



# Conference Agenda

Please be aware this agenda is subject to change prior to the actual conference

## Thursday, February 22

|                    |  |  |  |
|--------------------|--|--|--|
| 10:00 am – 5:15 pm |  | Digital Lab Consultations<br><i>(by appointment)</i> |  |
| 11:30 am – 4:15 pm |  | Business Consultations<br><i>(by appointment)</i>    |  |
| 5:00 pm – 7:00 pm  |  | Welcome Reception                                    |  |

### LEGEND

- Doctor Session
- Staff Session
- Doctor + Staff Session

## Friday, February 23

|                     | Speaker(s)                        | Session  | Description   |
|---------------------|-----------------------------------|--|---|
| 7:00 am – 4:30 pm   |                                   | Registration Desk Open   |   |
| 7:00 am – 4:15 pm   |                                   | Digital Lab Consultations<br><i>(by appointment)</i>                                     |   |
| 7:15 am – 5:30 pm   |                                   | Business Consultations<br><i>(by appointment)</i>  |   |
| 7:30 am – 8:30 am   |                                   | Breakfast  |   |
| 8:30 am – 9:45 am   | Chuck Abraham, OraMetrix CEO      | Conference Welcome   |   |
| 9:45 am – 10:15 am  |                                   | Break  |   |
| 10:15 am – 11:30 am | Dr. Jeff Johnson                  | Storyboarding for Orthodontics   | suresmile's cutting edge technology offers the platform that leads the future of orthodontics. Before you achieve the perfect smile, you must have a treatment plan. In order to provide an ideal treatment plan, you need to "sketch out the drawing." Simulations of treatment results empower you to evaluate the tooth movement of your digital plan. Mastering this powerful imaging option will open doors to more opportunities for treatment options. It's all about being able to "tell a story."    |
| 11:30 am – 12:30 pm |                                   | Lunch  |   |
| 12:30 pm – 1:00 pm  | Alex Bagden                       | 5 Simple Steps to Improve Your Search Engine Optimization                                | Rooster Grin Media will teach you 5 simple steps that you can implement today, without any web development knowledge, to improve your search engine rankings.   |
|                     | Jaime Couden                      | Is Your Website Ready for 2018?  | This course will cover how to get your practice found online, and once it's found, how to get patients to choose YOU! Jaime will be discussing the top 20 things your website needs, including the latest and greatest trends. She will also cover a self-evaluation for your website. It's time for you to learn the most important things you need on your website to get patients to start scheduling appointments!  |
| 12:30 pm – 1:30 pm  | Dr. Francis Wong                  | How to Easily Integrate Lingual Orthodontic Treatment into Your Practice                 | Dr. Wong, a lingual practitioner since 1987, will share his experience and insight gained over the years including: <ul style="list-style-type: none"><li>Best practices for patient management</li><li>His protocol for in-house IDB</li><li>Procedures that ensure precise indirect bonding every time</li><li>Using suresmile to achieve an ideal aesthetic outcome</li></ul> Dr. Wong will show a variety of cases from simple to complex, including those which involve temporary anchorage and surgery. |
|                     | Dr. John Walker<br>Dr. Liz Walker | Incredible Future for the Orthodontist in Airway Development and Obstructive Sleep Apnea | Dr. John Walker and Dr. Liz Walker, the suresmile team from Massachusetts, Vermont, and Aruba will present the scope of capability and responsibility the Orthodontist has in quality and longevity of lives of millions of children and adults. The resource of patients is untapped as well as the referral potentials. Breathing and sleep disorders are endemic! suresmile has the perfect diagnostic tools and systems to provide your patients what they need to breathe, thrive and survive.           |
|                     | Carrie Callaway                   | It's Basically Aligners, Y'all.  | Aligner therapy is the way of the future. Attendance at this session is perfect for those using aligner therapy or thinking about using this aligner treatment option. Subject matter expert, Carrie, will educate you on all the fundamentals of aligner therapy.  |
| 1:00 pm – 1:30 pm   | Kevin Thompson & Blake Aduddell   | Innovation X   | Innovation X - A story of design, development and Ingenuity   |

