

2020 MASO Virtual Annual Session

Debuting
Friday, October 23,
8:00 AM and
available through
December 31, 2020.



12
On-Demand
Educational
Webinars

Program Information

- 1 Dr. Andrea Bonior – *“Working with Stressed Patients, Parents and Doctors”*
- 2 Dr. Jose Bosio – *“Navigating Into The Dental Ankylosis World”*
- 3 Dr. Marianna Evans – *“Airway and Periodontal Rational For Orthopedic Skeletal Development In the Primary and Early Mixed Dentition”*
- 4 Dr. Joana Forsea – *“Class III Treatment Option with Skeletal Anchorage”*
- 5 Dr. Heather Hopkins – *“Eliminate. Automate. Delegate: Scaling up your practice while scaling down your stress”*
- 6 Dr. Laurance Jerrold – *“Orthodontic Standards of Care: How Did They Evolve? What They Are Today? What Will They Be Tomorrow?”*
- 7 Mrs. Tracy Martin – *“The ‘New Normal’ of Millennial Orthodontics”*
- 8 Mr. Joe Neil – *“How to Get in the Best Shape of Your Life During a Pandemic”*
- 9 Dr. Tung Nguyen – *“Biological Boundaries to Tooth Movement in a New Age of Orthodontics”*
- 10 Dr. Waldemar Polido – *“Communication and Planning for the Orthognathic Surgery Patient Using Digital Tools”*
- 11 Dr. Kelton Stewart – *“The Impact of the COVID-19 Pandemic on Orthodontic Practices in the U.S.”*
- 12 Dr. Anna Wexler – *“Direct-to-Consumer Healthcare: Orthodontics and Beyond”*

1 ***“Working with Stressed Patients, Parents and Doctors”***

CE Credits: 0.75 Hrs.

Speaker: Dr. Andrea Bonior

Synopsis: This talk will illuminate psychologically-backed principles to help in interacting with patients and parents who are anxious, and make them more comfortable and amenable to treatment. It will cover hesitance and concerns about orthodontia specifically and also the larger epidemic of anxiety that has been rising in the US.

Educational Objectives: By the end of the presentation, attendees will be able:

- To further understand, and empathize with, the reasons for rising anxiety among patients and parents, and the growing prevalence of anxiety problems
- To identify common physical and behavioral signs of stress
- To learn strategies to respond compassionately and respectfully to patients and parents with stress, while ensuring treatment progress
- To understand anxiety among staff and recognize signs of burnout, along with prevention tools

2 ***“Navigating Into The Dental Ankylosis World”***

CE Credits: 0.75 Hrs.

Speaker: Dr. Jose Bosio

Synopsis: Francis Bacon (1561-1626), and English Philosopher, wrote that “*Knowledge is power*”, and “*The great end of life is not knowledge but action*”. The year of 2020 is a disruptor of our way of living and a demonstration of our abilities to adapt to new concepts.

Educational Objectives: The goals of this presentation are:

- Identify current types of dental ankylosis
- Discuss current ideas of treatment philosophies
- Challenge the scientific evidences
- Propose new directions on education of ankylosis concepts

3 ***“Airway And Periodontal Rational For Orthopedic Skeletal Development In the Primary And Early Mixed Dentition”***

CE Credits: 1.00 Hrs.

Speaker: Dr. Marianna Evans

Synopsis: Normal facial development is essential for mastication, respiration and periodontal health. Current evidence suggests that facial growth may be affected by recurrent upper respiratory problems and, vice versa, underdeveloped facial structures may contribute to sleep disordered breathing. Malocclusion and dental crowding are

also associated with compromised periodontal development. This presentation will discuss the link between airway, orofacial growth and periodontal health with a paradigm shift in orthodontics toward medically indicated early childhood orthodontic interventions.

Educational Objectives: The attendee will be able to:

- Review connection between facial, airway and periodontal development
- Review potential periodontal benefits of addressing skeletal problems in a younger age
- Review potential airway benefits of early orthopedic skeletal development

4 “Class III Treatment Option with Skeletal Anchorage”

CE Credits: 1.00 Hrs.

