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Minnesota Association
of Orthodontists and
South Dakota Society
of Orthodontists



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CREATING THE ALL-AMERICAN TEAM

2018 MSO ANNUAL SESSION • SEPTEMBER 21-22
RADISSON BLU MALL OF AMERICA • BLOOMINGTON, MN



Constituent
American
Association of
Orthodontists

PROGRAM



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2018 ANNUAL SESSION PLANNING COMMITTEE



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Dr. David Gehring
Exhibits & Sponsorship
Chair

**DR. RYAN VANLAECKEN
2017 – 2018 MSO PRESIDENT**



WELCOME!

Thanks for bringing your team to the 2018 Midwestern Society of Orthodontists Annual Session!

Plan to huddle with your team in the Exhibit Hall to connect with colleagues and industry partners while enjoying complimentary continental breakfast, lunch, breaks and Friday evening's reception. Find your ticket in your name badge holder for a complimentary beverage at the reception featuring music by Sue Crawford and MSO members Drs. John Crawford and Paul Hermanson. A name badge is required for admission to the exhibit hall, including for family member guests.

All attendees are encouraged to join us at the MSO Annual Business Meeting Saturday morning to honor Dr. Jim Klarsch in receiving the 2018 MSO Earl E. Shepard Distinguished Service Award. Active members also have the opportunity to vote on business at the meeting as posted on the MSO web site: www.msortho.org.

If you have not already, please "like" the MSO Facebook page to see meeting photos and go to the American Association of Orthodontists "app" to access meeting information on your mobile device.

And most importantly, a big cheer to our meeting sponsors and the 2018 MSO Planning Committee team for their assistance in putting together a winning event!

Ryan K. VanLaecken





**MSO EARL E. SHEPARD
DISTINGUISHED SERVICE AWARD
DR. JAMES G. KLARSCH**

Join colleagues at the MSO Annual Business Meeting Saturday morning to honor Dr. James (Jim) Klarsch as the recipient of the 2018 MSO Earl E. Shepard Distinguished Service Award.

Dr. Klarsch, a St. Louis native, received his Bachelor's degree, with Honors, from the University of Missouri at Columbia and was chosen to be a member of Mystical 7—the most prestigious Honor Society at MU. In 1984, he earned his Doctorate of Dental Surgery (DDS) "With Distinction" from the University of Missouri Kansas City School of Dentistry. There, he was inducted into Omicron Kappa Upsilon, the National Dental Honor Society.

Post-graduate work began with a General Practice Residency program at Southern Illinois University at Edwardsville School of Dental Medicine/St. Mary's Hospital. Dr. Klarsch then completed his post-graduate education in orthodontics at St. Louis University Center for Advanced Dental Education/Department of Orthodontics. Graduating at the top of his class, he received a Master of Science (MS) degree and has been practicing Orthodontics since 1988.

Today, Dr. Klarsch is dedicated to his field with a thriving practice that is limited to the Specialty of Orthodontics for children, adolescents, and adults. Also, he continues to train in and study about orthodontics in order to provide his patients the highest quality care. To this end, he is active in numerous dental organizations. Dr. Klarsch is an active member of the American Association of Orthodontists (AAO), the American Dental Association, the Missouri Dental Association, and the Greater St. Louis Dental Society. He also served in several offices including president for the Missouri Society of Orthodontists and Midwestern Society of Orthodontists. Additionally, he is a past board member of the Orthodontic Education and Research Foundation, and a past president of the St. Louis University Orthodontic

Alumni Association. Dr. Klarsch served on the AAO Council on Communications. He is Board certified in the Specialty of Orthodontics and is a Diplomate of the American Board of Orthodontics.

At St. Louis University's Department of Orthodontics, Dr. Klarsch is shaping the future of orthodontics as a member of the clinical faculty, training students in the art and science of orthodontics. He is also a member of the staff at the Cardinal Glennon Children's Hospital, where he volunteers his time and expertise on the craniofacial-cleft palate team.

Away from dentistry, Dr. Klarsch was elected to serve for two years as the Grand Knight of the St. Clement Knights of Columbus Council 13604 earning the Star council award each year. He was the Cub Master for nine years of the St. Clement Cub Scout Pack 624.

He achieved the rank of Eagle Scout through the Boy Scouts of America. His two sons are also both Eagle Scouts. Dr. Klarsch was inducted into his alma mater Ritenour Senior School's Hall of Fame.

