



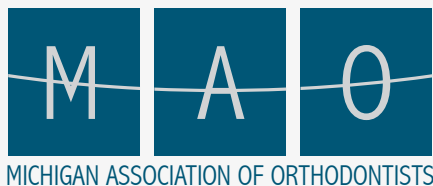
MICHIGAN ASSOCIATION OF ORTHODONTISTS

ANNUAL CONFERENCE

October 17, 2020

Ann Arbor, Michigan

Registration
Information



GENERAL INFORMATION

Join us October 17 at The Kensington Hotel located at 3500 South State Street, Ann Arbor, Michigan. The largest orthodontists conference in the state will offer exceptional knowledge for your colleagues and staff, as well as opportunities to network and gain valuable resources from our exhibitors. We anticipate a strong attendance of both orthodontists and their staff from across the State of Michigan who are interested in learning about and implementing these techniques into their practices. Don't miss this wonderful opportunity, register today!

ABOUT MAO

The Michigan Association of Orthodontists is one of five components of the Great Lakes Association of Orthodontists (GLAO). We represent orthodontists throughout the State of Michigan with the goal of supporting the specialty of orthodontics on the local, state and national level.

INTENDED AUDIENCE

This conference will be of interest to Orthodontists and their staff.

REGISTRATION

The registration fee includes all educational sessions as well as meals, and refreshment breaks throughout the conference. For a list of all registration fees, please refer to the enclosed registration form. Online registration is also available at www.maortho.org.

CONTINUING EDUCATION

This conference is approved for a maximum of 4.5 CE hours by the Board of Dentistry.

ATTIRE

Suggested dress is business/business casual.

PARKING

Complimentary parking available.

ACCOMMODATIONS

We have secured a block of rooms at The Kensington Hotel, 3500 South State Street, Ann Arbor, MI 48108. The hotel is offering a special guest room rate of \$109.00 for attendees of our conference until September 16, 2020. After this date the hotel will no longer offer the discounted rate and may no longer have rooms available. To make your reservation, call 734-761-7800 and mention you are with MAO.

CONSENT TO USE PHOTOGRAPHIC IMAGES

Registration and attendance at, or participation in, MAO meetings and other activities constitutes an agreement by the registrant to the use and distribution of the registrant or attendees' image or voice in photographs, videotapes, electronic reproductions and audiotapes of such events and activities by MAO without compensation. MAO can use the images for promotions in any and all media, whether now known or unknown, MAO or its successors are exempt from any liability for the use of photographic images. If you do not consent to use, please email mao@kdafirm.com.

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PRESENTERS

CHRISTIAN GROTH, DDS, MS



Dr. Groth graduated from Emory University in Atlanta and received his dental and orthodontic training at the University of Michigan. As a lifelong technology enthusiast, he brought this passion into his orthodontic practice, where he is a partner with TDR Or-

thodontics, and commercial 3D printing laboratory, Motor City Lab Works. Dr. Groth is a diplomate of the American Board of Orthodontics and is an adjunct clinical professor at the University of Michigan where he teaches digital orthodontics. He serves as an advisor for several companies, lectures nationally and internationally, and is published on digital orthodontic systems, the use and integration of intraoral scanners, and 3D printers in the orthodontic practice.

COURTNEY DUNN, DDS, MS



Dr. Courtney Dunn is a practicing orthodontist, wife, mother of three and the founder of Women in Orthodontics Study Group. Originally from Phoenix, Courtney attended the University of Michigan for dental school and orthodontics. After she and her husband Matt, who is also an ortho-

dontist, finished residency she stubbornly decided to move back home and open her practice. By following proven business and innovative marketing strategies, Courtney and Matt were able to build a highly successful, multi-location orthodontic practice in a notoriously difficult market.



AGENDA

DOCTORS

7:00am – 7:45am

Registration and Continental Breakfast

7:45am – 8:00am

Exhibitor Introductions

8:00am – 9:30am

Navigating Today's Tech: Choosing and Implementing Digital Orthodontic Systems

Christian Groth, DDS, MS

We live in a world of information overload. The ever-changing waters of technology can be daunting for many! It is difficult to know what the best product or system is considering the vast amount of information available. However, introducing new technology into your office should not lead to grey hairs or the loss of stomach lining! We will discuss intraoral scanners, 3D

printing, and digitally guided orthodontics and some of the office systems necessary to make these technologies successful in your practice.

Sponsored by 3M Oral Care

3M | Clarity™ Aligners

9:30am – 10:00am

Break and Visit Exhibitors

10:00am – 11:00am

Navigating Today's Tech: Choosing and Implementing Digital Orthodontic Systems
(continued)

2.5 CE

11:00am – 11:45pm

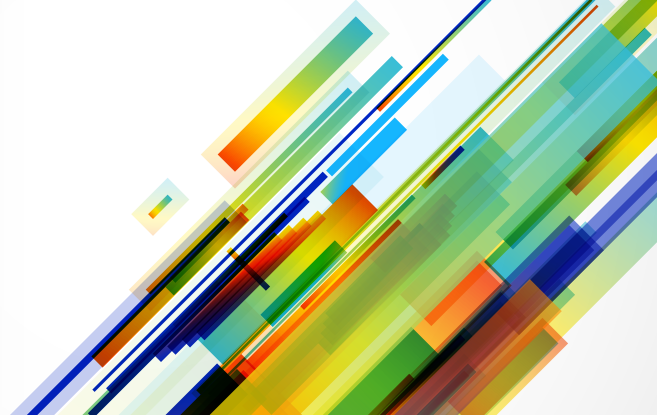
MAO Membership Meeting



ANNUAL CONFERENCE

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Ann Arbor, Michigan



AGENDA

STAFF

7:00am – 8:00am

Registration and Continental Breakfast

the business and work environment for the doctors and the team members.

