

Midwestern Society of Orthodontists
2131 Meadow Valley Dr.
Innsbrook, MO 63390



MSO ANNUAL SESSION
OCTOBER 1 – 2, 2021



MIDWESTERN SOCIETY OF ORTHODONTISTS ANNUAL SESSION
OCTOBER 1 – 2, 2021 / HYATT REGENCY MILWAUKEE
Co-sponsored by the Missouri & Wisconsin Societies of Orthodontists

*Bring your staff team to connect with colleagues
and local vendor representatives in Milwaukee.*



Friday, Oct. 1, 2021

DOCTOR PROGRAM 8:30 a.m. – 4:30 p.m.

8:30 a.m. – 10:00 a.m.



Dr. Matthew Larson

Dr. Matthew Larson is a board certified orthodontist practicing in Eau Claire, Wisconsin. With his background in Material Science and Engineering, he has a strong interest in developing efficient systems with 3D printing and currently serves as chair of the AAO Committee on Technology.

Sponsored by Invisalign iTero

Pearls to Keep Your Practice Positive and Efficient

Current technology allows us to connect with patients and treat more efficiently than ever before. However, adapting to new changes is still challenging. In this course, we will discuss the positive changes that can be made by embracing new technology. Objectives:

- Discuss the changes in clinical workflow by integrating a digital workflow with 3D scanning and 3D printing
- Describe how to set efficient tracking systems for retainer and aligner production
- List options for apps to improve communication and positivity in the office

10:30 a.m. – Noon



Dr. Russ Kittleson

Dr. Russell Kittleson graduated from Marquette University School of Dentistry and earned his certificate in orthodontics from University of Illinois. He was one of the founders of the graduate orthodontic program at Marquette University where he has remained an adjunct professor of clinical orthodontics continuously teaching for 61 years. He has the unusual distinction of being a teacher of every orthodontic student who has ever graduated from the Marquette orthodontics program. He has received numerous awards for his service and teaching, most notably the Earl E. Shepard Distinguished Service Award from the Midwestern Society of Orthodontists.

Sponsored by Wisconsin Society of Orthodontists

Reality of Orthodontics

In every orthodontic practice there are unfortunate and unexpected occurrences. They may be initiated by the doctor, staff, patients, genetics, and by other factors that are not understood. We all have had these experiences in our everyday practices over the years. Do we learn from these incidents or do we just accept them as the reality of orthodontics?

1:00 p.m. – 2:30 p.m.



Dr. Neal Kravitz

Dr. Neal Kravitz is a Diplomate of the American Board of Orthodontics, member of the Edward Angle Honor Society, and Associate Editor for the Journal of Clinical Orthodontics. He is a graduate of Columbia University and received his D.M.D. at the University of Pennsylvania. He is a prolific writer for numerous journals and international lecturer.

A Guide to People Management: Understanding Your Patients' and Staffs' Personality Types

The DiSC theory is a popular classification system originating in the 1920's that categorizes all individuals into four primary behavior types: D-Dominant; I-Influential; S-Steady; and C-Conscientious. The aim of the DiSC theory was to categorize people by their temperaments in order to improve relationships. In other words, if we know how people behave, we will know how to treat them. For the orthodontist, understanding DiSC will increase case closure, highlight which patients are challenging to treat, and aid in hiring the appropriate staff. Teaching DiSC is my absolute favorite subject, and I promise this will be one of the most important lectures you will hear. Objectives:

- Understand DiSC Theory
- Learn to modify your consult based on the patient's behavior type
- Discover how to spot the dreaded C-personality and finish their treatment successfully
- Learn how to apply DiSC to your staff to hire a dream team

3:00 p.m. – 4:30 p.m.