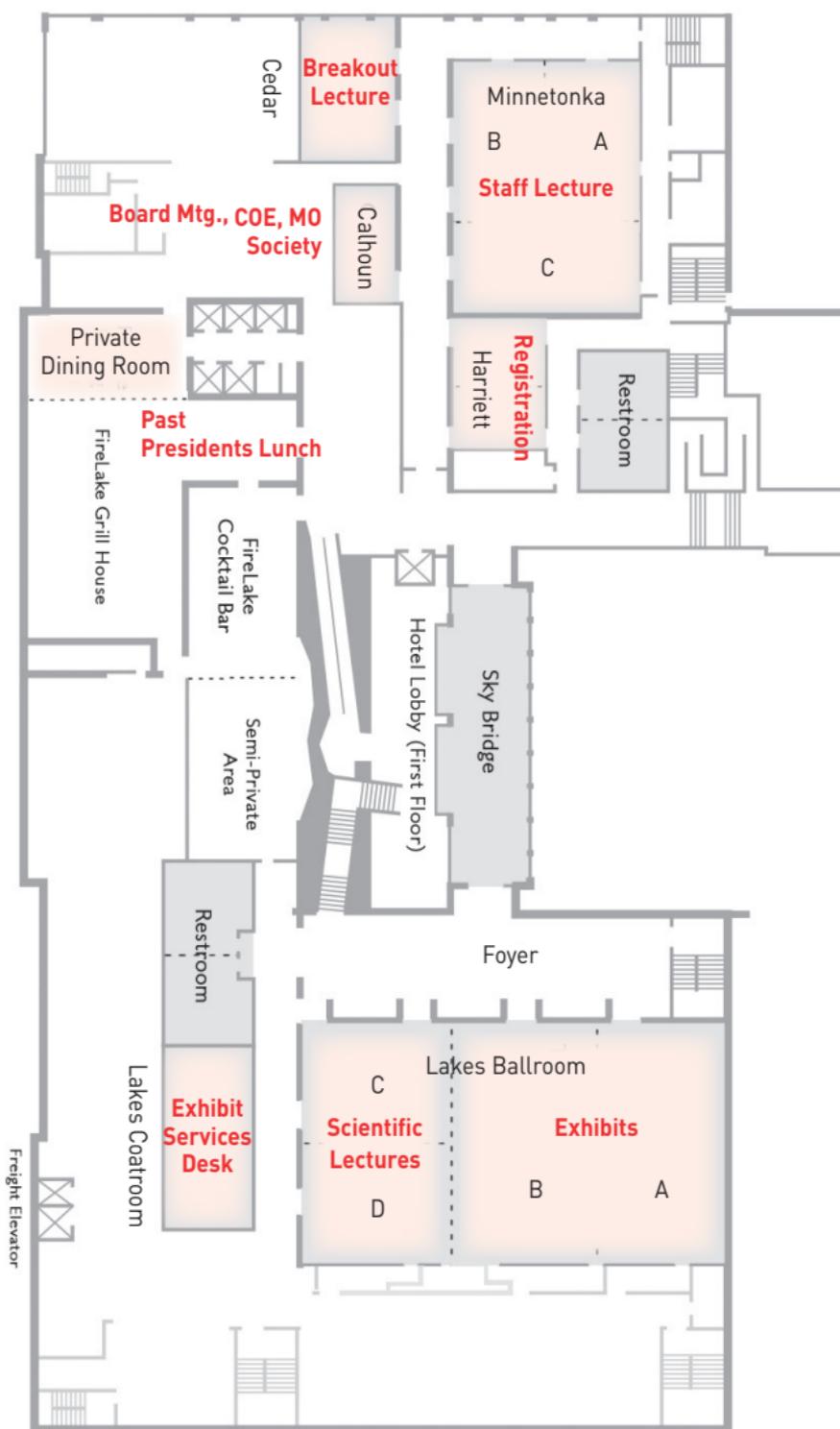
Dr. Klarsch is a resident of Des Peres, Missouri. He and his wife, Betsy Klarsch of 25 years, are proud parents of daughter Mary, and sons Austin and Daniel. His hobbies are many outdoor activities including boating and skiing, as well as spending time with his family.

MSO Earl E. Shepard Distinguished Service Award Winners

Mylon B. Morris	1987
Roger J. Fredsall	1988
Philip J. Maschka	1989
William Brandhorst	1990
John Abra	1991
Lloyd E. Pearson	1992
Harold Y. Arai	1993
Robert E. Bedell	1994
Robert P. West	1995
John J. Byrne	1996
A. Howard Sather	1997
Michael Matlof	1998
D. David Kinser	1999
James L. Jensen	2000
Jeffrey L. Schauder	2001
James R. Hugg	2002
Stephen F. Litton	2003
Bailey N. Jacobson	2004
Russell Kittleson	2005
Kenneth C. Marshall	2006
Francis J. Miller	2007
Steven D. Marshall	2008
Michael A. Fuchs	2009
J. Franklin Whipps	2010
Francis P. Green	2011
Michael S. Hipp	2012
Keith Levin	2013
Arnold Hill	2014
John S. Kanyusik	2015
Jacqueline M. Miller	2016
Dennis D. Sommers	2017
James G. Klarsch	2018