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| 1:30 pm – 2:30 pm | Dr. Eric Howard<br>Dr. Kyle Shannon<br>Dr. Peter Kierl | Panel Discussion: 3D Printing Technology   | suressmile practitioners Dr. Eric Howard, Dr. Peter Kierl, and Dr. Kyle Shannon will discuss their digital workflow steps, 3D printing, aligner fabrication and delivery utilizing the suressmile   elemetrix platform.  |
|                   | Dr. Brent Bankhead                                     | Understanding suressmile’s Multi-Group Staging Controls for Aligner Therapy  | suressmile now offers a powerful set of multi-group staging controls that allow you to group tooth movement types and to set the maximum rate of movement for each stage of aligner therapy. Dr. Brent Bankhead worked closely with the OraMetrix Engineering team to help develop and test these tools. Dr. Bankhead will present an overview of how these tools work, review the clinical thinking that went into their design, and demonstrate how he uses them to ensure successful aligner therapy outcomes for his patients.   |
|                   | Dr. Steve Moravec<br>Brenda Zullo                      | Integrating Aligner Therapy into Your Practice   | Veteran suressmile practitioner Dr. Steve Moravec began integrating aligner therapy into his practice in 2016. As early adopters, Dr. Moravec and suressmile coordinator Brenda will review their successes and challenges. They will share their lessons learned and best practices for integrating aligner therapy into your practice as seamlessly as possible.   |
|                   | Jason Kirsch   | suressmile 101   | New to suressmile? Need a refresher? suressmile 101 covers everything you will need, from software navigation to selecting case types, importing photos, ordering models, and the entire patient process.  |
|                   | Dr. Tradd Harter<br>Tracy Williams                     | Succeeding with suressmile   | Attendance at this session is a must! Dr. Harter and Tracy will address the many challenges that practices can have during the learning phase of suressmile... focused around workflow, staff input or assigned responsibilities, internal communication, etc. They know the challenges that comes along with going into full suressmile. With their experience they can address and help other practices get through those hurdles.   |
| 2:30 pm – 3:00 pm |  | Break  |  |
| 3:00 pm – 4:00 pm | Dr. Ilya Lipkin  | Building Advanced Lingual Skills   | This 50-minute presentation by one of suressmile’s top lingual practitioners explores how to use suressmile to determine treatment planning and mechanics for lingual cases. A wide variety of lingual case types will be reviewed, from the straightforward to the complex. Topics covered include everything from protocols, mechanics, management of impactions and extractions. Dr. Lipkin will also share many of the tricks and tips he has developed during his years of using suressmile to increase clinical effectiveness and efficiency. This presentation is suitable for both current and novice suressmile users.  |
|                   | Dr. Mary Kay Becher                                    | Using Simulations for DIY Aligner Design   | Choosing/designing and creating aligners for simple cases can be done easily and quickly with suressmile with minimal expense. The focus of this presentation will be treating minor cases with aligners (10-15) using simulations and staged models. Nuts to bolts.... Setup, staged models, attachments, and printing. Keeping it simple!  |
| 3:00 pm – 3:30 pm | Dr. Terry Sellke                                       | Remote Monitoring of treatment; it is real, it is here, and it provides “LESS time (for doctors and patients), and MORE control" | Never before in orthodontics has it been possible to treat patients to a BETTER result, with MORE control in FEWER visits using remote monitoring. In such a world, EVERYONE wins! This seemingly impossible dream is here. As a 100% suressmile User since 2008 and treating an increasingly larger number of cases with aligners, I have been using Dental Monitoring for nearly 2 years. Learn why and how I use it!  |
| 3:00 pm – 4:00 pm | Dr. Ed Lin<br>Angie Berna                              | Reasons to Believe in IDB  | <p>suressmile offers the better IDB solution. Our IDB simulations and trays provide 3D automation for rapid digital evaluation and adjustment of bracket placement. You can achieve placement with the accuracy of a jig, but with the chairside efficiency of a tray. Precision occlusal fit and a compact design deliver confident placement while improving patient comfort. Dr. Ed Lin and clinical assistant Angie Berna focus on the design and ordering of our IDB trays. By the end of the IDB lecture and workshop, participants will have experienced firsthand the benefits provided by suressmile IDB:</p> <ul style="list-style-type: none"> <li>• Rapid &amp; comfortable bracket placement</li> <li>• Completely adjustable bracket &amp; tooth position</li> <li>• Simulations of projected tooth movement</li> <li>• Control over tray segmentation design</li> <li>• Access to all elemetrix diagnostic tools</li> <li>• Direct access to brackets during bonding for ease of flash removal</li> </ul> |
|                   | Jason Kirsch   | suressmile: The Game Show  | Are you as good with the suressmile software as you think you are? Be prepared to test your knowledge in this Jeopardy game show session. Topics will include software skills, workflow, and general suressmile knowledge in this fast-paced race to the correct answers!  |
| 3:30 pm – 4:00 pm | Micah Owens  | How to Turn Your Practice Phone into a Smart Phone   | Making your practice phone smarter and more efficient with Weave   |
| 4:00 pm – 5:00 pm |  | Networking Reception   |  |
| 6:00 pm – 9:00 pm |  | Dinner and boot scootin' at Billy Bob's Texas - World's largest honky-tonk   |  |

