



MICHIGAN ASSOCIATION OF ORTHODONTISTS

Annual Conference

April 22, 2022

The Kensington
Ann Arbor, Michigan

Presentors

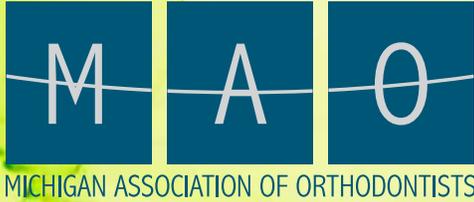


Jay Bowman, DMD, MSD



LeeAnn Peniche

Registration Information
maortho.org



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General Information

Join us April 22 at The Kensington Hotel in Ann Arbor, Michigan. 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!

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 fee includes all educational sessions as well as meals and refreshment breaks throughout the conference. For the full list of fees, please refer to the enclosed registration form. Online registration is also available at www.maortho.org.

CONTINUING EDUCATION

Michigan Association of Orthodontists has submitted lectures for approval of a maximum of 6.25 CE hours by the Board of Dentistry.

ATTIRE

The suggested dress is business or business casual.

LOCATION AND ACCOMMODATIONS

The Kensington Hotel
3500 S. State St.
Ann Arbor, MI 48108

We have secured a block of rooms at The Kensington Hotel. The hotel is offering a special guest room rate of \$114 for attendees of our conference until March 21, 2022. After this date the hotel will not offer the discounted rate and may no longer have rooms available. To make your reservation call 734-761-7800 and mention you are with MAO, or visit www.maortho.org to reserve online using our special link. The Kensington Hotel has complimentary parking.

CONSENT TO USE PHOTOGRAPHIC IMAGES

Registration and attendance at, or participation in, MAO meetings and other activities constitutes an agreement by the registrant to the use and distribution of the registrant or attendees' image or voice in photographs, videotapes, electronic reproductions and audiotapes of such events and activities by MAO without compensation. MAO can use the images for promotions in any and all media, whether now known or unknown, MAO or its successors are exempt from any liability for the use of photographic images. If you do not consent to use, please email mao@kdafirm.com.

Register Online
at maortho.org

Presenters

S. JAY BOWMAN, DMD, MSD



Dr. S. Jay Bowman is a Diplomate of the American Board of Orthodontics, a member of the Edward H. Angle Society of Orthodontists, a Fellow of both the International and American College of Dentists, member of Pierre Fauchard, and Fellow of the Royal College of Surgeons

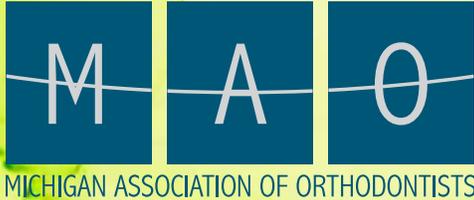
of Glasgow. He is on the faculty of The University of Michigan, Saint Louis University, Case Western Reserve University, Seton Hill University and was a Milton Sims Visiting Professor at the University of Adelaide. He received the Angle Research Award in 2000, the Alumni Merit Award from Saint Louis University in 2005, Orthodontic Education Research Foundation Award in 2017, and will be presenting the J.A. Salzman lecture at the American Association of Orthodontists Annual Session in 2022.

LEEANN PENICHE



Through innovative, proven, and proprietary Systems, LeeAnn Peniche has consistently brought smiles to orthodontists for more than 30 years. As the founder and President of Peniche & Associates, she has earned a reputation as one of the country's premier orthodontic

consultants who specialize in case acceptance, scripting, marketing, and practice systemization. Over 3,000 practices have experienced first-hand her creative outlook, years of expertise and proven track record of success. LeeAnn's life has been committed to providing Orthodontists and their practices with the tools and Systems for their continued success through lectures, in office training as well as her trademarked Treatment Coordinator Intensive™ Workshop, Office Management Academy™, YES Academy™ and Millennial Marketing Academy™.



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Agenda

DOCTORS: PRESENTED BY S. JAY BOWMAN, DMD, MSD

7:15am – 8:15am

REGISTRATION, CONTINENTAL BREAKFAST & VISIT EXHIBITS

8:15am – 9:30am

MORE THAN LIP SERVICE FOR AMARANTHINE ORTHODONTIC CONTROVERSIES

Orthodontic treatment “philosophies” and appliance fashions have come and gone as rapidly as fads in the garment industry. Treatments featuring nonextraction, 2-stage, and arch development have again become de rigueur, but not because of convincing evidence of superiority, but rather due to clever, enthusiastic promotion combined with a relentless defamation of extraction treatments. Although orthodontists often wish to extract, they may instead relent for fear of reprisals, either in the form of lost referrals or persecution on social media, and in the print and television media. Anecdotal examples of untoward results, punctuated by emotional claims, are much more common than conventional reports featuring data, logic, and a respect for reason. As a result, it often is argued that only nonextraction treatment (early and often or with braces claimed to have unusual properties) will provide a “full, pleasing profile,” wide smiles without “dark corners,” and reduced risk of death by diminished airway. Making a claim is easy, producing evidence is not. Dr. Bowman will discuss the impact of both extraction and nonextraction strategies, based on a comprehensive exploration of the scientific literature, to provide evidence-based guidance in this contentious issue.