HOTEL FLOOR PLAN

SECOND FLOOR



SCHEDULE AT A GLANCE

THURSDAY ★ SEPT. 20

11:00 a.m. – 11:45 a.m.	MSO Executive Committee Meeting
Noon – 4:45 p.m.	MSO Board Meeting
3:30 p.m. – 8:30 p.m.	Exhibitor Set-up

FRIDAY ★ SEPT. 21

7:00 a.m. – 8:00 a.m.	Exhibitor Set-up
7:00 a.m. – 5:00 p.m.	Registration Open

8:00 a.m. – 6:30 p.m.	Exhibits Open – Complimentary Food/Beverage:
8:00 a.m. – 8:45 a.m.	Continental Breakfast
10:30 a.m. – 11:00 a.m.	Refreshment Break
12:30 p.m. – 1:30 p.m.	Lunch
3:00 p.m. – 3:30 p.m.	Refreshment Break
5:00 p.m. – 6:30 p.m.	Reception <i>Sponsored by 3M Oral Care</i>

8:30 a.m. – 8:50 a.m.	AAOF, AAOPAC and ABO Updates in Lecture Hall
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9:00 a.m. – 5:00 p.m.

DOCTOR LECTURES

9:00 a.m. – 12:30 p.m.	Dr. Willy Dayan <i>Sponsored by Invisalign iTero</i>
1:30 p.m. – 3:00 p.m.	Dr. Shane Langley <i>Sponsored by 3M Oral Care</i>
3:30 p.m. – 5:00 p.m.	Dr. Andy Hayes <i>Sponsored by American Orthodontics</i>

9:00 a.m. – 5:00 p.m.

STAFF LECTURE Gary Johnson

CLINICAL STAFF BREAKOUTS

9:00 a.m. – 10:30 a.m.	Dr. Mike Bicknell <i>Sponsored byOrmco</i>
11:00 a.m. – 12:30 p.m.	Dr. Shane Langley <i>Sponsored by 3M Oral Care</i>
1:30 p.m. – 3:00 p.m.	Jamie Miller <i>Sponsored by Invisalign iTero</i>
3:30 p.m. – 5:00 p.m.	Paul Gange, Jr. <i>Sponsored by Reliance Orthodontic Products, Inc.</i>

12:45 p.m. – 1:15 p.m.	Missouri Society Meeting
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SATURDAY ★ SEPT. 22

7:30 a.m. – 8:15 a.m.	MSO Annual Business Meeting
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7:30 a.m. – 4:00 p.m.	Registration Open
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7:30 a.m. – 1:00 p.m.	Exhibits Open – Complimentary Food/Beverage:
7:30 a.m. – 8:15 a.m.	Continental Breakfast <i>Sponsored by Reliance Orthodontic Products, Inc.</i>
10:00 a.m. – 10:30 a.m.	Refreshment Break
Noon – 12:45 p.m.	Lunch

8:30 a.m. – Noon	Council on Orthodontic Education
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8:30 a.m. – Noon	NEW & YOUNGER MEMBER/RESIDENT BREAKOUT Sean Murphy
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8:30 a.m. – 4:00 p.m.	DOCTOR LECTURES
8:30 a.m. – Noon	Dr. Peter Ngan
1:00 p.m. – 4:00 p.m.	Drs. Thorsten Gruenheid & Robert Nadeau

8:30 a.m. – 4:00 p.m.	STAFF LECTURE Andrea Cook <i>Sponsored by Ortho2</i>
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DOCTOR/STAFF OPTIONAL BREAKOUT

1:00 p.m. – 4:00 p.m.	Katie Maassen
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Noon – 1:00 p.m.	MSO Past Presidents Lunch
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1:00 p.m. – 3:00 p.m.	Exhibitor Move-out
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PROGRAM

All meetings are held on the second floor level of the hotel.

THURSDAY ★ SEPTEMBER 20

11:00 a.m. – 11:45 a.m. Calhoun Boardroom
MSO Executive Committee Meeting

Noon – 4:45 p.m. Calhoun Boardroom
MSO Board Meeting

3:30 p.m. – 8:30 p.m. Lakes A/B, Sky Bridge
Exhibitor Set-Up

FRIDAY ★ SEPTEMBER 21

7:00 a.m. – 5:00 p.m. Harriett
Registration Desk Open

7:00 a.m. – 8:00 a.m. Lakes A/B, Sky Bridge
Exhibitor Set-Up

8:00 a.m. – 6:30 p.m. Lakes A/B, Sky Bridge
Exhibits Open

A name badge is required to enter the exhibit hall in Lakes/AB where the complimentary food and beverage is served today for continental breakfast, morning and afternoon breaks, lunch and post-lecture reception (with a drink ticket).

