

Conference Guide



SureSmile
2020 San Diego
Feb 27-29
Visionary Practice. Discover What's Beyond.

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SureSmile 2020 San Diego Feb 27-29 Visionary Practice. Discover What's Beyond.

The Ultimate User Conference in Digital Orthodontics

Specialists and their teams from across the world will come together to elevate their practice potential through peer-to-peer learning, hands-on workshops, and transformative talks connecting top clinicians and expert staff. Once a year, this community redefines what is possible, challenging each other to stand for something smarter.

This three-day learning event is all about elevating SureSmile practices. Curated sessions offer doctors and their teams greater control with exacting precision by customizing 3D digital solutions that do more than just set our doctors apart.



PACE CE Credit

Each attendee is qualified for 10 CE Credits. Please fill out the provided survey at the end of the event to receive your certificate.

Meet our Executives

Welcome to SureSmile2020!

As the largest manufacturer of professional dental products and technologies, Dentsply Sirona has the privilege of empowering dental professionals all over the world to provide millions of patients with better dental care and make people smile. We have made that our mission.

Dentsply Sirona has always played and is still playing a leading role in innovations – our focus is clearly on technical innovation. In fact, we invest over 150 million USD into R&D annually. With over 600 scientists and engineers we are the innovation engine in dentistry. We see ourselves as real pioneers in the dental industry: we believe in our ideas, we do research, we develop when others stop, and we work until everyone is satisfied.

SureSmile is a good example: This digital platform offers an incredible number of options for further simplifying and accelerating processes as well as making the workflow for orthodontists more flexible – that is what we're continuously working on. Clinical education – for example within the framework of our SureSmile 2020 conference – enables our customers to make optimal use of integrated solutions in their practices and laboratories. They learn how modern technologies can profitably enhance treatment planning and implementation – for a noticeably better treatment experience. Our comprehensive training programs reach more than 430,000 dental professionals worldwide in nearly 12,000 courses every year and we continue to open additional educational facilities to further increase these numbers.

Moreover, we stay close to our customers, we exchange ideas, we learn from each other, we develop together. This is our strength; we are so innovative and successful, above all, thanks to the close cooperation with our partners in practices and laboratories.

We are responsible for keeping our promises and being a trustworthy partner for our customers. In doing so, we win as a team, we improve the lives of patients, dentists, dental technicians and our employees.

Sincerely,

Don Casey
Chief Executive Officer, Dentsply Sirona



Eric Bruno
Senior Vice President, North America RCO Lead

Eric Bruno is Senior Vice President, North America RCO Lead at Dentsply Sirona. In this role he is responsible for leading the company's go-to-market strategy in North America.

Eric has more than 25 years of experience delivering customer value, inspiring employee engagement and driving execution for profitable growth across a diverse set of Medical Device, Pharmaceutical and Consumer businesses. Most recently he served as General Manager for Vision Care at Alcon/Novartis. His prior experience includes a variety of commercial, franchise and brand management positions at Alcon/Novartis and Johnson & Johnson. Earlier in his career, he was a brand manager at Procter & Gamble and an engineer at Kraft Foods.

Eric earned a bachelor's degree in Chemical Engineering from the Pennsylvania State University and an MBA from the Kellogg School of Management at Northwestern University.



Dr. Teresa A. Dolan, DDS, MPH
Vice President and Chief Clinical Officer

Dr. Teresa Dolan is Vice President and Chief Clinical Officer at Dentsply Sirona and leads the global Clinical Affairs function responsible for its strategic direction. In this role, Dr. Dolan oversees professional education activities in accordance with ADA CERP standards and guidelines. She also supports the unique clinical initiatives and strategies of each Dentsply Sirona business unit.

Prior to joining Dentsply Sirona in 2013, Dr. Dolan worked with the University of Florida College of Dentistry serving as both a professor and dean. The College of Dentistry provided for more than 125,000 patient visits annually.

Dr. Dolan is a Phi Beta Kappa graduate of Rutgers University and earned a DDS degree from the University of Texas. She also holds a Master of Public Health degree from the University of California, Los Angeles.



Dr. Alexander Völcker
Group Vice President, CAD/CAM and Orthodontics

Dr. Alexander Völcker is Group Vice President CAD/CAM and Orthodontics at Dentsply Sirona.

Dr. Völcker earned his Ph.D. in Physical Chemistry in Frankfurt. He began his career at Dentsply Sirona in 1990 in the Prosthetics business, where he worked in Research & Development and Marketing and Business Development. He later moved to VDW in Munich, first, as Vice President Research & Development and, later, as Vice President and General Manager.

In 2006, Dr. Völcker assumed the position of Vice President and General Manager at DeguDent in Hanau. After 2010, he managed important acquisition projects as Corporate Vice President, Business Development.

Business Consults

Personalized analysis of your business operations provides a powerful way to maximize opportunities. **Each one-hour consultation will utilize proven strategic processes and financial tools to give you an in-depth understanding of your business operations, and identify opportunities for growth.**

- Review clinical, financial, and business trends on specific metrics relevant to your practice
- Define and quantify your business goals – crucial for practice efficiency and effectiveness
- Partner with our financial experts who will share suggestions on ways to enhance and improve your practice’s performance – an outside set of eyes with a big picture view
- Compare actual results to industry and peer benchmarks – where are you in relation to others?
- Take away a demographic report filled with useful analysis and information about your market area

Business Consults must be pre-registered. Please see event registration staff to reserve your session.

Digital Lab Consults

Schedule an individual Digital Lab Consult at SureSmile2020 to save time and improve practice efficiency once you’re back in the office. Our skilled technicians will teach you to update your SureSmile individual and practice settings to match clinical workflow and save you time!

Improve your practice efficiency by learning these time-saving tricks:

- **MACROS** will save you at least 15 clicks per patient
- **Staff Checklists** – Edit and streamline staff checklists to match doctors’ preferences
- **Doctor Checklists** – simple customization saves time and unnecessary clicks
- **Wires** – 10 fewer clicks per wire

And there’s so much more! Our Digital Lab specialists will share their favorite time-saving tips and tricks garnered from their collective years of immersive experience with SureSmile. You’ll thank them later. Spend time with a Digital Lab Consult at the SureSmile2020 conference and save HOURS every week!

Each consultation is 1.25 hours and must be pre-registered. Please speak with event staff in Balboa A to reserve a convenient time during the conference.

