

## AAO 2016 Annual Session Orthodontic Staff Program

*This information is subject to change .... for current schedule, go to [www.aaoinfo.org](http://www.aaoinfo.org) or the AAO mobile APP*

**FRIDAY – April 29**

### **HANDS-ON WORKSHOPS**

These sessions are ticketed, limited attendance

*(Tickets purchased through your individual online registration)*

Room 109-A	Room 109-B	Room 110-A	Room 110-B
<p style="text-align: center;"><b>1:00 - 2:30 PM</b> <b>DUSTY GREEN</b></p> <p style="text-align: center;">Video for Orthodontic Practices: Learn to Shoot, Edit and Upload Like a Pro! #1</p> <p style="text-align: center;"><i>Maximum Attendees: 30 Ticket cost: \$30</i></p>	<p style="text-align: center;"><b>1:00 - 2:30 PM</b> <b>DOUG DEPEW</b></p> <p style="text-align: center;">Hands-on Wire Bending for the Orthodontic Assistant #1</p> <p style="text-align: center;"><i>Maximum Attendees: 45 Ticket cost: \$30</i></p>	<p style="text-align: center;"><b>1:00 - 3:00 PM</b> <b>RITA BAUER</b></p> <p style="text-align: center;">Camera, Lights, Action! Patient Photography Made Easy #1</p> <p style="text-align: center;"><i>Maximum Attendees: 20 Ticket cost: \$50</i></p>	<p style="text-align: center;"><b>1:00 - 3:00 PM</b> <b>NEIL WARSHAWSKY</b></p> <p style="text-align: center;">The Truth on Retainers: How to Build a Proper Fitting Essix Retainer or Hard Occlusion Nightguard #1</p> <p style="text-align: center;"><i>Maximum Attendees: 30 Ticket cost: \$50</i></p>
<p style="text-align: center;"><b>3:00 - 4:30 PM</b> <b>DUSTY GREEN</b></p> <p style="text-align: center;">Video for Orthodontic Practices: Learn to Shoot, Edit and Upload Like a Pro! #2</p> <p style="text-align: center;"><b>(repeat session)</b></p> <p style="text-align: center;"><i>Maximum Attendees: 30 Ticket cost: \$30</i></p>	<p style="text-align: center;"><b>3:00 - 4:30 PM</b> <b>DOUG DEPEW</b></p> <p style="text-align: center;">Hands-on Wire Bending for the Orthodontic Assistant #2</p> <p style="text-align: center;"><b>(repeat session)</b></p> <p style="text-align: center;"><i>Maximum Attendees: 45 Ticket cost: \$30</i></p>	<p style="text-align: center;"><b>3:00 - 5:00 PM</b> <b>RITA BAUER</b></p> <p style="text-align: center;">Camera, Lights, Action! Patient Photography Made Easy #2</p> <p style="text-align: center;"><b>(repeat session)</b></p> <p style="text-align: center;"><i>Maximum Attendees: 20 Ticket cost: \$50</i></p>	<p style="text-align: center;"><b>3:00 - 5:00 PM</b> <b>NEIL WARSHAWSKY</b></p> <p style="text-align: center;">The Truth on Retainers: How to Build a Proper Fitting Essix Retainer or Hard Occlusion Nightguard #2</p> <p style="text-align: center;"><b>(repeat session)</b></p> <p style="text-align: center;"><i>Maximum Attendees: 30 Ticket cost: \$50</i></p>

## AAO 2016 Annual Session Orthodontic Staff Program

*This information is subject to change .... for current schedule, go to [www.aaoinfo.org](http://www.aaoinfo.org) or the AAO mobile APP*