## Saturday, February 24

|                   | Speaker(s)                        | Session  | Description  |
|-------------------|-----------------------------------|--|--|
| 7:00 am – 4:30 pm |                                   | Registration Desk Open                               |  |
| 7:15 am – 2:30 pm |                                   | Digital Lab Consultations<br><i>(by appointment)</i> |  |
| 7:15 am – 5:45 pm |                                   | Business Consultations<br><i>(by appointment)</i>    |  |
| 7:30 am – 8:30 am |                                   | Breakfast  |  |
| 8:30 am – 9:30 am | Dr. Nick Ferri<br>Dr. Randy Moles | Opening the Airway for Sleep Apnea Patients          | Dr. Randy Moles and Dr. Nick Ferri will discuss current concepts of SDS (sleep disturbed breathing) and APNEA. They will explain how the powerful diagnostic and treatment tools in suressmile can assist the clinician in helping to reduce airway issues for patients. |
|                   | Dr. Chip Bird                     | Ideal Case Types for                                 | suressmile practitioner Dr. Chip Bird from Madison, Wisconsin, will discuss treating patients in a hybrid fashion (archwires first, then finishing with aligners). He will describe what types of cases lend themselves  |



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|                     |   | Hybrid Treatment   | well to this treatment paradigm, as well as those where it may not be appropriate. Case examples will be used to illustrate results of this technique, along with some pros and cons learned along the way.  |
|                     | Dr. Ed Lin<br>Angie Berna                                       | IDB Hands-on Workshop  | Dr. Ed Lin and clinical assistant Angela Berna will conduct a hands-on clinical workshop where doctor-staff paired teams of participants will practice preparing and inserting IDB trays into the mouths of patient volunteers. All equipment, supplies and trays will be provided.  |
|                     | Jason Kirsch  | Sundancing Through Model Review  | Sending in your scan data is just the beginning. Next up-- model review! An important step in the suresmile process, model review is essential for making sure the patient's initial models are precise. An accurate starting point helps guarantee a more accurate treatment.   |
|                     | Lois Krempski-Jones<br>Michele Spignardo                        | Marketing suresmile from Day One!  | Planting the suresmile seed! Together we'll discuss planting the seed, the growth and care of suresmile in your practice.<br><br>From the new patient phone call to the day your patients finish treatment, suresmile is there to improve the patients' results and reduce treatment time. Educating your patients & referring doctors to help grow your practice and utilizing demographics to enhance your patient referrals.  |
| 9:30 am – 10:30 am  | Dr. Brian Rosenzweig  | Attaining your Smile Design Goals  | Dr. Rosenzweig will review current concepts of smile design, and then describe how you can employ suresmile technology to attain your smile design objectives accurately and predictably.  |
|                     | Dr. Sean O'Callaghan  | Hybrid Orthodontics Incorporating Aligners and Fixed Appliance Treatment         | Dr. O'Callaghan will share his evolving hybrid approach utilizing a combination of aligners and fixed appliances. He will demonstrate how you can use your existing suresmile skills to incorporate hybrid treatment into your day-to-day practice. Through using various combinations of partial fixed, fully fixed and aligner therapy, Dr. O'Callaghan will review how you can easily carry out difficult treatment plans for aligner therapy. He will also discuss how you can now avoid compromised treatment results due to early exit strategies.   |
|                     | Dr. Ed Lin<br>Angie Berna                                       | IDB Hands-on Workshop  | Dr. Ed Lin and clinical assistant Angela Berna will conduct a hands-on clinical workshop where doctor-staff paired teams of participants will practice preparing and inserting IDB trays into the mouths of patient volunteers. All equipment, supplies and trays will be provided.  |
|                     | Andres Fonnegra   | Be the Right-Hand in the Practice with Completing Setup Instructions             | Are you interested in new technology and want to help the patients and the practice with some cool stuff? Come over and learn how to help prescribe and complete treatment plan orders for the office. In this interactive session, we will learn how to effectively complete and submit setup orders to suresmile.  |
|                     | Melissa Rabaglia,<br>Melanie Badillo, & Dr. William Crutchfield | What's Under the Cowboy Hat of the Perfect Treatment Coordinator                 | Treatment Coordinator is a very demanding position that comes with a lot of responsibilities. Learn what it takes to make you the perfect person to wear this cowboy hat which includes personality, drive, experience and knowledge, perceptiveness, and consistent correspondence.   |
