



EARL E. SHEPARD DISTINGUISHED SERVICE AWARD

Join colleagues at the MSO Annual Business Meeting in honoring Dr. Jackie Miller, of Washington, MO, as the 2016 MSO Earl E. Shepard Distinguished Service Award winner.

THANKS TO THE 2016 MSO ANNUAL SESSION PLANNING COMMITTEE

General Arrangements Chair	Dr. Mike Durbin
Scientific Program Chair	Dr. Spencer Pope
Staff Program Chair	Dr. Randall Markarian
Exhibits & Sponsorship Chair	Dr. Patrick Foley

ADA CERP® | Continuing Education Recognition Program

The Midwestern Society of Orthodontists is an ADA CERP Recognized Provider approved by the 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 board of dentistry. **The Midwestern Society of Orthodontists designates this activity for up to 12 continuing education credits.**

Register online at www.msortho.org

Registration Fees:	By 9/14	9/15–10/26	10/27–Onsite
MSO/AAO/WFO Member	\$375	\$400	\$425
AAO Member Resident	150	175	200
Staff/Spouse at Lecture	275	300	325
Spouse/Guest Badge for Reception	20	30	30
Other	750	775	800

Registration Fee Includes:

Doctor, Staff and Exhibitor
Ticket for one continental breakfast
Tickets for two lunches in Exhibit Hall
Refreshment breaks in Exhibit Hall
Friday reception drink ticket and snack in Exhibit Hall
Educational sessions up to 12 CEUs
Entrance into Exhibit Hall
Spouse/Guest
Friday Reception drink ticket and snack only

Swissotel Information

The 2016 MSO Annual Session will be held at the Swissotel Chicago located in downtown Chicago, Illinois at 323 East Upper Wacker Drive.

Go to www.msortho.org for the hotel room reservation link or call 888-737-9477 and request the MSO group rate. MSO group discount rooms are based on first-come, first-served by **October 3, 2016**. Reservations received after October 3 will be accepted based on a space and rate available basis.

The group rate is based on the Classic room type at \$265 single/double plus tax and \$295 plus tax for a triple or quad.



Travel

If flying, consider either Chicago O'Hare or Chicago Midway International Airports.

Questions?

888-447-6734

info@assoc.services

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Go to www.msortho.org



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Midwestern Society of Orthodontists
Co-sponsored by the Illinois Society of Orthodontists

The Winds of Change

2016 MSO ANNUAL SESSION
NOVEMBER 4–5
SWISSOTEL / CHICAGO

Register online at www.msortho.org!



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FRIDAY, NOVEMBER 4

DR. LECTURE PROGRAM 9:00 a.m. – 5:00 p.m.

9:00 a.m. – 12:30 p.m.



Harry Legan, DDS

Currently in private practice, Dr. Legan served for 32 years in full-time academics as Associate Professor and Director of Orthodontics at the University of Texas Southwestern Medical School—Parkland Memorial Hospital, Professor and Chairman of Orthodontics at West Virginia University, and founding Professor and Chairman of Orthodontics at Vanderbilt University Medical Center.

A Brief Synopsis of 35 years Treating Obstructive Sleep Apnea

Obstructive sleep apnea (OSA) is a chronic, progressive disease that threatens the quality of life, as well as life itself. Diagnosing and treating OSA entails complete medical and dental exams and history. OSA is a multifactorial condition, and treatment must be individualized for each patient. Treatment requires a multidisciplinary team, with each member trained and experienced in OSA. Orthodontists can play a significant role in treating OSA patients due to their expertise in surgical orthodontics, distraction osteogenesis, biomechanics, growth, anatomy, and oral appliances to advance and expand the jaws. Some of the more important lessons learned treating adult and pediatric OSA patients over the past 35 years will be presented.

1:30 p.m. – 3:00 p.m. Sponsored by Advantage Technologies



Bryan Currier

Bryan is the President of Advantage Technologies, an IT company that focuses on dental and dental specialties.

IT for the Modern Ortho Practice

Presentation Topics

- Designing technology that reflects your practice
- Workflow that makes sense
- Practical security
- Properly managed IT

Objective: Digital DNA is a program with four separate yet interrelated presentations designed to provide the audience with an overview of how to effectively integrate relevant technology into their dental practices. The materials are vendor-agnostic, and take a scientific rather than product centered approach.

Goal: The goal of the presentation is that all attendees leave with something applicable, which can immediately be implemented and integrated into their practice.

*Indicates financial and/or beneficial interest.

3:30 p.m. – 5:00 p.m.

