

MICHIGAN ASSOCIATION OF ORTHODONTISTS

ANNUAL CONFERENCE
MARCH 27, 2026
DETROIT, MICHIGAN
CONFERENCE INFORMATION

LEARN FROM THESE INDUSTRY EXPERTS:



ANDREA
COOK



RYAN
MOYNIHAN



BRANDON
OWEN, DDS, MS



ANTONINO
SECCHI, DMD, MS

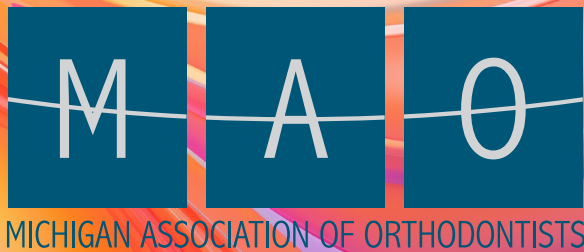


CHRIS
TEETERS, DMD, MS



NICOLE
WAX, DDS, MS

REGISTER AT [MAORTHO.ORG](https://maortho.org)



Join us March 27 in Detroit. The largest orthodontists conference in the state will offer exceptional knowledge for your colleagues and staff, as well as opportunities to network and gain valuable resources from our exhibitors. We anticipate a strong attendance of both orthodontists and their staff from across the State of Michigan who are interested in learning about and implementing these techniques into their practices. Don't miss this wonderful opportunity, register today!

SPEAKERS

Andrea Cook



Andrea Cook's training motivates and energizes orthodontic clinical teams. Her "clinical pearls" are polished from 20 years of experience as a chair side assistant with outstanding orthodontic practices. She works as a clinical consultant and trainer for premier orthodontic offices across the country. Her years of experience include working in single, double, and multi doctor practices. She has extensive experience as clinical coordinator for a multi doctor practice seeing over 120 patients per day. Andrea's expertise provides her unique insight into solutions for the multitude of challenges faced every day by orthodontic clinical teams.

Ryan Moynihan



Ryan Moynihan became the CEO of Gaidge in 2017, bringing over 24 years of experience in finance, analytics, strategy, sales, marketing, business development, product management, and operations. He has worked with prominent Fortune 100 companies including Disney, Intel, Ernst & Young, and Miller Brewing Company. After earning his MBA from Georgetown, Ryan dedicated the past 18 years to the Dental/Orthodontic industry, holding leadership roles in operations, marketing, and sales at PracticeTek, Gaidge,Ormco and 3M.

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SPEAKERS

Brandon Owen, DDS, MS



Brandon Owen, DDS, MS is the President and Founder of KLOWen Orthodontics, a legacy company named and dedicated for his son, Keller Logan. He is an ortho-inventor with over 15 years of hands-on practice experience. Dr. Owen was awarded the first-ever AAO Ortho Innovator Award in 2019 for his invention of the KLOWen Custom Digital Solution, received AAO's Ortho

Innovator Award honorable mention in 2024 and 2025 for Custom Metal Self-ligating brackets, holds numerous orthodontic patents, and has served as a consultant and advisor for various digital orthodontic systems.

Antonino Secchi, DMD, MS



Dr. Secchi maintains a private practice in Devon, PA. He is a Diplomate of the American Board of Orthodontics and member of the Edward H. Angle Society of Orthodontists. Dr. Secchi received the 2005 David C. Hamilton Orthodontic Research Award from the Pennsylvania Association of Orthodontists (PAO), the 2010 and 2013 Outstanding Teacher Award from

the Department of Orthodontics of the University of Pennsylvania. Dr. Secchi is the founder of the "Complete Clinical Orthodontics System" (CCO System™) and over the last 15 years has lectured to orthodontists in the USA as well as over 22 countries throughout the world.