Master Classes

PRECON THURSDAY, Feb 27, 2020

PreCon Master Class with Dr. Alex Yusupov



Clinical Photography Workshop: You Can Only Plan What You Can See

Dr. Yusupov explores the essentials of diagnostically accurate photographs for your digital workflow records. You’ll be able to see the difference high-quality images can make in your practice’s success as soon as you’re back in the clinic. (Camera Optional)

Time:
10:00a – 11:30a

Location:
La Jolla AB

PreCon Master Class with Dr. Melisa Rathburn



Advanced Surgical Workshop

In this hands-on session, Dr. Rathburn demonstrates her approach to digital treatment planning of surgical cases. Explore the benefits of surgical orthodontics, the protocols of complex procedures, and discuss finishing mechanics. Bring your laptop with a surgical case to unlock the broadest benefits of this practical workshop.

Time:
1:00p – 3:00p

Location:
Balboa BC

PreCon Master Class with Kayla Hoorelbeke



Is Your Brand Identity in Need of a Digital Renovation?

When it comes to your marketing tactics and sales techniques, are you running a turnkey practice or more of a fixer-upper? This session will help you boost the curb appeal for your practice by examining social media, traditional marketing ideas, enhancements to your sales process, and understanding your target market.

Time:
3:00p – 4:00p

Location:
La Jolla AB

PreCon SureSmile Patient Management (Staff Level 2)

This one-day course is for clinical assistants ready for more advanced SureSmile training. The course will focus on how to evaluate 3D models, order setups and wires, and effectively navigate through the software. This course also covers SureSmile aligners.

Time:
9:00a – 4:00p

Location:
Gaslamp CD

**Master Class attendees receive an additional 4.5 CE credits.*

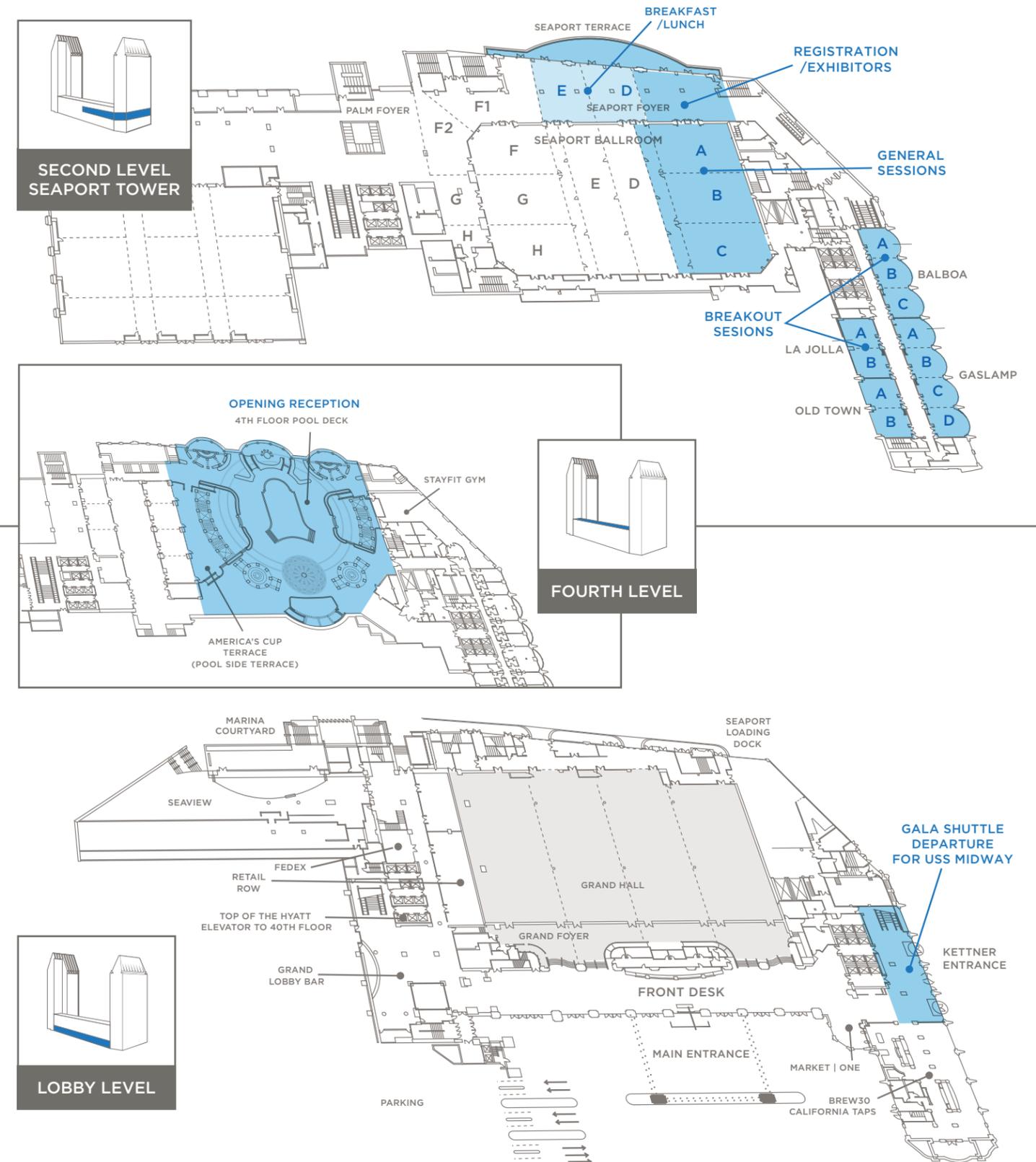
Agenda

TIME	THURSDAY, FEB 27	LOCATION
7:30a - 5:00p	Conference Registration	Seaport Terrace
9:00a - 5:00p	Rehearsals	Seaport ABC
9:00a - 5:00p	Exhibitor Set-Up	Seaport Terrace
9:00a	Digital Lab Consults	Balboa A
9:00a	Business Consults (Mt. Woodson & Banker Hill)	33rd Floor
9:00a - 4:00p	PreCon SureSmile Patient Management (Staff Level 2)	Gaslamp CD
10:00a - 11:30a	PreCon Master Class: Clinical Photography Workshop	La Jolla AB
11:30a	Lunch	Seaport DE
1:00p - 3:00p	PreCon Master Class: Advanced Surgical Workshop	Balboa BC
3:00p - 4:00p	PreCon Master Class: Brand Identity Digital Renovation	La Jolla AB
3:00p	SMU Presentation to Executives	Seaport ABC
5:00p	Opening Reception & Staff Recognition	4th Floor Pool Deck
5:00p - 7:00p	Conference Registration (Late)	4th Floor Pool Deck
7:30p	VIP Supper Club (by invitation only)	

