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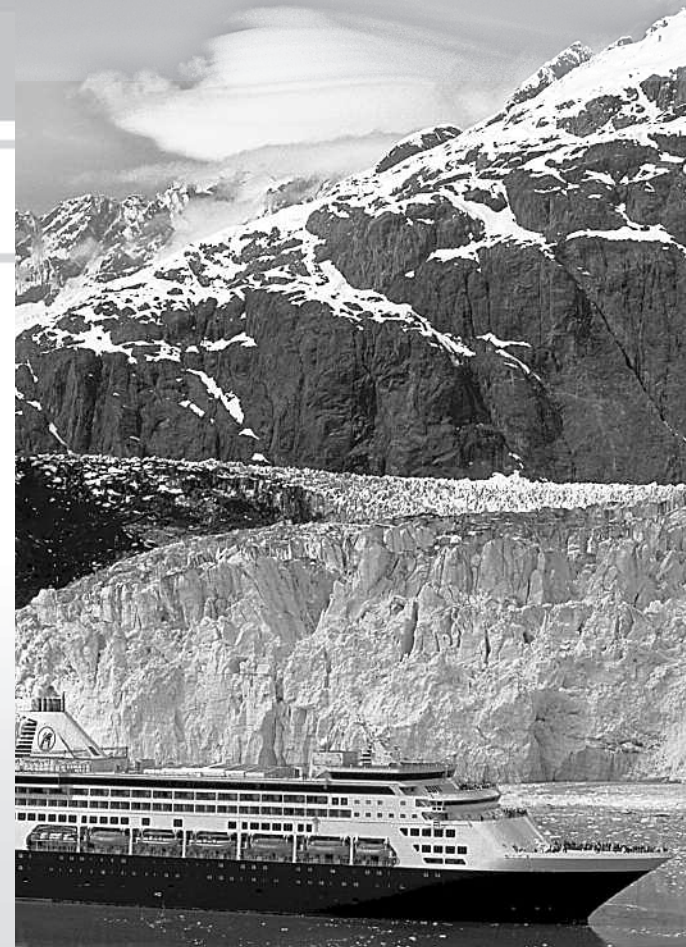


Constituent
American
Association of
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Sponsored by:



Continuing Education Program Presented by **Midwestern Society of Orthodontists** 75th Anniversary Annual Session Alaskan Cruise aboard the ms Westerdam August 4 – 11, 2012



Ahoy Mates!

Thank you for coming aboard to celebrate the Midwestern Society of Orthodontist's 75th Anniversary during our 2012 Annual Session held during "at sea" times on this Alaskan Cruise.

Please extend a big salute to our exclusive sponsor 3M Unitek! We are honored Ann Bruck, 3M Unitek US Professional Services Manager, is onboard for this adventure inspired by 3M's innovative "out-of-the-box" thinking as showcased in Sunday's Welcome Session.

All registrants and family members are invited to Sunday afternoon's kick-off session that will stimulate your creative thinking and highlight the programs' featured speakers. All MSO guests booked through Special Event Cruises are invited to complimentary private MSO cocktail receptions Saturday and Tuesday. Only registered doctors and staff are admitted to the MSO Monday – Friday CE lectures with a MSO name badge. MSO members and their staff and family are invited to the MSO Annual Member Business Meeting held at the end of the program Friday.

I also salute Special Event Cruises captain Howie Knodt, MSO Executive Director Kristi Burmeister and my husband, practice partner and the meeting's general chair Dr. Keith Levin for ensuring smooth sailing for this event. Please don't hesitate to contact any of these MSO event crew members for assistance.

Most importantly, I would like to thank our program speakers for taking a week out of their schedule to share their insight with us. Our program features some of the top experts in our specialty and I hope you will take advantage of this unique opportunity to share ideas one-on-one with them while onboard as a highlight of this once-in-a-lifetime experience!



Dr. Babette Cohen
2011 – 2012 MSO President

ADA CERP® | Continuing Education Recognition Program

Continuing Education Units: The Midwestern Society of Orthodontists is an ADA CERP 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 boards of dentistry. Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at www.ada.org/ceip.