Speaker: Dr. Joana Forsea

Synopsis: If you have ever wondered how to compile all the literature you have read about skeletal maxillary modifications into a complete summary that makes sense of it all, well this is the lecture that will help you do that. Dr. Forsea will present to you the newest and most up to date literature and approaches that have clinically been able to consistently reproduce results that you may be able to count on. She will enumerate the way that she approaches her treatments at NYU. You will be able to understand how to select the cases that will respond well to skeletal maxillary modifications and then understand how to apply the procedures. This lecture will help you formulate a recipe for skeletal maxillary modification success.

Educational Objectives: The goals of this presentation are:

- To evaluate clinical outcomes, on a case by case basis, of patients who selected treatment approaches for CL III skeletal and dental malocclusion with the aid of skeletal traction of the maxilla with intermaxillary elastics from Miniplates placed on both the maxilla and the mandible.
- After the compilation of these evaluations, to share in this lecture the optimal method of case selection, treatment protocol, and realistic expectations of patients treated with bone anchored maxillary protraction.

5 ***“Eliminate. Automate. Delegate: Scaling up your practice while scaling down your stress”***

CE Credits: 0.75 Hrs.

Speaker: Dr. Heather Hopkins

Synopsis: Learn how to scale up your practice while scaling back your stress. Utilize technology in your practice to delegate all of the added steps involved with a digital case. Dr. Hopkins has a digital workflow in place that allows her to see more patients without creating more homework for the doctor. Utilizing the iTero scanner, two way texting, and a project management app, Dr. Hopkins workflow is seamless and improves the patient experience and decreases the workload on your end.

Educational Objectives: At the end of this lecture, participants will be able to:

- Improve digital workflow; know how to eliminate, automate, and delegate to increase efficiency while delivering customized care to every patient
- They will be able to manage clinchecks, in office printing, and Digital IDB cases without your digital workload taking over your life.
- Participants will be able to leverage technology to decrease office visits and improve the patient experience.

6 ***“Orthodontic Standards of Care: How Did They Evolve? What They Are Today? What Will They Be Tomorrow?”***

CE Credits: 1.00 Hrs.

Speaker: Dr. Laurance Jerrold

Synopsis: This lecture traces the legal evolution of the standard of care in orthodontics. There are many factors which contribute to defining the standard of care, all of which will be discussed. The roles of the doctor, the patient, the expert witness, the judicial system, the profession and society will be examined relative to their contributions in developing the standard of care. Inherent in this discussion is the concept that there may be several standards of care in play depending upon the circumstances presented.

Clinical practice guidelines and outcomes assessment tools will also be discussed regarding the role that they will play in the future of orthodontics. The lecture will also look back on Avrom King's predictions regarding the 3 tiers of dental practice and whether those predictions have reached fruition. This leads into a discussion of DIY / DTC orthodontics and how this evolution has affected the practice of orthodontics. The lecture closes with what we need to do moving forward to uphold our standards of care and where we will find ourselves if proactive steps are not undertaken.

Educational Objectives: The attendee will be able to:

- Understand the evolution of the standard of care, how it is defined, how it is promoted, and how it evolves over time in response to judicial, professional and societal input.
- Appreciate that standards of care are fluid and multifaceted depending upon the facts and circumstances surrounding the clinical situation at the time treatment was rendered and the status of the practitioner rendering the care.
- Comprehend the role that expert witnesses and clinical practice guidelines play in fashioning the standard of care and utilizing outcomes assessment tools to validate that standards of care are being met.
- Revisit Avrom King's predictions regarding the 3 tiers of dental practice and how they reflect today's practice environments and the standard of care rendered.
- Embrace the historical evolution of DIY / DTC orthodontics and how the standards of care apply to this form of practice.
- Advocate for the position that the orthodontic profession must adopt if we are to flourish moving forward.

7 ***“The ‘New Normal’ of Millennial Orthodontics”***

CE Credits: 0.75 Hrs.

