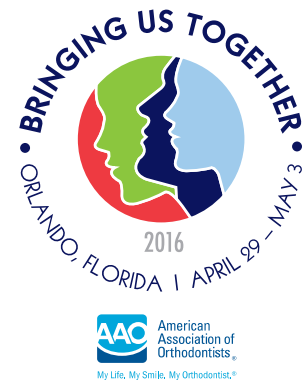




# Onsite Program

at a glance

**Orlando, Florida, USA**  
**Orange County Convention Center West**  
**April 29 - May 3, 2016**



## 2016 Annual Session



# Welcome to Orlando

Dear Colleague,

On behalf of the AAO Board of Trustees and the Planning Committee, I would like to welcome you to the 2016 Annual Session in Orlando.

We believe that the breadth and depth of the continuing education programs at this meeting will provide an unmatched learning experience for every attendee. And we hope you enjoy the shortened daily lecture schedule that will make it easier to take advantage of the countless unique entertainment and recreational opportunities that Orlando offers for families, and for kids of all ages.

We look forward to meeting you between lectures, at events and in the Exhibit Hall.

Warmest regards,

A handwritten signature in black ink, reading "Morris N. Poole". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Morris N. Poole, DDS  
AAO President, 2015-2016



# 2016 Planning Committee

**Dr. Morris N. Poole**  
AAO President, 2015-2016

**Dr. Gregory Jorgensen**  
General Chair

**Dr. Steven Lindauer**  
Doctors Program Co-Chair

**Dr. Bhavna Shroff**  
Doctors Program Co-Chair

**Dr. Donald Gardner**  
Orthodontic Staff Program Co-Chair

**Mrs. Cyndi Gardner**  
Orthodontic Staff Program Co-Chair

**Mrs. Dixie Lou Poole**  
Featured Speaker Series Chair

## 2015-16 Board of Trustees

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**Dr. Michael J. Foy**  
Speaker of the House

**Dr. Rolf G. Behrents**  
Editor AJO-DO

**Mr. Chris Vranas**  
Executive Director

# General Information

## **Orange County Convention Center West (OCCCW)**

9800 International Dr.

Orlando, Florida 32819 USA

Friday, April 29 - Tuesday, May 3, 2016

All lectures are located at OCCCW unless otherwise indicated.

## *Registration Hours*

Thursday, April 28 11:00am - 6:00pm

Friday, April 29 7:00am - 5:00pm

Saturday, April 30 7:00am - 5:00pm

Sunday, May 1 7:00am - 3:30pm

Monday, May 2 7:00am - 3:30pm

Tuesday, May 3 7:00am - 12:00pm

## *Exhibit Hall Hours*

### **OCCCW - Exhibit Hall**

Saturday, April 30 9:00am - 5:00pm

Sunday, May 1 9:00am - 3:00pm

Monday, May 2 9:00am - 3:00pm

Tuesday, May 3 9:00am - 1:00pm

### **Doctors — Dedicated exhibit hours**

April 30 - May 3 11:00am - 12:30pm

### **Orthodontic Staff — Dedicated exhibit hours**

April 30 - May 2 11:15am - 1:00pm

May 3 12:00pm - 1:00pm

## *Camp AAO*

### **OCCCW - 102**

#### **Activity Center Hours**

Saturday, April 30 - Tuesday, May 3 7:30am - 4:30pm

#### **Youth Tour Activities**

Saturday, April 30 - Tuesday, May 3 1:00pm - 4:30pm



## AAO Mobile App

### OCCEW - Level 2 Concourse

Use the AAO member app to manage your 2016 Annual Session experience. View session details, create your own agenda, view exhibitor information, and log/submit CE credits. Use the app year-round to access AAO information and resources. Opt-in for push notifications to easily receive news and announcements.

#### Download the App:

**iOS Version** Open the App Store, search “AAO Member App,” then tap FREE\*.

**Android Version** Visit the Android Play Store, search “AAO Mobile,” then tap INSTALL.

*\* The app can be downloaded on iOS versions 9 and newer and Android versions 4 and newer.*

## Orlando Tours

### OCCEW - West Lobby - Hall A (onsite ticket sales)

All 2016 Annual Session Orlando tours will begin and end at **Orange County Convention Center West Lobby**. For questions regarding your registration or tours, please call AlliedPRA Orlando at 321.319.0818. View tour descriptions or register for Orlando tours online at **aaoinfo.org > Meetings & Events > 2016 Annual Session > 2016 AAO Tour Program**.

## AAO Wellness Screening

### OCCEW - Hall A

**Saturday, April 30 - Sunday, May 1** 8:00am - 5:30pm

**Monday, May 2 - Tuesday, May 3** 8:00am - 3:30pm

The 10-test BlueApple Health Screening is available to Annual Session attendees. “Know Your Risk” packages are available for \$379 and include inflammation testing from the Cleveland Heart-Lab and the C Reactive Protein test. Ala carte test packages and optional additional tests are available. Register via **aaoinfo.org > meetings > 2016-annual-session** (click on BlueApple Health Screening Information); the AAO app; or visit the onsite booth.



# General Information

## *Registration, Information, Resources and Connections*

### **OCCCCW - Hall A**

- Registration
- Express Check-in
- Material Pick-up
- Information Center
- Housing
- Tours and Fun Run

### **OCCCCW - Outside Exhibit Hall**

- Recorded Lecture Sales
- American Board of Orthodontics
- 117<sup>th</sup> Annual Session  
San Diego, California, USA
- Cyber Café
- Customizing AAO Materials
- AAO Website & AAO App
- Online Learning: The Business of Orthodontics
- Donated Orthodontic Services
- AAO Branding
- Newer Member (10yrs or less) & Resident Resources
- Practice Opportunities
- Practice-Based Research Network
- Orthodontic Staff Resources

### **OCCCCW - Exhibit Hall**

- **AAO Practice Profitability Resources** **Booth 1401**
  - AAO Member Products
  - Credit Card Processing  
**TransFirst**
  - Human Resource Services  
**HR for Health**
  - Practice Lending  
**US Bank**
  - Comprehensive Travel Protection **Medjet Assist**
  - Student Loan Consolidation  
**SoFi**
  - Continuing Education  
**Practical Reviews**
- AJO/DO **Booth 1814**
- Smiles Change Lives **Booth 1608**
- Smile for a Lifetime **Booth 1511**

### **OCCCCW - Lower Level**

- International Lounge
- European Orthodontic Society
- Asian Pacific Orthodontic Society
- World Federation of Orthodontists

### **OCCCCW - Third Level**

- AAO Foundation
- AAO PAC
- ePosters

## Symbols Key

**+** Previous AAOF Award Recipient

 **Purchased Ticket Event**

**OCCCW** Orange County Center Convention (West)

**HRO** Hyatt Regency Orlando

 **Black bracket represents shorter lectures which are grouped together for CE credit.**

Please see the AAO app for CE credit details.

**All lectures are located at OCCCW unless otherwise indicated.**

## Continuing Education Credit Hours (CE Hours)

**ADA C.E.R.P.**® | Continuing Education  
Recognition Program

**American Association of Orthodontists is an ADA CERP  
Recognized Provider.**

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.

The American Association of Orthodontists designates one (1) credit per hour for CE activities, unless otherwise noted.

Concerns or complaints about a CE provider may be directed to the provider or to the Commission for Continuing Education Provider Recognition at **ADA.org/CERP**.



**Scan the QR code for access  
to the AAO CE Manager.**



# Continue the Learning

**Order a recording  
of the conference  
lectures to use  
for future reference  
and share with  
your entire staff!**

The audio portion of most of the lectures presented at this conference will be available on a USB Flash Drive in MP3 format or via a web access link. Most of the recorded lectures will also include the speaker's synchronized screen presentation.

*These recordings are NOT for CE credit.*



**On-site  
Order Pricing**  
(shipping included)

**\$185 USB Flash Drive**  
**\$165 Web Access Link**  
**\$200 Combo**

(both the USB and Web Access)

Visit the onsite Recording Sales Booth during the conference to get this special onsite order pricing.

**After  
the Conference**

The recordings will also be available to purchase online after the conference, at higher prices

[www.AAOVideo.com](http://www.AAOVideo.com)

**Note:** These recordings must be played on a computer with Adobe Flash Player and either Internet Explorer 6.0+ (PC) or Mozilla Firefox or Safari (Mac).



American  
Association of  
Orthodontists®

My Life. My Smile. My Orthodontist.®





# Doctors Program

pages 7 - 21



All Doctors Program lectures are located at the Orange County Center Convention West unless otherwise indicated.

# Software User Classes

## Practice Management Software User Classes

1:00pm - 5:00pm	Cloud9Ortho	<b>OCCCCW</b>	<b>105B</b>
1:00pm - 5:00pm	Dolphin Imaging	<b>OCCCCW</b>	<b>106</b>
1:00pm - 5:00pm	Oasys	<b>OCCCCW</b>	<b>107</b>
1:00pm - 5:00pm	Carestream	<b>OCCCCW</b>	<b>108A</b>
1:00pm - 5:00pm	New Horizons	<b>OCCCCW</b>	<b>108B</b>

# Special Events and Business Meetings

7:00am - 11:45pm	<b>Constituent Caucuses</b>	<b>HRO</b>
	GLAO- <b>Celebration 1</b> ; MASO- <b>Celebration 2</b> ; MSO- <b>Celebration 3</b> ; NESO- <b>Celebration 4</b> ; PCSO- <b>Celebration 5</b> ; RMSO- <b>Celebration 6</b> ; SAO- <b>Celebration 14</b> ; SWSO- <b>Celebration 15</b>	
7:30am - 4:30pm	Practice Transition Seminar <b>Y</b> sponsored by Ziegler Practice Transitions, Ltd.	
4:30pm - 5:30pm	Practice Transition Seminar Reception <b>Z</b>	<b>HRO - Windemere</b>
7:30am - 4:00pm	SOE Program: Thomas J. Cangialosi Educational Leadership Conference	<b>HRO - Windemere X</b>
8:00am - 4:30pm	ePosters	<b>OCCCCW - Level 3 Concourse</b>
9:00am - 12:00pm	The College of Diplomates Board Certification	<b>HRO-Celebration12</b>
12:00pm - 3:00pm	First Meeting of the House of Delegates	<b>HRO - Regency R</b>
1:00pm - 4:00pm	The College of Diplomates Board Certification	<b>HRO-Celebration12</b>
1:00pm - 3:30pm	Risk Management for Residents & New Orthodontists (Elizabeth Franklin, Robert Varner, David Corso)	<b>OCCCCW - 314</b>
4:00pm - 6:00pm	Reference Committee Hearings Reference Committee 1 - <b>Orlando L</b> ; Reference Committee 2 - <b>Orlando M</b> ; Reference Committee 3 - <b>Orlando N</b>	<b>HRO</b>