The Midwestern Society of Orthodontists designates this activity for up to 16.5 hours of continuing education credits. Registrants receive one CE credit for each seminar hour attended. Refer to your CE certificate. Disclaimer: The MSO does not review or approve of or necessarily agree with the topics, speakers and presentations set forth in this program. As such, by virtue of your attendance at this program you acknowledge that any and all action taken by you based upon such topics, speakers and presentations are undertaken by you at your own risk and you further agree to hold the MSO harmless for any and all liability in relation to the same.

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- Jane Bentz - WI
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Make Plans to Meet Again at a Future MSO Annual Session:



2014 MSO/GLAO Annual Session
September 11-13
Hilton Hotel - Chicago, Illinois

2015 MSO Annual Session
October 7-10
Kahler Grand and Rochester
Marriott - Rochester, Minnesota

MSO 2012 Annual Session Tentative Schedule*

*Subject to change by Holland America

MSO activities will not be published in the Westerdam's daily newsletters.

Admittance Monday – Friday CE lectures by MSO name badge

SATURDAY, AUGUST 4 (Westerdam sets sail)

4:45 - 5:45 pm Crow's Nest Lounge - Observation Deck Forward
Private MSO Sail Away Welcome Reception

All MSO registrants and their family/guests are invited to this complimentary cocktail reception to pick-up registration materials, meet attendee colleagues and toast MSO's 75th Anniversary. If your luggage is late, come as you are or dressier casual if going to dinner from here.

SUNDAY AUGUST 5 (Westerdam is at sea)

2:00 - 4:30 pm Vista Lounge - Main Deck Forward
MSO Welcome Session

Moderator: Dr. Vince Kokich, Sr.
All MSO registrants and their family/guests are invited to the main ship theater to kick-off the meeting with an official ship-worthy welcome, video provided by 3M to stimulate your innovative creativity to think "out of the box" and brief session preview by each program speaker. Be awake to win 3M prizes.



Note: MSO program registrants may consider ordering room service tonight for a continental breakfast delivered to your stateroom. Current ship schedule is continental breakfast at 6:30 am and a full breakfast at 7:00 am in the Lido Café.

MONDAY AUGUST 6 (Westerdam in Juneau 1:00 - 10:00 pm)

7:00 - 10:00 am Queens/Culinary Arts Center - Lower Prom. Deck
Moderator: Dr. Jane Graber

Staff Lecture: Rosemary Bray contributes more than 30 years in the profession as a speaker and consultant.

Getting on Board with Customer Service
Outstanding customer service is more essential than ever before. It used to be that we could rely on a quality service or product alone to get people in the door...and keep

them there. In today's competitive market, we must now go above and beyond the patient's expectation in order to MORE than satisfy. Today, we must commit our doctor and the entire team to provide a level of service, regardless of the nature of our business or dental specialty, to more than satisfy our customers and keep them returning – to "Knock Their Socks Off!" We will discuss how this reality affects our Ortho practices, and what we can do to turn our PATIENTS into our FANS, our RAVING FANS. Patients who love your office: return for repeat service, refer new patients and enjoy better dental health and ortho treatment results through improved cooperation, greater trust, and understood value.

8:00 am – Noon Hudson Room - Promenade Deck Mid Ship

Moderator: Ann Bruck, 3M Unitek
Scientific Lecture: Dr. Anoop Sondhi* is an author, lecturer and founder and managing partner of a private practice in Indianapolis, Indiana.

*Sponsored by 3M Unitek



Contemporary Orthodontic Treatment with Variable Prescription Orthodontics

Excellence in orthodontic treatment demands a high level of effectiveness in diagnosis, treatment planning, and execution of the treatment plan with organized biomechanics. The concept of efficiency has also taken center stage as patients demand shorter treatment times, and less imposition on their time for appointments. Coupled with the efficiency that the SmartClip self-ligating system brings to orthodontic treatment is the enhanced effectiveness made possible by the use of Variable Prescription Orthodontics. It has become increasingly evident to the orthodontic practitioner that a standard selection of anterior torques is not going to provide the level of excellence that is desired. We will review a number of defining details that would affect the clinician's choice of expressed anterior torque, such as extractions, ethnic differences in dentofacial characteristics, heavy marginal ridges, excessive occlusal wear on adult patients, etc. Given the rapid incorporation of digital technology into orthodontic diagnosis and treatment planning, a more precise choice of appliances will allow the clinician to deliver treatment that is both effective and more efficient.