TIME	FRIDAY, FEB 28	LOCATION
7:00a	Breakfast	Seaport DE
8:00a	Digital Lab Consults	Balboa A
8:00a	Business Consults (Mt. Woodson & Banker Hill)	33rd Floor
	General Session	
8:30a	Opening Address	Seaport ABC
9:00a	Executive Panel Discussion	Seaport ABC
10:00a	Break	
10:15a - 12:00p	7.6 Global Launch, Beta Dr. Panel, Holger Raschke	Seaport ABC
12:00p - 1:00p	Lunch	Seaport DE
1:00p - 4:30p	Breakout Sessions (See details on pages 14-23)	
5:30p - 6:30p	Shuttle Transportation to <i>USS Midway</i> for Gala	Lobby (Kettner Entrance)
6:00p	Gala & Awards Dinner	<i>USS Midway</i>

TIME	SATURDAY, FEB 29	LOCATION
7:00a	Breakfast	Seaport DE
8:00a	Digital Lab & Business Consults	
8:30a - 12:15p	Breakout Sessions (See details on pages 14-23)	
12:15p	Lunch	Seaport DE
	General Session	
1:30p	Visionary Practice — The Digital Practice of Tomorrow	Seaport ABC
3:00p	Closing Remarks	

Manchester Grand Hyatt HOTEL & CONFERENCE MAPS



Welcome Reception

4th FLOOR POOL DECK THURSDAY, Feb 27, 2020

Rub elbows and enjoy mingling with your SureSmile colleagues at our premium open bar Welcome Reception!

Our evening will include announcement of the Staff Recognition Award winners in the following categories:

- Excellence in Scanning
- Excellence in 2D Records
- Outstanding SureSmile Coordinators
- Outstanding Front Desk Operations
- Outstanding SureSmile Marketing Coordination



Awards Dinner & Gala

USS MIDWAY FLIGHT DECK FRIDAY, Feb 28, 2020

This elegant evening will include SureSmile's Visionary Practice Awards, where the most cutting-edge SureSmile practices will be recognized for their forward-thinking accomplishments and contributions to the industry. Awards will include:

- Top SureSmile Case Starts
- Rookie of the Year
- Outstanding SureSmile Practices
- Visionary Among Us
- Leaderboard Recognition

After the five-station chef-prepared buffet dinner concludes, dance the night away to the genre-spanning sounds of the amazing LA Allstars band. Their grooves will have everyone tappin' their toes and hittin' the dance floor!

Shuttles to the gala leave from the Hotel Lobby between 5:30-6:30p. Don't be late!



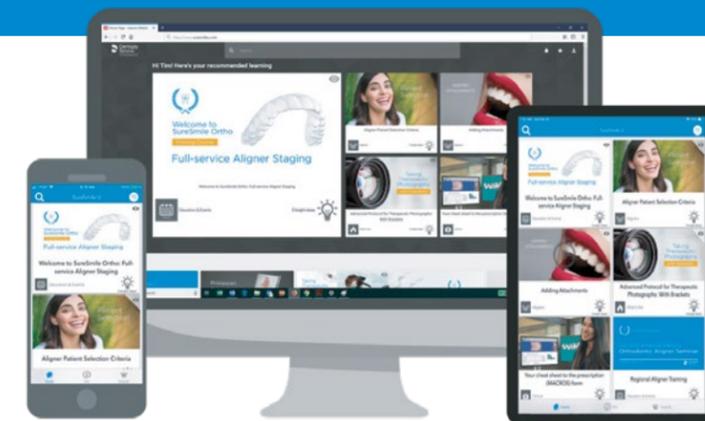
It's the swankiest night of the year you've all been waiting for! Grab your flapper dresses and top hats, and meet us on the deck of the USS Midway!

YOUR SOURCE FOR ALL THINGS SURESMILE

Discover all the time-saving and efficiency-improving resources SureSmileU has to offer.

It's all at your fingertips on your favorite device: Education & Events, Practice Integration, What's Hot, Aligners, IDB, Quick Tips videos, and so much more.

You can also find the latest on SureSmile2020 Conference details, with additional info on our speakers, their subjects, and a digital version of this Conference Guide.



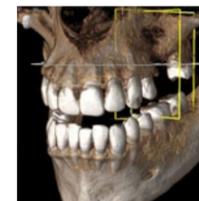
Stop by the SureSmileU booth during the conference to get signed up and logged in!



#GetIntoDigital

Come see and experience the latest in cutting-edge digital orthodontics with Primescan intraoral scanner and Orthopos conebeam imaging from DentSply Sirona!

Redefine your standards of outstanding accuracy and speed: Primescan enables all kinds of treatment, from single tooth to full arch. With Primescan, intraoral scanning is now more accurate, faster, and easier than ever before.



Orthopos sl 3D — The most versatile 2D/3D hybrid unit features revolutionary technology and patented positioning solutions. An optional cephalometric arm creates additional benefits, adding to the already broad range of offerings.

Stop by the Dentsply Sirona booth in the Exhibitor Hall to test your scanning skills and win prizes for speed and accuracy!



Breakout Schedule

SureSmile Advanced
SureSmile Ortho
SureSmile Advanced + SureSmile Ortho

DAY 1: THURSDAY, FEBRUARY 27		
9:00AM		
PRECON SureSmile Patient Management (Staff Level 2)	Seminar Staff	Balboa C
10:00AM		
PRECON MASTER CLASS: Clinical Photography Workshop: You can only plan what you can see Dr. Yusupov	Hands-On Doctor	La Jolla AB
1:00PM		
PRECON MASTER CLASS: Advanced Surgical Workshop Dr. Rathburn	Hands-On Doctor	Balboa BC
3:00PM		
PRECON MASTER CLASS: Is Your Brand Identity in Need of a Digital Renovation? Kayla Hoorelbeke	Seminar Doctor	La Jolla AB

