

AAO 2017 Annual Session Orthodontic Team Program

This information is subject to change for current schedule, go to www.aaoinfo.org or the AAO mobile APP

FRIDAY – April 21

HANDS-ON WORKSHOPS

These sessions are ticketed, limited attendance

(Tickets purchased through your individual online registration)

Room 22	Room 23B	Room 21	Room 23A
<p style="text-align: center;">1:00 - 2:30 PM DUSTY GREEN</p> <p style="text-align: center;">Video for Orthodontic Practices: Learn to Shoot, Edit and Upload Like a Pro!</p> <p style="text-align: center;"><i>Limited Attendance: 30</i> <i>Ticket cost: \$30</i></p> <p>#1</p>	<p style="text-align: center;">1:00 - 2:30 PM DOUG DEPEW</p> <p style="text-align: center;">Hands-on Wire Bending for the Orthodontic Assistant</p> <p style="text-align: center;"><i>Limited Attendance: 45</i> <i>Ticket cost: \$30</i></p> <p>#2</p>	<p style="text-align: center;">1:00 - 3:00 PM RITA BAUER</p> <p style="text-align: center;">Camera, Lights, Action! Patient Photography Made Easy</p> <p style="text-align: center;"><i>Limited Attendance: 20</i> <i>Ticket cost: \$50</i></p> <p>#3</p>	<p style="text-align: center;">1:00 - 3:00 PM NEIL WARSHAWSKY</p> <p style="text-align: center;">The Truth on Retainers: How to Build a Proper Fitting Essix Retainer or Hard Occlusion Nightguard</p> <p style="text-align: center;"><i>Limited Attendance: 30</i> <i>Ticket cost: \$50</i></p> <p>#4</p>
<p style="text-align: center;">3:00 - 4:30 PM DUSTY GREEN</p> <p style="text-align: center;">Video for Orthodontic Practices: Learn to Shoot, Edit and Upload Like a Pro!</p> <p style="text-align: center;">(repeat session)</p> <p style="text-align: center;"><i>Limited Attendance: 30</i> <i>Ticket cost: \$30</i></p> <p>#5</p>	<p style="text-align: center;">3:00 - 4:30 PM DOUG DEPEW</p> <p style="text-align: center;">Hands-on Wire Bending for the Orthodontic Assistant</p> <p style="text-align: center;">(repeat session)</p> <p style="text-align: center;"><i>Limited Attendance: 45</i> <i>Ticket cost: \$30</i></p> <p>#6</p>	<p style="text-align: center;">3:00 - 5:00 PM RITA BAUER</p> <p style="text-align: center;">Camera, Lights, Action! Patient Photography Made Easy</p> <p style="text-align: center;">(repeat session)</p> <p style="text-align: center;"><i>Limited Attendance: 20</i> <i>Ticket cost: \$50</i></p> <p>#7</p>	<p style="text-align: center;">3:00 - 5:00 PM NEIL WARSHAWSKY</p> <p style="text-align: center;">The Truth on Retainers: How to Build a Proper Fitting Essix Retainer or Hard Occlusion Nightguard</p> <p style="text-align: center;">(repeat session)</p> <p style="text-align: center;"><i>Limited Attendance: 30</i> <i>Ticket cost: \$50</i></p> <p>#8</p>