Refer to emailed handouts for Dr. Sondhi and Bray lectures.

TUESDAY AUGUST 7 (Westerdam at sea in Glacier Bay)

4:30 - 5:30 pm Lido Pool - Lido Deck Mid Ship
Private MSO-Mix-Mingle (3 M's of fun!) Reception

All MSO registrants and their family/guests are invited to this complimentary cocktail reception.

WEDNESDAY AUGUST 8 (Westerdam in Sitka 7:00 am-3:00 pm)

THURSDAY AUGUST 9 (Westerdam in Ketchikan 7:00 am-1:00 pm)

2:00 - 5:00 pm Hudson Room - Promenade Deck Mid Ship
Moderator: Dr. Jackie Miller

Doctor/Staff Lecture: Dr. Lee Graber, past president of the AAO and WFO, lecturer and author and has a private practice in Vernon Hills, Illinois with his daughter Katie who also helped develop this presentation.

Not My Father's Orthodontics

Famed historian John Kenneth Galbraith wrote, "Faced with the choice between changing one's mind and proving that there is no need to do so, almost everyone gets busy on the proof."

Many orthodontic providers are conservative in how we transition in our approach to patients. We have an initial and natural skepticism when faced with new procedures and protocols. A fast walk through the AAO's Annual Session exhibit hall and a review of the scientific presentations is all one needs to see that there is lots of new "stuff" in today's orthodontic practice. This presentation will focus on some of the changes that are coming to our specialty and seek to provide some "proof" for embracing new innovations. The first area of focus will be on the orthodontic patient. How and why are they "different" than previous generations? How does this influence your approach as a "healthcare provider"? The second area will discuss new areas of diagnosis and treatment planning as well as communication. Finally we will review some of the innovative approaches to orthodontic treatment.

FRIDAY AUGUST 10 (Westerdam in Victoria 6:00 pm–Midnight)

8:00 - 10:30 am Queens/Culinary Arts Center - Lower Prom. Deck
Moderator: Rita Sommers

Staff Lecture: Rosemary Bray



Smooth Sailing with Communication

Communication remains THE most difficult part of both harmonious teamwork and effective patient care. This fast paced session will review the critical parts of verbal communication to improve your team's relationships and create better team meetings and overall relationships. Come to learn: 1) How do I talk to a team member who is upset with me? 2) What helps us to have real communication at our monthly meetings? 3) What are the 'no-no' phrases we are using that can be said in a better way?

8:00 am – Noon; 1:00 – 3:00 pm Hudson Room - Prom. Deck
Moderator: Dr. Keith Levin

Scientific Lecture: Dr. Vince Kokich, Sr. is editor-in-chief of the *American Journal of Orthodontics* and *Dentofacial Orthopedics* and has a private orthodontic practice in Tacoma, Washington.

8:00 – 10:00 am: Maxillary Lateral Incisor Implants: Overcoming the Esthetic Challenge

Maxillary lateral incisors are the second-most common congenitally missing teeth. Prior to 1975, missing laterals were typically replaced with conventional "full-coverage" bridges or by orthodontic substitution of maxillary canines. After the introduction of enamel etching and composite bonding in the late 1970's, resin-bonded bridges became the conservative choice of treatment to replace missing laterals incisors. Today, most restorative dentists are disenchanted with resin-bonded bridges because of their relatively high rate of debonding. Therefore, when titanium implants were introduced into dentistry in the mid-1980's, many clinicians believed that these could be the ultimate solution for replacing missing maxillary lateral incisors. But those clinicians who have had experience with lateral incisor implants know the tremendous challenges that exist. The space is small, the implants are relatively large, and the roots may be in the way. Patients are often young, the implant site may require augmentation, ideal interproximal papillae are difficult to produce, and a team approach is necessary to complete the process. Dr. Kokich and his teammates have collaborated in the treatment of these types of patients for many years. During this presentation, he will use many clinical examples to address all of these important esthetic issues as he discusses the interdisciplinary management of maxillary lateral incisor implants.