### SATURDAY – April 30

	Room 205	Room 206	Room 203	Room 209	Room 304	Room 312
	Administrative	Clinical	Marketing	All Staff	For Doctors & Staff	Featured Speaker Series
8:00 - 9:30	<u>for Office Managers</u>  <b>AMY KIRSCH</b> Attracting, Hiring and Retaining High Quality Team Members	<b>LORI GARLAND PARKER</b> You've Been Talking, But Are Your Patients Listening? Putting Together the Puzzle of Patient Motivation	<b>ANIL IDICULLA</b> AAO Consumer Awareness Program	<b>STEVE CURTIN</b> Customer Service: Delight Your Patients and Parents	<b>JEFF BEHAN</b> Building an Effective Marketing Plan	<b>8:30 - 10:00</b> <b>DICK HOYT</b> Yes You Can!  <i>not for CE credit</i>
9:45 - 11:15	<u>for Treatment Coordinators</u>  <b>LEEANN PENICHE</b> The NEW New Patient Process	<b>SCOTT FREY</b> Training Assistants – Step by Step	<b>ANN MARIE GORCZYCA</b> Internal Marketing and Patient Engagement for a Successful Orthodontic Practice	<b>SCOTT LAW</b> Empowerment Culture: Key to Growth and Success	<b>VICKI NEWELL</b> The Power of a Strengths-Based Practice	<b>10:15 - 11:15</b> <b>LOU MONGELLO</b> Making the Most of Your Walt Disney World Experience  <i>not for CE credit</i>
11:15 - 1:00	<b>EXHIBIT HALL BREAK</b>					
1:00 - 2:00	<u>for Scheduling Coordinators</u>  <b>KEN ALEXANDER</b> Empowering the "On-Time, Doctor-Time" Scheduling Coordinator	<b>MARK LOWE</b> Aligners: What Assistants Need to Know	<b>NANCY HYMAN</b> Teamwork: Creating a Marketing Team Utilizing Your Staff	<b>ELIZABETH FRANKLIN</b> Risk Management for Orthodontic Staff	<b>DANA GREENIA</b> Lessons Learned From the Oldest Old: The 90+ Study	
2:15 - 3:15	<u>for Financial Coordinators</u>  <b>TINA BYRNE</b> Overdue Financials: An Approach for Goodwill and Positive Outcomes	<b>KIRA WOODS</b> The Inventory Investment: New Technology Combined with Traditional Strategies is Changing How to Manage Inventory	<b>CRYSTAL WASHINGTON</b> Fun Digital Promotions	<b>STEVE MCEVOY</b> How to 'Up Your Game' in Using a Computer	<b>ERIC PLOUMIS</b> Informed Consent and the Standard of Care: What do Those Terms Really Mean?	

## **AAO 2016 Annual Session Orthodontic Staff Program**

*This information is subject to change .... for current schedule, go to [www.aaoinfo.org](http://www.aaoinfo.org) or the AAO mobile APP*

### **SUNDAY – May 1**

	Room 205	Room 206	Room 203	Room 209	Room 304	Room 312
	Administrative	Clinical	Marketing	All Staff	For Doctors & Staff	Featured Speaker Series
8:00 - 9:30	<u>for Financial Coordinators</u>  <b>KAYLA HOORELBEKE</b> Managing Risks to Enjoy the Rewards of Patient Receivables	<b>CAROLYN FRIEDMAN</b> Oral Hygiene Education and Documentation	<b>DUSTY GREEN</b> Marketing Your Orthodontic Practice Using Video	<b>GARY ZELESKY</b> Naked in Paradise ... Uncovering the Power of Innovation	<b>JERRY TEPLITZ</b> Increasing Your Personal and Professional Power to New Levels of Excellence	
9:45 - 11:15	<u>for Treatment Coordinators</u>  <b>CAROL EATON</b> Effective Ways to Re-energize Your Recall System	<b>RITA BAUER</b> Capture the Perfect Smile from Start to Finish!	<i>this Marketing session            is being held in Room 304            for both Doctors &amp; Staff</i>	<b>ROSEMARY BRAY</b> Teamwork – Bringing Us Together	<b>MIKE MOTHNER</b> Websites, Blogs, & SEO, Oh My! Following the Customer's Digital Journey	<b>9:45 - 11:15</b> <b>BRUCE CHRISTOPHER</b> Re-energize Your Relationship! <i>not for CE credit</i>
11:15 - 1:00	<b>EXHIBIT HALL BREAK</b>					
1:00 - 2:30	<u>for Office Managers</u>  <b>CHARLENE WHITE</b> Staff Management and Staff Meetings	<b>RITA JOHNSON</b> Impressions: How to Tell the Good From the Bad	<b>BETH LEACH</b> The Secret Sauce: Creating a Unique Recipe for New Patient Marketing	<b>DALLAS HARTWIG</b> How Changing Your Food Changes Your Life in Surprising Ways	<b>12:30 - 2:00</b> <b>KEN, RYAN AND STEVEN            ALEXANDER</b> Transitioning for the Doctor & Staff: Working Together for a Smooth Transition	