Speaker: Mrs. Tracy Martin

Synopsis: We've all heard the talks about what "Patients in 20XX" want from a practice, or how to handle "today's patients." But what most people are missing is that "today's patients" are just the tip of a generational iceberg. The impact that Generation Y, or "Millennials" will have on not only your practice, but our industry as a whole, will be nothing short of transformative. And if your entire team is not prepared to navigate these changes, then it's time to start manning the lifeboats.

Educational Objectives: You'll close out this session strong with a comprehensive understanding of the historical impact previous generations have had on our industry. You'll get a deep dive into the buying habits of Millennials, as well as Millennial Parents specifically. And finally, you'll acquire the tools you need to design processes that serve them.

8 ***“How to Get in the Best Shape of Your Life During a Pandemic”***

CE Credits: 0

Speaker: Mr. Joe Neil*  (The Speaker will use enhanced, modified, or altered visuals in the presentation)

Synopsis: We will review several high-quality exercise regimens for men and women of all experience levels to maximize muscle and strength gains while also following the right eating regimen for achieving your ideal figure and ensuring adequate recovery.

Educational Objectives:

- **Eating healthy is expensive** - Eating healthy is possible if you're following an meal plan that has correct portion sizes, it's all about portion control and meal planning
- **You shouldn't skip breakfast** - You should base your breakfast consumption on your preference and personal goals. Clinical trials have shown that personal preference is a critical factor. Some people will subconsciously compensate for all the calories they skipped at breakfast, while others won't feel cravings of the same magnitude. In one trial, women who didn't habitually eat breakfast were made to consume it; they gained nearly 2 pounds over four weeks.
- **Intermittent fasting**, during which breakfast is either skipped or consumed later in the day, has been linked to a plethora of benefits, including improved blood sugar control, reductions in inflammatory markers, and healthy weight loss.
- **All smoothies and juices are healthy** - Nutrient dense smoothies, made up of non-starchy vegetables (spinach, kale, beets) can be a great way to increase your vitamin, mineral, and antioxidant intake. But, it's important to know that most juices and smoothies sold at stores are loaded with sugar and calories. When consumed in excess, they can promote weight gain and other health issues like tooth decay and blood sugar spikes.
- **Is Muscles soreness necessary for results?** - Short answer is no. The technical term is called delayed onset muscle soreness (DOMS). Exercise can cause tiny,

microscopic tears in your muscle fibers and your body responds to this damage by increasing inflammation which causes the soreness. Epsom salt baths help your body to recover faster from DOMS due to the magnesium relaxing the muscles and blood vessels.

- **Do women get bulky from lifting weights?** - No, it's nearly impossible for women to get bulky from lifting weights. Actually, when it is paired with a healthy diet, it tones and sculpts the body. Women have much lower levels of testosterone (builds muscle mass and strength) than men.
- **When you stop weight training does muscle turn into fat?** - Your muscle will never turn into fat, but if you stop working out they will shrink and make room for fat to replace them. Fat and muscle are two different types of tissue and can't be turned into the other. If you ever experience a time you're incapable of exercising you can avoid gaining unwanted fat by maintaining a healthy eating regimen.

**The speaker has a financial and/or beneficial interest in a product or service related to this presentation.*

9 **“Biological Boundaries to Tooth Movement in a New Age of Orthodontics”**

CE Credits: 0.75 Hrs.

Speaker: Dr. Tung Nguyen

Synopsis: The introduction of skeletal anchorage has changed the profession of orthodontics. Tooth movement that were once only possible through orthognathic surgery can now be accomplished with mini-screws and plates. However, data on the impact of these dentoalveolar movements on the periodontium and teeth, as well as their stability, are rather limited. This lecture will review and update the concept of the “Envelope of Discrepancy” introduced by William R Proffit to describe the range of dentoalveolar movement. It will discuss and highlight ongoing 3D imaging research to show potential side-effect of large dentoalveolar movements including popular skeletal anchorage treatment protocols to correct anterior posterior and transverse deficiencies.

Educational Objectives: The attendee will be able to:

- Review the Envelope of Tooth Movement with new 3D data.