Sponsored by AXPM



Merritt Dake, CPA

Merritt, Chief Executive Officer of AXPM, earned his BS in Business Administration and a BS in International Studies with a minor in Chinese from Southern Methodist University.



Dani White

Dani, Chief Marketing Officer of AXPM, earned a BS in Communications/Public Relations and a minor in Spanish from the University of Central Arkansas.



Jake Gulick

Jake, President of AXPM One, earned his BAA from the University of Iowa and has been in the orthodontic technology industry for nine years.

Evolution of Dentistry: And What It Means for Orthodontics

Through a look at the current environment of orthodontics, financial realities, different practice options and the effects of software and technology on orthodontics in the future, we will discuss how practicing doctors should view their practice and how new doctors should approach entering their career.

STAFF LECTURE PROGRAM 9:00 a.m. – 5:00 p.m.

9:00 a.m. – 12:30 p.m. , 1:30 p.m. - 5:00 p.m.



Bruce Christopher

Bruce is a licensed psychologist with a degree in professional psychology and interpersonal communications from the University of Minnesota and the University of St. Thomas.

Are We Having Fun, Yet? Humor and Peak Performance in Your Practice

As practices attempt to achieve their goals, no barriers are greater than attitude, self-esteem and team enthusiasm.

Therefore, the first aspect of learning effective patient service skills is to develop a staff of highly energized people with a high self-esteem quotient. Self-esteem is the single most important factor influencing our ability to achieve personal & professional success. Studies show that people with a positive attitude get sick less often, have better relationships, and are more successful in their careers. Attitude is contagious and helps create an energized work environment. It is also a powerful skill to have in dealing with difficult patients and/or staff personnel.

This highly interactive session will help your practice to leap from procrastinations and crash through comfort zones. Your team will learn how to make fears disappear, work together, move forward, and have fun doing it!

SATURDAY, NOVEMBER 5

DR. LECTURE PROGRAM 8:30 a.m. – 4:00 p.m.

8:30 a.m. – Noon



Roberto Hernandez Orsini, DMD, MPH, MS

Dr. Orsini received his DMD in 1983 from the University of Puerto Rico School of Dental Medicine, his MPH in 1985 from the University of North Carolina at Chapel Hill, NC and his MS and Certificate in Orthodontics in 1989 from the University of Alabama. He is an assistant professor at the University of Puerto Rico School of Dental Medicine, Graduate Orthodontics and adjunct assistant professor at the University of Alabama School of Dentistry, Department of Orthodontics.

Contemporary Orthodontics: Expanding Our Scope in Treatment Planning

Goal: Achieving ideal results when treating difficult malocclusions and maintaining the results.

Learning objectives:

- It is possible to expand the alveolar housing in orthodontics using the proper diagnosis and treatment planning, and it is also feasible to maintain those changes.
- Some skeletal discrepancies can be successfully treated with orthodontic treatment only, and obtain a stable result.
- Successful rehabilitation can be possible by providing ideal conditions in orthodontic treated patients with mutilated occlusions.
- Best settling and orthodontic results can be achieved using periodontally assisted osteogenic procedures.

1:00 p.m. – 4:00 p.m. Sponsored by Propel Orthodontics



Jonathan Nicozsis, DMD, MS*

Dr. Nicozsis has been in the specialty practice of orthodontics since 1999 in Princeton, NJ. He completed his dental education at the University of Pennsylvania before attending Temple University for his orthodontic residency.

Micro-Osteoperforation and Accelerated Tooth Movement

Learn about using micro-osteoperforation to release challenging movements and reduce orthodontic treatment times.

Learning objectives:

- Clinical strategies to immediately address cases over treatment
- Solutions for challenging movements and space closures
- Understand how bone remodeling impacts treatment time
- Understand how treatment time impacts case acceptance
- Acceleration for both braces and aligners
- Business development practices: Differentiation/ Conversion/Referrals.

STAFF LECTURE PROGRAM 8:30 a.m. – 4:00 p.m.

8:30 a.m. – Noon

Sponsored by Ortho2



Mary Kay Miller*

Mary Kay is an internet marketing consultant specializing in the orthodontic profession. She established Orthopreneur™ Internet Marketing Solutions in 2007.

The Ins and Outs of Internet Marketing In a Dynamic Digital World

The Internet is an ever-changing landscape with new innovations daily.

Learning objectives:

- Understand and access your digital footprint.
- Properly brand your business with integrated internet marketing.
- Optimize your online presence for the latest Google updates.
- Increase your ranking and promote your practice with reputation marketing.
- Generate and maintain new patient leads with effective website design.
- Improve your search engine ranking with local SEO.
- Assess the success of your website using Google Analytics.