8:00 a.m. – 8:45 a.m. Lakes A/B
Continental Breakfast in Exhibit Hall

DOCTOR LECTURE PROGRAM

Lakes C/D

Moderator: Dr. Ryan VanLaecken

8:30 a.m.
American Assoc. of Orthodontists Foundation (AAOF) Update

8:35 a.m.
AAO Political Action Committee (AAOPAC) Update
Sean Murphy, AAO Associate General Counsel

8:45 a.m.
American Board of Orthodontics (ABO) Update
Dr. Patrick Foley, ABO Director

The code to access the hotel's complimentary internet in the meeting area will be distributed at the lectures. Please go to the MSO website meetings page to access lecture handouts provided in advance.

9:00 a.m.-12:30 p.m. Sponsored by Invisalign iTero



Dr. Willy Dayan*

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

Own Your ClinCheck, So You Can Treat Patients with Aligners to the Same Place as Wires...And Then Better

Aligner orthodontics is about customizing the force system generated by aligners to the teeth. Learn in which cases “Aligner Force Systems” has advantages over “Traditional Wires and Braces Force Systems” and how to manipulate the shape of Aligners to create the right force system to treat the malocclusion.

- Analyze the movements they see on the screen and perform the required adjustments to improve their aligner treatment results.
- Identify the types of orthodontic movements that require the orthodontist to be prepared to modify aligners for success.
- Explain the bio-mechanics of aligner orthodontics that occurs in their patients, and not rely on what is incorrectly perceived as a “video of moving teeth.”

STAFF TEAM LECTURE

Minnetonka

Moderator: Dr. Rob VanLaecken

9:00 a.m. – 12:30 p.m.



Gary Johnson

Johnson has over 20 years of senior leadership and sales experience. He holds two graduate degrees in business and has led multiple organizations to double digit sales growth even in difficult economies.

Creating the All American Team

- Understand the critical nature of seeking to understand others before worrying about being understood.
- Become aware of the key steps to active listening.
- Learn how to deal with difficult people and become proficient at calming them down.
- Understand that in order to truly connect with patients you must cultivate the relationship and focus more on being interested than interesting.

* Indicates financial and/or beneficial interest

Restrooms are available for men and women in the Lakes Ballroom foyer, hotel lobby and FireLake restaurant. Restrooms closest to the Minnetonka staff lecture area will be dedicated to women.

CLINICAL STAFF BREAKOUTS

Cedar

Moderator: Dr. Rosemary Lelich

9:00 a.m. – 10:30 a.m. Sponsored by Ormco



Dr. Mike Bicknell*

Dr. Bicknell has received a number of degrees from the University of Illinois at Chicago, including a Doctor of Dental Surgery and masters in Oral Biology. He joined their orthodontic faculty in 2003 and continues his involvement lecturing dental students and residents while practicing in Elmhurst, Illinois.

A Paradigm Shift in Digital Retention

- Demonstrate increased efficiency utilizing a digital beginning to end workflow.
- Illustrate a step-by-step process to incorporate digital scanning technology into a reliable and predictable retention protocol.
- Establishing your brand to be synonymous with leading-edge technology through the digital platform.

11:00 a.m. – 12:30 p.m. Sponsored by 3M Oral Care



Dr. Shane Langley*

Dr. Langley graduated from the University of Alabama in 2005 with a DMD. He earned his orthodontic certificate and master's degree from the University of Alabama in 2009. Dr. Langley has practiced orthodontics full time in Daphne, Alabama, since 2009 and has served various positions on the faculty of the orthodontic department at the University of Alabama.

Direct Bonding Techniques Using Light Curing Adhesives

In this course, we will identify the impact of bond failures on your practice, review potential factors that can lead to a bond failure, and provide suggested solutions to aid in reducing the bond failure rate in your office. We will also review traditional and contemporary direct bonding techniques and compare resulting efficiencies. Upon completion of this course, participants will be able to identify and articulate:

- How to aggregate the obvious and non-obvious impact of bond failures in a practice.
- How to determine and calculate a bond failure rate along with its associated costs.
- How to differentiate between traditional and contemporary direct bonding techniques.
- How to create a simplified direct bonding protocol.

10:30 a.m. – 11:00 a.m.

Lakes A/B

Refreshment Break in Exhibit Hall

* Indicates financial and/or beneficial interest

12:30 p.m. – 1:30 p.m.
Lunch in Exhibit Hall

Lakes A/B

12:45 p.m. – 1:15 p.m.
Missouri Society Meeting

Calhoun Boardroom

DOCTOR LECTURE PROGRAM

Lakes C/D

Moderator: Dr. Mark Dake

1:30 p.m. – 3:00 p.m. *Sponsored by 3M Oral Care*

Dr. Shane Langley* Refer to photo and speaker bio page 8.