DAY 2: FRIDAY, FEBRUARY 28		
1:00PM		
DIGITAL PRACTICE INTEGRATION: Improving Search Engine Optimization Alex Bagden SureSmile Technology Platform + Virtual Monitoring Dr. Wholley	Seminar Doctor + Staff	Gaslamp AB
Digital Workflow & Delegation Dr. Cassinelli	Seminar Doctor	Gaslamp CD
Stage & Destroy: Efficient Setups & Strategic Staging to Maximize Success with SureSmile Aligners Dr. Costanzo	Seminar Doctor	La Jolla AB
Are You Sure You Want to Go DIY? Dr. Gaudreault	Seminar Doctor	Old Town AB
Basics for Advanced Practices: Case Types - From Standard to Hybrid - Which Should I Use? Jane Gustafson	Hands-On Doctor + Staff	Balboa C
Aligner Simulations & Staging Dr. Bankhead	Hands-On Doctor	Balboa B
Precisely as Planned - A Hamburger with the Lot Dr. Yusupov	Seminar Doctor	Seaport ABC
3:00PM		
What Every Orthodontist Should Know About Sleep Apnea Dr. Chmura	Seminar Doctor	Old Town AB
Stage & Destroy: Efficient Setups & Strategic Staging to Maximize Success with SureSmile Aligners Dr. Costanzo	Seminar Doctor	La Jolla AB
SureSmile Sagittal First Orthodontics (S3FO): Fly into the Danger Zone Dr. Crutchfield	Seminar Doctor + Staff	Balboa B
Are You Sure You Want to Go DIY? Dr. Gaudreault	Seminar Doctor	Seaport ABC
SureSmile MACROS Jessica Gunter	Hands-On Staff	Balboa C
Decisions, Decisions: What a TC needs to know about SureSmile Aligners Dr. Harter, Dr. Culberson, Amy Stafford	Seminar Doctor	Gaslamp AB
The Future of Orthodontics — A Look at DSO, DTC and their Impact on Your Practice Dr. Sellke	Seminar Doctor	Gaslamp CD

DAY 3: SATURDAY, FEBRUARY 29		
8:30AM		
Keynote: Design a Better Patient Experience Mike Wittenstein	Seminar Doctor + Staff	Seaport ABC
How SureSmile Revolutionized My Treatment Approach Dr. Bittner	Seminar Doctor	Old Town AB
Improving Outcomes and Treatment Times with Hybrid Treatment Dr. Kierl	Seminar Doctor	Gaslamp AB
Dental Photography Demystified: Simple Tips for Great Results Suzanne Lacombe	Seminar Staff	Gaslamp CD
Solving Complex Cases Using Hybrid Methods: Inveniet viam aut faciet Dr. Park	Seminar Doctor	Balboa C
DIGITAL WORKFLOW: Primescan and SureSmile Ortho - The Ultimate Digital Workflow Dr. Shah The Power of Digital Integration in the Orthodontic Clinic with Primescan Dr. Aggio	Seminar Doctor + Staff	La Jolla AB
7.6 Upgrade Training Session 1	Hands-On Doctor + Staff	Balboa B
10:00AM		
Digital Office Workflow: Who's Your Wingman, Maverick? Dr. Crutchfield, Melissa Wheatley	Seminar Doctor + Staff	Gaslamp CD
A Smile is a Curve that Sets Everything Straight Victoria McCue	Seminar Doctor + Staff	La Jolla AB
The Missing Dimension in Orthodontic Treatment: CBCT & Premium Model Cases Dr. Moles	Seminar Doctor	Balboa C
The New Plan Review Dr. Rathburn	Seminar Doctor	Old Town AB
Precision Smile Design Powered by SureSmile Dr. Rosenzweig	Hands-On Doctor	Balboa B
The Power & Profitability of SureSmile in Systems Management Marsha Royce	Seminar Doctor + Staff	Seaport ABC
Advanced Simulations for Successful Treatment Outcomes Dr. Vanco	Seminar Doctor	Gaslamp AB
11:15AM		
IDB From A-Z: Which Letter Are You On? Dr. Dufresne	Seminar Doctor	Gaslamp CD
In-Office Aligner Fabrication & Managing DIY Cases Dr. Johnson	Seminar Doctor + Staff	Old Town AB
Hybrid Cases: Accelerated Treatment Timelines & Finishing in Aligners Dr. Kierl	Seminar Doctor	Gaslamp AB
3D PRINTING PANEL: 3D Printing... How Cool is That?!? Dr. Lin 3D Workflow Dr. Lipkin	Seminar Doctor + Staff	La Jolla AB
Scripting the Script: Sharing the SureSmile Message Dr. Rathburn	Seminar Doctor + Staff	Seaport ABC
Orthodontic Practice 2020: Versatility is the Name of the Game Dr. Secchi	Seminar Doctor	Balboa C
7.6 Upgrade Training Session 2	Hands-On Doctor + Staff	Balboa B

Breakout Sessions

Visit SureSmileU for full session descriptions and speaker bios.

1:00p – 2:30p FRIDAY, FEB 28

Digital Practice Integration: Improving Search Engine Optimization



ALEX BAGDEN, CEO
ROOSTER GRIN MEDIA

Do you want your practice to appear higher in searches on Google? This lecture discusses simple strategies that can be easily implemented into any practice to improve rankings on Google. It will also cover methods to optimize your Google Page and website. Attendees will learn to identify common problems with Google listings, and take action to correct them. Once resolved, the practice will see a dramatic improvement in ranking on Google.

Gaslamp AB

SEMINAR

Track:
Doctor + Staff

Platform:
SureSmile
Advanced

SureSmile
Ortho

Digital Workflow and Delegation



DR. ALEX CASSINELLI,
DDS, MS

Digital workflow and delegation — In this session, Dr. Cassinelli will take attendees on a journey into 3D printing, data management and workflow from new patient consult through aligner delivery, managing operations for two practices and 35 staff, and what he's learned along the way—the good and the not so good. Attendees will learn from both wins and losses in figuring out how to go digital in an increasingly competitive market, what the business and impact of going for in-office aligners looks like, and what kind of costs, materials, equipment, setup, and operations are required to make your own aligners.

Gaslamp CD

SEMINAR

Track:
Doctor

Platform:
SureSmile
Advanced

SureSmile
Ortho

Stage & Destroy: Efficient Setups & Strategic Staging to Maximize Success with SureSmile Aligners



DR. CORY COSTANZO,
DDS, MSD

It's no secret that success with orthodontic treatment starts with an accurate diagnosis and a well-defined treatment plan. Clear aligner therapy provides an enhanced level of detail to the treatment planning process because the precise movement of each tooth is planned and visualized right from the start. This fun and fast paced presentation will describe an efficient sequence to plan the setup for both SureSmile DIY and Full Service Aligners and will discuss staging strategies that optimize the planning process and facilitate a successful outcome.

La Jolla AB

SEMINAR

Track:
Doctor

Platform:
SureSmile
Ortho

Are You Sure You Want to Go DIY?