# Scientific Lectures

## Timing and Boundaries of Expansion

320

8:00am - 8:45am	Adult Transverse Diagnosis and Treatment	Steven D. Marshall & Thomas E. Southard <b>+</b>
8:45am - 9:30am	Maxillary Expansion: Correction of the Transverse Dimension with Bone Anchored Appliances	Robert L. Vanarsdall Jr.
9:30am - 10:15am	Rapid Maxillary Expansion in Mixed Dentition and Adolescent Patients: An Evidence-based Approach	James A. McNamara <b>+</b>
10:15am - 11:00am	Breaking the Transverse Problem with Mini-screw Assisted RPE (MARPE)	Young Cheol Park

continued on the next page

# Scientific Lectures

## Clear Aligner Technology

311

8:00am - 8:45am	Accelerated Treatment or Accelerated Delivery: Is There a Difference?	David E. Paquette
8:45am - 9:30am	The Vertical Challenge: Open Bite Treatment with Clear Aligners	Sam Daher
9:30am - 10:15am	Biomechanics of Controlling Tooth Movement in an Aligner System	John Morton
10:15am - 11:00am	Control of Extrusion and Tipping in Aligner Treatment	Orhan C. Tuncay

## Update in Imaging

308

8:00am - 8:45am	Orthodontic Imaging and its Application in Forensic Identification	James Mah +
8:45am - 9:30am	Should we use CBCT for Routine Orthodontic Treatment Planning?	Axel Bumann
9:30am - 10:15am	Tooth Sleuthing: The Impactions Edition	Dania Tamimi
10:15am - 11:00am	Top Ten Best Practices for 3D Imaging	Lucia H. Cevidanes + & Antonio C. Ruellas

## New Frontiers in Accelerated Orthodontics

307

8:00am - 8:30am	Are the Surgical Methods to Increase the Rate of Tooth Movement Effective?	Flavio Uribe +
8:30am - 9:00am	Accelerated Tooth Movement: What is the Evidence?	M. Ali Darendeliler
9:00am - 9:30am	Understanding Accelerated Tooth Movement: From Science to Everyday Orthodontics	Chung How Kau
9:30am - 10:00am	Can Vibration Accelerate Orthodontic Tooth Movement?	Sunil Wadhwa +
10:00am - 10:30am	The Utility of Vibration as a Method to Accelerate Orthodontic Tooth Movement	Taranpreet K. Chandhoke +
10:30am - 11:00am	Is There a Fast Lane in Orthodontics?	Ki Beom Kim +

## DOCTORS AND STAFF

304

8:00am - 9:30am	Building an Effective Marketing Plan	Jeff Behan
9:45am - 11:15am	The Power of a Strengths-based Practice	Vicki Newell

## Edward H. Angle Lecture

320

12:30pm - 1:15pm	Fast Food or Slow Food Orthodontics	Birte Melsen +
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## Optimizing Treatment Through Biomechanics

320

1:15pm - 2:00pm	Biomechanics: Past, Present and Future!	Thomas F. Mulligan
2:00pm - 2:45pm	"Reversal of Fortune": Resolving Final Excess Overjet Using Simplified Orthodontic Mechanics	Gerald S. Samson

## Management of the Vertical Dimension

311

12:30pm - 1:15pm	Using Clear Aligners to Control the Vertical in Severe High-angle Cases	Bella Shen Garnett
1:15pm - 2:00pm	Surgical Management of Vertical Dimension	Donald R. Joondeph
2:00pm - 2:45pm	Orthopedic Correction of Hyperdivergent Class II's: Is it Possible and is it Stable?	Peter Buschang +

continued on the next page

# Scientific Lectures

## Early Treatment

308

12:30pm - 1:15pm	Herbst Appliance Treatment: What We Have Learned	Bernardo Souki
1:15pm - 2:00pm	Can We Improve the Efficacy of Early Class III Treatment?	Lorenzo Franchi
2:00pm - 2:45pm	Should the Early Bird Grab That Worm?	Peter M. Greco

## New Developments in Sleep Apnea

307

12:30pm - 1:15pm	Current Approaches to Treating Obstructive Sleep Apnea	Harry L. Legan
1:15pm - 2:00pm	Orthodontics and Sleep Disordered Breathing in Children	Benjamin Pliska +
2:00pm - 2:45pm	Sleepless in Orlando: The Orthodontist's Guide to Teenagers and Sleep	Mark G. Hans +

## Marketing and Social Media

312

12:30pm - 1:30pm	To Tweet or Not to Tweet: Managing Legal Risks of Social Media Use in an Orthodontic Practice	Ali Oromchian
1:30pm - 2:30pm	How to Choose Search Engine Optimization Winners and Stop Wasting Money on SEO	Ali Husayni

## DOCTORS AND STAFF

304

1:00pm - 2:00pm	Lessons From the Oldest Old: The 90+ Study	Dana Greenia
2:15pm - 3:15pm	Informed Consent and the Standard of Care: What Do Those Terms Really Mean?	Eric Ploumis

# Special Events, Exhibit Hall and Business Meetings

7:00am - 5:00pm	CDABO Case Displays (closed 10am - 2pm)	OCCCCW - 315B
8:00am - 4:30pm	ePosters	OCCCCW - Level 3 Concourse
8:30am - 10:00am	ABO Seminar	OCCCCW - 300
9:00am - 3:00pm	ABO Case Displays	OCCCCW - 303
9:00am - 5:00pm	Exhibit Hall	Exhibit Hall
9:30am - 11:30am	AAOF Seminar: The Future of the Orthodontic Profession Keynote: Dr. Ron Redmond	ticket OCCCCW - 105
11:00am - 12:30pm	Dedicated Exhibit Hall Time for Doctors	Exhibit Hall
12:00pm - 1:30pm	The College of Diplomates Luncheon	ticket HRO - Orlando N
1:00pm - 2:00pm	Charley Schultz Resident Scholar Award Program (see pg 11)	OCCCCW - 105 sponsored by Dentsply GAC International
3:30pm - 5:45pm	AAOPAC Happy Hour for New & Younger Members 200 capacity   RSVP requested   cash bar 9101 International Drive, Suite 2240	Taverna Opa Orlando
6:30pm - 10:30pm	Opening Ceremonies Includes unlimited food & beverage during event hours	ticket SeaWorld sponsored by Crest Oral-B

# Featured Speaker Series

Not for CE credit

## Featured Speaker Series

312

8:30am - 10:00am Yes You Can!

Dick Hoyt

10:15am - 11:15am Making the Most of Your Walt Disney World Experience

Lou Mongello

## Charley Schultz Resident Scholar Award Participants

1:00pm - 2:00pm

OCCCW 105

Jeremie Abikhzer	Universite de Montreal
Melissa Alfonso	University of Florida
Anwar Alhazmi	Case Western Reserve University
Akansha Bansal	Rajiv Gandhi University
Alexandra Best	Virginia Commonwealth University
Ashley Betz	University of Kentucky
Patrick Brady	University of Iowa
Shenjuti Chowdhury	Rutgers University
Tepsithea Christou	University of Alabama, Birmingham
April Cole	Roseman University
Amir Dadgar-Yeganeh	University of California, San Francisco
Ginu Dahiya	University of Illinois, Chicago
Eliane Dutra	University of Connecticut
Christopher Gibson	University of North Carolina, Chapel Hill
Huiyan Guan	University at Buffalo, State University of New York
Ninette Hacopian	Loma Linda University
Bridget Henn	Maimonides Medical Center
Stona Jackson	Uniformed Services University of the Health Sciences
Ava Kamenshchik	Stony Brook University
Negin Katebi	Harvard School of Dental Medicine
Omar Khatib	University of Manitoba
Grace Kim	Columbia University
Michelle Kornbluth	University of Toronto
Andrew Leland	University of Texas, Houston
Chia-Hung Lin	St Barnabas Hospital
Mariana Muguerza	University of Washington
Meena Na	Western University
Martha Neely	Boston University
Doreen Ng	University of Sydney
Renee Nykolak	University of Detroit Mercy
Sreevatsan Raghavan	Kerala University
Chandani Shah	Maharashtra University
Steven Shaw	University of Missouri, Kansas City
Patrice Smith	Howard University
Lauren Van Gemert	Texas A&M University Baylor College of Dentistry
PavethyNath Velusamy	Tokyo Medical and Dental University
Emily Willett	University of Nebraska
Eric Wu	Mayo Clinic
Tingxi Wu	University of California, Los Angeles
Natalie Yang	University of Michigan



# Scientific Lectures

## *Jacob A. Salzmänn Lecture* 320

8:00am - 8:45am	The Six Elements of Orthodontic Philosophy	Lawrence F. Andrews
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## *Treatment of Class III* 320

8:45am - 9:30am	Early Class III Treatment with TADs	Peter Ngan +
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9:30am - 10:15am	The Importance of Mandibular Rotation in the Treatment of Class III Malocclusion	Patrick K. Turley +
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10:15am - 11:00am	Multiphase Treatment of the Growing Class III Patient: Determination of Non-Surgical Limits	David Musich
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## *Accelerated Tooth Movement* 311

8:00am - 8:45am	Rapid Transit Treatment: Life in the Fast Lane of Orthodontic Advancements	S. Jay Bowman
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8:45am - 9:30am	Biphasic Effects of MOPs for Accelerated Tooth Movement and Cortical Drifting	Mani Alikhani
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9:30am - 10:15am	Periodontally Accelerated Osteogenic Orthodontics	Donald J. Ferguson & William M. Wilcko
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10:15am - 11:00am	Wise Decision-making to Accelerate Orthodontic Treatment	Mithran Goonewardene
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## *Facts and Myths in Orthodontics* 308

