



EARL E. SHEPARD DISTINGUISHED AWARD

Join colleagues at the MSO Annual Business Meeting held in conjunction with the MSO Annual Session on Saturday, September 22 in honoring **Dr. Jim Klarsch** of St. Louis, Missouri as the 2018 award winner.

THANKS TO THE 2018 MSO ANNUAL SESSION PLANNING COMMITTEE

President
General Arrangements Chair
Scientific Program Co-Chairs
Staff Program Chair
Exhibits & Sponsorship Chair

Dr. Ryan VanLaecken
Dr. Spencer Pope
Drs. John Kharouf and Daniel Keith
Dr. Nellie Kim-Weroha
Dr. David Gehring

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.**

Registration Fees	By 7/31	8/1–8/28	8/29–Onsite
MSO/AAO/WFO Member	\$375	\$400	\$425
AAO Member Resident	175	200	225
Staff/Spouse at Lecture	275	300	325
Spouse/Guest* (no CE)	125	150	175
Other	750	775	800

Hotel Reservations

Radisson Blu Mall of America
2100 Killebrew Dr., Bloomington, Minnesota
952-881-5258

Go to www.msortho.org for the direct hotel reservation link or use the Radisson’s general online or 800-333-3333 reservation system with the Code ORTHOD. MSO group rate rooms of \$213 single/double or \$243 triple/quad (plus applicable taxes) per room per night are based on first-come, first-served availability by August 28, 2018. Reservations received after are on a space and rate available basis. To qualify for the group rate, attendees must ask for the rate when making their reservation and guarantee with one night’s deposit.

Registration Includes:

- 2 continental breakfasts
- 2 lunches
- 3 breaks during Dr./Staff Lectures
- 1 reception drink ticket, snack

Travel

If flying, once you arrive at the Minneapolis–St. Paul International Airport (MSP), you can hop on the train at Terminal 1 Lindbergh Station, to the MOA Transit Station beside the hotel. Or you can contact the hotel after your arrival to arrange a pickup with the hotel’s complimentary airport shuttle service, which runs from 5:00 a.m. to 11:00 p.m. Please note this complimentary service is based upon availability at the time of your request.

www.msortho.org

RED, WHITE & YOU
CREATING THE ALL-AMERICAN TEAM
2018 MSO ANNUAL SESSION • SEPTEMBER 21–22
RADISSON BLU MALL OF AMERICA • BLOOMINGTON, MN



MIDWESTERN SOCIETY OF ORTHODONTISTS
2131 Meadow Valley Dr.
Innsbrook, MO 63390



Co-sponsored by the
**Minnesota Association
of Orthodontists and
South Dakota Society
of Orthodontists**

RED, WHITE & YOU
CREATING THE ALL-AMERICAN TEAM

2018 MSO ANNUAL SESSION • SEPTEMBER 21–22
RADISSON BLU MALL OF AMERICA • BLOOMINGTON, MN

REGISTER AT WWW.MSORTHO.ORG
association.info@icloud.com • 636-745-3008

THANKS TO OUR 2018 MSO ANNUAL SESSION SPONSORS

PLATINUM LEVEL




GOLD LEVEL

 |    Reliance Orthodontic Products, Inc.

SILVER LEVEL



BRONZE LEVEL



Presort
Standard
US Postage
PAID
St. Louis, MO
Permit 5678

REGISTER AT WWW.MSORTHO.ORG
636-745-3008 • association.info@icloud.com

SPECIAL BREAKOUTS FOR:
NEW & YOUNGER MEMBERS AND RESIDENTS
CLINICAL STAFF

FRIDAY ★ SEPT. 21

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

9:00 a.m. – 12:30 p.m. *Sponsored by Invisalign iTero*



Dr. Willy Dayan*

Dr. Dayan received his DDS from the University of Toronto in 1986. Following a year of general practice residency at the Montreal Jewish General Hospital and two years in private general practice, he returned to the University of Toronto and completed his diploma in Orthodontics in 1991.

Own Your ClinCheck, So You Can Treat Patients with Aligners to the Same Place as Wires ...And Then Better

Aligner orthodontics is about customizing the force system generated by aligners to the teeth. Learn in which cases “Aligner Force Systems” has advantages over “Traditional Wires and Braces Force Systems” and how to manipulate the shape of Aligners to create the right force system to treat the malocclusion.