Dr. Neal Kravitz

What I Wish I Knew Sooner

Dr. Bill Proffit playfully said, that, "No one knows more than a second-year orthodontic resident." He was alluding to the overconfidence of a new orthodontist who has yet to experience the real-world struggles of private practice. Often, I wish that I could go back in time and speak to my younger self so that I could share the valuable experiences I eventually learned through trial and error; if only I knew then what I know now. This heart-felt presentation will be a journey of my personal and professional growth, from an overconfident resident to a humbled orthodontist. Objectives:

- Understand the value of records
- Change your focus from collection to second molars
- Unlearn the myth that extractions are no longer needed

look forward to welcoming you to my hometown of Milwaukee and reconnecting at a Great Meeting in a Great Place on a Great Lake. Thanks to our Planning Committee members **Dr. Daniel Keith** and **Dr. Jane Wright** for putting this interactive group learning experience together. Milwaukee truly has so much to offer. Please contact me if there is anything I can do to enhance your experience.



Scott Arbit

Dr. Scott Arbit
2020 – 2021 MSO President

Discounted Room Rate at Hyatt Regency Milwaukee

333 W Kilbourn Ave., Milwaukee, WI 53203

MSO group rate of \$169 single/double, per room per night (plus applicable taxes), is based on first-come availability by August 30, 2021. Reservations received after are on a space and rate available basis. Call 402-592-6464 with the promotional code G-MSOG or use the hotel's online room reservation link posted on the www.msortho.org meetings page.

Air Travel: Milwaukee Mitchell International Airport (MKE)

Friday, Oct. 1, 2021

STAFF PROGRAM 8:30 a.m. – 4:30 p.m.



Michelle Shimmin
Michelle Shimmin is an international lecturer, trainer and consultant who has been in the field of orthodontics since 1990 working as a Registered Dental Assistant, teaching orthodontic assisting, and helping the team with marketing, financials, treatment coordinating, and practice management. She is an effective TC who led her office to Elite status while only seeing patients 2.5 days a week. Michelle travels the country and helps transform orthodontic offices on their systems to promote training, growth, and success through a comprehensive practice approach.

Empower your Team: THRIVE!

Leadership, management, communication, goal-driven motivation, and team synergy are key factors that are imperative to a successful practice with a remarkable reputation! But leadership starts from the top and permeates through your practice. How do organizations identify and develop winning teams? Many practices struggle with this ability and a few have this dialed in well. Let's create the best of the best and then take them further! Though this day-long workshop style lecture, you will learn how to empower each team member as leaders through clear communication, a high level of accountability, and team building techniques.

- Identify and develop true 'Top Gun' talent within your practice
- Develop the management skills needed to not only survive, but THRIVE
- Become the leader for that next level of performance

Saturday, Oct. 2, 2021

7:30 a.m. – 8:15 a.m.
MSO ANNUAL BUSINESS MEETING



The MSO Earl E. Shepard Distinguished Service Award will be presented to **Dr. Deborah Lien** of Rochester, Minnesota. She has served as 2014-2015 MSO President, MSO representative to the Council on Governmental Affairs, and is currently on the MSO Delegation and MSO's representative to AAOPAC. Election and installation of officers will also be featured during this business meeting open to all attendees.

DOCTOR - TEAM LECTURE PROGRAM 8:30 a.m. – 4:00 p.m.

8:30 a.m. – Noon



Dr. Ed Lin*
Dr. Ed Lin is one of two partners at Orthodontic Specialists of Green Bay (OSGB). He is also one of two partners at Apple Creek Orthodontics of Appleton (ACO). Dr. Lin received both his dental (DDS) and orthodontic (MS) degrees from Northwestern University Dental School. He is a past member of the American Association of Orthodontist's Committee on Technology and is on the Editorial Board of OrthoTown and Orthodontic Practice journals.

Sponsored by EnvisionTEC

Ultra-Efficient Digital Orthodontic Workflow with 3D Digital Orthodontics

3D dental technologies have completely revolutionized the 21st century orthodontic practice with patient treatment options and case management. With the explosion of 3D digital technologies in the orthodontic industry over the past 20 years, efficient digital workflow systems have become an integral component for the successful 3D digital orthodontic practice. In this lecture, Dr Lin will review how he and his team have implemented 3D imaging/CBCT, integrated SureSmile® for all full fixed orthodontic cases (labial and lingual), mastered the "Sub" 2-minute intraoral scan for impression free practices, created a 3D printing lab, fabricated all orthodontic appliances off of 3D printed models (including 3D printed IDB trays), and created an efficient and cost-effective DIY aligner system for all their aligner patients. Dr. Lin will also review the impact of Easy

RX for management of these 3D digital technologies for an incredibly efficient digital workflow system. Objectives:

- Understand the digital workflow, clinical management, and mechanics for SureSmile® robotically bent wires for labial and lingual treatment for all case types
- Understand how to create a DIY aligner system within your practice and the financial positive ROI it will make within your practice
- Understand how to implement a cost-efficient hybrid treatment option for your patients with DIY aligners

1:00 p.m. – 4:00 p.m.