1:00 p.m. – 4:00 p.m.



Char Eash*

Char is the founder and CEO of Profit Marketing Systems South, Inc., a Systems and Communication Enhancement firm for the progressive orthodontic practice.

Profitability by Job Design: Communicating a Common Vision That Will Grow Your Orthodontic Practice Today!

The power to grow an orthodontic practice comes from the ability as a team to communicate the difference in your level of service. What sets your practice apart? How does the team communicate the vision and philosophy of the practice? How do you as a team claim your patient network? This course will present the foundation for growth through each job design. Each team member, will learn the communication skill set to promote the specialty at the highest level within their practice. The orthodontic team should be seamless—working together to create the optimum end result— a community of smiles!

Bring your staff team and plan to take a team photo in the photo booth sponsored by Ormco.



2016 MSO ANNUAL SESSION / NOVEMBER 4-5 / SWISSOTEL / CHICAGO

SCHEDULE AT A GLANCE

Co-sponsored by the Illinois Society of Orthodontists

THURSDAY Nov. 3	11:00 a.m. – 11:45 a.m. Noon – 5:00 p.m.	MSO Executive Committee Meeting MSO Board Meeting and Lunch
FRIDAY Nov. 4	7:00 a.m. – 10:00 a.m. 7:30 a.m. – 5:00 p.m. 10:00 a.m. – 6:30 p.m. 10:00 a.m. – 10:30 a.m. Noon – 1:30 p.m. 3:00 p.m. – 3:30 p.m. 5:00 p.m. – 6:30 p.m. 7:45 a.m. – 8:45 a.m.	Exhibitor Set-up Registration Open Exhibits Open – Complimentary Food/Beverage: Refreshment Break <i>Sponsored by Reliance Orthodontic Products, Inc.</i> Lunch Refreshment Break <i>Sponsored by Procter & Gamble - Crest/Oral-B</i> Reception <i>Sponsored by 3M Oral Care</i> ABO Breakfast Meeting – <i>Optional Event, Purchase Ticket with Registration</i>
	9:00 a.m. – 5:00 p.m. 9:00 a.m. – 12:30 p.m. 1:30 p.m. – 3:00 p.m. 3:30 p.m. – 5:00 p.m.	DOCTOR LECTURES Dr. Harry Legan <i>A Brief Synopsis of 35 years Treating Obstructive Sleep Apnea</i> Bryan Currier <i>IT for the Modern Ortho Practice</i> Merritt Dake, Dani White, Jake Gulick <i>Evolution of Dentistry: And What It Means for Orthodontics</i>
	9:00 a.m. – 5:00 p.m. 9:00 a.m. – 12:30 p.m. 1:30 p.m. – 5:00 p.m.	STAFF LECTURE Bruce Christopher Bruce Christopher <i>Are We Having Fun, Yet? Humor and Peak Performance in Your Practice</i>
	1:00 p.m. – 1:25 p.m.	Missouri Society of Orthodontists Meeting
SATURDAY Nov. 5	7:30 a.m. – 5:00 p.m. 7:30 a.m. – 1:00 p.m. 7:30 a.m. – 8:15 a.m. 10:00 a.m. – 10:30 a.m. Noon – 1:00 p.m. 1:00 p.m. – 3:00 p.m. 7:30 a.m. – 8:15 a.m. 8:30 a.m. – 4:00 p.m. 8:30 a.m. – Noon 1:00 p.m. – 4:00 p.m. 8:30 a.m. – 4:00 p.m. 8:30 a.m. – Noon 1:00 p.m. – 4:00 p.m. 8:30 a.m. – Noon Noon – 1:00 p.m.	Registration Open Exhibits Open – Complimentary Food/Beverage: Continental Breakfast Refreshment Break <i>Sponsored by Reliance Orthodontic Products, Inc.</i> Lunch Exhibitor Move-out MSO Annual Business Meeting DOCTOR LECTURES Dr. Roberto Hernandez Orsini <i>Contemporary Orthodontics Expanding Our Scope in Treatment Planning</i> Dr. Jonathan Nicozsis <i>Micro-Osteoperforation and Accelerated Tooth Movement</i> STAFF LECTURES Mary Kay Miller <i>The Ins and Outs of Internet Marketing In a Dynamic Digital World</i> Char Eash <i>Profitability by Job Design: Communicating a Common Vision That Will Grow Your Orthodontic Practice Today!</i> Council on Orthodontic Education MSO Past Presidents Lunch

Events and times are subject to change.
Bold type indicates general events included in the full lecture registration package.

Go to www.msortho.org for updates.