



# Speakers & Sessions



## Mr. Chris Bentson

Chris Bentson grew up in Overland Park, Kansas. He attended Baylor University and received his Bachelor of Science degree in 1984.

Over the past 30 years, Chris has been working with orthodontists regarding the business aspects of their practice. In August of 1988 he joined OPMS, an orthodontic practice management company based in Atlanta and was part owner. The company was purchased in 1996 by what is now CareStream Health. From 1996-2002, Chris served in various executive management positions and participated in the acquisition and integration of several orthodontic, general dental, and oral surgeon practice management companies.

Chris is currently a partner of Bentson Copple & Associates, LLC based in Greensboro, North Carolina. The company serves the orthodontic community by performing practice valuations, providing recruiting services, and negotiating transactions with both buyers and sellers within the United States.

In addition, he serves as Editor-in-Chief of the Bentson Copple reSource, a quarterly newsletter focused on the business aspects of running a successful orthodontic practice. Bentson Copple & Associates exclusively provides services to orthodontists, and the reSource is an extension of the company's commitment to providing valuable business information to orthodontists throughout the nation.

Chris spends much time working in the orthodontic industry; he currently serves as a committee member for the AAOFTT (American Association of Orthodontists' Future Think Tank), an advisory committee member for The AAO Bulletin, an advisory board member for Ortho4D, and board member of the AAOF (American Association of Orthodontists Foundation). In addition, he is a frequent guest lecturer at AAO meetings, regional orthodontic society meetings, orthodontic resident programs, study clubs, and orthodontic user meetings. Chris has authored dozens of articles published on the business of orthodontics in numerous orthodontic trade publication.

Chris personally visits each client office and over the course of his career, he has personally visited over one thousand orthodontic practices in the United States, Canada, and Australia. He enjoys excellent relationships with consultants and vendors within the orthodontic community.

Chris currently resides in Summerfield, North Carolina with his wife, Dana, and have adult three children.

## ***“Check up From the Neck up: How We Are Doing Post-COVID & Trends for the Future”***

**Friday, October 15, 8:30am – 9:30am**

### **Description:**

The entire industry was affected by the pandemic but we overcame huge obstacles, learned to adapt, and became innovators with new ideas. Orthodontic practices shifted from surviving to thriving! This presentation will focus on the current trends, communication methods, and discuss the facts (based on orthodontic industry data) that successful orthodontists need to know as we move towards 2022. This lecture will conclude with a no-holds-barred question and answer session. Come prepared with your burning orthodontic business-related questions - anything from trends, to practice management, to anything in between.

### **Learning Objectives:**

- Understand the new post-pandemic consumer trends
- Discuss how practice values have been affected
- Explore timely data and metrics to gauge the orthodontic environment

### **Speaker Disclosure:**

Consultant: Align Technology

Stock Shareholder: Rhinogram, Bentson Copple & Associates, LLC

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### **Dr. Dan Bills**

Dr. Dan Bills is an avid (yet barely competent) golfer, boater and skier who enjoys spending as much time as possible with his wife Emily and his daughter Caroline. Dr. Bills received his Bachelor of Arts degree in Biology from Lafayette College and his dental degree from Harvard University, both with Honors, after which he completed a three-year orthodontic residency at the University of Illinois. He is a Board Certified Diplomate of the American Board of Orthodontics and a Fellow of the American College of Dentists. He maintains a state-of-the-art private practice, Innovative Orthodontics, with three locations in Southern New Jersey, just outside of Philadelphia. He has been

honored as “Teacher of the Year” by the University of Pennsylvania Department of Orthodontics and by the Department of Dentistry at Virtua Hospital. He lectures regularly at academic institutions and orthodontic meetings, both stateside and abroad, and gives in-office courses about a variety of clinical topics as well as how to better utilize technology in the orthodontic office. One of his greatest passions is teaching his colleagues how to work smarter and, consequently, live better.

## ***“Is Virtual Our New Reality? Efficient and Effective Virtual Visits in the Orthodontic Office”***

**Saturday, October 16, 10:00am – 10:45am**

### **Description:**

I used to feel that virtual orthodontic consults were simply a tool for quality orthodontic offices to provide potential patients with the convenient options they are requesting, and possibly engage these patients before they choose direct to consumer treatment — a marketing concept that has been working successfully in my practice for quite some time. However, an unprecedented global pandemic changed everything. We were forced to develop a complete virtual treatment platform to ensure that we could continue to manage our patients’ treatment during mandated closure of our physical office. We made the decision to be virtually open to serve our patients even though our offices were physically closed. And serendipitously, my team and I learned a lot about the potential for virtual visits to enhance (not replace) our in-office patient experience to help us deliver quality orthodontic care in an effective, efficient, and convenient manner — a mindset change that is helping us thrive in challenging times.