DR. BRIAN
GAUDREULT, DMD

This topic will discuss my journey from a full service in-house lab to the SureSmile platform. Ortho-Pliance was our in-house lab utilizing Easy Rx for practice and lab work flow, produced clear retainers, aligners, and IDB trays with 2 Envisiontec 3D printers. We also fabricated all other types of retainers and full metal production of expanders, Herbst, etc. Our in-house lab started with 1 full-time lab technician starting in 2014 supporting two locations and grew to 4 full time employees supporting 5 locations by end of 2018. The purpose of this lecture is to show detailed analysis of our ROI and how we decided to scale back the lab and migrate to the SureSmile platform.

Old Town AB

SEMINAR

Track:
Doctor

Platform:
SureSmile
Advanced

SureSmile
Ortho

1:00p – 2:30p FRIDAY, FEB 28

Basics for Advanced Practices: Case Types – From Standard to Hybrid – Which Should I Use?



JANE GUSTAFSON,
DENTSPLY SIRONA

This session will cover each of the different SureSmile Advanced case types, new products and the correct path to follow when treating with aligners or aligners in combination with SureSmile wires. You will learn:

- What products each case type includes
- Which case type to choose for each situation

Balboa C

HANDS-ON

Track:
Doctor + Staff

Platform:
SureSmile
Advanced

The SureSmile Movement: Realigning Your Approach to Aligner Therapy



DR. BRENT
BANKHEAD, DDS

In this presentation, Dr. Brent Bankhead will explore a more advanced, dynamic, and doctor-driven form of aligner therapy. He will focus heavily on the 7.6 SureSmile suite of aligner options, some of which are exclusive to the aligner industry. Those include:

- Advanced Multimedia Diagnostics and Appliance Design
- Synergistic and Antagonistic Movement Constraints
- Variable Trim Heights
- Transparency in Treatment Staging
- Hybrid Appliance Therapy
- SureSmile enabled Do-It-Yourself Aligners

Dr. Bankhead will demonstrate how these rich options of SureSmile 7.6 put the doctor back at the controls, not as mere installers of an appliance, but as the experts they were trained to be, in full ownership of the treatment they provide.

Balboa B

HANDS-ON

Track:
Doctor

Platform:
SureSmile
Advanced

SureSmile
Ortho

Digital Practice Integration: SureSmile Technology Platform + Virtual Monitoring



DR. CHRIS WHOLLEY,
BDSC, MDSC

SureSmile Technology Platform + Virtual Monitoring = A measurable and predictable way to monitor patients' wire activity and aligner treatments. Bring accurate and predictable virtual check-ups to your practice. By using Dental Monitoring, we change wires only when needed and at the right time leading to efficient tooth movement and fewer wire changes. We also see aligner patients in our practice only when necessary. Our patients have benefited with extended appointment intervals and shorter treatment times. They love not seeing me! My staff love the workflow processes and the ability to engage with patients regarding treatment progress. Learning Objectives:

- How to have a fully digital practice from A-Z
- How to virtually monitor all of your aligner patients
- Maximize your fixed treatments with virtual monitoring

Gaslamp AB

SEMINAR

Track:
Doctor + Staff

Platform:
SureSmile
Advanced

SureSmile
Ortho

Precisely as Planned – A Hamburger with the Lot



DR. ALEX YUSUPOV,
BDSC, MDSC

The art of the finish is a matter of working backwards: defining your treatment goals and then creating the plan to get there. The right arch wires or appliances, the appropriate mechanics, the anticipated tooth movement... all thought out and planned. From this plan I build my step-by-step guide to the desired occlusion. Now is the time to order the desired wire sequence, with the right mechanics factored in, that will achieve efficient case progress to arrive at the desired finish.

1-2-3, right? Not always. You begin with a vision and build your plan to achieve it. Along the way, you can expect to encounter the challenging rotation, the stubborn cuspid—or the less than ideally compliant patient. That's when the fun begins.

Seaport ABC

SEMINAR

Track:
Doctor

Platform:
SureSmile
Advanced

Breakout Sessions

Visit SureSmileU for full session descriptions and speaker bios.

3:00p - 4:30p FRIDAY, FEB 28

What Every Orthodontist Should Know about Sleep Apnea



DR. LOUIS CHMURA, DDS, MS

Sleep apnea is a growing threat to health and well-being for nearly every person. As orthodontists, we are perfectly positioned, with little change in our daily routines, to screen, assess and in many cases, participate in treating patients with this dread disease.

At the end of this lecture, attendees will leave knowing:

- The prevalence, epidemiology and comorbidities associated with sleep apnea (and reduced airflow)
- How to screen for the spectrum of sleep apnea-related diseases, available methods for testing and how to obtain a diagnosis
- Treatment options available and how orthodontists can help treat patients.

Old Town AB

SEMINAR

Track:
Doctor

Platform:
SureSmile Advanced
SureSmile Ortho

Stage & Destroy: Efficient Setups & Strategic Staging to Maximize Success with SureSmile Aligners



DR. CORY COSTANZO, DDS, MSD

It's no secret that success with orthodontic treatment starts with an accurate diagnosis and a well-defined treatment plan. Clear aligner therapy provides an enhanced level of detail to the treatment planning process because the precise movement of each tooth is planned and visualized right from the start. This fun and fast-paced presentation will describe an efficient sequence to plan the setup for both SureSmile DIY and Full Service Aligners and will discuss staging strategies that optimize the planning process and facilitate a successful outcome.

La Jolla AB

SEMINAR

Track: **Doctor**

Platform:
SureSmile Ortho

SureSmile Sagittal First Orthodontics (S3FO): Fly into the Danger Zone



DR. BILL CRUTCHFIELD, DDS

Recently, the orthodontic technique of correcting sagittal discrepancies before correcting tooth alignment and occlusion has become very popular. There are many advantages of sagittal first correction including shorter treatment times and better results. There is no better platform in orthodontics today for sagittal first correction than SureSmile. Take the opportunity to learn to identify and care for our patients who could benefit from SureSmile Sagittal First Orthodontics (S3FO). Learning Objectives:

- What is SureSmile Sagittal First Orthodontics (S3FO)
- S3FO vs. conventional sagittal correction
- Advantages of S3FO
- How SureSmile is the perfect platform for Sagittal First Orthodontics
- Identify patients for S3FO
- S3FO setup

Balboa B

SEMINAR

Track:
Doctor + Staff

Platform:
SureSmile Advanced

Are You Sure You Want to Go DIY?



