



WO | WESTERN
CON | ORTHODONTIC
CONFERENCE

COMBINED MEETING **PCSO** & **RMSO**

2022 • SAN DIEGO, CA • OCT. 27-30

PREVIEW PROGRAM



Registration opens

MAY 1, 2022

Register online at pcsortho.org/2022-annual-session/

EVENT SCHEDULE

THURSDAY OCTOBER 27, 2022 (BONUS PRECONFERENCE LECTURES)

Doc Talks feature five 40-minute lectures from five different industry leading orthodontic companies. These fast-paced sessions will deliver impactful and lasting takeaways for you and your practice.

				BONUS LECTURE	WHOLE TEAM LECTURE	SCIENTIFIC LECTURE	CLINICAL LECTURE	PRACTICE SYSTEMS LECTURE
1:00pm – 1:40pm	Doc Talks #1	Dr. Bill Dischinger (sponsored by Dental Monitoring)	Embracing the Future While Increasing Your Presence Through Dental Monitoring *	●				
1:45pm – 2:25pm	Doc Talks #2	Dr. Eric Wu (sponsored by Ulab)	Digital Treatment Planning Tools and Tips That Streamline My Aligner Workflow*	●				
2:30pm – 3:10pm	Doc Talks #3	Dr. Mehdi Peikar (sponsored by BRIUS)	A New and Alternative Way of Moving Teeth (NOT Traditional Braces, NOT Aligners) *	●				
3:25pm – 4:05pm	Doc Talks #4	Dr. Blake Davis (sponsored by Lightforce)	Increasing Your Practice Potential with Digital Customization*	●				
4:10pm – 4:50pm	Doc Talks #5	Dr. Mario Chorak (sponsored by Henry Schein)	Advancing Clear Aligner Therapy: The Revolutionary Reveal Aligners	●				

*DOES NOT QUALIFY FOR CE

FRIDAY OCTOBER 28, 2022

7:00am – 8:00am	Women's Breakfast							
7:00am – 8:00am	Component President Breakfast							
8:15am – 9:30am	Lecture	Dr. Michael Swetye	10 Concepts Every Orthodontist Should Know About Youth Mental Health		●			
9:45am – 11:15am	Lecture	Dr. Brent Larson	2022 President's Lecture: 3D Printing and In House Aligners: Adding Science to the Mix			●		
10:00am – 11:30am	Lecture	Dr. Bella Shen-Garnett	How to Treat Difficult Cases More Easily with Invisalign				●	
10:00am – 11:30am	Lecture	Ms. Andrea Cook	The Nuts and Bolts of Office Systems					●
12:30pm – 1:45pm	Lecture	Dr. Glenn Krieger (sponsored by OrthoFi)	4 Proven Ways to Grow Your Practice & Reduce Your Stress Right Now					●
12:45pm – 2:00pm	Lecture	Dr. Donna Galante	The Clear Aligner Success Blueprint: Strategies to Grow Your Digital Orthodontic Practice				●	
12:45pm – 2:15pm	Lecture	Dr. Sylvain Chamberland	Consideration of Maxillary Skeletal Expansion (MSE) and Mandibular Symphyseal Distraction Osteogenesis (MSDO)			●		
2:15pm – 3:15pm	Lecture	Ms. Christine Townsend	From Conflict to Chemistry: Conflict Resolution in the Orthodontic Practice					●
3:30pm – 4:15pm	Lecture	TBD						●
2:30pm – 4:00pm	Lecture	Dr. Willy Dayan (sponsored by Align)	Complex Orthodontic Treatment Planning and Aligner Bio-Mechanics				●	
2:45pm – 4:00pm	Lecture	Dr. Greg Huang	Anterior Openbite Update			●		
4:15pm – 5:15pm	Welcome Reception							
5:30pm – 6:30pm	Alumni Receptions (select programs)							

