



GLAO 2020 VIRTUAL ANNUAL SESSION

Saturday, September 26, 2020

8:00am – 12:30pm

PROGRAM

8:00am **Welcome** - GLAO President, Dr. Walter Schratz

8:15am **“All ‘Plastic’ Orthodontics is the Same, Change My Mind”** **(2.0hr CE)**
PANEL: **Dr. Nick Salome – Sponsored by 3M Oral Care**
 Dr. Mario Chorak - Sponsored by Henry Schein Orthodontics
 Dr. Eric Wu – Sponsored by uLab Systems, Inc.
 Dr. Jay Bowman, MODERATOR

Description:

In this panel, 3 presenters using different brands of aligners will show why they made the decision of using the system they currently use, and how they use it on their patients. The presentations will focus on potential differences between systems and current protocols.

Learning Objectives:

- *The attendant will learn about different aligner systems currently available to the orthodontist.*
- *The attendant will learn about potential differences between different aligner systems.*
- *The attendant will learn about current protocols for the use of aligner treatment in an orthodontic office.*

10:15am **“Digital Custom Braces: Are They Worth It?”** **(.75hr CE)**
SPEAKER: **Dr. Brandon Owen - Sponsored by KL Owen Braces, Inc.**

Description:

While custom fixed appliance solutions have been around for decades, none has captured significant market share. This presentation will focus on exploring the potential reasons for this, and it will bring to light why the new solutions that are coming to market finally make economic sense because of their lower costs and enhanced efficiency.

Learning Objectives:

- *The attendant will understand the evidence about the outcomes of a digital custom appliance.*
- *The attendant will understand the efficiencies associated with straight wire mechanics.*
- *The attendant will understand the cost/benefit ratio associated with a pre-fabricated custom orthodontic appliance.*

11:00am **“10 Powerful Strategies to Increase Ortho Production in the COVID-19 Era”**
SPEAKER: **Dr. Roger Levin, Levin Group, Inc.** **(.75hr CE)**

Description:

As we learn to adapt to the post COVID-19 orthodontic world it will not be business as usual and it will never be business as usual again. Even when we have treatment and eventually a vaccine, we will be left with a very deep recession and patients who are afraid of healthcare environments for some period. Deep recessions decrease the number of new patients seeking orthodontic care, increase the number of general dentists that provide some level of orthodontic services and allow for growth of direct-to-consumer treatment. Some orthodontic practices will disappear. Others will be living in a survival mode. But most of the orthodontic specialty will be on the way to recovery. The only question is how fast and how far you will go in yours.

This presentation will focus on 10 strategies that any orthodontic practice can and must utilize to reinvent basic practice management, understand the recovery, attract new patients and manage with different rules and regulations. Orthodontist and staff members will need to rethink every aspect of the orthodontic practice and what the components of success will be in a post-COVID-19 world.

By applying these 10 high value strategies any orthodontic practice will successfully move through the recovery stage and back to the high level of performance that most orthodontic practices had previously experienced.

Learning Objectives:

- *Learn 10 strategies that will be beneficial and essential to orthodontists for a successful post-COVID-19 recovery.*
- *Understand how scheduling, collections and other key practice production factors will need to change in the COVID-19 era.*
- *Learn how to maximize orthodontic production in the new environment with new regulation, new costs and new management systems.*

11:45am GLAO BUSINESS MEETING

All GLAO members are encouraged to participate in this brief meeting which will include reports from the GLAO and AAO officers and induction of new GLAO officers. The 2020 Lindsey O. Kesling Orthodontic Resident Scholarship Award recipients will be announced and the GLAO Distinguished Service Award will be presented to Dr. Chris Roberts.

12:30pm PROGRAM ADJOURNED