8:00am - 8:45am	Faster Treatment: Getting Ahead of Ourselves?	Padhraig Fleming
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8:45am - 9:30am	In the Land of Uncertainty, is the Salesman King?	Kevin O'Brien
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9:30am - 10:15am	A Questioner in Search of Answers: A Clinician's View	Eustaquio Araujo
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10:15am - 11:00am	Today's Facts Become Tomorrow's Fallacies	Katherine W.L. Vig +
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## *New Frontiers in Orthodontics—Pearls in Practice* 307

8:00am - 8:30am	Hyper-efficient Treatment: How to Shorten Treatment Time Without Compromising Excellence	Anoop Sondhi
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8:30am - 9:00am	Interventions to Accelerate Orthodontic Tooth Movement: Are They Effective?	Nathamuni R. Krishnaswamy
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9:00am - 9:30am	Use of 3D Facial Imaging in the Detection of Respiratory Allergy and Obstructive Airway Disorders in Children	William E. Harrell Jr.
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9:30am - 10:00am	Pragmatic and Peculiar Practice Pearls	Kelton T. Stewart
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## *Craniofacial and Special Needs* 312

8:00am - 8:30am	Autism and Orthodontic Treatment: Understanding Autism	Timothy S. Trulove
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8:30am - 9:00am	MASDO: Novel Surgical Options in the Treatment of Cleft Lip and Palate Patients	Takashi Yamashiro
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9:00am - 9:30am	Special Needs for Patients with Craniofacial Malformations	Birte Prah Andersen
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## *DOCTORS AND STAFF* 304

8:00am - 9:30am	Increasing Your Personal and Professional Power to New Levels of Excellence	Jerry V. Teplitz
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9:45am - 11:15am	Websites, Blogs, & SEO, Oh My! Following the Customer's Digital Journey	Michael Mothner
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## *Risk Management for Orthodontists* 110

8:00am - 11:00am	Risk Management for Orthodontists	David Corso, Dr. Terry Pracht, Elizabeth Franklin
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# Scientific Lectures

## Research Award Winners

307

10:00am - 10:20am	Analysis of Bone Augmentation with Corticotomy-Facilitated Dental Expansion: A Histologic and Micro-CT Study	Britney Bare
10:20am - 10:40am	Bone Mineralization Dependent Craniosynostosis and Craniofacial Shape Abnormalities in the Mouse Model of Infantile Hypophosphata	John M. DuRussel
10:40am - 11:00am	Screw-Type Device Diameter and Orthodontic Loading Influence Adjacent Bone Remodeling	J. Christian Francis

## Benefits of Orthodontic Treatment

320

12:30pm - 1:15pm	The Contribution of Orthodontic Treatment to Health and Well-being	Donald John Burden
1:15pm - 2:00pm	Managing Smile Zone of Open Bite Patients With and Without TADs	Ravindra Nanda +
2:00pm - 2:45pm	Benefits of Miniplate Skeletal Anchorage	Hugo De Clerck

## Innovations in Temporary Anchorage Devices

311

12:30pm - 1:15pm	Clinical and Biomechanical Considerations of Using TADs and Novel Appliances to Correct Challenging Cases	Jae Hyun Park
1:15pm - 2:00pm	Skeletal Anchorage Has Revolutionized Anchorage Strategies: Does it Improve Treatment Outcomes?	Bjorn Ludwig
2:00pm - 2:45pm	Understanding Indirect Anchorage Mechanics with TADs	Sebastian Baumgaertel

## Lingual Orthodontics

308

12:30pm - 1:15pm	Starting with Finishing in Mind	Giuseppe Siciliani & Luca Lombardo
1:15pm - 2:00pm	Lingual Appliances: The Future of Fixed Orthodontics?	Michael Knösel
2:00pm - 2:45pm	Lingual Orthodontics: Challenges and Opportunities	Christopher S. Riolo

## Prevention of White Spots

307

12:30pm - 1:00pm	White Spots Matter	Phillip M. Campbell
1:00pm - 1:30pm	Optimizing Use of Resin Infiltration to Manage White Spot Lesions	David Covell Jr.
1:30pm - 2:00pm	Demineralized Lesions During Orthodontic Treatment: Evidence-based Prevention	Philip Benson
2:00pm - 2:30pm	Deproteinization of Tooth Enamel Surfaces to Prevent White Spot Lesions and Bracket Bond Failure	Roberto Justus

## Communication in Practice

312

12:30pm - 1:15pm	Direct-to-Consumer Marketing: Current and Future Trends in Orthodontic Advertising	Neal D. Kravitz
1:15pm - 2:00pm	Influence, Persuasion and Success: Why Understanding the Art of Body Language is Critical to Your Practice	Dino Watt
2:00pm - 2:45pm	Speak Their Language! Utilizing Technology to Communicate with the Modern Orthodontic Patient	Daniel A. Bills

## DOCTORS AND STAFF

304

1:00pm - 2:30pm	Transitioning for the Doctor & Staff: Working Together for a Smooth Transition	Ken, Ryan & Steve Alexander
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# Featured Speaker Series

Not for CE credit








## Featured Speaker Series

312

9:45am - 11:15am Re-energize Your Relationship!

Bruce Christopher

## Special Events, Exhibit Hall and Business Meetings

6:30am - 8:00am	Fun Run and Walk  sponsored by Speed System™	Turkey Lake Park
6:45am - 8:00am	19 <sup>th</sup> Annual Curtis Menard Orthodontic Prayer Gathering	OCCCCW - 106
7:00am - 4:00pm	CDABO Case Displays (closed 12pm - 1pm)	OCCCCW - 315B
7:30am - 9:00am	AAO Foundation Breakfast 	OCCCCW - 105
8:00am - 10:30am	Risk Management for Orthodontists	OCCCCW - 110
8:00am - 12:00pm	CPR Training 	OCCCCW - 109B
8:00am - 4:00pm	Oral Research Presentations (see pages 15-16)	OCCCCW - 300
8:00am - 4:30pm	ePosters	OCCCCW - Level 3 Concourse
9:00am - 10:00am	Young Members Town Hall	OCCCCW - 108
9:00am - 3:00pm	Exhibit Hall	Exhibit Hall
9:00am - 5:00pm	ABO Case Displays	OCCCCW - 303
9:30am - 11:00am	Table Clinics	OCCCCW - HALL A
11:00am - 12:30pm	Dedicated Exhibit Hall Time for Doctors	Exhibit Hall
12:00pm - 2:15pm	Excellence in Orthodontics Luncheon and Awards Ceremony (Keynote: Mitt Romney)  sponsored by Dentsply GAC International	HRO - Regency Ballroom
1:00pm - 4:00pm	Specialized Orthodontic Assistant (SOA) Certification Prep Course 	OCCCCW - 109A
2:30pm - 4:00pm	New Orthodontist/Resident Conference Keynote: Eric Ploumis 	HRO - Regency S
4:00pm - 5:30pm	Orthodontic Career Fair 	HRO - Regency T
4:30pm - 6:00pm	<b>Alumni Receptions</b> — unless otherwise noted all receptions are located at the Hyatt Regency Orlando (rooms listed below)	


A.T. Still University - Arizona School of Dentistry & Oral Health	Celebration 7
Albert Einstein Medical Center	Celebration 6
Boston University	Celebration 12
Case Western Reserve University School of Dental Medicine	Bayhill 30
Columbia University	Bayhill 17
Eastman Alumni Association	Windermere W
Fairleigh Dickinson Alumni	Celebration 8
Harvard / Forsyth Alumni	Celebration 13
Howard University College of Orthodontics	Celebration 7
Illinois Orthodontic Alumni Association (Loyola, Northwestern, U of I)	The Pub 9101 International Drive, Suite 1003
Indiana University	Bayhill 32
Jacksonville University	Bayhill 20
Marquette University	Bayhill 28
Mayo Alumni Association	Maggiano's Little Italy Orlando 9101 International Drive #2400
Montefiore Medical Center	Celebration 8
New York University	Windermere Y
Nova Southeastern University	Celebration 11
Ohio State University	Bayhill 29
Roseman University of Health Sciences	Cooper's Hawk Winery & Restaurant 8005 International Drive
Rutgers University School of Dental Medicine (formerly UMDNJ)	Bayhill 18
Saint Louis University	Windermere X
Seton Hill University / Center for Orthodontics	Bayhill 31
Temple University	Windermere Z

continued on the next page

## Special Events, Exhibit Hall and Business Meetings

*continued*

Tri-Service Orthodontic Residency Program-Alumni Association	<b>Taverna Opa</b> 9101 International Drive #2240
Tufts School of Dental Medicine	<b>Bayhill 33</b>
University of Buffalo, SUNY	<b>Celebration 4</b>
University of Colorado at Denver	<b>Celebration 1</b>
University of Detroit Mercy/ Dental Orthodontic Department	<b>Celebration 14</b>
University of Florida	<b>Bayhill 17</b>
University of Iowa	<b>Celebration 9</b>
University of Kentucky College of Dentistry	<b>Bayhill 28</b>
University of Louisville	<b>Bayhill 26</b>
University of Maryland, School of Dentistry	<b>Celebration 6</b>
University of Michigan	<b>Bayhill 22</b>
University of Minnesota	<b>Bayhill 25</b>
University of Missouri - Kansas City	<b>Bayhill 33</b>
University of North Carolina - Chapel Hill	<b>Bayhill 19</b>
University of Oklahoma	<b>Celebration 10</b>
University of Pennsylvania	<b>Bayhill 21</b>
University of Pittsburgh Dept. of Orthodontics	<b>Celebration 5</b>
University of Puerto Rico	<b>Celebration 5</b>
University of Tennessee	<b>Celebration 15</b>
University of Texas at Houston	<b>Celebration 16</b>
University of Texas HSC San Antonio	<b>Celebration 11</b>
University of the Pacific	<b>Bayhill 24</b>
University of Toronto	<b>Bayhill 27</b>
University of Washington "UW Orthodontic Alumni Association"	<b>Bayhill 23</b>
Virginia Commonwealth University	<b>Celebration 3</b>
West Virginia University	<b>Celebration 2</b>