| 10:30 am – 10:45 am |   | Break  |  |
| 10:45 am – 11:45 am | Dr. Alex Yusupov  | My Quest for Orthodontic Truth & Wisdom: "4 years of suresmile--am I there yet?" | Please join Dr. Yusupov as he presents a synopsis of his clinical understanding and technological journey since fully implementing suresmile into his daily practice. He will share updated clinical pearls, digital tips and tricks, and illustrate everything he discusses with suresmile case studies.<br><br>Hold on tight! This lecture is not for the faint-hearted and will have you thinking--both differently and digitally--about how you treat cases from start-to-finish with predictable consistency.<br><br>Where is there? The answer is yours to discover  |
|                     | Dr. William Crutchfield   | How to Empower your Staff  | suresmile is an outstanding treatment tool. Often overlooked, however, is how you can delegate suresmile tasks to make your office more efficient. Dr. Crutchfield will discuss how to incorporate your digital team into the suresmile process.   |
|                     | Dr. Ed Lin<br>Angie Berna                                       | IDB Hands-on Workshop  | Dr. Ed Lin and clinical assistant Angela Berna will conduct a hands-on clinical workshop where doctor-staff paired teams of participants will practice preparing and inserting IDB trays into the mouths of patient volunteers. All equipment, supplies and trays will be provided.  |
|                     | Rhonda Roberts  | Wrangling Wire Orders and Wire Modifications                                     | As part of this session, you will learn how to apply limit values and over-corrections to wires as needed. You will also learn how to identify which conditions indicate the need for additional modifications to the wire prescription, understand why an installed wire has not achieved the desired result as well as prescribe and order a new wire that better responds to the current conditions in the patient's mouth.   |
|                     | Joshua Dodd   | Digital Lab Approved: Making Sure Your Cases Gallup Through the DL               | Have you ever wondered, "Did I capture enough of that bracket?" Maybe you've said to yourself, "I don't THINK there's movement in this CBCT." If so, then this session is for you. Joshua Dodd, former Staff Trainer and current Data Integrity Technician, will walk you through exactly what we need in the DL in order to process your cases and, more importantly, WHY we need it.   |
| 11:45 am – 12:45 pm |   | Lunch  |  |
| 12:45 pm – 1:45 pm  | Dr. Steven Peterson<br>Dr. Boyd Whitlock                        | Speeding Up Treatment with Standard w/ IDB                                       | In this 50-minute session, co-panelists Dr. Steve Peterson and Dr. Boyd Whitlock will discuss how suresmile's Standard w/ IDB product bundle has helped them to reduce the number of patient visits and overall treatment time dramatically. They will share with you how they achieve the same treatment results with fewer visits, target final tooth positions at the very start of treatment, eliminate in most cases the need for a second therapeutic scan, communicate with referring dentists when multidisciplinary treatment is necessary, and involve patients in the suresmile process from the very beginning of treatment. |
|                     | Dr. Mike Stewart<br>Dr. Scott Tyler                             | Building Your Legacy: Transitioning Your Digital Practice to the Next Generation | Several panelists actively working on a succession plan for their digital practice will discuss their journey to ensure quality orthodontic care for generations to come. The panelists will discuss those concrete steps you need to take now to ensure a smooth transition later. Panelists will also each take a few moments to reflect on why this process is important to them personally, and to the profession at large.  |
|                     | Dr. Ed Lin<br>Angie Berna                                       | IDB Hands-on Workshop  | Dr. Ed Lin and clinical assistant Angela Berna will conduct a hands-on clinical workshop where doctor-staff paired teams of participants will practice preparing and inserting IDB trays into the mouths of patient volunteers. All equipment, supplies and trays will be provided.  |
|                     | Jason Kirsch  | Boot-Scootin' Simulations for Beginners  | Simulations are a great way to treatment plan. This course will give you the tools and confidence to move teeth in the digital world.  |
|                     | Tracy Williams  | Presenting Everything suresmile from a TC's Perspective                          | So many questions and not enough answers? Bring all of your questions to this roundtable session where you'll have the chance to get answers from two of our top Treatment Coordinators. Tracy will cover topics such as: <ul style="list-style-type: none"> <li>Knowing Your Product/What is suresmile?</li> <li>Presentation of suresmile</li> <li>Financial/Fee</li> <li>Overcoming Obstacles</li> </ul>  |