## AAO 2016 Annual Session Orthodontic Staff Program

*This information is subject to change .... for current schedule, go to [www.aaoinfo.org](http://www.aaoinfo.org) or the AAO mobile APP*

### MONDAY – May 2

	Room 205	Room 206	Room 203	Room 209	Room 304	Room 312
	Administrative	Clinical	Marketing	All Staff	For Doctors & Staff	Featured Speaker Series
8:00 - 9:30	<i>for Financial Coordinators</i>  <b>JACKIE SHOEMAKER</b> Solving the Insurance Receivables Puzzle	<b>ANDREA COOK</b> From Good to Great: Tips, Tricks and Techniques for Today's Clinical Team	<i>this Marketing session is being held in Room 304 for both Doctors &amp; Staff</i>	<b>JOAN GARBO</b> Mastering Communication: How to Speak and Listen	<b>ROGER LEVIN</b> Breakthrough Ideas for Marketing to GPs, Pediatric Dentists and Other Professionals	
9:45 - 11:15	<i>for All Admin Staff</i>  <b>JEFF KOZLOWSKI</b> 30 Ways to Improve Your Office Efficiency	<b>DEBBIE BEST &amp; PAT DiCICCIO</b> Team it Up with Patient Managers	<b>JAMES KERR</b> Using Technology for Internal Marketing	<b>MELANIE MILLS</b> Living a Balanced Life	<b>NEAL KRAVITZ</b> A View From the Top: Five Steps to Building an Elite Practice	<b>9:45 - 11:15</b> <b>BRAD BARTON</b> The Magic and Power of Positive Perception  <i>not for CE credit</i>
11:15 - 1:00	<b>EXHIBIT HALL BREAK</b>					
1:00 - 2:30	<i>for All Admin Staff</i>  <b>CAROL EATON &amp; DANA WORTH</b> Mastering Effective Communication with Enhanced Verbal Skills	<b>PAUL GANGE SR AND JR</b> Together We Can Reduce Bond Failure: Utilizing the Most Current Concepts, Techniques and Materials	<b>JAMI EIDSVOLD &amp; ASHLEY CLINE</b> Social Media	<b>DENNIS SNOW</b> Delivering World Class Customer Service: Lessons From the Mouse	<b>DAVID OSTREICHER</b> Managing Complainers, Compliance and Crazy People	

## AAO 2016 Annual Session Orthodontic Staff Program

*This information is subject to change .... for current schedule, go to [www.aaoinfo.org](http://www.aaoinfo.org) or the AAO mobile APP*

### TUESDAY – May 3

	Room 205	Room 206	Room 203	Room 209	Room 304
	Administrative	Clinical	Marketing	All Staff	For Doctors & Staff
8:00 - 9:30	<u>for Treatment Coordinators</u>  <b>SHANNON BROCKWAY</b> Managing Growth Using New Patient Statistical Tracking	<b>ANDREA COOK</b> Imaging for Today's Orthodontic Office	<b>KAYLA HOORELBEKE</b> Marketing Benchmarks to Get the Biggest Bang For Your Buck	<b>ROSEMARY BRAY</b> Put the Disney Way in Your Ortho Day	<b>JAMES KERR</b> The Future is Already Here
9:45 - 10:45	<u>for Scheduling Coordinators</u>  <b>DEBBIE BEST</b> The Schedule Warrior	<b>JACKIE DORST</b> The Magic of Safety! OSHA and Infection Control	<b>CINDI JAMES</b> Creating Your Signature Brand	<b>DAN MURDOCK</b> Don't Wait! You Can Have the Financial Future You Want	<b>KEN ROBERTS &amp; ROB PENNACCHINI</b> Date Carnegie Institute: How to Remember Names and People
11:00 - 12:00	<u>for All Admin Staff</u>  <b>JOAN GARBO</b> Communication: The Beginning of Success	<b>DOUG DEPEW</b> Retainers: Bonded or Removable, Charge or No Charge, Dealing with Relapse	<b>CHARLENE WHITE</b> Laser Sharp Ideas to Market Your Practice	<b>LINDA TALLEY</b> Five Common Body Language Mistakes You Will Want to Avoid in the Office	<b>EDWINA WOOD</b> Higher Production + Lower Overhead = a Happy Team
12:00 - 1:00	<b>EXHIBIT HALL OPEN</b>				