6:00pm - 9:00pm Orthodontic Residents Reception  sponsored by American Orthodontics  
**King Bowl**

7:00pm - 9:30pm International Reception  sponsored by RMO  
**Hilton Orlando - Promenade Lawn**

## Oral Research Presentations

### Orthodontic Considerations: Side Effects & Co-Morbidities

8:00am	Bioactive Coatings for Orthodontic Appliances to Prevent White Spot Lesions	Ariana Weissend
8:15am	Managing Orthodontic Bracket Induced Plaque Formation and Associated Oral Diseases	Tingxi Wu
8:30am	Plaque Removal Efficacy of Two Interdental Brushes Around Brackets: A Multicenter Study	Christina Erbe
8:45am	Long Term Comparison of Microbial Colonization and Periodontal Status Between Clear Aligners, Self-Ligating Brackets and Conventional Brackets - A Randomised Clinical Trial	Sachin Agarwal
9:00am	Caries Prevention in Orthodontics - High-Fluoride Varnish Performance In Vivo in Preventing White Spots Lesions	Federico Perrini
9:15am	Correlations Between Sleep Bruxism, Psychological Factors and Dental Wear in a Group of Dental Professionals and Laypeople - A Clinical Study	Angela Arreghini

### Class II And Class III Treatment

300

9:30am	Miniplate Protocols for Maxillary Protraction	Mohammed Elnagar
9:45am	Factors Affecting the Extraction Decision: A Contemporary Perspective at UNC	Camille Guez
10:00am	Morphologic Predictors of Mandibular Changes Induced by Sander II Bite Jumping Appliance	Vincenzo D'Antò
10:15am	Comparision of Effectiveness of Two Class II Correctors in Adolescents: A Systematic Review and Meta-Analysis	Sonia Plaza Ruiz

*continued on the next page*

continued

# Oral Research Presentations

## *Two Dimensional and Three Dimensional Analyses of Craniofacial Anatomy* 300

10:30am	Rapid Three-Dimensional Maxillary and Mandibular Regional Superimposition Using CBCT: A Validity Study	Leonardo Koerich de Paula
10:45am	Accuracy and Reliability of Dolphin 3D Voxel-Based Superimposition	Mohamed Bazina
11:00am	Relationship of Velopharyngeal Insufficiency and Face Mask Therapy in Patient with Cleft Lip and Palate	Osama Basri
11:15am	Connecting the New with the Old: Modifying the Combined Application of Procrustes Superimposition and Principal Component Analysis, to Allow for Comparison with Traditional Lateral Cephalometric Variables	Hans Wellens
11:30am	Morphological Types of Soft Palate and Their Association with Need's Ratio in Different Skeletal Malocclusions: A Lateral Cephalometric Study	Aisha Khoja

## *Orthodontic Treatment - Mechanics* 300

12:30pm	Theoretical Framework and Mechanics of a 2 X 4 Appliance with a V Bend in an Elastic Arch Wire: A Three-Dimensional Analysis	Meenakshi Vishwanath
12:45pm	Effectiveness of Alignment of Two Orthodontic NiTi Archwire Sequences Based on Different Austenitic Finish Temperatures: A Randomized Clinical Trial	Julio Gurgel
1:00pm	Dentoalveolar Changes in Digital Models in Patients with Anterior Open Bite Treated with Two Protocols: Spur and Chin Cup	Ana Claudia Conti
1:15pm	The Unexpected Behavior of the Canine Root During Canine Retraction Using Low Level Laser Therapy or Corticotomy Versus Control: A Randomized Control Trial	Amr El-Beialy
1:30pm	Comparison of In-Vivo Failure of Single Thread Orthodontic Implant with that of a Dual Thread Implant Over an 18 Month Period: A Split Mouth Triple Blinded Randomized Clinical Control Trial	Owais Durrani
1:45pm	Prediction of Successful Treatment Outcome with Clarks Twin Block Appliance	Tania Siddiqui

## *Biology and Management of Tooth Movement and Facial Growth* 300

2:00pm	Systemic Versus Local Delivery of Bisphosphonate Treatment in Alveolar Bone Grafting	Alison Quach
2:15pm	The Effects of Angiotensin II Type I Receptor Blocker Losartan in Orthodontic Tooth Movement	Ildu Andrade
2:30pm	The Effects of Low-Level Laser Therapy (LLLT) on Orthodontic Root Resorption and Pain Management: A Pilot Study	Doreen Ng
2:45pm	Assessment of Alkaline Phosphatase Activity in Gingival Crevicular Fluid as an Indicator of Skeletal Maturity	Mridula Trehan
3:00pm	Association of FGFR1 and FGF 10 Gene Variants with Non-Syndromic Cleft Lip - Palate in Local Population	Pramod Mohan
3:15pm	Association of TGFβ3 Gene Variants (rs 2268625, rs 3917201) in Non-Syndromic Cleft Lip/Palate	Dinesh Ramu
3:30pm	Comparison of Ibuprofen with Chewing Gum on Pain Reduction after Initial Arch Wire Placement in Orthodontic Patients	Faizan Ali



# Scientific Lectures

## John Valentine Mershon Lecture

320

8:00am - 8:45am New Discoveries to Improve Orthodontic Diagnosis and Treatment Sheldon Peck

## Adult Orthodontics

320

8:45am - 9:30am Goal Oriented Treatment in Adult Orthodontics Domingo Martin

9:30am - 10:15am Complex Space Closure of Missing Teeth with TADs Jorge Faber

10:15am - 11:00am Simplified Mechanics for Challenging Adult Cases Chris Chang

## Surgery

311

8:00am - 8:45am Sendai Surgery First: Orthodontics Driven Style Junji Sugawara

8:45am - 9:30am Orthognathic Surgery: Current Status and Likely Future William R. Proffit +

9:30am - 10:15am Myth and Truth about Surgery-First Approach for Skeletal Class III Patients in View of Orthodontists Seung-Hak Baek

10:15am - 11:00am Orthognathic Surgery: Travel from Frontierland to Tomorrowland while Bypassing Misadventureland R. Scott Conley +

## Office Technology

308

8:00am - 8:45am HIPAA: How to Use Encrypted Email in Your Practice J. Martin Palomo +

8:45am - 9:30am Supercharged Update on Office Technology & SEO Aaron D. Molen

9:30am - 10:15am Current Applications of 3D Printing in Orthodontics Edward Y. Lin

10:15am - 11:00am Cyber Security: Protecting Yourself and Your Practice Steven P. McEvoy

## New Frontiers in Orthodontics

307

8:00am - 8:30am Is Upper Second Molar Extraction a Solution for Class II Malocclusion Treatment? Hugo Jose Trevisi

8:30am - 9:00am Long-term Treatment Effects of the FR-2 Appliance Letizia Perillo

9:00am - 9:30am Xbow®: The Other Way to Use Class II Springs Duncan Ward Higgins

9:30am - 10:00am Class II Correction: What Have we Learned Over the Last Decade? Onur Kadioglu +

## New Trends in Literature

312

8:00am - 8:30am The American Journal of Orthodontics and Dentofacial Orthopedics Rolf G. Behrents

8:30am - 9:00am The Angle Orthodontist Carlos Flores-Mir +

9:00am - 9:30am The European Journal of Orthodontics David Rice

## Research Award Winners

307

10:00am - 10:20am Elevation of a Full-Thickness Mucoperiosteal Flap Alone Accelerates Orthodontic Tooth Movement Kelly Martinez Owen

10:20am - 10:40am The Investigation of Primary Failure of Eruption Etiology: A Functional and In Silico Approach Heather Hendricks

10:40am - 11:00am Association of APOE-ε Isoforms and Reduced BMI Values in Obstructive Sleep Apnea Patients with a Convex Dento-Facial Profile Lucy Lee Wachs

*continued on the next page*

# Scientific Lectures

## DOCTORS AND STAFF

304

8:00am - 9:30am	Breakthrough Ideas for Marketing to GPs, Pediatric Dentists and Other Professionals	Roger P. Levin
9:45am - 11:15am	A View From the Top: Five Steps to Building an Elite Practice	Neal D. Kravitz

## Early Treatment/Missing and Impacted Teeth

320

12:30pm - 1:00pm	Maxillary Missing Laterals: Evidence-based Priorities for Long-term Success	Marco Rosa
1:00pm - 1:30pm	Orthodontists, Surgeons and Impacted Teeth	Stella Chaushu
1:30pm - 2:00pm	If Impacted Canines are Genetically Determined, Prove It!	Adrian Becker
2:00pm - 2:30pm	Autotransplantation of Premolars: A Contemplative Treatment Option of Missing or Impacted Teeth	Hans Ulrik Paulsen

## TADs

311

12:30pm - 1:00pm	100% Successful TAD System!	Carlos Villegas
1:00pm - 1:30pm	Bone Anchored Maxillo-Mandibular Orthopedics: A Personalized Treatment Approach for Class III Early Tx	Samuel I. Roldan
1:30pm - 2:00pm	Skeletal Anchors: Intraalveolar or Extraalveolar, and Does it Matter?	Sarandeep S. Huja +
2:00pm - 2:30pm	Emerging Applications of TADs	Christine YeumiHong +

## Managing a Practice

308

12:30pm - 1:30pm	Diagnosing and Treating the Dento-legal Horrendenoma	Laurance E. Jerrold
1:30pm - 2:00pm	Meet the Six Misses of Risk Management	Doug Depew
2:00pm - 2:30pm	Managing Anterior Open Bite Malocclusions	Greg J. Huang +

## Root Resorption

307

12:30pm - 1:30pm	The Biomechanics of Orthodontitis and Root Resorption	Naphtali Breznia & Atalia Wasserstein
1:30pm - 2:00pm	Root Resorption and Other Anomalies: What, Where, Why?	Sylvia Frazier-Bowers +
2:00pm - 2:45pm	Orthodontic Root Resorption: Frequently Asked Questions with Answers	Glenn T. Sameshima +

