



# Program Information

## Doctor Session Speakers



### Dr. Mark Hans

Dr. Mark Hans graduated from Yale University and went on to study dentistry and orthodontics at CWRU. After 8 years in private practice Dr. Hans was certified by the ABO and recruited to head the orthodontic department at Case Western Reserve University (CWRU) in Cleveland, Ohio in 1989. Since then, he has divided his time between his private practice and CWRU. He is currently Professor and Chair of the Department of Orthodontics and serves as the Director of the Bolton Brush Growth Study Center. His research interests include Pediatric Sleep Apnea, Emerging Technologies in Orthodontic Practice and Facial Growth and Development.

### **"Clear, Mostly Sunny with a Chance of Showers - Orthodontics in the 21st Century"**

Friday, September 13, 8:00am – 9:30am

Since the discovery of the cephalometer in 1931 orthodontic practice has been influenced by evaluation of treatment outcomes with the goal of improving patient care. The three pillars of quality treatment are esthetics, function and stability. All are equally important and the future of our specialty depends on keeping this trilogy intact. This presentation will demonstrate how attention to the fundamental principles of facial growth and development influence orthodontic diagnosis and treatment planning. The critical nature of "core knowledge" to the survival of our specialty will be highlighted. There will also be a focus on the impact of technology on orthodontic practice, especially three-dimensional imaging, and CAD/CAM in the private orthodontic office. In addition, the role of the orthodontist in pediatric and adult sleep apnea will be reviewed. After this presentation the audience should be convinced that our future is "mostly sunny".

### **Learning Objectives**

- Understand the impact of facial growth on orthodontic treatment.
- Describe the role of the orthodontist on the sleep team.
- Understand the work flow for manufacturing custom aligners in an orthodontic office.
- Know why the trilogy along with core knowledge is critical to the future of our specialty.

*This is hands-on experience - It is important that each participant bring their own wire bending pliers. At a minimum, the two pliers needed for the wire bending class are a three-prong plier (#344) and a Bird Beak Plier (#139).*



## **Dr. J. Martin Palomo**

J. Martin Palomo, DDS, MSD is a tenured professor, the Orthodontic Residency director, and the Craniofacial Imaging Center director at Case Western Reserve University in Cleveland, Ohio. Dr. Palomo's contributions to craniofacial imaging, informatics, and airway analysis have been recognized through medical and dental research awards, national and international presentations, and numerous peer-reviewed publications. He is past chair of the AAO Committee on Technology, member of the AAO Council on Scientific Affairs, member of the AAO Foundation Planning Awards Committee, the AAO representative for Image Gently, an Associate Editor for the Techno Bytes section of the AJODO. He is board certified, an Angle Society member, and an active member of the Orthodontics and the Oral and Maxillofacial Radiology Associations.

### **“Managing OSA in a Busy Orthodontic Office”**

Friday, September 13, 10:00am – 11:00am

With more than 80 respiratory disorders, the orthodontist can play a big role helping children and adults, specially regarding Obstructive Sleep Apnea (OSA). This presentation will show how the orthodontist can help identify and manage OSA in pediatric and adult patients, from using oral appliances, to surgical movement of the jaws, and newest hypoglossal stimulation methods. When moving from 2D to 3D, distances and angles turn into areas and volumes, and understanding the airway may take orthodontics to the next level, increasing the scope of what can be done clinically.

#### **Learning Objectives:**

- After this lecture you will be able to incorporate OSA risk assessment in a busy orthodontic office.
- After this lecture you will understand the role an orthodontist may play when dealing with OSA patients.
- After this lecture you will understand how to assess the airway using CBCT.



## **Dr. Neal Kravitz**

Neal Kravitz, DMD, MS is a Diplomat of the American Board of Orthodontics, member of the Edward Angle Honor Society, and Associate Editor for the Journal of Clinical Orthodontics. Dr. Kravitz is a graduate of Columbia University and received his D.M.D. at the University of Pennsylvania. He is also a prolific writer for numerous journals. Dr. Kravitz lectures throughout the country and internationally on treatment planning, biomechanics, practice management, and ethics, quickly building a reputation as one of the country's most dynamic speakers.

### **“Esthetic Guide for Canine Substitution”**

Friday, September 13, 11:00am – Noon

Maxillary lateral agenesis in the permanent dentition occurs in 2% of the population, and canine-lateral substitution is a common treatment option, particularly for the adolescent patient. Despite the lasting benefits of canine substitution, these cases often have compromised esthetic results. This fun and fast-paced presentation will review steps to enhance the esthetics of the canine-lateral substitution patient. We will review important topics such as bracket positioning, torque, elastics, finishing bends, cosmetic bonding, and retention. Be ready to take home a handful of clinical pearls to enhance your substitution cases!

#### **Learning Objectives:**

- Discover which brackets provide the best torque.
- Learn finishing techniques with wire bends and elastics.
- Become an ortho-dentist with simple cosmetic bonding procedures.

## Staff Session Speaker



### **Dr. Doug Depew**

Dr. Doug Depew has maintained a thriving orthodontic practice, Depew Orthodontics, in Kennesaw, Georgia since 1990, where he has successfully treated over 20,000 cases. He also runs Atlanta Orthodontic Arts, a practice focusing on TMJ, sleep disorders, and esthetic treatments. Dr. Depew loves nothing more than to see his patients' lives transformed as they experience the confidence that comes from having a healthy, beautiful smile.

In addition to being a practicing orthodontist, Dr. Depew is also a sought-after speaker, author, and entrepreneur. His newest business venture, Triple D Ranch, rents horses to leasers and boarders, offering horse lovers an alternative to ownership. He is also the founder and Academic Director of Trapezio, an online platform which provides formal training for orthodontic staff members.