### **Learning Objectives:**

- Discuss the concept of virtual orthodontic consultations as a tool for quality orthodontic offices to provide the convenience that some patients are craving in order to engage them before they choose direct to consumer options (Pre-Pandemic Mindset)
  - Explain in detail our Virtual Treatment Platform that was developed in order to manage our patients’ treatment during mandated closure of our physical office (Pandemic Mindset)
  - Explore what this forced workflow change has taught us about the perceptions and logistics of virtual visits, and how we have successfully utilized them to improve our practice now that we are back in the office treating patients (Post-Pandemic Mindset)
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### **Mr. Michael Bonnes**

Michael Bonnes is the Director Sales with LightForce Orthodontics. He joined the company in late 2019 as the 18th employee and has helped the company grow to 170 employees. Prior to joining LightForce, he held numerous roles at Align Technology with the last one as the Sales Training Manager for the North American sales team. Over the past 10 years he's partnered with many orthodontic practices as they integrated digital technology and helped them grow their businesses.

## ***“How to Transition Your Practice to a Fully Digital Workflow”***

**Friday, October 15, 8:30am – 10:00am**

## **Description:**

Orthodontic practices have continually evolved to meet the needs of the changing consumer and have leveraged digital technologies to be more efficient while enhancing clinical outcomes. While a lot of focus has been placed on clear aligner treatment, it still only represents 20% of orthodontic starts. Learn how to transition the other 80% of your orthodontic starts to a digital workflow through a fully customized, 3D printed bracket and indirect bonding system called LightForce.

## **Learning Objectives:**

- Review of the benefits of digital treatment planning and a digital workflow
- Understand the clinical applications and advantages of fully customized tooth moving tools
- How to utilize a fully custom bracket system while treatment planning a wide range of malocclusions
- Understand the clinical advantages of indirect bonding

## **Speaker Disclosure:**

Michael Bonnes is the Director of Sales with LightForce.

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## **Dr. Bob Bray**

Dr. Robert J. Bray has been involved in his own practice for over 40 years. He and his partner, Dr. Robert Tarby, manage 7 offices in the Southern New Jersey area. Bob has held many leadership positions during his professional career, including President of MASO, President of the AAO, President of the AAO Foundation, and currently President and CEO of the Schulman Group. Additionally, Bob is chairman of the Board of local hospital, Shore Medical Center. Dr. Bray also serves as an adjunct professor at Temple University's Kornberg School of Dentistry in the Orthodontic Department and a Visiting Professor at the Eastman Institute of Oral Health in Rochester, New York. He and his wife, Mandi, have enjoyed over 10 years together and they have 5 children and 4 grandchildren.

## ***"The Schulman Group.....Something Old, Something New"***

**Friday, October 15, 10:45am – 11:30am**

## **Description:**

There are many different orthodontic practice models and within each model there are differences. Not all DSOs are the same. This presentation will review the history of the Schulman Group and how Martin L. Schulman, back in the late 1970s, organized a group of orthodontists from around the country who enjoyed Orthodontics and had significant practices. We will discuss how this group founded on the shared orthodontic experience has morphed into an "inside" DSO. Participants will understand how our members enjoy the benefits of a DSO, but maintain their independence and continually grow together for long term personal and patient benefits. "Success through Sharing" is the motto of the Schulman Group.

## Learning Objectives:

- Participants will leave with knowledge of the history of the Schulman Group and how it transformed from a study group to an “Inside” DSO.
  - Participants will understand differences in DSO models
  - Participants will understand how the “shared” practice experience can improve your practice efficiency and enable you to deliver a better patient experience
  - Participants will be encouraged to continually give back to the wonderful profession of orthodontics, in every way possible.
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## Ms. Jackie Dorst



Jackie Dorst is passionate about helping orthodontic teams to be their BEST! During her 20 plus years of speaking and consulting, Jackie has become an international expert on instrument sterilization, infection control and safety. Her fun and energetic seminars have inspired thousands of orthodontic professionals.