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SATURDAY – April 22

	Room 28 Seating Max 700	Room 30 Seating Max 700	Room 20A Seating Max 1000	Room 20B Seating Max 1000	Room 20D Seating Max 1100
	Administrative	Clinical	Marketing	All Team	Mega Trends For Doctors & Ortho Team
8:00 - 9:00	CHARLENE WHITE Connecting the Dots <i>will be repeated</i>	JOHN GRAHAM Be the X Factor! 7 Habits of Highly Successful Orthodontic Technicians	LEEANN PENICHE BYOB: Be Your Own Brand <i>will be repeated</i>	LANDY CHASE Yes to Treatment: The New Skills of Case Acceptance Improvement <i>will be repeated</i>	DUSTY GREEN Marketing Your Practice Using the Power of Video
9:15 - 10:15	CHAR EASH How Your Job Design Creates Profitability for the Orthodontic Practice Today! <i>will be repeated</i>	DOUGLAS DEPEW Clinical Photography: What is Your Doctor Looking For?	ROGER LEVIN Power Systems for Increasing Ortho Referrals and Starts <i>will be repeated</i>	9:15 - 11:15 ANIL IDICULLA Live Life Smiling: The Outcome IS the Income	TODD EHRLER 3D Printing: How to Select, Integrate and Transform Your Practice with 3D Printing
10:30 - 11:30	DEAN BELLAZIA How to Create and Maintain Your Dream Team <i>will be repeated</i>	LISA ALVETRO The Role of Clinical Staff in Successful Class II Treatment Utilizing the Forsus Appliance	JODI PEACOCK Patient Service Above and Beyond <i>will be repeated</i>		AARON MOLEN Technology Update: Practical Advice and Predictions
11:30 - 1:30	EXHIBIT HALL BREAK				
1:30 - 2:30	JEFF KOZLOWSKI 30 Ways to Improve Your Office Efficiency	CLARK COLVILLE The Assistant's Role in Clear Aligner Therapy <i>will be repeated</i>	STEVE CURTIN Rally Cry! Inspiring Extraordinary Patient Service by Connecting to Purpose	1:30 - 3:30 ROSEMARY BRAY Navigate Your Ship to The America's Cup of Ortho	STEVE MCEVOY The Love/Hate Relationship With our Computers: Come Get Some Love
2:45 - 3:45	ELIZABETH FRANKLIN Risk Management for Orthodontic Staff	LORI GARLAND PARKER The Mechanics of a Top-notch Clinical Team	RITA BAUER & JACLYN WHIDDON Getting the Patient to Say YES: Perfect Pictures and Effective Marketing Material for Your Practice		GREG JORGENSEN Finding New Patients Online in 2017: A Three-Pronged Approach
4:00 - 5:00	KIRA WOODS Show me the Money! Analyzing Inventory Costs to Improve Your Bottom Line <i>will be repeated</i>	DOUGLAS DEPEW Retainers: Bonded or Removable, Charge or No Charge, Dealing with Relapse	ANN MARIE GORCZYCA Customer Service is the New Marketing	JANE WRIGHT Fuel Your Body Right: Nutrition for Your Best Self	JACK HADLEY Attract New Patients and Grow Your Orthodontic Practice Using Social Media Marketing

FEATURED SPEAKER SERIES:

Haylie Pomroy ... "Using Food to Combat Professional Exhaustion: When Caregiving Has Worn You Out"

1:15 - 2:45pm in Room 33-Seating Max 450 (not for CE credit)