### **“What Every Orthodontic Assistant Should Know”**

Friday, September 13, 8:30am – Noon

As an assistant understanding why you do what you do, and not just how, makes you invaluable to your doctor. Join Dr. Douglas Depew for this fun and upbeat course while you develop a better understanding of the rationale and clinical applications of orthodontic mechanics, techniques and tasks. Dr. Depew will cover basic mechanics, types and purposes of various fixed and removable appliances, and the assistants' role in procedures like aligners, TAD's, and lasers. In addition, we will review how to accurately identify landmarks on a lateral cephalometric x-ray and how these are used to derive an analysis. The lecture will be augmented with hands-on exercises in wire-bending, bonding of attachments for aligners, and cephalometric landmark identification to give practical experience for attendees.

### **Learning Objectives:**

- Learn about the purposes of various fixed and removable orthodontic appliances.
- Practice making different types of bends in orthodontic arch wires and learn their purposes.
- Becoming familiar with cephalometric anatomy and be able to identify the landmarks and points required for lateral analysis.
- Discover what you can do to become even more valuable to your doctor as an assistant.

## Doctor & Staff Session Speaker



### **Dr. Christian Groth\***

Christian Groth, DDS, MS received his Bachelor of Science in Neuroscience & Behavioral Biology from Emory University in 2005. He completed his dental and orthodontic training at the University of Michigan (2009 and 2012, respectively). Dr. Groth is a diplomate of the American Board of Orthodontics and is an adjunct clinical professor at the University of Michigan Department of Orthodontics. Dr. Groth has lectured nationally on 3D technologies in orthodontics. Dr. Groth practices with TDR Specialists in Orthodontics located in southeast Michigan.

### **“Bringing Your Office Into the Digital Age”**

Saturday, September 14, 9:00am – 10:30am

Over the last several years, intraoral scanners have quickly become a standard piece of equipment in the orthodontic office. Having digital models has enabled us to do things that were never before possible. We will discuss digital workflows and the ways in which we use digital models to treat our patients more efficiently and increase the happiness of the doctor, staff, and patients! This will include digital design and 3D metal printed appliances, digital indirect bonding, and in-house aligners. We will review office systems necessary to make these systems work for you.

### **Learning Objectives**

- Attendees will be able to evaluate a variety of digital orthodontic systems.
- Attendees will have a basic knowledge of the systems necessary to implement in office 3D printing & in house aligners.
- Attendees will have a basic knowledge of how to implement digital indirect bonding.



## **Mr. Steve McEvoy\*\***

Steve McEvoy is an IT professional and project manager for MME Consulting, Inc., a computer company that specializes in serving Orthodontic Practices nationwide. He has 20+ years' experience working hands-on with the technologies used in practices like yours. He is a past Chair of the AAO Committee on Information Technology (CTech).

### **“Personal Cybersecurity: How to better protect yourself online”**

Saturday, September 14, 11:00am – Noon

Everyone worries about using the Internet. Are hackers recording me? Are my passwords vulnerable? Are my activities being tracked? Unfortunately in some cases the answer is ‘Yes’. Sadly if you are in a troubled relationship your partner can track almost everything about you knowing just your phones’ email password.

During this action packed session I will cover some of the ways people can take advantage of you, and the simple steps you can take to fend them off. These will include:

- Is public Wi-Fi safe?
- How to turn off tracking.
- What makes a good password?
- How to tell if your password is already hacked.
- Things to NEVER do online.

I promise to limit the ‘Geek Speak’ and talk about issues in terms we can all understand. I love to hear your own concerns about your Internet Safety, so please come and share them with the group.

### **Learning Objectives**

- Know how to determine if your usernames and passwords have been leaked onto the Internet.
- Know how to make simple and secure passwords.
- Know how to minimize your risk of being hacked while using Wi-Fi.





## **Mr. Craig Feinberg\***

Craig Feinberg is a Managing Partner at Certified Financial Services, a Wealth Management firm headquartered in Paramus, NJ, providing individuals, families and businesses with financial protection and wealth accumulation strategies.

As a reputable Financial Advisor of over 18 years, Craig holds a unique position within the firm. He has committed himself to ensuring that his clients are supported with effective strategies to secure, protect and maximize their financial futures all while demonstrating strong leadership skills to support the training and development of inexperienced Financial Representatives.

Craig grew up in the Financial Services Industry and immediately recognized the entrepreneurial aspect of the business. He appreciated the personal and financial freedoms that the career brought along with the rewards of helping others. By instilling his clients with financial literacy, Craig creates long-lasting relationships that help to guide his clients away from wealth-eroding events and towards financial success. He utilizes a proprietary tool, The Living Balance Sheet<sup>®</sup>, to focus on the four domains of an individual's financial life: Protection, Assets, Liabilities and Cash Flow.

Craig is a well-known and sought-after speaker on financial topics on television and for The Guardian<sup>®</sup> and Park Avenue securities, including the Leadership Institute, Sales Managers Summit and President's Citation Awards Conference. Craig was invited as guest on Live it Up with Donna Drake and has been seen as a contributor on CNBC Closing Bell.

As an active member of the community, Craig works to raise funds for NJ Alzheimer's Association and Make-A-Wish<sup>®</sup> NJ.

### **“The Business Side of Dentistry: Are You Maximizing Your Wealth?”**

Sunday, September 15, 9:00am – 11:00am

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\*This speaker has a financial and/or beneficial interest in a product or service related to their presentation.

\*\*Visual Enhancement Disclosure – this speaker uses enhanced, modified, or altered visuals in their presentation.

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