SPEAKERS



Ms. Brenda Ashwell



Dr. Dan Bills



Dr. Sean Carlson



Dr. Sylvain Chamberland



Dr. Mario Chorak



Ms. Andrea Cook

SATURDAY OCTOBER 29, 2022

7:00am – 8:00am	Component Breakfast (select components)			
7:00am – 8:00am	Ortho Educators Breakfast			
8:15am – 9:30am	Lecture	Mr. Danny Snow	Delivering a World Class Patient Experience: Lessons from the Mouse	●
9:45am – 11:45am	Lecture	Dr. Laura Iwasaki	2021 President's Lecture: Differences in Facial Types and Jaw Loading	●
10:00am – 11:30am	Lecture	Dr. Audrey Yoon	MARPE Application for OSA and Complex Orthodontic Cases: What To Do & What Not To Do	●
10:00am – 11:30am	Lecture	Ms. Brenda Ashwell	Be a Hero in Your Patient's Day	●
12:45pm – 2:00pm	Lecture	Dr. Sean Carlson	Collaborative Learning and Treatment: Why You Will Never Practice Alone in the Future	●
12:45pm – 2:00pm	Lecture	Dr. Dan Bills	Is Virtual Our New Reality? Efficient and Effective Virtual Visits in the Orthodontic Office	●
1:15pm – 2:45pm	Lecture	Dr. Jae Hyun Park	Vertical and Sagittal Correction with TADs	●
2:30pm – 4:15pm	PowerTalks for Team Members			
2:45pm – 4:15pm	Lecture	Dr. Maz Moshiri	Biomechanical Considerations for Efficient and Predictable Clear Aligner Outcomes	●
3:15pm – 5:15pm	Lecture	Ortho Doc Idol		●
5:15pm – 6:15pm	New & Younger Member Reception			
6:30pm – 8:30pm	Closing Celebration			

SUNDAY OCTOBER 30, 2022

8:30am – 11:30am	Office Boot Camp	Ms. LeeAnn Peniche (sponsored by OrthoFi)	XYZ Excellence	●
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Dr. Blake Davis



Dr. Willy Dayan



Dr. Bill Dischinger



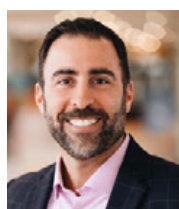
Dr. Donna Galante



Dr. Greg Huang



Dr. Laura Iwasaki



Dr. Glenn Krieger



Dr. Brent Larson



Dr. Maz Moshiri



Dr. Jae Hyun Park



Dr. Mehdi Peikar



Ms. LeeAnn Peniche



Dr. Bella Shen-Garnett



Mr. Danny Snow



Dr. Michael Swetye



Ms. Christine Townsend



Dr. Eric Wu



Dr. Audrey Yoon



WO CON

WESTERN ORTHODONTIC CONFERENCE

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WHAT TO EXPECT FROM THE CONFERENCE

- Educational Sessions for Doctors and Team Members
- Up to 15.25 CE Credits
- Complimentary lunch and breaks on Friday & Saturday
- Pre-conference 'Doc Talks' learning sessions
- Built-in workshop for your practice team with Peniche & Associates
- A one-of-a kind party at Petco Park
- Networking opportunities with colleagues from PCSO & RMSO
- Large Exhibit Hall with PosterBoard Presentations

ADA CERP | Pacific Coast Society of Orthodontists (PCSO) is an ADA CERP recognized provider approved by 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.

PCSO designates this activity for 15.25 continuing education credits.

MOBILE APP

Download the conference mobile app to view the complete meeting schedule, session descriptions, speakers, sponsors and exhibitors, interactive maps, and city information. Users can also access the WOCON attendee list, view social media posts and announcements, and add Continuing Education credits to their CE record.

SPECIAL EVENTS

FRIDAY, OCTOBER 28

WOMEN ORTHODONTISTS BREAKFAST

NEW THIS YEAR | 7:00-8:00am | We invite all women orthodontists and residents to register for the **1st Annual Women Orthodontists Breakfast**. This event will begin with a brief inspirational program, but is primarily intended as a venue to bring together women from all areas of the PCSO and RMSO. Join us to share experiences and increase connections! Limited space available; pre-registration is required.

WELCOME RECEPTION | **NEW THIS YEAR** | 4:15-5:15pm

Join your colleagues for a conference social hour to kick off the meeting with suppliers in the exhibit hall. Food and beverage provided. *Sponsored by 3M*



SATURDAY, OCTOBER 29

ORTHO EDUCATORS BREAKFAST | 7:00-8:00am

Join your educator colleagues for breakfast and discussion about current happenings in orthodontic education. Pre-registration is required; must be involved with an orthodontic residency program.

POWER TALKS FOR TEAM MEMBERS

BACK BY POPULAR DEMAND | 2:30-4:15pm

Come to the table and be prepared to share, educate, inspire, and be inspired. These powerful discussions will be led by subject leaders sharing relevant conversations in the rapidly changing profession. Limited space available for each table topic. Register early to take advantage of this extra learning and networking opportunity.