She graduated from the University of Georgia in Microbiology and from Clayton State University in Dental Hygiene. Jackie provides the latest research and technical information with practical methods for clinical implementation. She likes to review the science and then apply it to the **“real world of orthodontics”**

Jackie has been a featured speaker at the ADA, AAE, AAO, and AAOMS.

She is a member of the Organization for Safety, Asepsis and Prevention, the Association for Professionals in Infection Control and Epidemiology, and the National Speakers Association. She is a member of the AAO COVID19 Task Force providing information and resources to AAO member during the COVID19 Pandemic.

### ***“COVID-19 Infection Control & OSHA Safety”***

**Friday, October 15, 1:30pm – 3:30pm**

#### **Description:**

COVID 19 changed orthodontic practices’ infection control and OSHA safety precautions. The SARs-CoV-2 virus’ aerosol disease transmission requires different PPE, effective disinfectants and new patient schedules. Jackie Dorst’s seminar updates the ortho team on the latest safety precautions to prevent aerosol disease transmission for patients and the team. There has been an abundance of information from CDC, OSHA, and ADA on preventing airborne disease transmission. So much new information that it is confusing and scary. It’s important for the orthodontic team to understand what are the facts and latest guidance for safe dental. Seminar attendees will learn current factual information on aerosol disease transmission. Jackie will share trustworthy information resources and recordkeeping forms to update the ortho team.

## Learning Objectives:

- List 5 symptoms of COVID 19
- Demonstrate N95 seal test
- Distinguish between Standard Precautions, Contact Precautions and Aerosol Precautions
- List 5 airborne diseases that can be transmitted during dental procedures
- Identify correct PPE Donn & Doff sequence

## Speaker Disclosure:

Honorarium provided by: SciCan / Coltene

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## Dr. Barry Glaser

Dr. Barry Glaser received his DMD degree from The University of Pennsylvania School of Dental Medicine and earned his Certificate of Advanced Graduate Studies in Orthodontics from Boston University. He served as Associate Director of Orthodontics at Montefiore Medical Center in New York City from 1992 to 1995. He has maintained a private orthodontic practice in Cortlandt Manor, NY, USA since 1994.

Dr. Glaser was an early adopter of both Invisalign Teen as well as iTero digital scanning and has extensive experience treating children, teens, and adults of all malocclusions with Invisalign clear aligners. He is the Principal Investigator for the North American clinical trial for Invisalign

Treatment with Mandibular Advancement. Dr. Glaser is a frequent speaker for Align Technology, Inc. and Dental Monitoring, providing insight on clinical treatment with clear aligners and the psychology of compliance and how AI enhances the patient experience. He is the author of the best-selling book, "The Insider's Guide to Invisalign Treatment" published in 2017 and available worldwide.

Dr. Glaser's innovative website, [AlignerInsider.com](http://AlignerInsider.com) is virtual Master Class for doctors to learn more about excellence in Aligner orthodontics, and his 13-week online mini-residency is available at [clearalignercourse.com](http://clearalignercourse.com). *The Aligner Insider Podcast* is available on all podcast platforms. He is in high demand as a speaker for Align technology, Inc. and Dental Monitoring throughout the world.

## **"Dental Monitoring from A-Z"**

**Saturday, October 16, 10:00am – 10:45am**

## **Description:**

Artificial intelligence (AI) has found its way into many areas of medicine and dentistry. This incredible technology is now available in Dental Monitoring (DM), a software package that allows for accurate, automated remote treatment monitoring in orthodontics. In this presentation, Dr. Glaser will introduce you to the DM platform and how he has incorporated it into the everyday workflow of his orthodontic practice.

## Learning Objectives:

You will learn;

- What DM is and how it works
- How remote treatment monitoring helps keep treatment on track and on time
- Why patients love DM

## Speaker Disclosure:

Consultant: Dental Monitoring, Align Technology

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### Dr. John Graham



Dr. John Graham received his Bachelor of Science degree from Brigham Young University. He received his dental degree from Baylor College of Dentistry in Dallas, TX, and then received his medical degree from the University of Texas Southwestern Medical School. After medical school, Dr. Graham completed an internship in general surgery at Parkland Memorial Hospital followed by training in oral and maxillofacial surgery. Following his surgical training, Dr. Graham received his certificate in orthodontics from the University of Rochester/Eastman Dental Center in Rochester, New York. Dr. Graham is one of only a few orthodontists in the United States who is also a licensed physician.