Efficiencies of Treating Complex Open Bite and Class II Cases with Esthetic Treatment Modalities

Learn how to:

- Treat the lower arch with ceramic brackets in deep bite cases.
- Use TADS to correct anterior open bite malocclusion. Class III malocclusion, missing mandibular second bicuspids.
- Correct Class II with Forsus.
- Prevent White Spot Lesions / hygiene protocol.
- Utilize White Spot Lesion treatment protocol.

3:30 p.m. – 5:00 p.m. *Sponsored by American Orthodontics*



Dr. Andy Hayes*

Dr. Hayes received his D.D.S., M.S.D. and certificate in orthodontics from Indiana University. He maintains a private practice limited to orthodontics in the St. Louis area. Additionally, he is a Clinical Instructor in the

St. Louis University Department of Orthodontics and serves on the Editorial Advisory Board for Orthotown Magazine.

Simplified and Efficient Treatment of Class II Malocclusions Using Intermaxillary Class II Correction Devices

- Explore the current literature to recognize the possibilities and limitations of the dentoskeletal effects associated with Class II appliance treatment.
- Recognize the differences in overall treatment philosophies and treatment mechanics of mandibular advancement appliances vs. spring assisted fixed intermaxillary Class II correctors.
- Learn optimized treatment mechanics with the PowerScope2 Class II Corrector to prevent the typical excessive mandibular incisor proclination associated with Class II appliances.
- Understand the clinical prerequisites and case selection for using the device.
- Explore from clinical examples how the PowerScope2 Class II corrector can predictably be used as anchorage to open space for future implants or close space to avoid future implants in congenitally missing tooth cases without the use of TADS.

STAFF TEAM LECTURE

Minnetonka

Moderator: Dr. Rob VanLaecken

1:30 p.m. - 5:00 p.m.**Gary Johnson** Refer to photo and speaker bio page 7.**WOWED! Using the Principles of WOW to Create Incredible Customer Service**

- Get Your House in Order. Work as a team to discuss their current marketing budget and number of typical interactions with a patient. Learn that the real marketing of the practice is the experience the team provides and create a game plan on how to provide great service.
- Avoid Conflict. Learn how to avoid situations that can cause the patient or patient parents to become agitated, frustrated or disappointed.
- Cement Patient Loyalty. Use a four step system to recover from mistakes. This system has been used by some of the best customer service companies in the world including Disney.
- Ask the One Question That Will Change Your Practice: Uncover the one key question you should be asking of their patient to truly measure the experience.

CLINICAL STAFF BREAKOUTS

Cedar

Moderator: Dr. Nate VanLaecken

1:30 p.m. - 3:00 p.m. Sponsored by Invisalign iTero**Jamie Miller***

Miller, RDH obtained his diploma in dental hygiene from Aplus Institute Toronto, local anesthetic at University of Alberta and certificate in the use of laser therapy for hard and soft tissues at Queensland University

Australia. He has worked around the globe as a RDH and continues to volunteer his RDH services to special needs patients limited to in home care. In 2011 he joined the iTero team as a clinical trainer to help drive innovation and advanced technology.

Dawn of the Digital Dental Clinician

Participants of this course will learn how to use all the tools of iTero Scanning to increase treatment acceptance.

Objectives:

- Why digital, why now.
- Scanning basics and the 60 second scan – Everyday scanning protocol pathway.
- MyiTero.com and it's role in integration.
- Patient pathway to all treatment acceptance.
- Occlusalgram/viewer, Invisalign outcome simulator, Time-lapse.
- Progress assessment tool.
- WIFM team work.

* Indicates financial and/or beneficial interest

3:30 p.m. – 5:00 p.m. *Sponsored by Reliance Orthodontic Products, Inc.*



Paul Gange, Jr.*

Gange, Jr. has been involved at Reliance Orthodontic Products since 2008. Following in his father's footsteps, Gange Jr. has become a leader in resolving difficult technical bonding issues. His passion for research and development has influenced many new Reliance products. He is a published author, lectures internationally and provides hands-on training for doctors and staff in private offices.

Bond Failure Reduction on all Substrates

Contamination? Under polymerized pastes? Improper surface prep? Patient abuse? We'll tackle all these potential causes for failure and more in a crash course on orthodontic bonding.

3:00 p.m. – 3:30 p.m.

Lakes A/B

Refreshment Break in Exhibit Hall

5:00 p.m. – 6:30 p.m.

Lakes A/B and Foyer

Exhibit Reception *Sponsored by 3M Oral Care*

All registrants are invited to use their complimentary beverage ticket for a soft drink, bottled water, wine or beer at bars in the exhibits area. See the latest products and services while enjoying a complimentary light snack with background entertainment by Dr. John Crawford, Dr. Paul Hermanson and Sue Crawford.