1. Aligner Attachment delivery | Getting those attachments to stick and other tricks
2. From chairside to Director of Operations | How to transition to management in your organization
3. Give them what they want | Virtual appointments for patients in treatment
4. How to implement tiered pricing to boost case acceptance
5. Marie Kondo your clinic
6. Reducing your Carbon Footprint | Environmental changes for a big impact on waste
7. "Susie isn't ready for treatment yet; is this appointment really necessary?" What observation appointments are for and how to create value
8. The role of the digital assistant and streamlining your in-house lab
9. Tips for virtual NP consults
10. Tricks to working with special needs patients in the ortho office

ORTHO IDOL | ORTHO DOC IDOL
NEW THIS YEAR | 3:15-5:15pm | Three up-and-coming speakers on Saturday's ortho doc side of the program will each have 30 minutes to share their message.

NEW & YOUNGER MEMBER RECEPTION | 5:15-6:15pm
Join your colleagues poolside for food & conversation at this networking event. This event is for new and younger members only. Pre-registration is required; limited space available.

CLOSING CELEBRATION | PETCO PARK | 6:30-8:30pm
Enjoy our DJ, Food, Games, Cash Bar, & lots of Baseball Fun! Join your colleagues for this one-of-a-kind event at "The World's Best Ballpark in America's Finest City." Enjoy sweeping views of the ballpark and the San Diego skyline, stadium-style food and drinks, interactive games, and so much more.



SUNDAY, OCTOBER 30

XYZ EXCELLENCE | 8:30-11:30am | Join LeeAnn and Tony Peniche in a target training focusing on how to attract, start, and retain multi generations. This workshop will focus on the Peniche way to:

1. Create spectacular Case Acceptance
2. Develop a multi-generational brand
3. Build a team of executives with a culture of excellence and a vibe of fun

XYZ Excellence is a customized workshop that includes an audit of all registered attendee's digital presence and new patient calls. This do-not-miss lecture is all about building extraordinary systems, excellent results, and defining moments. Pre-registration required. All pre-registered attendees present at the workshop will receive the results of their:

- Secret shopper call with coaching and recommendations
- SEO audit of their practice's digital footprint and website performance

Must register by 10/1/2022 to receive a secret shopper call and SEO audit.



ACCOMMODATIONS

HOTEL ROOMS | MUST BOOK BY OCTOBER 4, 2022
MANCHESTER GRAND HYATT SAN DIEGO
1 Market Place | San Diego, CA 92101

Explore Southern California's vibrant culture and natural beauty from our waterfront hotel in downtown San Diego, steps away from the city's top attractions. Spacious rooms host stunning views and upscale amenities. Guests enjoy easy access to San Diego's best beaches, restaurants, shops, entertainment venues, and more.

Rooms must be booked through the dedicated WOCON link provided upon registration confirmation in order to receive rates listed.

Single	\$319
Double	\$319
Triple (three people)	\$344
Quad (four people)	\$369

All rooms booked with the WOCON link receive complimentary fitness center access as well as complimentary standard internet in guest room. Rates listed do not include state/city taxes or tourism fee.

THANK YOU TO OUR SPONSORS

PLATINUM



GOLD



SILVER



REGISTRATION CANCELLATION/REFUND POLICY

The PCSO/RMSO must receive written notice of cancellation no later than September 2, 2022 to info@pcsortho.org. Requests for full cancellations will be refunded less a \$50 administrative fee per registrant. Cancellations or no-shows after this date are not eligible for a refund. Special requests for refund may be granted after the 30-day cut-off for personal emergencies. This policy covers registration and ticketed events. Cancellation requests should include attendee name, registration confirmation number, AAO member number (if applicable).

Please allow up to four weeks for delivery of refund. In most cases, fees will be refunded the same way they were paid to the PCSO/RMSO. No refunds will be processed on site during the course itself.

The PCSO/RMSO is not responsible for monies registrants may have spent on penalty or non-refundable airline tickets or hotel deposits in the event the course is canceled or sold out. If a program is canceled by the PCSO/RMSO, every effort will be made to notify registrants at least 30 days prior to the first day of the course and registration fees will be refunded.

INDEMNITY & PHOTOGRAPHY POLICY

In consideration for my being allowed to participate in the 2022 Western Orthodontic Conference, a joint meeting of the PCSO & RMSO, the PCSO/RMSO and their authorized agents are hereby released from any damages caused or incurred in connection with these activities.

I agree to indemnify and hold the PCSO/RMSO and their authorized agents harmless against any liabilities, including reasonable attorney's fees, arising from, or in connection with, these activities. I grant permission to all of the foregoing to use any photographs, motion pictures, or any other record of my/our participation in this event.

PERSONAL ACCOUNTABILITY COMMITMENT

By attending the 2022 Western Orthodontic Conference in San Diego, CA all attendees agree to abide by and engage in any necessary health-and-safety measures necessitated at the time of the meeting and while attending the event. Additionally, registrants agree to forgo attending the in-person event in the event they become ill or have been recently exposed to COVID-19.