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|                   |  |  | <ul style="list-style-type: none"> <li>KISS = Keep It Simple Stupid</li> </ul> <p>Get ready to leave this session with an abundance of takeaways!</p>  |
| 1:45 pm – 2:45 pm | Dr. Mike Allen   | Converting to 100% suresmile – the Good, the Challenges, and the Promise | suresmile practitioner Dr. Mike Allen from Oceanside, California will review how his practice grew from 4 to 32 new suresmile patients a month. He will explore the clinical, financial and systems aspects of his transition to 100 percent suresmile. He will also share his strategy for making suresmile work financially once his "all you can eat" GIP3 program expires.   |
|                   | Dr. Lindsay Resmer<br>Dr. Leslie Pitner<br>Dr. Christopher Brady<br>Dr. Mike Stewart<br><i>Moderator</i> | Getting Started with the suresmile   elemetrix Platform                  | Panelists who are relative newcomers to the suresmile   elemetrix platform will discuss the challenges and opportunities to integrating the world's most advanced digital orthodontics treatment platform into a practice. Each panelist will give a short presentation detailing his or her unique journey to full digital integration. We'll then open the floor to a moderated discussion where you can ask the panelists any and all questions that are top of mind! This panel discussion will be moderated to ensure active give and take with the audience. |
|                   | Dr. Ed Lin<br>Angie Berna  | IDB Hands-on Workshop  | Dr. Ed Lin and clinical assistant Angela Berna will conduct a hands-on clinical workshop where doctor-staff paired teams of participants will practice preparing and inserting IDB trays into the mouths of patient volunteers. All equipment, supplies and trays will be provided.  |
|                   | Andres Fonnegra  | Grab Concepts on Advanced Simulations by the Horns                       | Making accurate and meaningful simulations can be challenging in some cases. Having a good simulation can help you understand more about the limitations with the case and effectively communicate with the patient or referring dentists. In this session, we'll explore some of the tools you did not know existed in suresmile to help make these simulations more effective.   |
|                   | Julie Blauw<br>Dr. Melisa Rathburn<br><i>Moderator</i>   | Smoke and Mirrors  | Is the Digital Lab singing your praises or using expletives when they receive your records? Take a walk through the treatment timeline and learn why accurate records are important at every turn.   |
| 2:45 pm – 3:00 pm |  | Break  |  |
| 3:00 pm – 4:30 pm | TBD  | Four Day Weekend   | TBD  |
| 4:30 pm – 4:45 pm | Chuck Abraham,<br>OraMetrix CEO  | Conference Wrap-up and Farewell  |  |