

# Invisalign® Academy

## Sunday Programs *Invisalign/GNYDM Expo*



Align Technology is pleased to again offer INVISALIGN ACADEMY, a half-day, educational intensive workshop for doctors and their staff members. The program begins with an exciting keynote Invisalign provider.

The keynote speaker is followed by your choice of three 40-minute interactive breakout sessions from Invisalign and iTero® experts designed to provide each attendee with an in depth curriculum, individual attention and an opportunity to learn from others. Join us after the breakouts for lunch or a reception when breakout session attendees can report on what they learned.

Each attendee receives a course workbook and comes away with actionable ideas, clinical tips and marketing strategies to put into play in your practice immediately. Choose the breakouts that best meet your practice needs – from the importance of building your practice team, to digital dentistry, to ClinCheck® Expertise – all created to help enhance your efficiency and grow your practice.

**Course: 3080**  
**Tuition: \$60.00**  
**Recommended for: D, H, A, R, L**

**9:00 – 1:00**  
**4 CEUs**

**Limited Enrollment**

9:00 a.m. – 9:20 a.m.	Registration	
9:20 a.m. – 10:00 a.m.	<b>Invisalign Classroom</b> <b>David Ostreicher, D.D.S., M.S., M.P.H.</b> <b>Building a Thriving Invisalign Practice</b>	
<b>Breakout Sessions</b>	<b>Session A – Invisalign Classroom # 1E21</b>	<b>Session B – iTero Classroom # 1E19</b>
10:05 a.m. – 10:45 a.m. Choose One	<input type="checkbox"/> <b>Ben Miraglia, D.D.S.</b> #3800 Utilizing ClinCheck software to Create Predictable Outcomes	<input type="checkbox"/> <b>Shannon Pace Brinker, C.D.A., C.D.D.</b> #3805 Digital Photography
10:50 a.m. – 11:30 a.m. Choose One	<input type="checkbox"/> <b>Ben Miraglia, D.D.S. and Lauren Gueits, R.D.H., B.S.</b> #3810 Invisalign Starts from the Hygiene Chair	<input type="checkbox"/> <b>Payam Ataii, D.M.D., M.B.A.</b> #3815 Navigating the Nuances of Billing and Coding in a Thriving Dental Practice
11:35 a.m. – 12:15 p.m. Choose One	<input type="checkbox"/> <b>David Ostreicher, D.D.S., M.S., M.P.H.</b> #3820 Low Cost Practice Marketing Strategies to Grow Your Invisalign Practice	<input type="checkbox"/> <b>Shannon Pace Brinker, C.D.A., C.D.D.</b> #3825 Creating Ideal Impressions with PVS and iTero Element
12:20 p.m. – 1:00 p.m.	Lunch Presentation Consumer Presentation Breakout Sessions, Reports from Attendees	

**Presiding:** Sophia Scantlebury, D.D.S., Brooklyn, NY  
Member, New Dentist Committee, Second District Dental Society

**Course: 3090**  
**Tuition: \$60.00**  
**Recommended for: D, H, A, R, L**

**1:15 – 5:00**  
**4 CEUs**

**Limited Enrollment**

1:15 p.m. – 1:35 p.m.	Registration	
1:35 p.m. – 2:15 p.m.	<b>Invisalign Classroom # 1E21</b> <b>David Ostreicher, D.D.S., M.S., M.P.H.</b> <b>Building a Thriving Invisalign Practice</b>	
<b>Breakout Sessions</b>	<b>Session A – Invisalign Classroom # 1E21</b>	<b>Session B – iTero Classroom # 1E19</b>
2:20 p.m. – 3:00 p.m. Choose One	<input type="checkbox"/> <b>Ben Miraglia, D.D.S.</b> #3830 Utilizing ClinCheck Software to Create Predictable Outcomes	<input type="checkbox"/> <b>Shannon Pace Brinker, C.D.A., C.D.D.</b> #3835 Digital Photography
3:05 p.m. – 3:45 p.m. Choose One	<input type="checkbox"/> <b>Ben Miraglia, D.D.S. and Lauren Gueits, R.D.H., B.S.</b> #3840 Invisalign Starts from the Hygiene Chair	<input type="checkbox"/> <b>Payam Ataii, D.M.D., M.B.A.</b> #3845 Navigating the Nuances of Billing and Coding in a Thriving Dental Practice
3:50 p.m. – 4:30 p.m. Choose One	<input type="checkbox"/> <b>David Ostreicher, D.D.S., M.S., M.P.H.</b> #3850 Low Cost Practice Marketing Strategies to Grow Your Invisalign Practice	<input type="checkbox"/> <b>Shannon Pace Brinker, C.D.A., C.D.D.</b> #3855 Creating Ideal Impressions with PVS and iTero Element
4:30 p.m. – 5:00 p.m.	Reception Consumer Presentation Breakout Sessions Reports from Attendees	