An innovator and educator, Dr. Graham lectures worldwide to both doctors and orthodontic staff on the most advanced orthodontic treatment philosophies available. Dr. Graham is a US patent holder, has co-authored several orthodontic textbook chapters, and has written many professional journal articles. Dr. Graham holds faculty appointments at the University of the Pacific, Arthur A. Dugoni School of Dentistry, and the University of Rochester, Eastman Institute for Oral Health. Dr. Graham is a member of numerous professional organizations and is a contributing editor for the Journal of Clinical Orthodontics. Dr. Graham is a past-president of the Arizona State Orthodontic Association and currently lives and practices in Salt Lake City, Utah.

### ***“Minimum Touch Orthodontics - COVID's Silver Lining”***

**Saturday, October 16, 8:30am – 9:30am**

#### **Description:**

A pivotal shift has happened in global history as a result of COVID precautions. Businesses have learned to work remotely. Parents have realized that learning can happen anywhere, and orthodontists are discovering that excellent and efficient treatment can happen with far fewer office visits than ever before. Drawing from his own experience, Dr. Graham shares how he's combining modern, efficient orthodontic mechanics and treatment philosophies with artificial intelligence and remote monitoring to eliminate all regularly scheduled patient appointments. With the COVID pandemic serving as a catalyst, Dr. Graham has converted his entire

patient population, from observation patients to comprehensive, even complex cases to remote monitoring and enhanced care, and he'd never go back.

### **Learning Objectives:**

By the end of Dr. Graham's presentation, participants should:

- Understand how remote monitoring enhances patient care and improves the patient experience.
- Understand how a Sagittal First approach to treatment improves compliance, shortens treatment times, and elevates staff positivity.
- Know the positive impact that Minimum Touch Orthodontics has on the overall patient experience, and how patients respond to this practice philosophy.

### **Speaker Disclosure:**

Consultant: Henry Schein Orthodontics

Stock Shareholder: Dental Monitoring

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### **Dr. Christian Groth**

Dr. Groth graduated from Emory University in Atlanta and received his dental and orthodontic training at the University of Michigan. As a lifelong technology enthusiast, he brought this passion into his orthodontic practice, where he is a partner with TDR Orthodontics, and commercial 3D printing laboratory, Motor City Lab Works. Dr. Groth is a diplomate of the American Board of Orthodontics and is an adjunct clinical professor at the University of Michigan where he teaches digital orthodontics. He serves as an advisor for several companies, lectures nationally, internationally and is published on digital orthodontic systems, the use and integration of intraoral scanners, and 3D printers in the orthodontic practice.

### ***“It’s Time to Break Free: Digital Systems for Treatment Success”***

**Saturday, October 16, 2:30pm – 3:30pm**

### **Description:**

For too long we have been convinced that our knowledge is not enough for treatment success. We need the aid of proprietary systems and materials. It is time to break free from these restraints and realize that treatment success results from the application of our knowledge. Digital systems allow us to deliver excellent care in an efficient manner. We will discuss Clarity Aligners and the using various digitally guided bonding approaches – including the Digital Bonding System from 3M.

### **Learning Objectives:**



- Review basic biomechanics of moving teeth with plastic
- Review the 3M Clarity Aligner system and Oral Care Portal
- Discuss digitally guided bonding and compare the various systems available
- Review how virtual visits can enhance your patient experience.

### **Speaker Disclosure:**

Consultant: 3M Oral Care

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### **Mr. Luke Infinger**

There are two things Luke Infinger knows for certain. One, he has a passion for helping people reach their fullest potential, and two, he has a gift for marketing. He puts both together as co-founder of the thriving marketing agency, HIP Creative, out of Pensacola, Florida. What began as an idea seven years ago has grown into an award-winning agency, working with some of the most notable names in orthodontics in the country including Dr. Ben Fishbein, Dr. Ed Wentz, Dr. Mark Farina, and Dr. Jennifer Eisenhuth.

Today, HIP Creative helps doctors, specifically orthodontists, understand the importance of turning an orthodontic practice into a brand. Armed with strategies, tools, and a strong partnership with successful orthodontists across the country, Luke, and his team have helped transform practices large and small into thriving businesses.