- Analyze the movements they see on the screen and perform the required adjustments to improve their aligner treatment results.
- Identify the types of orthodontic movements that require the orthodontist to be prepared to modify aligners for success.
- Explain the bio-mechanics of aligner orthodontics that occurs in their patients, and not rely on what is incorrectly perceived as a “video of moving teeth”.

1:30 p.m. – 3:00 p.m. *Sponsored by 3M Oral Care*



Dr. Shane Langley*

Dr. Langley graduated from the University of Alabama in 2005 with a DMD and was elected to Omicron Kappa Upsilon National Dental Honor Society. He earned his orthodontic certificate and master’s degree from the University of Alabama in 2009. Dr. Langley has practiced orthodontics full time in Daphne, Alabama, since 2009 and has served various positions on the faculty of the orthodontic department at the University of Alabama.

Efficiencies of Treating Complex Open Bite and Class II Cases with Esthetic Treatment Modalities

Learn how to:

- Treat the lower arch with ceramic brackets in deep bite cases.
- Use TADS to correct anterior open bite malocclusion. Class III malocclusion, missing mandibular second bicuspid.
- Correct Class II with Forsus.
- Prevent White Spot Lesions/hygiene protocol.
- Utilize White Spot Lesion treatment protocol.

Contact MSO

association.info@icloud.com
636-745-3008

3:30 p.m. – 5:00 p.m. *Sponsored by American Orthodontics*



Dr. Andy Hayes*

Dr. Hayes received his DDS, MSD and certificate in orthodontics from Indiana University. He maintains a private practice limited to orthodontics in the St. Louis area. Additionally, he is a Clinical Instructor in the St. Louis University Department of Orthodontics and serves on the Editorial Advisory Board for Orthotown Magazine.

Simplified and Efficient Treatment of Class II Malocclusions Using Intermaxillary Class II Correction Devices

- Explore the current literature to recognize the possibilities and limitations of the dentoskeletal effects associated with Class II appliance treatment.
- Recognize the differences in overall treatment philosophies and treatment mechanics of mandibular advancement appliances vs. spring assisted fixed intermaxillary Class II correctors.
- Learn optimized treatment mechanics with the PowerScope2 Class II Corrector to prevent the typical excessive mandibular incisor proclination associated with Class II appliances.
- Understand the clinical prerequisites and case selection for using the device.
- Explore from clinical examples how the PowerScope2 Class II corrector can predictably be used as anchorage to open space for future implants or close space to avoid future implants in congenitally missing tooth cases without the use of TADS.

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



Gary Johnson

Johnson has over 20 years of senior leadership and sales experience. He holds two graduate degrees in business and has led multiple organizations to double digit sales growth even in difficult economies.

9:00 a.m. – 12:30 p.m.

Creating the All American Team

- Understand the critical nature of seeking to understand others before worrying about being understood.
- Become aware of the key steps to active listening.
- Learn how to deal with difficult people and become proficient at calming them down.
- Understand that in order to truly connect with patients you must cultivate the relationship and focus more on being interested than interesting.

1:30 p.m. - 5:00 p.m.

WOWED! Using the Principles of WOW to Create Incredible Customer Service

- Get Your House in Order. Work as a team to discuss their current marketing budget and number of typical interactions with a patient. Learn that the real marketing of the practice is the experience the team provides and create a game plan on how to provide great service.
- Avoid Conflict. Learn how to avoid situations that can cause the patient or patient parents to become agitated, frustrated or disappointed.
- Cement Patient Loyalty. Use a four step system to recover from mistakes. This system has been used by some of the best customer service companies in the world including Disney.
- Ask the One Question That Will Change Your Practice: Uncover the one key question you should be asking of the patient to truly measure the experience.

CLINICAL STAFF BREAKOUTS 9:00 a.m. – 5:00 p.m.

9:00 a.m.– 10:30 a.m. *Sponsored by Ormco*

Dr. Mike Bicknell*

A Paradigm Shift in Digital Retention

11:00 a.m. – 12:30 p.m. *Sponsored by 3M Oral Care*

Dr. Shane Langley*

Excellence in Direct Bonding

1:30 p.m.– 3:00 p.m. *Sponsored by Invisalign iTero*

Jamie Miller*

Dawn of the Digital Dental Clinician

3:30 p.m. – 5:00 p.m. *Sponsored by Reliance*

Orthodontic Products, Inc.