**Presiding:** Ralph G. Attanasi, D.D.S., Staten Island, NY  
Member, Board of Trustees, Second District Dental Society

*For additional half day Invisalign Expo Programs, see pages 80, 81, 106 and 134.*

# Monday Programs *Invisalign/GNYDM Expo*



**DAVID GALLER, D.M.D.**

**Course: 4130**

**Tuition: \$60.00**

**Recommended for: D**

**10:00 – 12:00**

**2 CEUs**

**Limited Enrollment**

## **INVISALIGN AND ITERO: CREATING AN IDEAL DIGITAL ECOSYSTEM**

The 21<sup>st</sup> century dental practice is evolving at a rapid pace! The term *Digital Ecosystem* is changing the way we view how dentistry is presented and delivered to the patient. Are you finding it hard to keep up? Does the world seem to be passing you by? Learn how to utilize the latest in technology and create beautiful smiles for your patients. This program focuses on how digital scanning utilizing the iTero® Digital Scanner enables your practice to digitize workflows, increase efficiency and transform tasks that are currently performed manually.

### **Learn:**

- the key features of the iTero Element Scanner and how it fits seamlessly in the dental practice
- how workflows become more efficient and predictable
- how scanning technology can provide a better standard of care for the patient

**Presiding:** Michael G. Arvystas, A.B., D.M.D., New York, NY  
Past President, New York County Dental Society

**DAVID OSTREICHER, D.D.S., M.S., M.P.H.**

**Course: 4140**

**Tuition: \$60.00**

**Recommended for: D**

**12:30 – 2:30**

**2 CEUs**

**Limited Enrollment**

## **BUILDING THE INVISALIGN MEGA PRACTICE**

As many dental practices throughout the country struggle to grow at a rate that allows continued expansion to innovate, Invisalign treatment continues to be a solid practice builder that thrives no matter your location. Attend this unique program and learn Invisalign practice building pearls that take minimal effort and don't break the bank. Participants learn persuasive techniques to encourage patients to begin Invisalign treatment along with low cost (or no cost) mechanisms to boost patient referrals. It's time to start planting the seeds of interest and stop waiting for those Invisalign patients to ask you for treatment.

### **Learn:**

- low cost marketing strategies
- persuasive techniques to encourage patients to start treatment
- tips to boost patient referrals

**Presiding:** Richard L. Oshrain, Brooklyn, NY  
Troubleshooter, Greater New York Dental Meeting

**LAUREN GUEITS, R.D.H., B.S.**

**Course: 4150**

**Tuition: \$60.00**

**Recommended for: D, H, A, R, L, S**

**BEN MIRAGLIA, D.D.S.**

**3:00 – 5:00**

**2 CEUs**

**Limited Enrollment**

## **PROVIDING PATIENTS ORAL HEALTH SOLUTIONS UTILIZING INVISALIGN CLEAR ALIGNER THERAPY**

Together, the hygienist and doctor are best able to deliver the message of the health benefits of proper occlusion and how orthodontics is integral to comprehensive care. Learn how to identify, discuss and provide long term solutions for malocclusion using Invisalign Clear Aligner therapy.