Dr. Paul Hermanson



Dr. John Crawford and Sue Crawford



Disclaimer: The Midwestern Society of Orthodontists (MSO) does not review or approve of or necessarily agree with the topics, speakers, and presentations set forth in this program. As such by virtue of your attendance at this program, you acknowledge that any and all actions taken by you based upon such topics, speakers and presentations are undertaken by you at your own risk and further agree to hold the MSO harmless from any and all liability in relations to the same. The MSO encourages you to make your own independent judgment as to the topics, speakers, and presentations, to rely on the advice of professionals, as appropriate, in making decisions in relation hereto.

SATURDAY ★ SEPTEMBER 22

7:30 a.m. – 4:00 p.m.

Harriett

Registration Desk Open

7:30 a.m. – 1:00 p.m.

Lakes A/B, Sky Bridge

Exhibits Open

A name badge is required to enter the exhibit hall in Lakes/AB where the complimentary food and beverage is served today for continental breakfast, morning break and lunch.

7:30 a.m. – 8:15 a.m.

Lakes A/B, Foyer

Sponsored by Reliance Orthodontic Products, Inc.

Continental Breakfast in Exhibit Hall

7:30 a.m. – 8:15 a.m.

Lakes C/D

MSO Annual Business Meeting

All meeting attendees and their family members are invited to this annual member meeting and presentation of the MSO 2018 Earl E. Shepard Distinguished Service Award to Dr. James Klarsch (see page 2).

8:30 a.m. – Noon

Calhoun Boardroom

Council on Orthodontic Education

DOCTOR LECTURE PROGRAM

Lakes C/D

Moderator: Dr. Rob VanLaecken

8:30 a.m. – Noon



Dr. Peter Ngan

Dr. Ngan is West Virginia University Branson-Maddrell Endowed Professor and Chairman, Department of Orthodontics, West Virginia University, School of Dentistry. He holds a dental degree from Harvard University,

School of Dental Medicine and Certificates in Orthodontics, Pediatric Dentistry and Hospital Dentistry from the University of Pennsylvania, School of Dental Medicine/Children Hospital of Philadelphia.

Growth Potential and Stability of Early Class III Treatment

- Identify the factors that affect the stability of early Class III treatment.
- Determine the type of Class III malocclusion that will warrant early treatment.
- Learn how to use of micro-implants to assist maxillary protraction.
- Determine if retention is necessary for early Class III treatment.

* Indicates financial and/or beneficial interest

Moderator: Dr. Daniel Keith

8:30 a.m. – Noon**Sean Murphy, AAO Associate General Counsel**

Sean joined the American Association of Orthodontists in 2016, and his responsibilities include overseeing the AAO's Component Legal Support Fund, serving as the treasurer for the AAO's Political Action Committee (AAOPAC), and helping oversee the AAO's legal and legislative issues. Sean received his bachelor's degree from Augustana College and his law degree and health law certificate from Saint Louis University School of Law. Prior to joining the AAO, Sean was a business litigator for seven years at a national law firm, Thompson Coburn LLP where he was selected to the 2014 and 2015 Missouri and Kansas Super Lawyers' Rising Stars Lists and the 2012 Missouri Bar Pro Bono Hall of Fame.

AAO's Mini-Legal Course for Orthodontists

After this lecture you will be able to:

- Better recognize common legal pitfalls.
- Better recognize contract provisions and negotiate them.
- Better understand how to handle difficult patients/parents.

STAFF TEAM LECTURE

Minnetonka

Moderator: Dr. Jacquelyn Schieck

8:30 a.m. – Noon Sponsored by Ortho2**Andrea Cook***

Cook's "clinical pearls" are polished from 20 years experience as a chair side assistant with outstanding orthodontic practices. Her extensive experience as clinical coordinator for a multi doctor practice seeing over 120 patients per day contributes to her success as a clinical consultant and trainer for premier orthodontic offices across the country.

Developing Your "Clinical Excellence" – I Quit, But Forgot to Tell You

Simplifying systems to focus on quality patient care and developing efficient, patient-based systems allows your team to go to the next level of orthodontic excellence. The morning and afternoon session will help the team develop scripting, verbiage and guidelines to convey your message to your patients. The morning session:

I Quit, But Forgot to Tell You....

Learn how to hire, train and retain the team of your dreams. Topics on building a team that will deliver your message include:

- How to communicate more effectively.
- Develop your "dream team" in a multigenerational practice.
- Create a training program that will develop your next "All Star" employee.

SATURDAY ★ continued

10:00 a.m. – 10:30 a.m.

Lakes A/B

Refreshment Break in Exhibit Hall

Noon – 12:45 p.m.

Lakes A/B

Lunch in Exhibit Hall

Noon – 1:00 p.m.

FireLake Restaurant

MSO Past Presidents Lunch

DOCTOR LECTURE PROGRAM

Lakes C/D

Moderator: Dr. Scott Arbit

1:00 p.m. – 4:00 p.m.