## Pearls in Practice

312

12:30pm - 1:00pm	Scratching Your Head? Is it Really True?	Donald R. Oliver
1:00pm - 1:30pm	Orthodontic Recovery of Iatrogenic Cases	Gustavo Mattos Barreto
1:30pm - 2:00pm	Making a Silk Purse Out of a Sow's Ear?	Shannon E. Owens
2:00pm - 2:30pm	Orthodontic Care: "Therapy" or "Experience"?	Nikhilesh Vaid

## DOCTORS AND STAFF

304

1:00pm - 2:30pm	Managing Complainers, Compliance and Crazy People	David Ostreicher
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*continued on the next page*

# Featured Speaker Series

Not for CE credit

## Featured Speaker Series

312

9:45am - 11:15am The Magic and Power of Positive Perception

Brad Barton

## Special Events, Exhibit Hall and Business Meetings

7:00am - 11:45pm **Constituent Caucuses** **HRO**GLAO-**Celebration 1**; MASO-**Celebration 2**; MSO-**Celebration 3**; NESO-**Celebration 4**;  
PCSO-**Celebration 5**; RMSO-**Celebration 6**; SAO-**Celebration 14**; SWSO-**Celebration 15**7:00am - 4:00pm CDABO Case Displays (*closed 12pm - 1pm*)**OCCCCW - 315B**

8:00am - 4:30pm ePosters

**OCCCCW - Level 3 Concourse**

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

**OCCCCW - 303**

9:00am - 3:00pm Exhibit Hall

**Exhibit Hall**

11:00am - 12:30pm Dedicated Exhibit Hall Time for Doctors

**Exhibit Hall**

12:00pm - 5:30pm Second Meeting of the House of Delegates

**HRO - Regency R**7:00pm - 11:00pm AAO Gala - **Universal Studios®**(entire park reserved for AAO attendees during event) **sponsored by Invisalign iTero**

# Scientific Lectures

## Interdisciplinary Care

320

8:00am - 9:00am	Creative Treatment Planning for the Complex Orthodontic Patient	Vincent O. Kokich
9:00am - 10:00am	The Gummy Smile: Simplifying Treatment Planning with the Checklist Manifesto	David M. Sarver
10:00am - 10:45am	Long-term Follow-up of Orthodontic Treatment of Patients With a Compromised Periodontium	Chester Handelman
10:45am - 11:30am	How to Treat Open Bite or Upper Anterior Protrusion Cases with Ankylosed Teeth	Tae-Woo Kim

## Class II Treatment

311

8:00am - 8:45am	How Research Changed My Clinical Practice	P. Jonathan Sandler
8:45am - 9:30am	Balancing the Facial Icon with a Minimally Invasive Approach	Luis Carriere
9:30am - 10:15am	Evidence-based Efficiency in Class II Treatment	Peter Miles
10:15am - 11:00am	Orthodontic Facts and Myths	David L. Turpin
11:00am - 11:45am	Through a Glass Darkly: Orthodontics in the 21st Century	Lysle E. Johnston Jr.

## Finances and Communication

308

8:00am - 8:45 am	Accumulating Wealth Through Tax Smart Planning	Barry Oliver
8:45am - 9:30am	How to Run a More Profitable Practice	John K. McGill
9:30am - 10:15am	Game of Thorns: Four Practical Strategies for Resolving "Thorny" Staff Conflicts	J. Richard Steedle
10:15am - 11:00am	This Appliance is Made Especially for You	Dan Grauer
11:00am - 11:45am	Improving Practice Efficiency: There's an APP for That!	Matthew E. Larson

## New Frontiers in Orthodontics—Limits of Treatment

307

8:00am - 8:30am	A 3-Dimensional Review of Root Resorption: An Old Story Retold	Sercan Akyalcin +
8:30am - 9:00am	Exploring the Limits of Non-Surgical Class III Treatment	Anthony Mair
9:00am - 9:30am	New Advancements in Noncompliance Class II Correction Utilizing Micro-implant Anchorage	Ramesh Sabhlok
9:30am - 10:00am	Autotransplantation of Developing Wisdom Teeth: Indications and Limitations	Ewa Czochorowska
10:00am - 10:30am	What are the Limits to Treat Class III Only Orthodontically in Adults?	Jose Nelson Mucha
10:30am - 11:00am	Prescribing Vibrators, Gating Friction and Poking Holes in Patients: Ethics and Evidence about Speed	Marc B. Ackerman +
11:00am - 11:30am	Gingival Recession in Orthodontic Patients: Prevention and Treatment Strategies	Christos Katsaros

*continued on the next page*

## Scientific Lectures

### *Updates in Temporomandibular Function* 311

1:00pm - 1:45pm	TMD and Orthodontic Therapy: An Update	Jeffrey P. Okeson
1:45pm - 2:30pm	Orthodontic Diagnosis and Management of Temporomandibular Joint Involvement in Juvenile Idiopathic Arthritis	Sunjay Suri +

### *Genetics and Practice* 308

1:00pm - 1:45pm	Fear and Loathing in the Genomic Age	James K. Hartsfield + & Lorri Ann Morford +
1:45pm - 2:00pm	Identifying the Genetic Basis of Craniofacial Morphology and Malocclusion	Nan E. Hatch +

### *Pearls in Practice* 307

1:00pm - 1:45pm	Long-term Stability of Difficult Malocclusions Treated Using Non-Conventional Methods	Roberto Hernandez-Orsini
1:45pm - 2:30pm	Expanding the Horizons of Aligner Therapy with TADs	Benedict Wilmes

### *DOCTORS AND STAFF* 304

8:00am - 9:30am	The Future is Already Here	James Kerr
9:45am - 10:45am	Dale Carnegie Institute: How to Remember Names and People	Ken Roberts & Rob Pennacchini
11:00am - 12:00pm	Higher Production + Lower Overhead = A Happy Team	Edwina Wood

## Special Events, Exhibit Hall and Business Meetings

7:00am - 4:00pm	CDABO Case Displays ( <i>closed 12pm - 1pm</i> )	<b>OCCCCW - 315B</b>
8:00am - 4:30pm	ePosters	<b>OCCCCW - Level 3 Concourse</b>
9:00am - 12:00pm	ABO Case Displays	<b>OCCCCW - 303</b>
9:00am - 1:00pm	Exhibit Hall	<b>Exhibit Hall</b>
11:00am - 12:30pm	Dedicated Exhibit Hall Time for Doctors	<b>Exhibit Hall</b>





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# Orthodontic Staff Program

pages 23 - 31



All Orthodontic Staff Program lectures are located at the Orange County Center Convention West unless otherwise indicated.



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# Hands-On Workshops

## Hands-On Workshops for Orthodontic Staff



1:00pm - 2:30pm	Video for Orthodontic Offices: Learn to Shoot, Edit and Upload Like a Pro! #1	Dusty Green	<b>109A</b>
1:00pm - 2:30pm	Hands-on Wire Bending for the Orthodontic Assistant #1	Douglas Depew	<b>109B</b>
1:00pm - 3:00pm	Camera, Lights, Action! Patient Photography Made Easy #1	Rita Bauer	<b>110A</b>
1:00pm - 3:00pm	The Truth on Retainers: How to Build a Proper Fitting Essix Retainer or Hard Occlusion Nightguard #1	Neil Warshawsky	<b>110B</b>
3:00pm - 4:30pm	Video for Orthodontic Offices: Learn to Shoot, Edit and Upload Like a Pro! #2 (repeat)	Dusty Green	<b>109A</b>
3:00pm - 4:30pm	Hands-on Wire Bending for the Orthodontic Assistant #2 (repeat)	Douglas Depew	<b>109B</b>
3:00pm - 5:00pm	Camera, Lights, Action! Patient Photography Made Easy #2 (repeat)	Rita Bauer	<b>110A</b>
3:00pm - 5:00pm	The Truth on Retainers: How to Build a Proper Fitting Essix Retainer or Hard Occlusion Nightguard #2 (repeat)	Neil Warshawsky	<b>110B</b>

# Software User Classes

## Practice Management Software User Classes



1:00pm - 5:00pm	Cloud9Ortho	<b>OCCCW - 105B</b>
1:00pm - 5:00pm	Dolphin Imaging	<b>OCCCW - 106</b>
1:00pm - 5:00pm	Oasys	<b>OCCCW - 107</b>
1:00pm - 5:00pm	Carestream	<b>OCCCW - 108A</b>
1:00pm - 5:00pm	New Horizons	<b>OCCCW - 108B</b>



# Lectures

## Administrative

205

### For Office Managers

8:00am - 9:30am Attracting, Hiring and Retaining High Quality Team Members Amy Kirsch

### For Treatment Coordinators

9:45am - 11:15am The NEW New Patient Process LeeAnn Peniche

## Clinical

206

8:00am - 9:30am You've Been Talking, But Are Your Patients Listening?  
Putting Together the Puzzle of Patient Motivation Lori Garland Parker

9:45am - 11:15am Training Assistants – Step by Step Scott Frey

## Marketing

203

8:00am - 9:30am AAO Consumer Awareness Program Anil Idiculla

9:45am - 11:15am Internal Marketing and Patient Engagement for  
a Successful Orthodontic Practice Ann Marie Gorczyca

## All Staff

209

8:00am - 9:30am Customer Service: Delight Your Patients and Parents Steve Curtin

9:45am - 11:15am Empowerment Culture: Key to Growth and Success Scott Law

## DOCTORS AND STAFF

304

8:00am - 9:30am Building an Effective Marketing Plan Jeff Behan

9:45am - 11:15am The Power of a Strengths-based Practice Vicki Newell

## Administrative

205

### For Scheduling Coordinators

1:00pm - 2:00pm Empowering the "On-Time, Doctor-Time"  
Scheduling Coordinator Ken Alexander

### For Financial Coordinators

2:15pm - 3:15pm Overdue Financials: An Approach for Goodwill and  
Positive Outcomes Tina Byrne

## Clinical

206

1:00pm - 2:00pm Aligners: What Assistants Need to Know Mark Alan Lowe

2:15pm - 3:15pm The Inventory Investment: New Technology Combined with  
Traditional Strategies is Changing How to Manage Inventory Kira S. Woods

## Marketing

203

1:00pm - 2:00pm Teamwork: Creating a Marketing Team Utilizing Your Staff Nancy Hyman

2:15pm - 3:15pm Fun Digital Promotions Crystal Washington

## All Staff

209

1:00pm - 2:00pm Risk Management for Orthodontic Staff Elizabeth Franklin

2:15pm - 3:15pm How to 'Up Your Game' in Using a Computer Steven P. McEvoy

## DOCTORS AND STAFF

304

1:00pm - 2:00pm Lessons From the Oldest Old: The 90+ Study Dana Greenia

2:15pm - 3:15pm Informed Consent and the Standard of Care:  
What do Those Terms Really Mean? Eric Ploumis

*continued on the next page*



Saturday, April 30

ORTHODONTIC STAFF

## Featured Speaker Series

Not for CE credit

### Featured Speaker Series

312

8:30am - 10:00am Yes You Can!