### **Learn to:**

- identify the consequences of malocclusion and the implications to teeth and periodontium
- demonstrate how effective communication between hygienist, dentist and patient works to increase patient awareness, case acceptance and compliance
- understand the integral role both the doctor and hygienist play relating to orthodontic health

**Presiding:** Lorna Flamer-Caldera, D.D.S., Brooklyn, NY  
Member, Program Committee, Second District Dental Society



*For additional half day Invisalign Expo Programs, see pages 44, 81, 106 and 134.*

# Monday Programs *Invisalign/GNYDM Expo*



**SHANNON PACE BRINKER, C.D.A., C.D.D.**

**Course: 4160**

**Tuition: \$60.00**

**Recommended for: D, H, A, R, L, S**

**10:00 – 12:00**

**2 CEUs**

**Limited Enrollment**

## **CONDUCTING THE INVISALIGN CONSULTATION**

As clinical procedures in dentistry continue to expand and improve, the team's role continues to evolve as well. As we connect with the patient and understand their desires, it allows them to become more open and honest with their expectations. Increasing case acceptance is easy when we know what questions to ask and responses to give. This program takes the dental team through a defined consultation (new and existing patients), proper records gathering, treatment planning and case acceptance as it relates to Invisalign treatment.

### **Learn:**

- how to properly schedule the new patient and orchestrate the appointment to gather esthetic, occlusal, biologic and clinical information
- how to use digital photography for co diagnosis and practice growth
- proper verbiage for all the team roles in the practice to educate patients about malocclusion as it relates to Invisalign

**Presiding:** Mina C. Kim, D.D.S., New York, NY

Alternate Member, Board of Directors, New York County Dental Society



**SHANNON PACE BRINKER, C.D.A., C.D.D.**

**Course: 4170**

**Tuition: \$60.00**

**Recommended for: D**

**12:30 – 2:30**

**2 CEUs**

**Limited Enrollment**

## **ADVANCED ORTHODONTIC PHOTOGRAPHY: THE ART OF DIGITAL PHOTOGRAPHY**

This course covers basic clinical photography principles, as well as the benefits and challenges of incorporating dental photography into your daily clinical practice. Attendees view a 'live' dental photography demonstration, participate in treatment planning exercises and have hands-on photography opportunities.

### **Learn:**

- the impact pictures have on patient understanding and case acceptance, and how clinicians use photographs to enhance their case presentation
- how to incorporate digital dental photos into comprehensive dental diagnosis and treatment planning
- basic positioning and framing of the patient
- image capture, transfer, uploading and storage

**DAVID GALLER, D.M.D.**

**Course: 4180**

**Tuition: \$60.00**

**Recommended for: D**

**3:00 – 5:00**

**2 CEUs**

**Limited Enrollment**

## **MAXIMIZING YOUR TREATMENT PLANNING SKILLS WITH CLINCHECK® PRO SOFTWARE**

Understanding how to utilize the ClinCheck software to ensure quality outcomes is often the key to becoming an effective Invisalign provider. Many doctors still struggle to understand how this innovative tool can be used effectively. Join our presenter as he shares pearls on how to get over the hump and maximize the new features of the ClinCheck Pro Software. Participants learn how to analyze a ClinCheck treatment plan throughout and understand how to communicate treatment goals effectively to the technician. Attendees also learn several ClinCheck strategies and time saving tips to enhance treatment planning techniques. This presentation is vital to doctors wanting to take their ClinCheck skills to the next level.