8:00am – 8:15am

Exhibitor Introductions

9:45am – 10:15am

Break and Visit Exhibitors

8:15am – 9:45am

1.5 CE

Creating a Culture of Teamwork

Courtney Dunn, DDS, MS

A positive, well thought-out and intentional culture is the foundation of a healthy business. In this lecture you will learn how to establish a TEAM culture in your office. Once established, you can use this culture to refine your hiring and training practices. Dr. Dunn will discuss how these principles have been implemented in Dunn Orthodontics to make a positive impact on

10:15am – 11:45pm

1.5 CE

It Takes a Village to Run a Practice

Courtney Dunn, DDS, MS

Every single team member has an important role in the running of an orthodontic practice. Learn how each role in the office can play a special part in all aspects of the office. From the new patient process to proper inventory control and ordering, when executed as a team effort, you can make the office run like a well-oiled machine.

JOIN MAO

Membership in the MAO/AAO is an outstanding value for orthodontists who utilize even a fraction of the many opportunities made available by the association. Most MAO/AAO member services and products are either free to members or available at very little cost. From practice management tools and marketing materials to world-class education and meetings, MAO/AAO membership is the ideal way to stay current and ensure you and your practice are geared for success both now and in the future.

Benefits of Joining MAO:

- Legislative Advocacy
- Practice Management Tools
- Access to Malpractice Insurance through AAOIC
- Practice Marketing Tools
- Knowledge Resources
- Reduced Registration Fees for AAO/MAO Annual Sessions

Visit the MAO website for more information at www.maortho.org.



AGENDA

GENERAL SESSION

11:45pm – 12:45pm

Lunch

12:45pm – 1:30pm

Marketing for the Modern-Day Practice

Courtney Dunn, DDS, MS

Remember the days when you could just hang a shingle, do great orthodontics and your reputation would build your practice? Well, times have changed, and marketing is an important part of surviving in an increasingly competitive marketplace. With the digital age, marketing practices are changing faster than we can keep up. But, where do we even start? This talk will discuss the digital marketing era and how you can incorporate digital marketing into your efforts to build your practice.

1:30pm – 1:45pm

Break and Visit Exhibitors

1:45pm – 2:30pm

Marketing for the Modern-Day Practice

(continued)

Courtney Dunn, DDS, MS

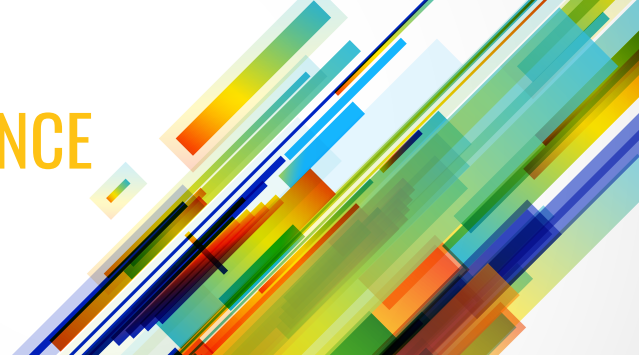
1.5 CE





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YOU MAY ALSO REGISTER ONLINE AT WWW.MAORTHO.ORG.
FOR ASSISTANCE, CALL 517.487.4988.

REGISTRATION (Confirmation will be sent via email ONLY)

Name/Credentials *(as to appear on badge)*

Practice Name/DDS Name

Address

City

State

Zip Code

Phone

Website

Email

Dietary Restrictions

REGISTRATION FEES

☐ Active MAO/AAO Member \$250 ☐ Retired Member \$125 ☐ Resident/Student \$0 ☐ Staff \$100 ☐ Non-Member \$750

PAYMENT METHOD

☐ Visa ☐ MasterCard ☐ AMEX ☐ Check *(payable to Michigan Association of Orthodontists)* # _____

Card Number

Exp. Date

CVV Code

Cardholder Name *(print)*

Signature

Billing Address *(if different from above)*

City

State

Zip Code

Pre-conference registration cut-off date is October 9, 2020. Prior to the conference we must receive both your registration form and payment. Registrations cannot be taken via telephone. CANCELLATION POLICY: All cancellation requests must be received in writing by October 3, 2020 and will be charged a \$50 processing fee. No refunds will be granted after October 4, 2020.

SEND COMPLETED REGISTRATION FORM AND PAYMENT TO: MAO | 629 W. HILLSDALE ST., LANSING, MI 48933
QUESTIONS? CALL 517-487-4988 OR E-MAIL CONTACT@MAORTHO.ORG.