Luke co-created the Patient Acquisition & Retention Framework™, HIP Creative's proprietary marketing tool. This structure is proven to grow clients' revenue, in some cases by more than 400%. Using websites, social platforms, and an improved outlook on the patient journey, Luke helps orthodontists understand that a practice's success hinges not on the first office visit but on the first contact. With this in mind, he regularly uses social media as the natural bridge between doctor and patient, one that can be easily crossed with the right tools and the right content at the right time.

### ***"How To Build Your Brand & Become The Practice Of Choice Leveraging Social Media"*** **Friday, October 15, 10:30am – Noon**

#### **Description:**

In this session, Luke Infinger will show you the key pillars to building a lasting brand presence online. Luke, the co-founder of HIP Creative, works with 70+ orthodontists across the country and knows exactly what works and how you can leverage social media to stand out among the noise.

#### **Learning Objectives:**

- How to know what systems to follow to have omnipresence across all digital channels.

**Speaker Disclosure:**

Stock Shareholder: HIP Creative

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**Dr. Scott Law**

Dr. Scott Law is a wet fingered orthodontist charged with overseeing the clinical processes and responsibilities for Smile Doctors, an orthodontist owned orthodontic group. After completing residency at Jacksonville University School of Orthodontics in 2009, he and his wife Jessica purchased a small practice from a retiring orthodontist in Killeen, Texas. Using techniques based on customer service, fun, empowerment and excellence they grew that location to one of the largest practices in the U.S. Looking out on the horizon in 2015 and seeing the threats and opportunities facing orthodontics, they decided to scale their business based on the principle of Love On People

First. Together with partners Dr. Dana Fender and Dr. Greg Goggans, Smile Doctors has grown to over 300 orthodontics-only partner practices. As an organization, we are constantly seeking transitioning doctors and/or associates that align with our culture of loving on people and seeking excellence as we deliver the Ultimate Patient Experience.

***"Orthodontic Support Organizations and Other Non-Traditional Doctor Ownership Models"*****Friday, October 15, 10:00am – 10:45am****Description:**

There are many different options for orthodontic practice models from traditional individual private practice, group practice and various DSO/OSO models. Come learn about various "non-traditional" practice models and the pros and cons of each.

**Learning Objectives:**

- Understand various OSO/DSO models
- Understand how Private Equity investment works
- Understand life as an OSO Orthodontist

**Speaker Disclosure:**

Smile Docs is Dr. Scott Law's practice.

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## **Mr. Ryan Moynihan**

Ryan Moynihan joined Gaidge as the CEO in 2017 bringing a diversified background in finance, analytics, strategy, sales, marketing, business development, product management and operations. He has over 22 years' experience across many Fortune 100 companies in the areas of health care, consulting, and technology and a has passion for growth and team building. Ryan spent time working at Disney, Intel, Ernst & Young and Miller Brewing Company before earning his MBA from Georgetown and prior to joining Gaidge, devoted the past 15 years of his career to the Dental/Orthodontic industry working at 3M and Ormco in marketing and sales leadership positions.

Ryan has lived in 10 different cities throughout his professional career and now resides in Atlanta near the Gaidge headquarters. He is married to his wife Maria for 12 years and has two boys, Joseph 11, and Macklin 9. Ryan enjoys spending time with the family, athletics, and being outdoors.

### ***“The Triple DDD Effect. How Data Driven Decisions Create a Competitive Advantage”***

**Friday, October 15, 3:00pm – 4:00pm**

#### **Description:**

Technology continues to change at a rapid pace and we are past the forefront, fully submerged in the middle of the digital revolution. Learn about the evolution of the orthodontic consumer journey in the digital age with a new prospect-finding, data-mining technology including geospatial analysis of the orthodontic market. Then explore the impact and opportunity for your practice as we dissect the difference between thinking and knowing and how Data Driven Decisions have become the force required to achieve competitive advantage.

