Marketing Your Orthodontic Practice	Rita Johnson PVS Impression Taking		

AAO 2014 Annual Session – Orthodontic Staff Program

TUESDAY, April 29

	Room R-05	Room R-06	Room 209	Room 221	Room 213
8:30 – 10:00	Carol Eaton Building Your Marketing Toolbox	Eric Ploumis Dismissing a Patient: What You Need to Know to Say Goodbye	Tina Byrne Managing The Five P's for an Effective Insurance System	Jackie Dorst OSHA: Safety for the Ortho Team (REPEAT)	Hands On Workshop Doug Depew An Exploration of Orthodontic Photography: Technique and Implementation #3 (repeat) <i>Prerequisite: Depew Photo lecture Monday 8AM in R02</i> Max 24 Ticket \$75
10:15 – 11:45	Ken Alexander Winning with Wonderful, Outstanding and Worthwhile Customer Service	Tracy Vitug An Advanced Protocol for Excellence in Hygiene: Air-polishing at Every Orthodontic Appointment	Carolyn Friedman Do Your Patients Manage Your Practice?	Doug Depew Meet the Six Misses of Risk Management	