DR. BRIAN GAUDREAU, DMD

This topic will discuss my journey from a full service in-house lab to the SureSmile platform. Ortho-Pliance was our in-house lab utilizing Easy Rx for practice and lab work flow, produced clear retainers, aligners, and IDB trays with 2 Envisiontec 3D printers. We also fabricated all other types of retainers and full metal production of expanders, Herbst, etc. Our in-house lab started with 1 full-time lab technician starting in 2014 supporting two locations and grew to 4 full time employees supporting 5 locations by end of 2018. The purpose of this lecture is to show detailed analysis of our ROI and how we decided to scale back the lab and migrate to the SureSmile platform.

Seaport ABC

SEMINAR

Track:
Doctor

Platform:
SureSmile Advanced
SureSmile Ortho

3:00p - 4:30p FRIDAY, FEB 28

SureSmile MACROS



JESSICA GUNTER, DENTSPLY SIRONA

Designed for SureSmile practice team members, this session will cover the MACROS prescription form in the SureSmile Advanced software. Learn how to assist your doctor with filling out the MACROS form for SureSmile cases. You will learn:

- What the acronym MACROS means
- How to complete each section of MACROS
- The importance of the MACROS form to the Digital Lab

Balboa C

HANDS-ON

Track:
Staff

Platform:
SureSmile Advanced

Decisions, Decisions: What a TC needs to know about SureSmile Aligners



DR. TRADD HARTER, DMD



DR. ALEX CULBERSTON



AMY STAFFORD

This session breaks down how to match patient desires to aligner treatment solutions and understand the impact to practice operations, defining smart digital workflow and teamwork.

Gaslamp AB

SEMINAR

Track:
Doctor

Platform:
SureSmile Advanced
SureSmile Ortho

The Future of Orthodontics — A Look at DSO, DTC and their Impact on Your Practice



DR. TERRY SELLKE, DDS, MS

Our profession is undergoing disruption. Not just in technology like SureSmile, but in aligner treatment, oral scanning, in-house 3D printing, and perhaps more importantly in an historic disruption of the business model.

- Dental Service Organizations (DSOs) are buying orthodontic practices, but they are also buying up the dental practices we depend on for referrals. Will this restrict our ability to attract patients?
- Direct to Consumer (DTC) corporations have gone from non-existent to multi-billion dollar corporations in a matter of 3 years, offering low-cost, no-appointment aligner treatment developed with inadequate records and without the input of dental professionals until the final click of "approved plan". Unsuspecting consumers flock to these business models for their price and convenience, but at what cost?
- Marketing has become a mass media frenzy with over \$300 million spent each year in direct-to-consumer marketing. How can small businesses compete?

The list goes on. So, how will orthodontists react? How can the profession survive?

In this seminar, Dr. Terry Sellke tackles the issues. Doctors and their teams are encouraged to attend this exploration of the future of orthodontics.

Gaslamp CD

SEMINAR

Track:
Doctor

Platform:
SureSmile Advanced
SureSmile Ortho

Breakout Sessions

Visit SureSmileU for full session descriptions and speaker bios.

8:30p – 9:30a SATURDAY, FEB 29

KEYNOTE: Design a Better Patient Experience



MIKE WITTENSTEIN

Earn rave reviews from your patients by learning to implement the latest in digital orthodontic applications. Enhance your practice workflow and provide better, faster, and safer patient outcomes with a more effective and personal touch.

World-renowned keynote speaker Mike Wittenstein will inspire you to deliver a distinctive digital experience to make your patients take notice and spread the good word about your practice.

Seaport ABC

SEMINAR

Track:
Doctor + Staff

Platforms:
SureSmile
Advanced
SureSmile
Ortho

How SureSmile Revolutionized My Treatment Approach



DR. WOO-TTUM
BITTNER, DDS

Being an early adopter is not always easy but immediately pays off if the new technology is advanced and comprehensive in its applicability. As the first practitioners in Europe using SureSmile, the almost unlimited treatment options not only changed our orthodontic treatment approach but also encouraged us to grow our practice and to open new satellite clinics. Our complete SureSmile orthodontic treatment portfolio is the basis for providing consistent treatment quality with labial or lingual braces, hybrid-, positioner- or aligner-treatment.

Old Town AB

SEMINAR

Track:
Doctor

Platforms:
SureSmile
Advanced
SureSmile
Ortho

Improving Outcomes and Treatment Times with Hybrid Treatment



DR. PETER KIERL,
DDS, MS

Improve your outcomes and decrease your treatment times when using aligners in your practice. Do the heavy lifting with fixed appliances and detail the case with SureSmile aligners. Achieve the highest consistency of treatment with a combination approach when patients request aligner therapy for their particular treatment. Your results will be better and you will feel better about what you are providing your patients.

Gaslamp AB

SEMINAR

Track:
Doctor

Platforms:
SureSmile
Advanced

Dental Photography Demystified: Simple Tips for Great Results



SUZANNE LACOMBE

Obtaining a complete series of images that are properly oriented and with high resolution is very important in orthodontics. It is even more valuable when precise computer modeling is involved. This presentation will offer tips and techniques to optimize SureSmile orthodontic photographic records.

- Photographs for SureSmile Orthodontics records must include a complete series of standardized views for orthodontics.
- The use of the most appropriate photographic equipment and the correct settings will allow the participant to obtain the perfect photographs for best diagnosis, assessment, treatment planning and communication.
- One of our most common observations is that the operator has difficulties setting up the camera adequately and fails to correctly position the patient for consistent views.

This lecture will present simple yet effective tools for consistent and reproducible results that allow for strong diagnostic value and extremely useful communication tool. The practical session of the course will provide firsthand dental photography experience.

Gaslamp CD

SEMINAR

Track:
Staff

Platform:
SureSmile
Advanced
SureSmile
Ortho

8:30p – 9:30a SATURDAY, FEB 29

Solving Complex Cases Using Hybrid Methods: Inveniet viam aut faciet



DR. SEOJUNG PARK,
DDS, PHD

Many Solutions in One Platform — How to maximize SureSmile Ortho software in the practice.

- Clear aligners useful for challenging various treatment options with precise control by doctor.
- Finishing with clear aligners after early debonding in different Classes— Class I,II,III, Non-extraction & extraction cases.
- Pure clear aligner treatment in different cases: moderate & severe crowding, orthodontic Treatment for Implants, TMD patients, open & deep bite Patients.
- IDB is very useful for design mechanics and an easier way to start Orthodontic treatment.
- By finding passive bracket position to maintain molar position
- By different prescription of bracket height according to extraction & non-extraction way
- By 3D printing with FDM printer in house

Balboa C

SEMINAR

Track:
Doctor

Platform:
SureSmile
Ortho

Digital Workflow: Primescan and SureSmile Ortho - The Ultimate Digital Workflow



DR. SHALIN SHAH,
DMD, MS

Digital workflows are becoming more common within orthodontic practices, and prospective patients are more in tune with the advancement in orthodontic technology that can potentially impact their experiences and outcomes. This presentation will explore the feature-rich Primescan and the benefits it can bring to enriching the patient experience and education. We will also explore the seamless connection between the Primescan and the SureSmile Ortho software via a case to better understand the synergy between the two products' connectivity.