### **Learn to:**

- utilize the ClinCheck Pro Tools effectively
- analyze a ClinCheck Pro Treatment Plan
- apply ClinCheck Pro strategies to become more efficient

**Presiding:** Julia Sivitz, D.M.D., New York, NY

Member, New York County Dental Society

Monday, November 28

*For additional half day Invisalign Expo Programs, see pages 44, 80, 106 and 134.*

# Tuesday Programs *Invisalign/GNYDM Expo*



**JAMES DAY, D.D.S., M.E.D.**

Course: 5060

Tuition: \$200.00

Recommended for: D, H, A, R, L

9:00 – 12:30

4 CEUs

Limited Enrollment

## ACHIEVING OPTIMAL RESTORATIVE RESULTS USING THE ITERO® ELEMENT™ INTRAORAL SCANNER

The iTero Element intraoral scanner is a flexible intraoral scanning system that supports your crown and bridge and Invisalign® treatment protocols. During this interactive program you and your staff learn the features and clinical benefits of the iTero Element restorative software; clinical case considerations for crown and bridge, implants and Invisalign case types; restorative and Invisalign workflows for the iTero Element scanner; and how to leverage the superior accuracy of the iTero Element intraoral scanner over PVS and Alginate impressions to achieve accurate fit for dental restorations and Invisalign aligners.

### Learn:

- advantages of fully integrating the iTero Element intraoral scanner into your daily routine
- how to highlight the iTero Element scanner in your marketing strategy to capture patients who would otherwise not seek out treatment
- best practices for generating patient interest and acceptance of Invisalign treatment using the Invisalign® Outcome Simulator

**Presiding:** Michael J. Donato, D.M.D., Staten Island, NY  
Past President, Richmond County Dental Society

**LAUREN GUEITS, R.D.H., B.S.**

Course: 5070

Tuition: \$200.00

Recommended for: D, H, A, R, L

1:00 – 5:00

4 CEUs

Limited Enrollment

## INVISALIGN CLINICAL LEARNING FOR THE DENTAL HYGIENIST: AN INTERACTIVE PROGRAM

This program begins with Invisalign clear aligner therapy as a standard of care for patient health and then follows with the second part, a round table peer-to-peer discussion and interactive participation. This seminar reviews orthodontic classifications including sagittal, vertical and transverse dimensions. Effective language to increase patient engagement and acceptance to recommend Invisalign Clear Aligner Therapy is discussed. Attendees leave with a wealth of information and have fun while learning.

### Learn:

- the importance of identifying malocclusion as it relates to everyday patient care
- the consequences of malocclusion as it relates to the periodontium and oral health
- to feel confident in identifying candidates who would benefit from orthodontic treatment

**MIGUEL MATUK, D.D.S.**

Curso: 5080

Costo: \$30.00

Recomendado para: D, H, A, R, L

9:00 – 12:30

5 CEUs

Inscripción Limitada

## ¡NUEVO! ¡IMPARTIDO EN ESPAÑOL! TRATAMIENTO CON INVISALIGN®: ¡EL FUTURO ES HOY!

La mayoría de las clínicas odontológicas luchan para encontrar el ingrediente mágico que les permita transformar su consultorio en una opción integral de soluciones reparadoras altamente eficaces para sus pacientes. Si usted todavía lo está buscando, no busque más. El tratamiento con Invisalign brinda un procedimiento ortodóncico integral que se adapta perfectamente a cualquier consultorio dental que tenga como objetivo principal la salud del paciente. Las posibilidades clínicas y los potenciales beneficios económicos del sistema Invisalign lo convierten hoy en día en una herramienta indispensable para cualquier clínica odontológica. El Dr. Matuk explicará la evolución del sistema Invisalign a través del tiempo y la eficacia de su software de planificación de tratamiento ClinCheck®. Los participantes no solo aprenderán a realzar la estética del paciente, sino también a mejorar significativamente los fundamentos de una sonrisa sana. Si todavía se pregunta cuándo entrar en el mundo de Invisalign... ¡éste es el momento!