Dick Hoyt

10:15am - 11:15am Making the Most of Your Walt Disney World Experience

Lou Mongello

## Special Events & Exhibit Hall

9:00am - 5:00pm Exhibit Hall

Exhibit Hall

11:15am - 1:00pm Dedicated Exhibit Hall Time for Orthodontic Staff

Exhibit Hall

1:00am - 2:00pm Charley Schultz Resident Scholar Award Program (see pg 12) **OCCCCW - 105**  
sponsored by Dentsply GAC International

6:30pm - 10:30pm Opening Ceremonies

ticket

SeaWorld

Includes unlimited food & beverage during event hours sponsored by Crest Oral-B

Sunday, May 1

ORTHODONTIC STAFF

## Lectures

### Administrative

205

#### For Financial Coordinators

8:00am - 9:30am Managing Risks to Enjoy the Rewards of Patient Receivables Kayla Hoorelbeke

#### For Treatment Coordinators

9:45am - 11:15am Effective Ways to Re-energize Your Recall System Carol Eaton

### Clinical

206

8:00am - 9:30am Oral Hygiene Education and Documentation Carolyn Friedman

9:45am - 11:15am Capture the Perfect Smile from Start to Finish! Rita Bauer

### Marketing

203

8:00am - 9:30am Marketing Your Orthodontic Practice Using Video Dusty Green

### All Staff

209

8:00am - 9:30am Naked in Paradise ... Uncovering the Power of Innovation Gary Zelesky

9:45am - 11:15am Teamwork - Bringing us Together Rosemary Bray

### DOCTORS AND STAFF

304

8:00am - 9:30am Increasing Your Personal and Professional Power to New Levels of Excellence Jerry V. Teplitz

9:45am - 11:15am Websites, Blogs, & SEO, Oh My! Following The Customer's Digital Journey Michael Mothner

continued on the next page

# Lectures

## Administrative

205

### For Office Managers

1:00pm - 2:30pm Staff Management and Staff Meetings Charlene White

## Clinical

206

1:00pm - 2:30pm Impressions: How to Tell the Good from the Bad Rita Johnson

## Marketing

203

1:00pm - 2:30pm The Secret Sauce: Creating a Unique Recipe for New Patient Marketing Beth Leach

## All Staff

209

1:00pm - 2:30pm How Changing Your Food Changes Your Life in Surprising Ways Dallas Hartwig

## DOCTORS AND STAFF

304

1:00pm - 2:30pm Transitioning for the Doctor & Staff: Working Together for a Smooth Transition Ken, Ryan & Steve Alexander

# Featured Speaker Series


Not for CE credit

## Featured Speaker Series

312

9:45am - 11:15am Re-energize Your Relationship! Bruce Christopher

# Special Events, Exhibit Hall and Business Meetings

6:30am - 8:00am	Fun Run and Walk  sponsored by Speed System™ Turkey Lake Park	
8:00am - 12:00pm	CPR Training 	OSCCW - 109B
9:00am - 3:00pm	Exhibit Hall	Exhibit Hall
11:15am - 1:00pm	Dedicated Exhibit Hall Time for Orthodontic Staff	Exhibit Hall
12:00pm - 2:15pm	Excellence in Orthodontics Luncheon and Awards Ceremony (Keynote: Mitt Romney)  sponsored by Dentsply GAC International HRO - Regency Ballroom	
1:00pm - 4:00pm	Specialized Orthodontic Assistant (SOA) Certification Prep Course 	OSCCW - 109A
4:00pm - 5:30pm	Orthodontic Career Fair 	HRO - Regency T
7:00pm - 9:30pm	International Reception  sponsored by RMO	Hilton Orlando - Promenade Lawn

# Lectures

## Administrative

205

### For Financial Coordinators

8:00am - 9:30am Solving the Insurance Receivables Puzzle

Jackie Shoemaker

### For All Admin Staff

9:45am - 11:15am 30 Ways to Improve Your Office Efficiency

Jeff Kozlowski

## Clinical

206

8:00am - 9:30am From Good to Great: Tips, Tricks and Techniques for Today's Clinical Team

Andrea L. Cook

9:45am - 11:15am Team it Up with Patient Managers

Debbie Best &  
Pat DiCiccio

## Marketing

203

9:45am - 11:15am Using Technology for Internal Marketing

James Kerr

## All Staff

209

8:00am - 9:30am Mastering Communication: How to Speak and Listen

Joan Garbo

9:45am - 11:15am Living a Balanced Life

Melanie Mills

## DOCTORS AND STAFF

304

8:00am - 9:30am Breakthrough Ideas for Marketing to GPs, Pediatric Dentists and Other Professionals

Roger P. Levin

9:45am - 11:15am A View From the Top: Five Steps to Building an Elite Practice

Neal D. Kravitz

## Administrative

205

### For All Admin Staff

1:00pm - 2:30pm Mastering Effective Communication with Enhanced Verbal Skills

Carol Eaton &  
Dana Worth

## Clinical

206

1:00pm - 2:30pm Together We Can Reduce Bond Failure: Utilizing the Most Current Concepts, Techniques and Materials

Paul Gange Sr. &  
Paul Gange Jr.

## All Staff

209

1:00pm - 2:30pm Delivering World Class Customer Service: Lessons from the Mouse

Dennis Snow

## DOCTORS AND STAFF

304

1:00pm - 2:30pm Managing Complainers, Compliance and Crazy People

David Ostreicher

*continued on the next page*



# Featured Speaker Series

Not for CE credit

## Featured Speaker Series

312

9:45am - 11:15am The Magic and Power of Positive Perception

Brad Barton

# Special Events & Exhibit Hall

9:00am - 3:00pm Exhibit Hall

**Exhibit Hall**

11:15am - 1:00pm Dedicated Exhibit Hall Time for Orthodontic Staff

**Exhibit Hall**

7:00pm - 11:00pm AAO Gala - [ticket](#)  
(entire park reserved for AAO attendees during event)

**Universal Studios®**  
sponsored by Invisalign iTero



# Lectures

## Administrative

205

### For Treatment Coordinators

8:00am - 9:30am	Managing Growth Using New Patient Statistical Tracking	Shannon Brockway
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### For Scheduling Coordinators

9:45am - 10:45am	The Schedule Warrior	Debbie Best
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### For All Admin Staff

11:00am - 12:00pm	Communication: The Beginning of Success	Joan Garbo
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## Clinical

206

8:00am - 9:30am	Imaging for Today's Orthodontic Office	Andrea L. Cook
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9:45am - 10:45am	The Magic of Safety! OSHA and Infection Control	Jackie Dorst
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11:00am - 12:00pm	Retainers: Bonded or Removable, Charge or No Charge, Dealing with Relapse	Douglas Depew
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## Marketing

203

8:00am - 9:30am	Marketing Benchmarks to Get the Biggest Bang for Your Buck	Kayla Hoorelbeke
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9:45am - 10:45am	Creating Your Signature Brand	Cindi James
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11:00am - 12:00pm	Laser Sharp Ideas to Market Your Practice	Charlene White
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## All Staff

209

8:00am - 9:30am	Put the Disney Way in Your Ortho Day	Rosemary Bray
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9:45am - 10:45am	Don't Wait! You Can Have the Financial Future You Want	Dan Murdock
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11:00am - 12:00pm	Five Common Body Language Mistakes You Will Want to Avoid in the Office	Linda Talley
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## DOCTORS AND STAFF

304

8:00am - 9:30am	The Future is Already Here	James Kerr
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9:45am - 10:45am	Dale Carnegie Institute: How to Remember Names and People	Ken Roberts & Rob Pennacchini
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11:00am - 12:00pm	Higher Production + Lower Overhead = A Happy Team	Edwina Wood
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# Exhibit Hall

9:00am - 1:00pm	Exhibit Hall
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Exhibit Hall