In an age where there is an active movement to find the best aligner solution, we will also discuss the power of the SureSmile Ortho software and aligner system. Our discussion will focus on understanding the SureSmile Ortho system as a new and recently on-boarded user to ensure an uneventful yet productive treatment planning experience. Everyone will feel primed to effectively treat their next and all future patients with SureSmile aligners and enjoy the large breadth of opportunities that the SureSmile Ortho software affords to orthodontic practices. Learning Objectives:

- Improved integration of digital scanning to increase treatment conversions and enhance practice management efficiency.
- Greater understanding of CBCT diagnosis, specifically the transverse, and how it can be incorporated into aligner treatment design.
- Increased user comfort with the salient aspects of the SureSmile Ortho software so on Monday, every new aligner case can be submitted with ease.

La Jolla AB

SEMINAR

Track:
Doctor + Staff

Platform:
SureSmile
Ortho

Digital Workflow: The Power of Digital Integration in the Orthodontic Clinic with Primescan



DRA. DANIELA AGGIO,
DDS

Learning Objectives:

- 100% Dentsply Sirona Workflow.
- How to leverage a fully integrated clinic by combining digital equipment and technology: intraoral scanner, milling machine, digital Rx, sirolaser, SureSmile, orthodontics/prosthesis/digital implant with CEREC / CEREC ORTHO / CEREC Connect and InLab.
- The Dentsply Sirona Universe in your hands.

La Jolla AB

SEMINAR

Track:
Doctor + Staff

Platform:
SureSmile
Ortho

Breakout Sessions

Visit SureSmileU for full session descriptions and speaker bios.

7.6 Upgrade Training Session 1

Balboa B

HANDS-ON

Track:
Doctor + Staff

Platform:
SureSmile
Advanced

**SureSmile
Ortho**



EDUCATION TEAM
INSTRUCTOR

This session will cover each of the new SureSmile software features in the 7.6 software release. New features include:

- Aligner tray cut-outs
- Scalloped or straight trimline preferences
- IPR appointments labeled and defined
- Embed and prioritize attachments
- Automated pontics
- Automated blockouts

10:00a - 11:00a

SATURDAY, FEB 29

Digital Office Workflow: Who's Your Wingman, Maverick?

Gaslamp CD

SEMINAR

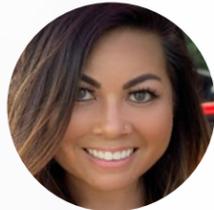
Track:
Doctor + Staff

Platform:
SureSmile
Advanced

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Ortho**



DR. BILL
CRUTCHFIELD, DDS



MELISSA
WHEATLEY

Digital orthodontics is here to stay for many reasons. The successful digital orthodontic practice will require proficiency in new skills and techniques not found in conventional orthodontic practice. Everyone must be on board. The doctor cannot do this alone. We will share some thoughts, procedures and techniques for creating a robust and efficient digital orthodontic team. You will get perspectives from both the doctor side and the team side. Learning Objectives:

- Overview of the digital office and required skills
- Designing the team
- Identify those procedures that can be delegated
- Training and evaluating the digital team
- Perpetuating the digital flow

A Smile is a Curve that Sets Everything Straight

La Jolla AB

SEMINAR

Track:
Doctor + Staff

Platform:
SureSmile
Advanced

**SureSmile
Ortho**



VICTORIA
MCCUE

Utilizing cutting edge technology to win over patients and capture their hearts. Team training that allows for success, even while stepping out of their comfort zones. Case acceptance, again using technology, personality and honesty to close.

Learning Objectives:

- Action plan for success in implementing technology
- Key phrases for case acceptance
- How to WOW your patients every day

The Missing Dimension in Orthodontic Treatment: CBCT & Premium Model Cases

Balboa C

SEMINAR

Track:
Doctor

Platform:
SureSmile
Advanced

**SureSmile
Ortho**



DR. RANDY MOLES,
DDS, MS

Historically, orthodontic treatment was initially focused on aligning teeth, and as the profession developed, the focus evolved to include detailing the occlusion and then harmonizing the relationship of the dentition to total facial morphology. But there has always been a missing dimension! We have never been able to accurately answer the question: "Where are the Roots"? The result is that we just straighten the tops of the teeth. As any periodontist will tell you missing this dimension has resulted in a profound disservice to our patients. We no longer need to treat our patients "half way". It's better treatment from planning to execution and a huge differentiator in the marketplace! Learning Objectives:

- What's missing in current orthodontic treatment with both aligners and fixed appliances.
- Easily integrate this into your treatment plans and therapeutics.
- Differentiate your practice to accelerate practice growth.

10:00a - 11:00a

SATURDAY, FEB 29

The New Plan Review

Old Town AB

SEMINAR

Track:
Doctor

Platform:
SureSmile
Advanced



DR. MELISA
RATHBURN, DDS

SureSmile checklists for therapeutic model review, MACROS and plan review were developed to allow an organized approach to reviews and treatment planning. The current plan review takes us through a very comprehensive evaluation of the case set up. The "New" Plan Review has been designed to allow a more efficient way to review and approve the set up.

- Learn the valuable information only seen in the notes section
- Understand the difference between bracket and tooth displacements
- Learn to read displacements with a new focus
- Learn to use the quality tab for the plan review

Precision Smile Design Powered by SureSmile

Balboa B

HANDS-ON

Track:
Doctor

Platform:
SureSmile
Advanced

**SureSmile
Ortho**



DR. BRIAN
ROSENZWEIG, DMD

Dr. Rosenzweig will review current concepts of smile design, demonstrate the power of SureSmile in merging 2D & 3D imaging to achieve unparalleled precision in orthodontic smile design, and will share the protocols developed in his practice for easy implementation.

- Review current concepts of smile design
- Demonstrate the power of SureSmile in merging 2d & 3d imaging to achieve unparalleled precision in orthodontic smile design
- Share the protocols developed in his practice for easy implementation

The Power & Profitability of SureSmile in Systems Management

Seaport ABC

SEMINAR

Track:
Doctor + Staff

Platform:
SureSmile
Advanced

**SureSmile
Ortho**



MARSHA
ROYCE

A discussion on the utilizing of the SureSmile advantage to achieve real business results by incorporating SureSmile into standard business practices and systems.