REGISTRATION FORM

To register multiple attendees from one office,
please use online registration or call 833-621-7276.

REGISTER ONLINE:
pcsortho.org/2022-annual-session/

FAX:
913-845-4527

Name _____ Company/Practice Name _____
Address _____ City/State/Zip _____
Phone _____ Email _____ Company _____
Post-Graduate Orthodontic Program _____

CATEGORY

	PAY ON OR BEFORE 7/31	PAY AFTER 7/31	PAY ON SITE
All AAO Members	\$575	\$625	\$675
All Retired Members	\$425	\$475	\$525
Resident/Student	no fee	no fee	\$50
Non-AAO Member	\$915	\$965	\$1,015
Team Member (Staff) Benefits Include: lectures, exhibit hall, meals/snacks/refreshments, closing celebration	\$375	\$425	\$475
Spouse/Guest Benefits Include: exhibit hall, closing celebration	\$175	\$225	\$275
Closing Celebration Tickets for Non-attendees	\$99	\$99	\$99
Closing Celebration Tickets (12 and under)	\$55	\$55	\$55
Ortho Educators Breakfast (must be involved with an ortho residency program)	\$0	\$0	\$0
Women Orthodontists Breakfast	\$40	\$40	\$40
XYZ Excellence Disclaimer: By registering, I agree to a secret shopper call and website/digital footprint audit.	\$0	\$0	\$0
Component Breakfast			
Arizona (ticketed event for members; sponsored by ASOA)	\$0	\$0	\$0
California (ticketed event for members; sponsored by CAO)	\$25	\$25	\$25
Nevada (ticketed event for members; sponsored by NSOS)	\$0	\$0	\$0
Oregon (ticketed event for members; sponsored by OSSO)	\$0	\$0	\$0
Washington (ticketed event for members; sponsored by WSSO)	\$0	\$0	\$0
Power Talks for Team Members			
• Aligner Attachment delivery Getting those attachments to stick and other tricks	\$40	\$50	\$60
• From chairside to Director of Operations How to transition to management in your organization	\$40	\$50	\$60
• Give them what they want Virtual appointments for patients in treatment	\$40	\$50	\$60
• How to implement tiered pricing to boost case acceptance	\$40	\$50	\$60
• Marie Kondo your clinic	\$40	\$50	\$60
• Reducing your Carbon Footprint Environmental changes for a big impact on waste	\$40	\$50	\$60
• "Susie isn't ready for treatment yet; is this appointment really necessary?" - What observation appointments are for and how to create value	\$40	\$50	\$60
• The role of the digital assistant and streamlining your in-house lab	\$40	\$50	\$60
• Tips for virtual NP consults	\$40	\$50	\$60
• Tricks to working with special needs patients in the ortho office	\$40	\$50	\$60

Alumni Reception

Loma Linda University (ticketed event for members; sponsored by LLU)
Oregon Health & Science University (ticketed event for members; sponsored by OHSU)
University of the Pacific (ticketed event for members; sponsored by UOP)
University of Southern California (ticketed event for members; sponsored by USC)
University of Washington (ticketed event for members; sponsored by UW)

If you will attend an Alumni Reception,
write the number of
guests in your party in
the corresponding box
at left.

Will you attend the New & Younger Member Reception?

☐ Yes

☐ No

How many?

PAYMENT INFORMATION

☐ Check enclosed (payable to PCSO) in U.S. Dollars only. Please mail to: Pacific Coast Society of Orthodontists
Attn: Registration Department
15621 W 87th St., #267, Lenexa, KS 66219

☐ Visa ☐ Mastercard ☐ American Express ☐ Discover

Cardholder Name _____

Credit Card Number _____ Expiration Date _____ CVV _____



PCSORTHO.ORG
15621 W 87th ST., #267
LENEXA, KS 66219



WCON | WESTERN ORTHODONTIC CONFERENCE

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REGISTRATION OPENS

MAY 1, 2022

Get an exclusive first-look
meeting preview inside...

MAKE PLANS NOW TO ATTEND

**petco
park**



GET READY TO HAVE A BALL AT THE
HOME OF THE SAN DIEGO PADRES!



WHERE: Western Metal Loft and Rooftop at Petco Park

WHEN: Saturday, October 29, 2022

TIME: 6:30-8:30pm

Enjoy our DJ, Food, Games, Cash Bar, & lots of Baseball Fun!

Join your colleagues for this one-of-a-kind event at “The World’s Best Ballpark in America’s Finest City.” Enjoy sweeping views of the ballpark and the San Diego skyline, stadium-style food and drinks, interactive games, and so much more.