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SUNDAY – April 23

	Room 28 Seating Max 700	Room 30 Seating Max 700	Room 20A Seating Max 1000	Room 20B Seating Max 1000	Room 20D Seating Max 1100
	Administrative	Clinical	Marketing	All Team	Mega Trends For Doctors & Ortho Team
8:00 - 9:00	KAREN MOAWAD Breathtaking Management Strategies	CLARK COLVILLE The Assistant's Role in Clear Aligner Therapy <i>(repeat)</i>	ANIL IDICULLA AAO's Consumer Awareness Program	WILLIAM DAYAN & LAURA CAFIK-MARTIN Braces to Plastic: How to Make Your Communications Skills Fantastic! <i>will be repeated</i>	DOUGLAS DEPEW Move Over, Millennials...Is Your Practice Ready for Generation Z?
9:15 - 10:15	CHAR EASH How Your Job Design Creates Profitability for the Orthodontic Practice Today! <i>(repeat)</i>	JACKIE DORST OSHA: Safe Sailing for the Ortho Team!	BETH LEACH Turning Patients into Promoters and Lookers into Bookers	BARBARA SELLER Orthodontic Treatment of Special Needs Patients	MARIA BAILEY Millennial Moms: 202 Facts Marketers Need to Know <i>will be repeated</i>
10:30 - 11:30	KIRA WOODS Show me the Money! Analyzing Inventory Costs to Improve Your Bottom Line <i>(repeat)</i>	ARLEN HURT Scanning and 3D Printing <i>will be repeated</i>	JEFF HARGETT Memorable Customer Service ... The Ritz-Carlton Way	ROSEMARY BRAY Navigating Your Way to a Smooth Sailing Crew	CHRIS BENTSON State of the Orthodontic Industry <i>will be repeated</i>
11:30 - 1:30	EXHIBIT HALL BREAK				
1:30 - 2:30	DEAN BELLAVIA How to Create and Maintain Your Dream Team <i>(repeat)</i>	PAUL GANGE JR. Buckle Up! A Crash Course on Orthodontic Bonding <i>(will be repeated in Paul Gange Sr lecture)</i>	JODI PEACOCK Patient Service Above and Beyond <i>(repeat)</i>	MICHELLE SHIMMIN Unlock Your Practice Potential <i>will be repeated</i>	JONATHAN MARTIN Partnerships: Exploring One of Dentistry's Fastest Growing Trends
2:45 - 3:45	SARAH POMPA A Brief History of CBCT, and What to Expect in the World of Technology	DIANE MILBERG Create Cooperative Patients in Your Practice	LEEANN PENICHE BYOB: Be Your Own Brand <i>(repeat)</i>	CHRISTINA ROSE CARTER Cracking the Sensory and Autistic Puzzle: Easy Ways to Make Your Office an Excellent Fit	DARRYL DAVIS How to Design a Life Worth Smiling About
4:00 - 5:00	CHARLENE WHITE Connecting the Dots <i>(repeat)</i>	ANN MARIE GORCZYCA Do You See What I See? Recognition, Diagnosis and Treatment of Skeletal and Dental Malocclusion	ROGER LEVIN Power Systems for Increasing Ortho Referrals and Starts <i>(repeat)</i>	LANDY CHASE Yes to Treatment: The New Skills of Case Acceptance Improvement <i>(repeat)</i>	KAYLA HOORELBEKE Prep & Landing: Sales and Marketing Beyond the New Patient Exam