12:00pm - 1:00pm	Dedicated Exhibit Hall Time for Orthodontic Staff
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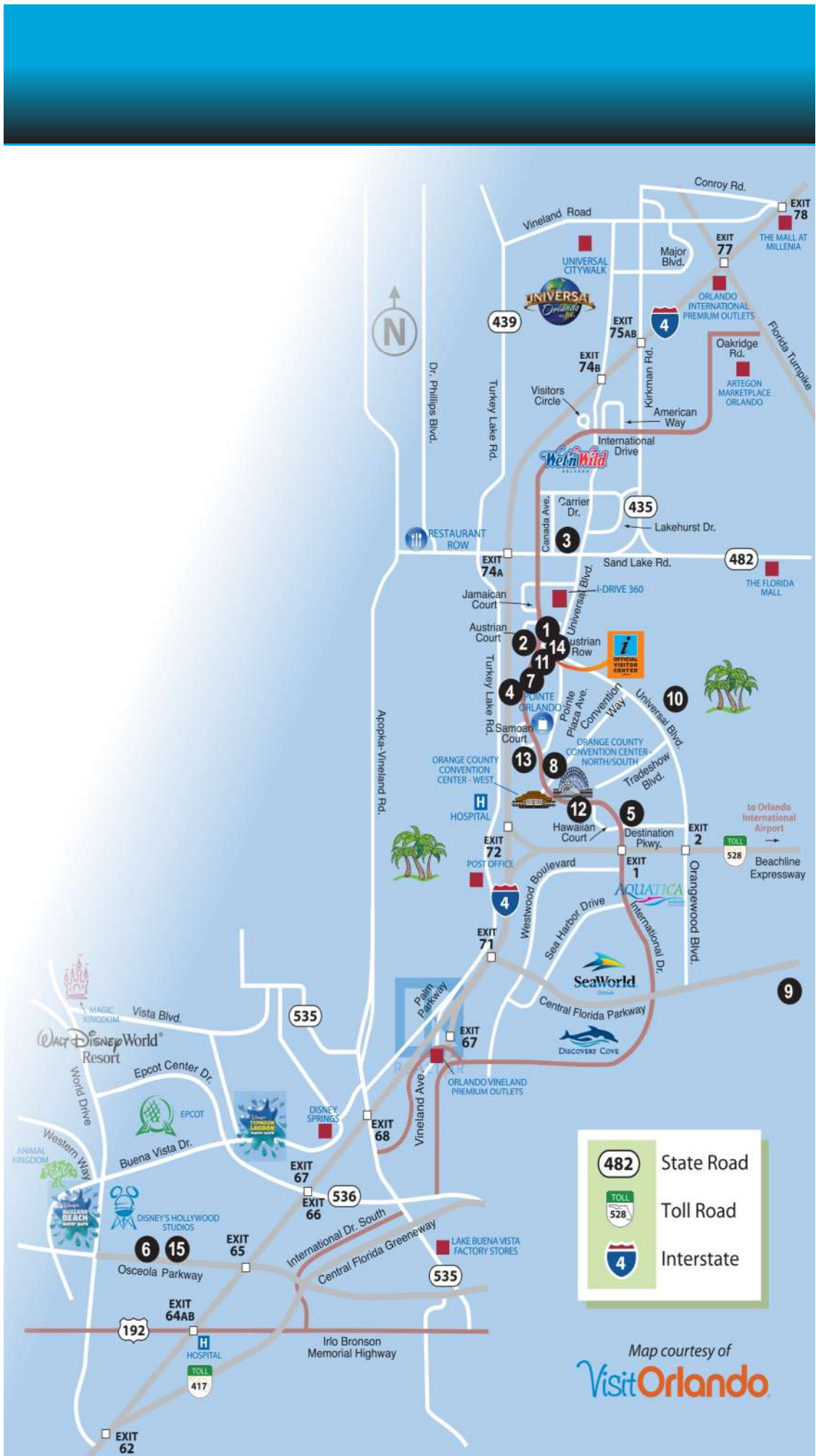
Exhibit Hall

# Orlando Map & Hotel Locator

- |  |                               |
|--|-------------------------------|
| 1. <b>Castle Hotel</b> — <i>an autograph collection hotel</i>  | 8629 International Drive      |
| 2. <b>Courtyard Marriott International Drive/Convention Center</b>   | 8600 Austrian Court           |
| 3. <b>Crowne Plaza Orlando Universal</b>   | 7800 Universal Blvd           |
| 4. <b>Embassy Suites International South/Convention Center</b>   | 8978 International Drive      |
| 5. <b>Hilton Orlando</b>   | 6001 Destination Pkwy         |
| 6. <b>Hilton Orlando Bonnet Creek</b>  | 14100 Bonnet Creek Resort     |
| 7. <b>Hyatt Place Orlando Convention Center/International Drive</b>  | 8741 International Drive      |
| 8. <b>Hyatt Regency Orlando</b> ( <i>headquarters hotel</i> )  | 9801 International Dr         |
| 9. <b>JW Marriott Orlando, Grande Lakes</b>  | 4040 Central Florida Parkway  |
| 10. <b>Las Palmeras</b> — <i>a Hilton Grand Vacations Club (Formerly Westin Orlando Universal Boulevard)</i> | 9501 Universal Blvd           |
| 11. <b>Residence Inn Marriott/Convention Center</b>  | 8800 Universal Blvd           |
| 12. <b>Rosen Centre Hotel</b>  | 9840 International Dr         |
| 13. <b>Rosen Plaza Hotel</b>   | 9700 International Dr         |
| 14. <b>Springhill Suites Orlando Convention Center/International Drive</b>                                   | 8840 Universal Blvd.          |
| 15. <b>Waldorf Astoria® Orlando</b>  | 14200 Bonnet Creek Resort Dr. |







# Shuttle Routes and Boarding Locations

Hotel Route		Boarding Location
2. Courtyard Marriott International Drive/OCCC	1	... Curbside on Austrian Ct.
3. Crowne Plaza Orlando Universal		... Curbside on Universal Blvd
4. Embassy Suites International South		... Curbside on Jamaican Court
13. Rosen Plaza Hotel		... Convention Center Loop
6. Hilton Orlando Bonnet Creek	2	... Transportation Loop
15. Waldorf Astoria® Orlando		... Outer Lane Main Entrance
9. JW Marriott Orlando, Grande Lakes	3	... Convention Center Loop
1. Castle Hotel	4	... Curbside on Universal Blvd.
7. Hyatt Place Orlando		... Curbside on Universal Blvd.
10. Las Palmeras		... Main Entrance
11. Residence Inn		... Fountain Curbside Universal Blvd.
14. Springhill Suites Orlando Convention Center		... Fountain Curbside Universal Blvd.
5. Hilton Orlando	5	... Group Arrivals/Transportation Lobby
8. Hyatt Regency Orlando*	walk to OCCCW	... walk to OCCCW
12. Rosen Centre Hotel*		... walk to OCCCW
Special Events shuttle for	6	
8. Hyatt Regency Orlando		... HRO Convention Center Loop
12. Rosen Centre Hotel		... Side of hotel (Rosen) under skybridge

\* No daily shuttles to and from OCCCW.

# Shuttle Schedule

## Shuttle Frequency

Friday, April 29	<b>7am - 10am</b>	<b>3:30pm - 5:30pm</b>
Saturday, April 30 - Monday, May 2	<b>7am - 10am</b>	<b>2pm - 3:30pm</b>
Tuesday, May 3	<b>7am - 1:30pm</b>	

**Daily Hotel Shuttles** travel to/from the OCCCW Friday-Tuesday, April 29 - May 3.

**Special Events** will have shuttle service as outlined below.

Event	Route or Location	Hours
<b>Friday, April 29</b>		
<b>Daily Hotel Shuttles</b>	Routes 1-5	see shuttle frequency
<b>Saturday, April 30</b>		
<b>Daily Hotel Shuttles</b>	Routes 1-5	see shuttle frequency
<b>Opening Ceremonies at Sea World</b>	Routes 1-6	6:00pm - 11:00pm
<b>Sunday, May 1</b>		
<b>Fun Run &amp; Walk</b>	Routes 1-6	6:00am Depart 8:30am Return
<b>Daily Hotel Shuttles</b>	Routes 1-5	see shuttle frequency
<b>"Disney After 4"</b> (ticket holders only)	OCCCW - Lobby	3:30pm return depends on park
<b>Alumni Receptions</b>	Routes 1-5	7:00pm - 9:00pm
<b>Orthodontic Residents Reception</b>	Routes 1-6	5:45pm - 9:30pm
<b>International Reception</b>	Routes 1-4 + Route 6 (event at Hilton Orlando)	6:45pm - 10:00pm
<b>Monday, May 2</b>		
<b>Daily Hotel Shuttles</b>	Routes 1-5	see shuttle frequency
<b>AAO Gala at Universal Studios</b>	Routes 1-6	6:30pm - 11:30pm
<b>Tuesday, May 3</b>		
<b>Daily Hotel Shuttles</b>	Routes 1-5	see shuttle frequency

# AAO Annual Sessions

**2017**

San Diego, California, USA

April 21-25  
San Diego Convention Center

**2020**

Atlanta, Georgia, USA

May 1-5  
Georgia World Congress Center

**2018**

Washington DC, USA

May 4-8  
Walter E. Washington  
Convention Center

**2021**

Boston, Massachusetts, USA

April 23-27  
Boston Convention &  
Exhibition Center

**2019**

Los Angeles, California, USA

May 3-7  
Los Angeles Convention Center

**2022**

Honolulu, Hawaii, USA

April 29 - May 3  
Hawaii Convention Center

# AAO Winter Conferences

**2017**

Fort Lauderdale, Florida, USA

February 10-12  
Marriott Harbor Beach Resort

**2018**

AAO/AAPD  
Joint Winter Conference  
Scottsdale, Arizona, USA

February 9-11  
The Westin Kierland Resort

# Floorplan – Orange County Center Convention West (OCCCW)

## OCCCW - Stacked Levels



### LEVEL I

Workshops & Software Classes, WFO,  
International Lounge, Camp AAO  
Speaker Ready Room (West 102-110)