Drs. Brent & Matthew Larson

Dr. Brent Larson serves as Professor and Director of the Orthodontic Division of University of Minnesota. He has lectured and published widely, and also served as the 2019 President of the American Association of Orthodontists. (Refer to earlier bio for Dr. Matthew Larson.)

Sponsored by Invisalign iTero

Leveraging Digital Technology for Practice Success

The rapid introduction of digital technologies into the orthodontic profession has been disruptive. For those prepared, this disruption presents a great opportunity, but for those not prepared it represents a significant threat. The goal of this course is to provide insight and perspective from two stages of practice regarding how to position your practice for future success. Objectives:

- Learn how to leverage digital technology for effective patient communication and innovative professional collaboration
- Understand the digital workflow required for the fabrication of in-house aligners
- Discover the science behind aligner material and trim margin selection
- Know the basics of 3D printing in the orthodontic office

*Indicates financial and/or beneficial interest

Register at
www.msortho.org

636-745-3008

association.info@icloud.com

Registration Fees:	By 8/4	After 8/4-Onsite	Registration Includes:
MSO/AAO/WFO Member	\$425	\$475	2 continental breakfasts
AAO Member Resident	\$175	\$225	2 lunches
Staff/Spouse at Lecture	\$275	\$325	3 coffee breaks
Nonmember/Other	\$900	\$925	1 reception drink ticket, snack

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.**



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**Thanks 2021 MSO Annual
Session Sponsors!**

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As of 6/15/2021



Schedule at a Glance

Thursday, September 30, 2021

- 11:15 a.m. – 11:45 a.m. MSO Executive Committee Meeting
- Noon – 5:00 p.m. MSO Board Meeting

Friday, October 1, 2021

- 7:00 a.m. – 4:30 p.m. Registration Open
- 7:30 a.m. – 6:00 p.m. Exhibits Open – Complimentary Food/Beverage**
 - 7:30 a.m. – 8:15 a.m. Continental Breakfast
 - 10:00 a.m. – 10:30 a.m. Refreshment Break
 - Noon – 12:45 p.m. Lunch
 - 2:30 p.m. – 3:00 p.m. Refreshment Break *Sponsored by Partners Dental Studio*
 - 4:30 p.m. – 6:00 p.m. Reception – Featuring music by Dr. John and Sue Crawford *Sponsored by American Orthodontics*
- 8:10 a.m. – 8:25 a.m. AAOPAC, ABO and AAOF Presentations
- 8:30 a.m. – 4:30 p.m. (Doctor/Staff Separate) LECTURES**
- 12:30 p.m. – 12:50 p.m. Missouri Society Meeting
- 4:30 p.m. – 5:00 p.m. Wisconsin Society Meeting

Saturday, October 2, 2021

- 7:30 a.m. – 4:00 p.m. Registration Open
- 7:30 a.m. – 8:15 a.m. MSO Annual Member Business Meeting**
- 7:30 a.m. – 1:00 p.m. Exhibits Open – Complimentary Food/Beverage**
 - 7:30 a.m. – 8:15 a.m. Continental Breakfast *Sponsored by Missouri Society of Orthodontists*
 - 10:00 a.m. – 10:30 a.m. Refreshment Break *Sponsored by Ormco*
 - Noon – 12:45 p.m. Lunch
- 8:30 a.m. – 4:00 p.m. (Doctor/Staff Combined) LECTURES**
- 8:30 a.m. – Noon Council on Orthodontic Education
- Noon – 1:00 p.m. MSO Past Presidents Lunch

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