Dr. Thorsten Gruenheid

Dr. Gruenheid is a board-certified orthodontist and Assistant Professor at the University of Minnesota. He received his DDS and Dr med dent degrees from the University of Mainz, Germany, and his PhD from the University of

Amsterdam, the Netherlands. He provides orthodontic treatment primarily to an underserved child and adolescent population at the University of Minnesota Orthodontic Faculty Practice of which he has been the director since 2012.



Dr. Robert A. Nadeau

Dr. Nadeau is a board-certified oral and maxillofacial surgeon and Clinical Associate Professor at the University of Minnesota. He received his DDS degree from the University of

Minnesota and his MD degree from the University of Missouri. He is the clinical director of the Oral and Maxillofacial Surgery clinic at the University of Minnesota where he practices full scope oral surgery.

Surgical-Orthodontic Interactions During Treatment of Interdisciplinary Cases

A considerable number of orthodontic patients will need some type of surgical intervention, ranging from simple tooth extractions to complex orthognathic procedures, to complete their treatment. In these cases, early communication, coordination, and excellent collaboration between the orthodontist and the surgeon are essential to achieve treatment success and to ensure patient satisfaction. Providing the perspectives of both an orthodontist and an oral and maxillofacial surgeon, this session will:

- Address topics including emerging technology, contemporary treatment planning, and challenging clinical cases.
- Help the specialties communicate and work together more effectively in the treatment of orthodontic and dentofacial problems.

Moderator: Dr. Becky Maher

1:00 p.m. – 4:00 p.m.



Katie Maassen - AAO Dir. Mktg. & Communications

Marketing Orthodontics in the Modern Age

- Understand how marketing platforms are utilized, both digital and traditional.
- Learn some best practices used on modern digital platforms, such as social media.
- Learn how the AAO has turned around the consumer awareness program using digital technology.

STAFF TEAM LECTURE

Minnetonka

Moderator: Dr. Jacquelyn Schieck

1:00 p.m. – 4:00 p.m. *Sponsored by Ortho2*

Andrea Cook* Refer to photo and speaker bio page 13.

Developing your Clinical Excellence...

Learn how to keep running on schedule to ensure the highest quality patient care is delivered with discussions on:

- Running your clinic on time - how to make the schedule work in our world.
- Understanding your clinical reports.
- Proper documentation is not just important, it is essential!
- What's new in sterilization and instrument reprocessing for today's orthodontic office.

1:00 p.m. - 3:00 p.m.

Lakes A/B, Sky Bridge

Exhibitor Move-out



The Midwestern Society of Orthodontists is an ADA CERP recognized provider approved by the American Association of Orthodontists.

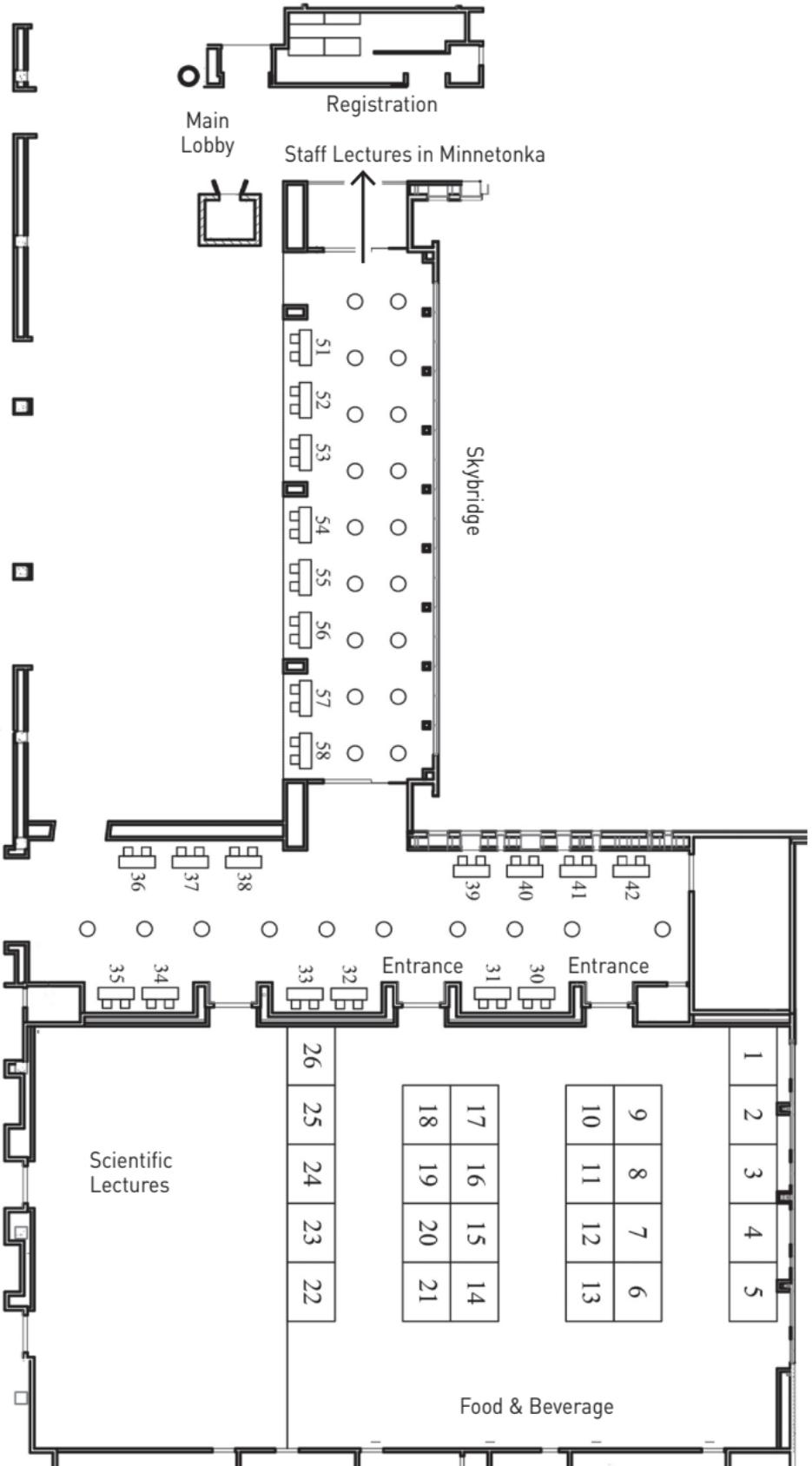
ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.