Paul Gange, Jr.*

Bond Failure Reduction on all Substrates

SATURDAY ★ SEPT. 22

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

8:30 a.m. - Noon



Dr. Peter Ngan

Dr. Ngan is West Virginia University Branson-Maddrell Endowed Professor and Chairman, Department of Orthodontics, West Virginia University, School of Dentistry. He holds a dental degree from Harvard University, School of Dental Medicine and Certificates in Orthodontics, Pediatric Dentistry and Hospital Dentistry from the University of Pennsylvania, School of Dental Medicine/ Children Hospital of Philadelphia.

Growth Potential and Stability of Early Class III Treatment

- Identify the factors that affect the stability of early Class III treatment.
- Determine the type of Class III malocclusion that will warrant early treatment.
- Learn how to use of micro-implants to assist maxillary protraction.
- Determine if retention is necessary for early Class III treatment.

1:00 p.m. – 4:00 p.m.



Dr. Thorsten Gruenheid

Dr. Gruenheid is a board-certified orthodontist and Assistant Professor at the University of Minnesota. He received his DDS and Dr med dent degrees from the University of Mainz, Germany, and his PhD from the University of Amsterdam, the Netherlands. He provides orthodontic treatment primarily to an underserved child and adolescent population at the University of Minnesota Orthodontic Faculty Practice of which he has been the director since 2012.



Dr. Robert A. Nadeau

Dr. Nadeau is a board-certified oral and maxillofacial surgeon and Clinical Associate Professor at the University of Minnesota. He received his DDS degree from the University of Minnesota and his MD degree from the University of Missouri. He is the clinical director of the Oral and Maxillofacial Surgery clinic at the University of Minnesota where he practices full scope oral surgery.

Surgical-Orthodontic Interactions During Treatment of Interdisciplinary Cases

A considerable number of orthodontic patients will need some type of surgical intervention, ranging from simple tooth extractions to complex orthognathic procedures, to complete their treatment. In these cases, early communi-

cation, coordination, and excellent collaboration between the orthodontist and the surgeon are essential to achieve treatment success and to ensure patient satisfaction. Providing the perspectives of both an orthodontist and an oral and maxillofacial surgeon, this session will:

- Address topics including emerging technology, contemporary treatment planning, and challenging clinical cases.
- Help the specialties communicate and work together more effectively in the treatment of orthodontic and dentofacial problems.

NEW & YOUNGER MEMBER/RESIDENT SEMINAR 8:30 a.m.–Noon

Kevin Dillard, AAO General Counsel

Sean Murphy, AAO Associate General Counsel

AAO’s Mini-Legal Course for Orthodontists

After this lecture you will able to:

- Better recognize common legal pitfalls.
- Better recognize contract provisions and negotiate them.
- Better understand how to handle difficult patients/parents.

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



Andrea Cook*

Cook’s “clinical pearls” are polished from 20 years experience as a chair side assistant with outstanding orthodontic practices. Her extensive experience as clinical coordinator for a multi doctor practice seeing over 120 patients per day contributes to her success as a clinical consultant and trainer for premier orthodontic offices across the country. *Sponsored by Ortho2*

Developing Your “Clinical Excellence”

Simplify systems to focus on quality patient care. This statement has become the goal for many orthodontic practices. This is a good time for the team to look internally at their protocols, procedures and systems. Developing smooth running, efficient, patient based systems allow your team to go to the next level of orthodontic excellence. The key is understanding the concept of a patient based practice and defining your message. This session will help the team develop scripting, verbiage and guidelines to convey your message to your patients. Topics include:

8:30 a.m. – Noon

I Quit, But Forgot to Tell You

Topics on building a team that will deliver your message include:

- How to communicate more effectively.
- Develop your “dream team” in a multigenerational practice.
- Create a training program that will develop your next “All Star” employee.

1:00 p.m. - 4:00 p.m.

DevelopingYour Clinical Excellence

Learn how to keep running on schedule to ensure the highest quality patient care is delivered with discussions on:

- Running your clinic on time – how to make the schedule work in our world.
- Understanding your clinical reports.
- Proper documentation is not just important, it is essential!
- What’s new in sterilization and instrument reprocessing for today’s orthodontic offices.

DOCTOR/STAFF OPTIONAL BREAKOUT 1:00 p.m. – 4:00 p.m.