- Discuss Mini-screws Assisted Rapid Palatal Expansion (MARPE) and compare the skeletal and periodontal effects against Surgically Assisted Rapid Palatal Expansion.
- Learn about potential periodontal side-effects in cases involving large incisor retraction for Class II and Class III correction.

10 ***“Communication and Planning for the Orthognathic Surgery Patient Using Digital Tools”***

CE Credits: 0.75 Hrs.

Speaker: Dr. Waldemar Polido

Synopsis: The treatment of patients with Orthognathic Surgery requires an efficient communication between the patient, the Orthodontist and the Oral Surgeon. Frequently, there is also a need for communication with restorative dentist, and the need for implants. Digital tools are a reality in a modern setting.

This lecture is directed to Orthodontists and Oral Surgeons, and will address the current knowledge and the use of digital tools to assess, plan and treat patients with dentofacial deformities.

The use of Imaging (2D and 3D), as well as clinical treatment plan concepts will be presented. Interaction and communication between Orthodontists and Oral Surgeons, with esthetics and airway considerations.

Educational Objectives: The attendee will be able to:

- Recognize digital tools that can be useful in the diagnostic, planning and treatment of orthognathic surgery patients
- Assess the patient from an esthetic and functional point of view, using digital tools
- Understand how to use digital tools to improve communication between all professionals involved in the treatment of orthognathic surgery

11 ***“The Impact of the COVID-19 Pandemic on Orthodontic Practices in the U.S.”***

CE Credits: 0.75 Hrs.

Speaker: Dr. Kelton Stewart

Synopsis: A team of investigators developed a 35-item survey and deployed the instrument to evaluate the immediate impact, as well as, long-term consequences of the COVID-19 pandemic on US orthodontic private practices. The survey included five thematic areas including respondent demographics, COVID-19 information acquisition preferences, practice impact of the pandemic, financial impact of the pandemic, and patient management strategies during the pandemic. The survey was virtually disseminated to approximately 5,700 US orthodontists and 507 individuals provided input (8.9% response rate). Roughly equal numbers of male and female orthodontists completed the survey. Sixty-two percent of survey participants were between the ages of 30 and 49 years old. Survey respondents came from all eight AAO constituent groups and represented various private practice modalities.

Three-quarters of the respondents indicated that they sought information about the pandemic from professional associations and 61% of respondents shared that they utilized internet/online new resources. Most participants cited delayed treatment and temporary staff layoffs as the most negative consequence of the forced office closures. About 93% of respondents indicated that they utilized some component of the early stimulus funding offered through the CARES Act.

Financially, respondents cited that they experienced an average of 50% decrease in net revenue due to the COVID-19 pandemic and associated office closures. Furthermore, two-thirds of respondents estimated that they realized a revenue loss between \$50,000 and \$300,000. The survey also found that respondents desired more information about numerous topics but the most common were guidance about PPE usage and PPE acquisition during the early period of the COVID-19 pandemic.

Educational Objectives: The attendee will be able to:

- Outline resources used by orthodontists to navigate the pandemic
- Explain how the pandemic influenced office personnel numbers
- Describe the effect of the COVID-19 pandemic on patient care
- Summarize early financial trends associated with the pandemic

12 ***“Direct-to-Consumer Healthcare: Orthodontics and Beyond”***

CE Credits: 0.75 Hrs.

Speaker: Dr. Anna Wexler

Synopsis: There are an increasing number of health products and services available directly to the public on a direct-to-consumer (DTC) basis. DTC versions of teeth aligners, genetic tests, heart-rhythm monitors, neurostimulation devices, and mental health tools are already on the market, causing professional organizations of dentists, geneticists, cardiologists, neurologists, and psychiatrists to grapple with challenges to their authority and practice. In this talk, Dr. Wexler will consider the cross-cutting ethical, legal and social challenges wrought by DTC health products, and discuss the results of a recent online survey of users of DTC teeth aligners.

Educational Objectives: The attendee will be able to:

- Understand the landscape of direct-to-consumer health products.
- Identify the ethical and legal challenges raised by this type of innovation.
- Recognize the user experience of direct-to-consumer teeth aligners.