### Durante esta presentación, los asistentes se informarán de:

- la evolución del sistema Invisalign
- el uso fácil y cómodo de las herramientas de planificación Invisalign, incluido el software ClinCheck®
- cómo usar el tratamiento Invisalign para crear una solución reparadora integral para el paciente

**Presiding:** Ivan Vázquez, D.D.S., Hauppauge, NY  
Presidente, Asociación Dental de Puerto Rico

**RENÉ STERENTAL, D.D.S.**

Curso: 5085

Costo: \$30.00

Recomendado para: D, H, A, R, L

1:00 – 5:00

5 CEUs

Inscripción Limitada

## ¡NUEVO! ¡IMPARTIDO EN ESPAÑOL! CURSO INTERMEDIO SOBRE INVISALIGN (IIC)

El Curso Intermedio de Invisalign, diseñado para odontólogos con experiencia interesados en tratar los casos más difíciles con Invisalign, complementa las destrezas adquiridas en el programa introductorio y presenta las técnicas, sugerencias y principios avanzados de Invisalign. Este curso, de cuatro horas, proporciona los puntos de vista de otros colegas para ayudar a los odontólogos a aumentar su confianza clínica con el uso de Invisalign, y presenta sugerencias para lograr óptimos resultados clínicos aumentando su conocimiento general del sistema Invisalign.

Durante este curso, los asistentes revisarán los casos más comunes que pasan por un consultorio odontológico de atención general, y se concentrarán en cómo beneficiarse de las posibilidades del tratamiento con el sistema Invisalign Full para lograr excelentes resultados clínicos.

### Al concluir el programa, los asistentes podrán:

- definir un plan de tratamiento con ClinCheck® más eficaz
- tratar con confianza la mayoría de los casos más comunes que se presentan en su consultorio
- manejar los casos durante el tratamiento
- entender cómo usar eficazmente el sistema Invisalign Full y las herramientas avanzadas de ClinCheck®.

*For additional half day Invisalign Expo Programs, see pages 44, 80, 81 and 134.*



# Wednesday Programs *Invisalign/GNYDM Expo*



**JEFF CHUSTCKIE, D.M.D.**

Course: 6070

Course: 6075

Tuition: \$1,795.00

Recommended for: D, H, A, R, L, S

9:45 – 1:45

(Staff)

4 CEUs

**Limited Enrollment**

*If requested in advance, course includes the attendance of the dentist (IFC) and up to four registered staff members (FORT)*

*Course enrollment is limited to US and Canadian doctors only.*

## **INVISALIGN FUNDAMENTAL COURSE (IFC): AN INTRODUCTION TO INVISALIGN FOR DOCTORS AND TEAM MEMBERS**

Invisalign® Fundamentals Live Course is designed to provide general practitioner dentists and their teams with the essential education and tools needed to start treating patients with Invisalign. Invisalign Fundamentals Live Course focuses on clinical education and hands-on training to cover the basics needed to start an Invisalign case. Included is a separate session exclusively for team members, covering relevant case submission topics and providing attendees practical hands-on experience. This program features active and engaging instruction to foster efficient work flow and synergy for integrating Invisalign into the practice.

### **Learn to:**

- identify ideal case types for Invisalign treatment
- integrate all aspects of the Invisalign process into the practice
- use the ClinCheck® software that depicts a virtual set up of your planned treatment

**Presiding:** Robert A. Seminara, D.D.S., Staten Island, NY  
Past General Chairman, Greater New York Dental Meeting



**JEFF CHUSTCKIE, D.M.D.**

Course: 6080

Tuition: \$200.00

Recommended for: D

2:00 – 5:30

4 CEUs

**Limited Enrollment**

*Limited to US and Canadian doctors only  
Prior completion of Invisalign Clear Essentials I or  
Invisalign Fundamentals course is required*

## **INVISALIGN INTERMEDIATE COURSE (IIC)**

Designed for experienced doctors interested in treating more difficult Invisalign cases, the Invisalign Intermediate Course builds on the skills learned in the introductory program and introduces advanced Invisalign principles, tips, and techniques. This program delivers insights from colleagues to help dentists increase their clinical confidence with Invisalign by providing tips on how to achieve great clinical results and by enhancing their overall knowledge of the Invisalign System. During this program, attendees review the most common cases that move through a typical GP practice and focus on how to take advantage of Invisalign's full capabilities to achieve excellent clinical outcomes.