The Midwestern Society of Orthodontists designates this activity for 12 continuing education credits.

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.

EXHIBIT HALL FLOOR PLAN

LAKES BALLROOM A/B





EXHIBITORS

3M Oral Care 32

3M Oral Care promotes lifelong oral wellness for patients by providing science-based treatment solutions.

www.3M.com/ortho 800-423-4588

AAO Endorsed Insurance / AAOIC 53

20 years of professional liability coverage solutions created by orthodontists for orthodontists

www.aao-insurance.com 800-622-0344

AAO PAC / AAO Member Services / AAOF 51, 52

Representing over 18,000 orthodontists, the American Association of Orthodontists is the largest and oldest dental specialty organization.

www.aaoinfo.org 314-993-1700

American Board of Orthodontics 35

The American Board of Orthodontics is the only orthodontic specialty board recognized by the ADA and sponsored by the AAO.

www.americanboardortho.com 314-432-6130

American Orthodontics 8, 9

World's largest privately-held orthodontic manufacturer

www.americanortho.com 800-558-7687

AOA 19

Allesee Orthodontic Appliances is a full service digital orthodontic laboratory that features customized appliances for dental professionals world wide.

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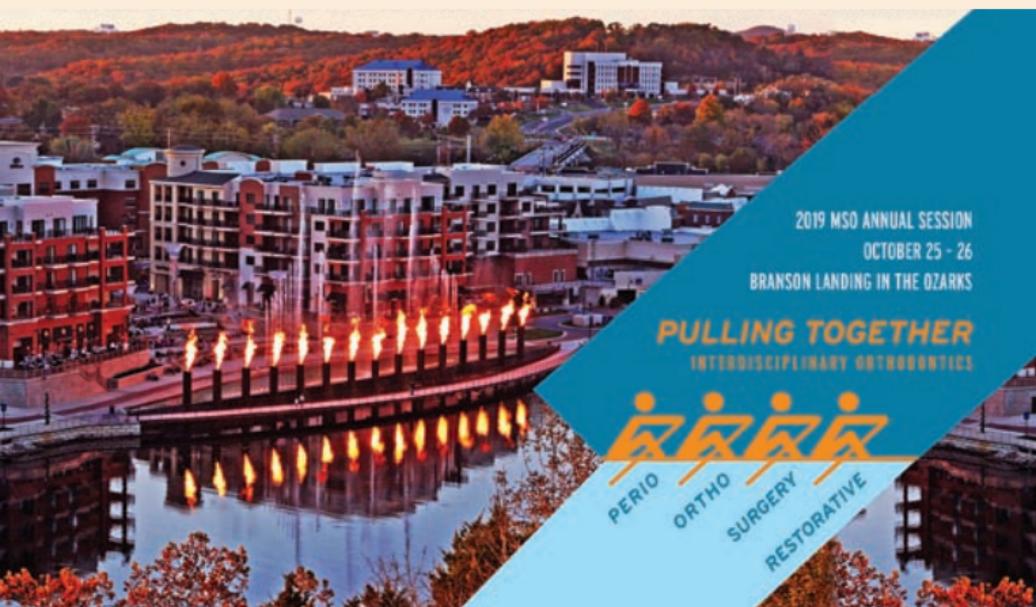


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