### LEVEL II

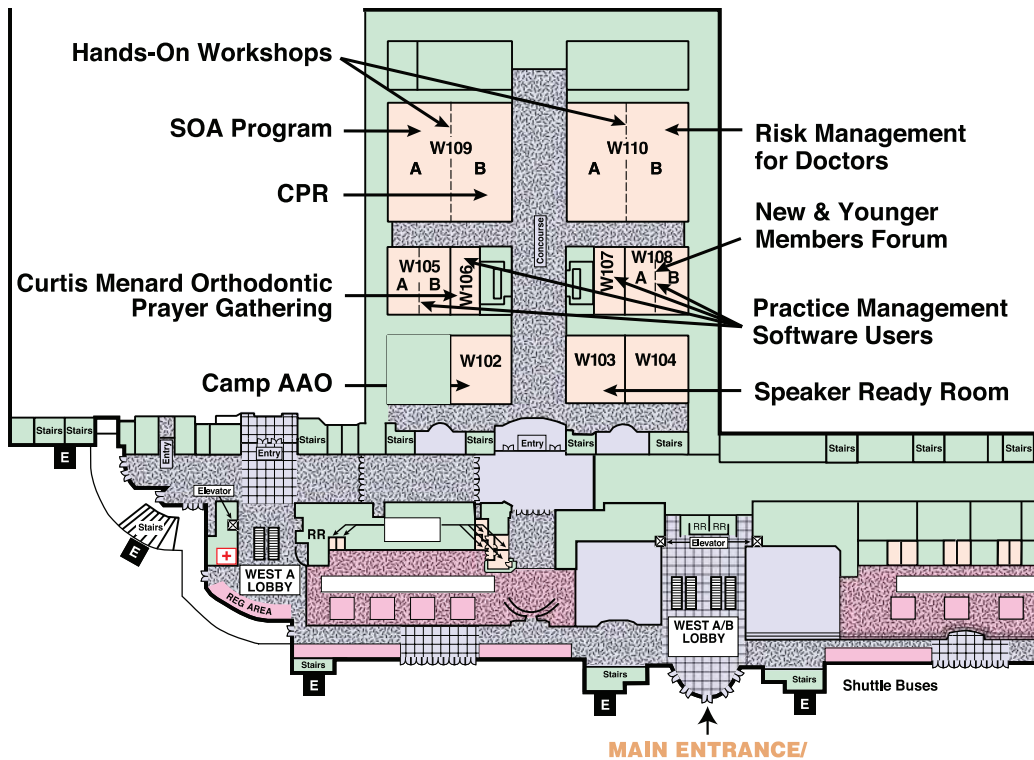
Exhibition Hall, Registration, Table Clinics,  
Health Screenings, (West Halls A & B)  
Member Resources (outside exhibit hall)  
Orthodontic Staff Lectures (West 203-209)

### LEVEL III

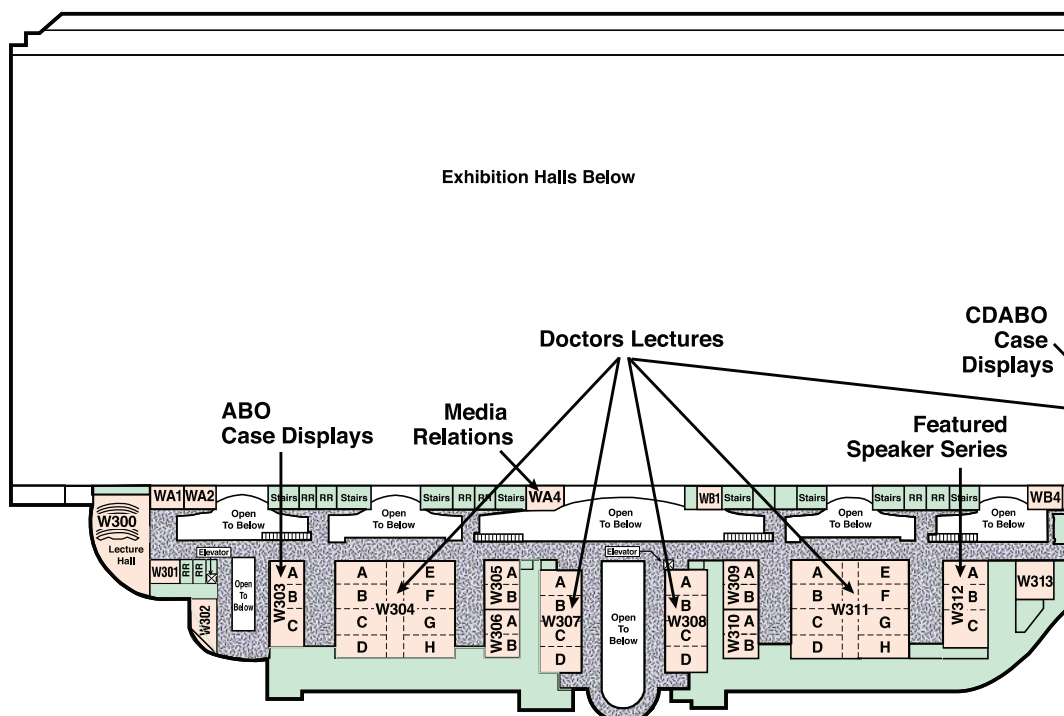
Doctors Lectures (West 304-312, 320),  
Case Displays (West 303 & 315B)

# Floorplan – Orange County Center Convention West (OCCCW)

## OCCCW Level I

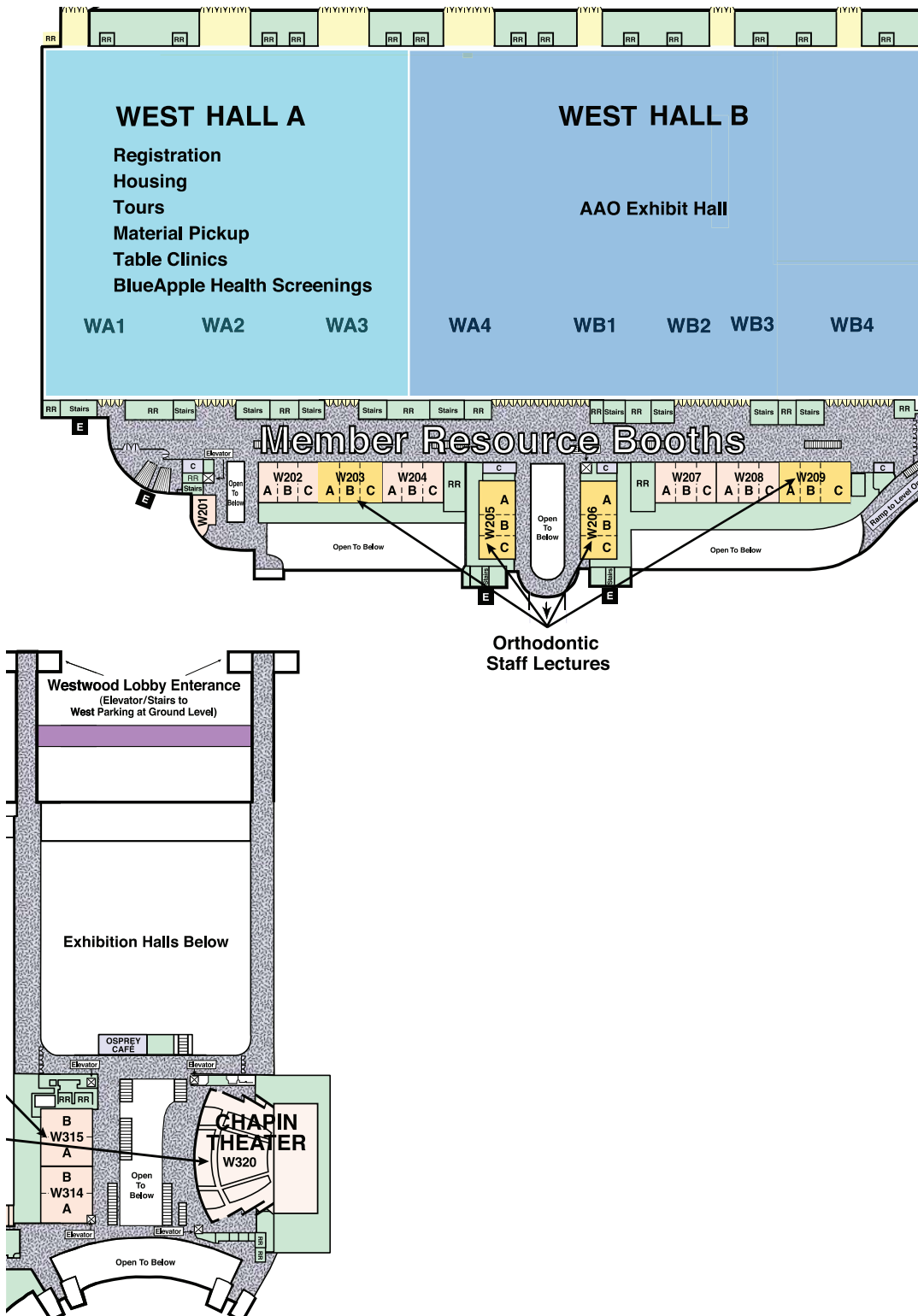


## OCCCW Level III





# OCCCW Level II — Exhibit Hall





# *A Special Thank* **2016 Annual**



## **American Orthodontics**

Orthodontic Residents Reception



## **Biolux Research**

Silver Bracket Sponsorship



## **ClearCorrect**

Silver Bracket Sponsorship



## **Crest Oral-B**

Conference Bag  
Opening Ceremonies Entertainment

For better dentistry



## **Dentsply GAC International**

Excellence in Orthodontics Awards Ceremony Speaker  
Charley Schultz Resident Award Program



## **G&H Orthodontics**

Bronze Bracket Sponsorship

# You to All of Our Session Sponsors



**Henry Schein Orthodontics**

Silver Bracket Sponsorship



**Invisalign iTero**

AAO Monday Night Gala



**RMO**

International Reception

**SPEED System™**

**SPEED System™ Orthodontics**

Fun Run and Walk

Annual Session Lanyards



**Ziegler Practice Transitions, Ltd.**

Practice Transition Reception



**Rocky Mountain  
Society of Orthodontists/  
Southwestern Society  
of Orthodontists**

**Joint Annual Meeting**

September 15-18, 2016  
Santa Fe, NM

**[www.rmso.org](http://www.rmso.org)**  
**[www.swso.org](http://www.swso.org)**

**Great Lakes Association  
of Orthodontists/  
Middle Atlantic Society  
of Orthodontists**

**Annual Session**

September 22-25, 2016  
Phoenix, AZ

**[www.glao.org](http://www.glao.org)**  
**[www.maso.org](http://www.maso.org)**

**Northeastern Society  
of Orthodontists**

**Annual Meeting**

October 6-9, 2016  
New York, NY

**[www.neso.org](http://www.neso.org)**

**Pacific Coast Society  
of Orthodontists**

**Annual Session**

October 13-16, 2016  
Seattle, WA

**[www.pcsortho.org](http://www.pcsortho.org)**

**Southern Association  
of Orthodontists**

**Annual Meeting**

October 20-23, 2016  
Destin, FL

**[www.saortho.org](http://www.saortho.org)**

**Midwestern Society  
of Orthodontists**

**Annual Session**

November 4-5, 2016  
Chicago, IL

**[www.msortho.org](http://www.msortho.org)**



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