**FEATURED SPEAKER SERIES:
Lee Woodruff ... "Life Changes in an Instant"**

1:15 - 2:45pm in Room 33-Seating Max 450 *(not for CE credit)*

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MONDAY – April 24

	Room 28 Seating Max 700	Room 30 Seating Max 700	Room 20A Seating Max 1000	Room 20B Seating Max 1000	Room 20D Seating Max 1100
	Administrative	Clinical	Marketing	All Team	Mega Trends For Doctors & Ortho Team
8:00 - 9:00	DEBBIE BEST Time Proven Management Techniques	ANDREA COOK Indirect Bonding: Is it Right for Your Office?	JAMIE EIDSVOLD & ASHLEY CLINE Ten Tricks to Improve Your Social Media Marketing <i>will be repeated</i>	NANCY HYMAN Your Team is Your Greatest Marketing Asset!	ERIC PLOUMIS Changing Times, Changing Paradigms: Emerging Trends in Practice Opportunities and Structures
9:15 - 10:15	EDWINA WOOD Dominate Overhead and Accelerate Production	PAUL GANGE SR. Buckle Up! A Crash Course on Orthodontic Bonding <i>(repeat of Gange Jr lecture)</i>	JOHN McDONALD Marketing Through Knowledge: Orthodontic Diagnosis and Treatment Fundamentals for the Entire Staff	JOAN GARBO Peak Performance Teams: Energy Fueling Prosperity	LARRY JERROLD Diagnosing and Treating the Orthodontic Dento-Legal Horrendenoma
10:30 - 11:30	JACKIE SHOEMAKER Measuring Practice Excellence Through Accounting Expertise	MARK LOWE Clear Aligner Treatment: What Treatment Coordinators and Assistants Need to Know <i>will be repeated</i>	JAMES KERR How to Overcome Your Fear of Online Reviews and Smile While Doing It	DAN GERMAN Get A Raise, Guaranteed! <i>will be repeated</i>	CHRIS BENTSON State of the Orthodontic Industry <i>(repeat)</i>
11:30 - 1:30	EXHIBIT HALL BREAK				
1:30 - 2:30	MARY BETH KIRKPATRICK Thrive... Methods, Metrics and Strategies <i>will be repeated</i>	ARLEN HURT Scanning and 3D Printing <i>(repeat)</i>	CINDI JAMES Bring Your Brand to Life by Finding Your Brand Essence	MARIA BAILEY Millennial Moms: 202 Facts Marketers Need to Know <i>(repeat)</i>	ROGER HILL Practice Modalities
2:45 - 3:45	SHANNON BROCKWAY Metrics, Goals & Accountability That Drive Practice Performance	BETH BARRETT Proactive Practice Management: The 8 Step Discipline <i>will be repeated</i>	JAMIE EIDSVOLD & ASHLEY CLINE Ten Tricks to Improve Your Social Media Marketing <i>(repeat)</i>	MICHELLE SHIMMIN Unlock Your Practice Potential <i>(repeat)</i>	TUNG NGUYEN Incorporating 3D Technology into Your Practice: Possibilities and Challenges
4:00 - 5:00	ANN PHILLIPS Legendary Customer Service <i>will be repeated</i>	DAVID PAQUETTE Accelerated Treatment of Accelerated Movement: Is There a Difference?	LEON KLEMPNER The New Marketing Playbook: How to Grow Your Practice with a Digital Strategy	WILLIAM DAYAN & LAURA CAFIK-MARTIN Braces to Plastic: How to Make Your Communications Skills Fantastic! <i>(repeat)</i>	CRAIG SCHOLZ Fight for your Specialty! Essential Practice Management and Technology Solutions to Compete in Today's Orthodontic Market

FEATURED SPEAKER SERIES:
Darryl Davis ... "How to Design a Life Worth Smiling About™"

1:15 - 2:45pm in Room 33-Seating Max 450 *(not for CE credit)*

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TUESDAY – April 25

	Room 28 Seating Max 700	Room 30 Seating Max 700	Room 20A Seating Max 1000	Room 20B Seating Max 1000	Room 20D Seating Max 1100
	Administrative	Clinical	Marketing	All Team	Mega Trends For Doctors & Ortho Team
8:00 - 9:00	MARY BETH KIRKPATRICK Thrive... Methods, Metrics and Strategies <i>(repeat)</i>	BETH BARRETT Proactive Practice Management: The 8 Step Discipline <i>(repeat)</i>	ANN PHILLIPS Legendary Customer Service <i>(repeat)</i>	DAN GERMAN Get A Raise, Guaranteed! <i>(repeat)</i>	SIMONE MCCORMICK 10 Steps to Improve HIPAA Compliance at the Office
9:15 - 10:15	BARBARA HERZOG Navigating Your Fee Presentation	RITA JOHNSON Digital Impressions	ROBERT TITO NORRIS Whine to Shine: Turning Complaints into Opportunities	JERRY TEPLITZ Working Together for a Successful Team	STEVE MCEVOY HIPAA = Hype Induced Panic and Apathy
10:30 - 11:30		MARK LOWE Clear Aligner Treatment: What Treatment Coordinators and Assistants Need to Know <i>(repeat)</i>	ALEX BAGDEN Common Problems and Solutions for Search Engine Rankings	JOHN McDONALD Diagnosis and Mechanics for the Clinical Assistant	AMY KIRSCH The Top 5 Internal Marketing Tools for Success
11:30 - 1:00	EXHIBIT HALL				