### **Learn to:**

- develop a more effective ClinCheck® treatment plan
- confidently treat the most common cases in your practice
- manage cases during Invisalign treatment
- understand how to efficiently utilize Invisalign Full and advanced ClinCheck® tools
- manage cases during Invisalign treatment

**Presiding:** Daniel Nachmanoff, D.D.S., Queens, NY  
Member, Queens County Dental Society

## **CONTEMPORARY PRODUCT SOLUTIONS (CPS)**

Course: 6090

Tuition: \$60.00

Recommended for: D, H, A, R, L, S

2:00 – 5:30

4 CEUs

**Limited Enrollment**

## **COMPREHENSIVE ORTHODONTIC RECORDS TRAINING (CORT)**

This interactive program delivers valuable insights from industry-leading hygienists, assistants, and treatment coordinators to help attendees achieve optimal results for the malocclusion documentation and education process. Attendees receive quality time with their peer trainers to help improve the efficiency and accuracy in their roles. The focus of this program is to effectively capture the patient's issues with diagnostic records and use those records to successfully educate the patient to improve patient acceptance of orthodontic treatment.

### **Learn to:**

- quickly and efficiently identify malocclusions during the course of a typical office visit
- capture publication-quality full mouth orthodontic photos
- take accurate one-step PVS impressions that fully capture the entire dentition

**Presiding:** Harold Sussman, D.D.S., New York, NY  
Member, New York County Dental Society

*For additional half day Invisalign Expo Programs, see pages 44, 80, 81 and 106.*

# Wednesday All Day “Live” Dentistry Arena

**No Tuition at GNYDM'S “Live” 425 Seat High Tech Arena  
On the Exhibit Floor in Booth #6230**

**THOMAS E. DUDNEY, D.M.D.**

**Course: 6100**

**Tuition: Free**

**Recommended for: D, H, A**

**10:00 – 12:30**

**3 CEUs**

## **10 UNIT SMILE DESIGN CASE FROM START TO FINISH: A “LIVE” PATIENT DEMONSTRATION**

This 2 part video and “live” patient demonstration program discusses and shows a maxillary 10-unit smile design case from preparation to final polish. Smile design principles, tooth preparation, provisional fabrication, and laboratory communication are presented, followed by a “live” presentation of the delivery appointment including veneer try-in, rubber dam isolation, universal adhesives and cements, seating all the restorations at the same time, and clean-up made easy.

### **Learn:**

- to utilize a diagnostic wax-up to fabricate ideal provisionals that provide valuable information for patient feedback and laboratory communication.
- how to obtain proper isolation for adhesive bonding of all restorations simultaneously in less time, with less stress, and easy clean-up.

**Sponsored by**



**STEVEN S. GLASSMAN, D.D.S.**

**Course: 6110**

**Tuition: Free**

**Recommended for: D, H, A**

**2:30 – 4:30**

**3 CEUs**

## **THE DIGITAL RESTORATIVE SOLUTION: “LIVE” INVISALIGN TREATMENT AND THE ITERO® ELEMENT™ INTRAORAL SCANNER**

Creating the ideal smile can at times require a multi-disciplinary approach to achieve the goals of both patient and doctor. Gone are the days of shaving down teeth to achieve only a cosmetic solution which could lead to foundational issues for the patient in the future. See a “live” demonstration combining clear aligner orthodontics with restorative dentistry. Attendees will see a “live” demonstration on digital scanning and understand the benefits of utilizing this emerging technology. Treatment planning strategies are discussed along with understanding how advancements in clear aligner therapy have improved patient outcomes dramatically over the last 15 years. The presentation concludes with a “live” placement of restorations and a final digital scan of the patient. If you want to create a complete restorative solution for your patients without compromising the foundational principles of occlusion, be sure to attend this dynamic “live” treatment presentation.

### **Learn:**

- optimal restorative treatment planning strategies for combination cases
- the benefits of utilizing digital scanning
- proper techniques for placing restorations

**Sponsored by**



**Presiding:** Morton L. Divack, D.D.S., Beechhurst, NY  
Past General Chairman, Greater New York Dental Meeting

**Presiding:** Leonard J. Brenner, D.M.D., Brooklyn, NY  
Member, Greater New York Dental Meeting