Learning Objectives:

- Staff, technology, process and service enhancement through education
- Patient income, treatment time and total patient value
- Delivering what is promised though the SureSmile system

Advanced Simulations for Successful Treatment Outcomes

Gaslamp AB

SEMINAR

Track:
Doctor

Platform:
SureSmile
Advanced



DR. CON VANCO, BDS

Successful outcomes in very challenging orthodontic cases is further improved with the use of simulations when considering different treatment options.

In my presentation, I will include demonstrations in a variety of cases, including labial, lingual, surgical and restorative cases where advanced simulations have enhanced my Diagnosis, Treatment Planning and Wire Design. All demonstrations would be pre-prepared in video format and not live - just to keep my presentation on time. Learning Objectives:

- The use of Advanced Simulations and how & when to actually apply
- Diagnosing complex and challenging cases with increased confidence & understanding
- Treatment planning options - considerations for all different case types

Breakout Sessions

Visit SureSmileU for full session descriptions and speaker bios.

11:15a - 12:15p SATURDAY, FEB 29

IDB From A-Z: Which Letter Are You On?



DRE. SANDRINE DUFRESNE, DDS

Using the 4W/H tool, IDB will be described from A to Z. This presentation is a comprehensive one on all you ever wanted to know about IDB: What it is, Why you should use it (Benefits for you and your patients), How to use it (Clinical and Digital Steps), including Who does what and finally, When to use it (Case Selection). The most common issues encountered by practices will also be discussed to make your next experience efficient and trouble-free.

Gaslamp CD

SEMINAR

Track:
Doctor

Platform:
SureSmile
Advanced

SureSmile
Ortho

In-Office Aligner Fabrication & Managing DIY Cases



DR. JOEL JOHNSON, DMD, MS

Boost your practice's bottom line by bringing aligner fabrication in-house. Now, more than ever, it is easier to create your patients' aligners in your office. Besides faster turn-around times and lower costs, you also keep complete control of the aligner design and customization giving your patient the best results possible. Dr. Johnson will cover all aspects of this advantageous undertaking from the initial scan to aligner design to fabrication and delivery.

Learning Objectives:

- Demystify the aligner fabrication process
- Understand how to implement this process into your office
- How creating aligners in-house is beneficial to patient and practice
- Learn systems to manage aligner creation

Old Town AB

SEMINAR

Track:
Doctor + Staff

Platform:
SureSmile
Advanced

SureSmile
Ortho

Hybrid Cases: Accelerated Treatment Timelines & Finishing in Aligners



DR. PETER KIERL, DDS, MS

Improve your outcomes and decrease your treatment times when using aligners in your practice. Do the heavy lifting with fixed appliances and detail the case with SureSmile aligners. Achieve the highest consistency of treatment with a combination approach when patients request aligner therapy for their particular treatment. Your results will be better and you will feel better about what you are providing your patients.

Gaslamp AB

SEMINAR

Track:
Doctor

Platform:
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Advanced

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3D Printing Panel: 3D Printing... How Cool is That?!?



DR. EDWARD LIN, DDS, MS

In his lecture, Dr Lin will share his experiences with 3D printing over the past 7 years. During this time, Orthodontic Specialists of Green Bay and Apple Creek Orthodontics of Appleton have setup two full digital orthodontic labs with six full-time digital lab technicians and six 3D printers. Dr Lin will also go into details with how all 5 doctors have completely eliminated impressions from their practices and how they have all incorporated 3D printing with SureSmile Indirect Bonding (IDB) and SureSmile Aligners into their practices. This has resulted in an incredibly efficient digitally enabled workflow resulting with maximum efficiency in the clinic. Dr Lin would like to ensure that all attendees leave his presentation with basic fundamentals to be able to incorporate in-house 3D printing into everyday digital orthodontic practice with an efficient digital workflow system with SureSmile.

La Jolla AB

SEMINAR

Track:
Doctor + Staff

Platform:
SureSmile
Advanced

SureSmile
Ortho

11:15a - 12:15p SATURDAY, FEB 29

3D Printing Panel: 3D Workflow



DR. ILYA LIPKIN, DDS

Incorporating aligners and 3D printing into your daily workflow has never been easier. With the variety of printing options and materials available today, it is possible to integrate aligners into any stage of treatment.

In this session we will compare printers and software and discuss what's best, what's cheap, and what works. We will also see some case examples where 3D printing fits best, as well as show the importance of applying the correct attachments to ensure a more predictable and desired result.

La Jolla AB

SEMINAR

Track:
Doctor + Staff

Platform:
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Scripting the Script: Sharing the SureSmile Message



DR. MELISA RATHBURN, DDS

As a SureSmile practice, you have already set yourselves apart from other practices. But, how should you share our story with our community, patients and referrals? From social media to the initial phone call and patient care, you have many opportunities to share your story. The message can be shared with others by your whole TEAM.

- Learn how to develop your SureSmile message
- Understand the points in time that your message should be shared
- Develop your team so that all can participate in sharing your message
- Understand the difference between internal and external messaging

Seaport ABC

SEMINAR

Track:
Doctor + Staff

Platform:
SureSmile
Advanced

SureSmile
Ortho

Orthodontic Practice 2020: Versatility is the Name of the Game



DR. ANTONINO SECCHI, DMD, MS

The way we practice orthodontics is rapidly changing due to new technologies that provide many more options to treat our patients. Our practices have become increasingly more versatile. However, clinically speaking, the types of malocclusions with their specific challenges remain the same. Therefore, we need to wisely select the right treatment modality for individual patients. This presentation will discuss different types of digitally driven and traditional treatment modalities to address a variety of clinical challenges.

Balboa C

SEMINAR

Track:
Doctor

Platform:
SureSmile
Ortho

7.6 Upgrade Training Session 2



EDUCATION TEAM INSTRUCTOR

This session will cover each of the new SureSmile software features in the 7.6 software release. New features include:

- Aligner tray cut-outs
- Scalloped or straight trimline preferences
- IPR appointments labeled and defined
- Embed and prioritize attachments
- Automated pontics
- Automated blockouts

Balboa B

HANDS-ON

Track:
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Just visit your app store or Google Play and download Learner Mobile. Then log in with your SureSmile email and the password: SureSmile!

OUR EXHIBITORS WOULD LOVE TO SEE YOU!

Visit each of the booths in the Exhibitor Hall and have them stamp your passport. Submit your fully stamped passport to the SureSmile2020 help desk to be entered to win a selection of fabulous door prizes!



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