#### **Learning Objectives:**

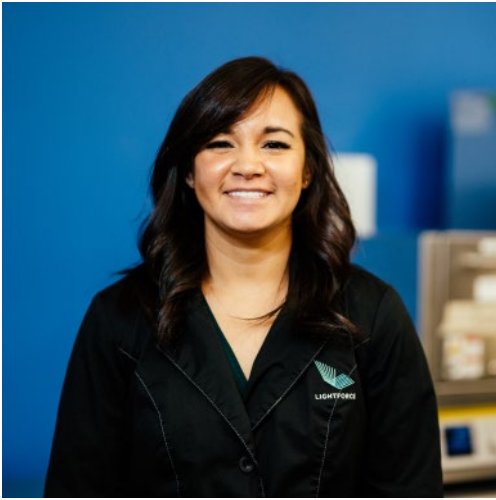
- Use Data mining and geospatial analysis to identify prospects in your market
- Who is saying yes and who is saying no to treatment and what can we learn about the practice's patient “personas”
- Identify where there is waste and opportunity for maximizing business performance and profitability for all aspects of the practice

#### **Speaker Disclosure:**

Stock Shareholder: Gaidge

Employee: Gaidge

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## **Ms. Samantha Provencher**

Samantha Provencher is a Dental Assisting National Board Certified Dental & Orthodontic Assistant joining us today as an Integration Specialist with LightForce Orthodontics. Sam's role as an Integration specialist is to help Orthodontic offices seamlessly integrate LightForce into their practice, providing education, clinical support, and training on the digital workflow and clinical procedures. Prior to joining LightForce, she worked as Clinical Training Specialist with 3M Oral Care and Clinical Coordinator at Orthodontic Practices in New Hampshire and Indiana. Sam continues to maintain her clinical chairside knowledge & skills by assisting Dr. Alfred Griffin III, CEO & one of our

founders of LightForce in his Boston Clinics.

### ***“How to Transition Your Practice to a Fully Digital Workflow”***

**Friday, October 15, 8:30am – 10:00am**

#### **Description:**

Orthodontic practices have continually evolved to meet the needs of the changing consumer and have leveraged digital technologies to be more efficient while enhancing clinical outcomes. While a lot of focus has been placed on clear aligner treatment, it still only represents 20% of orthodontic starts. Learn how to transition the other 80% of your orthodontic starts to a digital workflow through a fully customized, 3D printed bracket and indirect bonding system called LightForce.

#### **Learning Objectives:**

- Review of the benefits of digital treatment planning and a digital workflow
- Understand the clinical applications and advantages of fully customized tooth moving tools
- How to utilize a fully custom bracket system while treatment planning a wide range of malocclusions
- Understand the clinical advantages of indirect bonding

#### **Speaker Disclosure:**

Samantha Provencher is an Integration Specialist with LightForce.

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## Mr. Dan Wicker

Dan Wicker is an alumnus of Kansas State University and began his career at KPMG. He joined Cain Watters and Associates as a financial planner in 1997. When the company developed a partnership structure in 2008, Dan was elected to oversee CWA as its managing partner due to his success in serving over 200 clients for over 25 years. In addition to seeing long-term clients, he oversees the financial planning process as well as the financial planners as the firm's managing partner. He regularly shares his knowledge at the CWA Practice Transition Seminar, dental society meetings and study clubs nationwide.

He is a Certified Financial Planner and has a Personal Financial Specialist (PFS) license from the American Institute of Certified Public Accountants. He is also an Investment Advisor Representative and a member of the Texas Society of CPAs.

***“ FINANCIAL DECISIONS THE ORTHODONTIST MUST GET RIGHT– POST COVID-19: Real World Answers to Orthodontist’s Tough Financial Questions”***  
**Friday, October 15, 2:00pm – 3:00pm**

### **Description:**

Last year was unlike any other, filled with adversity and uncertainty. Although practice doors are open again, owners are now forced to navigate a new financial landscape—littered with new legislation surrounding relief programs and the tax implications related to receiving these funds. In this content-rich, interactive course, Partner and CPA Dan Wicker will help you understand the financial impact of 2020 on both your orthodontic practice and personal finances. He will cover tax strategies to improve cash flow, plus the short- and long-term benefits of various investment environments, pension and retirement planning. He will discuss the Payroll Protection Plan forgiveness, HHS Provider Relief Funds, how COVID-19 effects practice valuations as well as any lending changes brought about by the pandemic and how to navigate these obstacles to move forward on a path of success.

### **Learning Objectives:**

- Understand the financial impact of 2020 on both your orthodontic practice and personal finances.
- Understand tax strategies to improve cash flow, plus the short- and long-term benefits of various investment environments, pension and retirement planning
- Understand the Payroll Protection Plan forgiveness, HHS Provider Relief Funds, how COVID-19 effects practice valuations as well as any lending changes brought about by the pandemic and how to navigate these obstacles.

### **Speaker Disclosure:**

Stock Shareholder: Cain, Watters & Associates, LLC

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