Chris Teeters, DMD, MS



Dr. Chris Teeters is a board-certified orthodontist, Diplomate of the American Board of Orthodontics, and co-founder of Orthodontic Pearls, the world's largest online orthodontic study group with over 7,300 members. Dr. Teeters combines clinical excellence with a passion for education and innovation. As a Key Opinion Leader for Angel Aligner, he shares his expertise

on clear aligner therapy, helping orthodontists optimize treatment outcomes and enhance patient care. Known for his approachable nature and commitment to collaboration, Dr. Teeters is also a dedicated clinician at Affiliated Orthodontics in Peoria, Arizona, and a guitarist for *Relapse*, an all-orthodontist band that performs at major trade shows.

Nicole Wax, DDS, MS



Dr. Nicole Wax is a dynamic force, infusing passion and energy into every endeavor. With a unique ability to transform challenges into opportunities, she empowers individuals to surpass their perceived limits. Recognized as the small-town orthodontist who has set a remarkable pace for practice growth, Dr. Nicole Wax invites you to experience her transformative approach.

AGENDA

LECTURE TRACK OPTION 1: DOCTORS

7:15am – 8:00am

Registration, Continental Breakfast & Visit Exhibits

8:00am – 8:30am

MAO Membership Meeting



8:30am – 9:30am

Advancing Clinical Excellence in Clear Aligner Therapy: Strategies for Success | 1.0 CE

Chris Teeters, DMD, MS

Clear aligner therapy has evolved to address increasingly complex orthodontic cases. In this session, Dr. Chris Teeters will explore advanced clinical strategies for managing challenging malocclusions using clear aligners. The lecture will delve into biomechanical considerations, treatment planning nuances, and the integration of innovative tools to enhance treatment efficiency and outcomes. While Angel Aligner's features will be referenced to illustrate these concepts, the focus remains on universally applicable clinical principles.

9:30am – 10:30am

Conventional is Out, Custom is In: The Future of Orthodontic is Here | 1.0 CE

Brandon Owen, DDS, MS

Break free from a one-size-fits-all conventional approach. There's more buzz about custom braces than ever with multiple solutions on the market. But, "is the juice is worth the squeeze?" Dr. Brandon Owen deep dives into efficiency and outcomes to see how different custom options stack up and how custom digital for fixed appliances is redefining orthodontists' standard of care. Session attendees will gain clinical pearls on why custom, why now—from clinical outcomes to practice implementation.

10:30am – 11:00am

Break & Visit Exhibits

11:00am – 12:00pm

Simplifying Excellence in Treatment Mechanics | 1.0 CE

Antonino Secchi, DMD, MS

The cliché "...it is not only the bracket system you use, but HOW you use it..." has never been more relevant than now! We are continuously bombarded by new technologies that claim will change the way we practice. However, today more than ever, we hear of colleagues that changed their bracket system only to find out it provided no real advantage, but rather a disruption in the office. This lecture will focus on 3 aspects of treatment mechanics: modern bracket/archwire relationship, archwires protocol/sequence and leveling the occlusal plane. Proper management of these 3 aspects on treatment mechanics can tremendously simplify your everyday practice. Dr. Secchi will also explain why it is important to measure treatment time in hours/minutes rather than months/years. Over the last decade, with its simplicity and efficiency, Dr. Secchi's protocols using the CCO System had positively impacted thousands of orthodontists around the world.

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AGENDA

LECTURE TRACK OPTION 2: STAFF

7:15am – 8:00am

Registration, Continental Breakfast & Visit Exhibits

8:00am – 8:30am

MAO Membership Meeting



8:30am – 10:30am

OSHA/CDC Infection Control | 2.0 CE

Andrea Cook

The key to having confidence in your compliance program is preparation. This seminar is designed to help you prepare for an OSHA visit. The Occupational Health and Safety Act (OSHA) was established to ensure safe and healthful working conditions by enforcing standards and by providing training, education, and assistance. Maintaining a safe workplace environment is more than just good business practice - it's the law.