Katie Maassen, AAO Dir. Mktg. & Comm.

Marketing Orthodontics in the Modern Age

- Understand how marketing platforms are utilized, both digital and traditional.

RED, WHITE & YOU
CREATING THE ALL-AMERICAN TEAM

2018 MSO ANNUAL SESSION • SEPTEMBER 21–22
RADISSON BLU MALL OF AMERICA • BLOOMINGTON, MN

Co-sponsored by the Minnesota Association of Orthodontists and South Dakota Society of Orthodontists

SCHEDULE AT A GLANCE

THURSDAY ★ SEPT. 20

11:00 a.m. – 11:45 a.m.	MSO Executive Committee Meeting
Noon – 5:00 p.m.	MSO Board Meeting
6:00 p.m. – 8:30 p.m.	Exhibitor Set-up

FRIDAY ★ SEPT. 21

7:00 a.m. – 8:00 a.m.	Exhibitor Set-up
7:00 a.m. – 5:00 p.m.	Registration Open
8:00 a.m. – 6:30 p.m.	Exhibits Open – Complimentary Food/Beverage:
8:00 a.m. – 8:45 a.m.	Continental Breakfast
10:30 a.m. – 11:00 a.m.	Refreshment Break
12:30 p.m. – 1:30 p.m.	Lunch
3:00 p.m. – 3:30 p.m.	Refreshment Break
5:00 p.m. – 6:30 p.m.	Reception – Featuring music by Dr. John and Sue Crawford <i>Sponsored by 3M Oral Care</i>
8:30 a.m. – 8:50 a.m.	AAOF, AAOPAC and ABO Updates in Lecture Hall

9:00 a.m. – 5:00 p.m.	DOCTOR LECTURES
9:00 a.m. – 12:30 p.m.	Dr. Willy Dayan <i>Sponsored by Invisalign iTero</i>
1:30 p.m. – 3:00 p.m.	Dr. Shane Langley <i>Sponsored by 3M Oral Care</i>
3:30 p.m. – 5:00 p.m.	Dr. Andy Hayes <i>Sponsored by American Orthodontics</i>

9:00 a.m. – 5:00 p.m.	STAFF LECTURE Gary Johnson
	CLINICAL STAFF BREAKOUTS
9:00 a.m. – 10:30 a.m.	Dr. Mike Bicknell <i>Sponsored by Ormco</i>
11:00 a.m. – 12:30 p.m.	Dr. Shane Langley <i>Sponsored by 3M Oral Care</i>
1:30 p.m. – 3:00 p.m.	Jamie Miller <i>Sponsored by Invisalign iTero</i>
3:30 p.m. – 5:00 p.m.	Paul Gange, Jr. <i>Sponsored by Reliance Orthodontic Products, Inc.</i>
12:45 p.m. – 1:15 p.m.	Missouri Society Meeting

SATURDAY ★ SEPT. 22

7:30 a.m. – 8:15 a.m.	MSO Annual Business Meeting
7:30 a.m. – 4:00 p.m.	Registration Open
7:30 a.m. – 1:00 p.m.	Exhibits Open – Complimentary Food/Beverage:
7:30 a.m. – 8:15 a.m.	Continental Breakfast <i>Sponsored by Reliance Orthodontic Products, Inc.</i>
10:00 a.m. – 10:30 a.m.	Refreshment Break
Noon – 12:45 p.m.	Lunch

8:30 a.m. – Noon	Council on Orthodontic Education
8:30 a.m. – Noon	NEW & YOUNGER MEMBER/RESIDENT BREAKOUT
	Sean Murphy & Kevin Dillard
8:30 a.m. – 4:00 p.m.	DOCTOR LECTURES
8:30 a.m. – Noon	Dr. Peter Ngan
1:00 p.m. – 4:00 p.m.	Drs. Thorsten Gruenheid & Robert Nadeau

8:30 a.m. – 4:00 p.m.	STAFF LECTURE Andrea Cook <i>Sponsored by Ortho2</i>
	DOCTOR/STAFF OPTIONAL BREAKOUT
1:00 p.m. – 4:00 p.m.	Katie Maassen

Noon – 1:00 p.m.	MSO Past Presidents Lunch
1:00 p.m. – 3:00 p.m.	Exhibitor Move-out

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

*Indicates financial and/or beneficial interest.

Go to www.msortho.org for updates and to register your team!