10:00am – 10:45am

UNO, DOS, TRES: ALL THE MINISCREWS IN ONE PLACE

UNO, DOS, TRES. With the advantage of hindsight, when examining treatments involving the use of miniscrew anchorage, it appears in a parallax view that moving from buccal interradicular insertion of miniscrews to the palate often affords more reliability and versatility for orthodontic biomechanics. Specifically, one palatal insertion site for miniscrews, combined with simple laboratory modifications of transpalatal arches can be employed as anchorage to assist in the correction of a wide variety of malocclusions.

10:45am – 11:30am

DRASTIC PLASTIC: IMPROVING CLEAR ALIGNER PREDICTABILITY

As the limitations of clear aligner treatments have been identified, conceptualizing techniques and devices to improve the predictability in producing desired results has been the next logical step. A variety of concepts, methods, and adjuncts have subsequently been introduced to enhance the efficacy and effectiveness of clear aligners. As a consequence, the scope of biomechanics and type of malocclusions that can be more predictably treated has increased. As one example, the inclusion of miniscrew temporary skeletal anchorage has permitted the addition of direct and indirect anchorage to support and control more predictable programmed tooth movements with aligners. In addition, specific instruments have also been developed to facilitate the individualization of aligners to apply specific forces.

11:30am – 12:00pm

MAO MEMBERSHIP MEETING

STAFF: PRESENTED BY LEEANN PENICHE

7:15am – 8:15am

**REGISTRATION, CONTINENTAL BREAKFAST
& VISIT EXHIBITS**

Register Online
at maortho.org

8:15am – 12:00pm

THE SMART, SAVVY & SUCCESSFUL PRACTICE

Join LeeAnn Peniche as she shares the expectations of the most complicated multigenerational orthodontic market in history. She will share how to target, attract, and treat every generation from boomers to generations X, Y & Z. This course will focus on building a successful practice with an “on-brand team” that is committed to making a difference in patients’ lives, communities, and the world. LeeAnn will share how to attain measurable results from the first point of contact through the final days of retention “and beyond” by utilizing smart systems and savvy judgment.

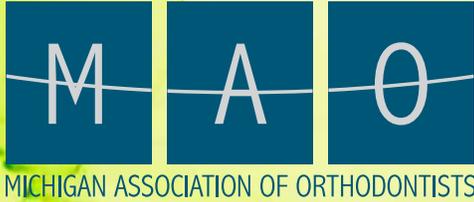
Join MAO

Membership in the MAO/AAO is an outstanding value for orthodontists who utilize even a fraction of the many opportunities made available by the association. Most MAO/AAO member services and products are either free to members or available at very little cost. From practice management tools and marketing materials to world-class education and meetings, MAO/AAO membership is the ideal way to stay current and ensure you and your practice are geared for success both now and in the future.

Benefits of Joining MAO:

- Legislative Advocacy
- Practice Management Tools
- Access to Malpractice Insurance through AAOIC
- Practice Marketing Tools
- Knowledge Resources
- Reduced Registration Fees for AAO/MAO Annual Sessions

Visit the MAO website for more information at www.maortho.org.



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GENERAL SESSION: PRESENTED BY LEEANN PENICHE

12:00pm – 1:00pm

LUNCH

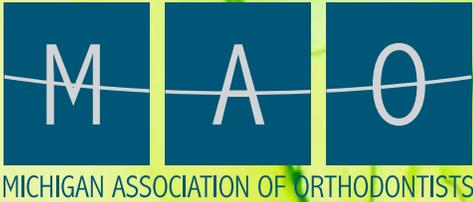
1:00pm – 4:15pm

DANCING WITH DATA

The word “data” does not sound sexy or exciting. Data has been known as the “big yawn” until today. Join LeeAnn Peniche as she brings to life what your data means. LeeAnn will share how to simplify statistics, turn numbers into a scoreboard for success and truly dance with your data. This course will show how the doctor, manager, department leads, and team can identify strengths, weaknesses, and create a game plan for improvement and celebration. LeeAnn will share how the numbers tell a story and when necessary, you can rewrite the ending. We will review clinical success, scheduling, observation, marketing, case acceptance, staffing and recruiting. This is so exciting! No yawning here!



Register Online
at maortho.org



Registration

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Name/Credentials *(as to appear on badge)*

Practice Name/DDS Name

Address

City

State

Zip Code

Phone

Email

Dietary Restrictions

REGISTRATION FEES

Active MAO/AEO Member \$250

Retired Member \$125

Resident \$0

Student \$0

Staff \$100

Non-Member \$750

PAYMENT METHOD

Visa

MasterCard

AMEX

Check *(payable to Michigan Association of Orthodontists)*

Card Number

Exp. Date

CVV Code

Cardholder Name *(print)*

Signature

Billing Address *(if different from above)*

City

State

Zip Code

Pre-conference registration cut-off date is April 19, 2022. Prior to the conference we must receive both your registration form and payment. Registrations cannot be taken via telephone. CANCELLATION POLICY: All cancellation requests must be received in writing by April 14, 2022 and will be charged a \$50 processing fee. No refunds will be granted after April 14, 2022.

SEND COMPLETED REGISTRATION FORM AND PAYMENT TO: MAO | 629 W. HILLSDALE ST., LANSING, MI 48933
QUESTIONS? CALL 517-487-4988 OR E-MAIL MAO@KDAFIRM.COM.



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629 West Hillsdale Street
Lansing, MI 48933
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