We will review the current Guidelines for Infection Control in Dental Health-Care Settings, 2003 as well as the recent update to these guidelines. We will discuss tips and tricks to help make instrument reprocessing safe, fun, and effective for the orthodontic team!

10:30am – 11:00am

Break & Visit Exhibits

11:00am – 12:00pm

AI Can't Replace What You Bring to the Table. But Only If You Bring It | 1.0 CE

Nicole Wax, DDS, MS

In a world of automation, AI, and rapid change, the smartest career move isn't waiting for the practice to grow... it's growing yourself. This session will challenge orthodontic team members to think bigger than their job description and learn what it truly means to become indispensable to your doctor and your practice. From solving problems before they arise to creating a culture of excellence, you'll walk away with practical ways to stand out, rise up, and build a career you're proud of, one that no robot could ever replace.

Register online
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AGENDA

GENERAL SESSION: ENTIRE AUDIENCE

12:00pm – 1:00pm
Lunch

1:00pm – 2:00pm
Shifting Smiles: Navigating the Future of Orthodontics and Emerging Industry Trends | 1.0 CE
Ryan Moynihan

In this course, participants will explore the role of data and analytics in modern orthodontic practice management. We'll dive into how tracking operational metrics can improve clinical outcomes and streamline business operations. Attendees will learn how to use data-driven insights to convert patients, optimize workflow efficiency, and increase practice profitability. This session will provide actionable strategies for integrating analytics into everyday practice, helping orthodontists stay ahead of industry trends and adapt to a rapidly changing landscape.

2:00pm – 2:30pm
Break & Visit Exhibits

2:30pm-4:30pm
The Growth You're Chasing Is Already Walking Through the Door – Clinical Efficiency as a Profit and Patient Experience Multiplier | CEs Pending Approval
Nicole Wax, DDS, MS

If You're Converting Under 80%, This Talk Is for You
You're spending time, energy, and money to get new patients through the door but are they starting? If your conversion rate is under 80%, this session will show you exactly where you're losing patients and profits, and how to fix it. From transforming the way you and your team approach consults, to mastering the four-step sales process, to tightening customer service and plugging revenue leaks, we'll explore the most powerful (and overlooked) profit lever in your practice: conversion. This talk is direct, actionable, and designed for doctors ready to stop wasting leads and start maximizing every opportunity.

In addition to exploring conversion strategies and profit growth, this session includes a clinical efficiency framework that directly impacts patient outcomes and practice profitability. Attendees will learn how streamlined clinical systems, improved communication, and team coordination can reduce treatment time, lower appointment volume, and elevate the overall patient experience, all while driving stronger financial results. This segment will connect how reducing friction in the chair and on the schedule enhances both conversion and retention.



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GENERAL INFORMATION

About MAO

The Michigan Association of Orthodontists is one of five components of the Great Lakes Association of Orthodontists (GLAO). We represent orthodontists throughout the State of Michigan with the goal of supporting the specialty of orthodontics on the local, state and national level.

Intended Audience

This conference will be of interest to Orthodontists and their staff.

Registration

Registration fees include all educational sessions as well as meals and refreshment breaks throughout the conference. To register, visit the events page at maortho.org or scan the QR code.



Early registration ends March 18, 2026. After March 18, an additional \$25 will be added to all registration fees.

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|-----------------------------|-------|
| Active MAO/AAO Member | \$250 |
| Retired Member | \$125 |
| Staff | \$100 |
| Resident/Student..... | \$0 |
| Non-Member | \$750 |

Continuing Education

Michigan Association of Orthodontists has submitted lectures for approval of a maximum of 6.0 CE hours by the Board of Dentistry.

Attire

The suggested dress is business or business casual.

Location and Accommodations

The Westin Book Cadillac Detroit
1114 Washington Blvd.
Detroit, MI 48226

The Westin is offering conference guests a special guest room rate of \$214 until March 6, or until sold out, whichever occurs first. To make your reservation use our special booking link available at maortho.org.

Consent To Use Photographic Images

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