10:00 am - Noon: Orthodontic Finishing: Art or Science

After performing orthodontic treatment for a few years, most practitioners recognize that orthodontics is not as easy as simply placing "pre-adjusted" brackets and inserting nickel-titanium archwires. Eventually, proper alignment and ideal occlusal interdigitation must be achieved. Although some cases literally "fall into place", many patients require "a lot of effort" and "a lot of knowledge" to finish the occlusion. What is acceptable and unacceptable in the final result? How does the orthodontist know when to remove the orthodontic appliances? These are common questions the clinician who is striving to establish his or her reputation as a "quality" orthodontist asks. As a former Director of the American Board of Orthodontics, Dr. Kokich has had the opportunity to evaluate many cases that have been presented for board certification. In addition, he has taught courses on orthodontic finishing to both graduate students and practicing clinicians. In this provocative presentation, he will examine the various aspects of orthodontic finishing to determine if these principles are simply artistic ideals or if there is scientific evidence that achieving an ideal result is beneficial to the patient.

1:00 - 3:00 pm: Altering Adult Vertical Dimension: How to Decide What to Do?

Occasionally, the interdisciplinary team (orthodontist, periodontist, restorative dentist, and oral and maxillofacial surgeon) is challenged to treat an adult patient with either overeruption of opposing teeth, extreme occlusal wear, or a combination of both of these vertical problems. In these situations, it would be beneficial, if the vertical dimension could be increased to provide space to restore either anterior or posterior teeth. In the past, the term "bite-opening" has often been used to describe the process of correcting these situations. However, this term is confusing and misleading. After all, the correction of decreased vertical dimension could involve tooth extrusion, tooth intrusion, maxillary osteotomy, mandibular osteotomy, or in extreme cases, a combination of all four modalities. How does the dental team diagnose various vertical problems and develop an appropriate treatment plan for each specific type of vertical malrelationship? This presentation will use many clinical examples to provide a systematic approach to diagnosing and treating patients with vertical malrelationships.

3:15 - 4:15 pm Hudson Room - Promenade Deck Mid Ship
Moderator: Dr. Keith Levin

Doctor/Staff Combined Lecture: Rosemary Bray

Terrific Teamwork to Cruise to Success

What makes a great ortho team, who do we hire and how do we keep them on board and performing? The ultimate Ortho Dilemma! Rosemary will review her Top Ten Tips on how to create and maintain a super ortho team based on a national survey she did of teams and on her own 30 year experience as a team member and as a consultant to ortho teams around the world. Come prepared to take a quiz and see how you measure up! Come to learn: 1) What qualities make a great team? 2) Who do we hire? 3) What is the doctor's role as Captain of the Ship?

4:15 - 5:00 p.m. Hudson Room - Promenade Deck Mid Ship
MSO Annual Member Business Meeting

MSO members and their staff and family are invited to the MSO Annual Member Business meeting and 2012 MSO Earl E. Shepard Distinguished Service Award.



Dr. Mike S. Hipp – 2012 MSO Shepard Award

The MSO Board unanimously selected Mike of Iowa as the recipient of the 2012 Earl E. Shepard Distinguished Service Award. He received a B.A. degree in Chemistry from Wake Forest University in 1975, his D.D.S. degree from University of North Carolina at Chapel Hill in 1979 and certificate in Orthodontics and Masters of

Science degree from the University of Iowa in 1981. Mike began private practice in Des Moines, joining Drs. Robert W. Young and C. Charles Collins, where he remains practicing today. He was president of the Iowa Dental Association in 2000-2001, received their President's Award in 2002 and currently serves as a trustee and program chair. He has served MSO as a valuable member of the MSO delegation to the AAO House, MSO president 2007 – 2008 and as our representative to AAOPAC for eight years. Mike has been on the advisory committee for the Iowa Medicaid Program and the orthodontic consultant reviewing cases for priority for the past 28 years.

SATURDAY AUGUST 11

Morning departure per direction of Holland America Line