

2020 Invisalign

Virtual Ortho Summit

Topics and Speakers

FRIDAY, NOVEMBER 20

Friday General Session*

The Summit experience begins at 8:30 a.m. PT/11:30 a.m. ET with an opening session focused on lessons from 2020 and the ortho opportunity, including innovations that drive digital transformation, consumer trends and conversion, creating profitability and value, and more. Presentations include:

- **Digital Transformation and the Ortho Opportunity** with *Align CEO Joe Hogan*
- **Profitability and Value in Invisalign Practices – a Fireside Chat** with *Chris Bentson, Dr. Zach Casagrande, Dr. Drew Ferris, and Align VP and GM, Americas Frank Quinn*
- **Consumer Trends, Priorities and Increasing Demand** with *Kamal Bhandal, VP Consumer Marketing*
- **Digital Transformation Through Innovation** with *Nathan Minnich, VP Americas Marketing*

Breakout Sessions*

Friday Breakout Sessions include lectures, panel discussions, and “TED Talk” style short sessions that will begin and remain available on-demand at 11 a.m. PT/2 p.m. ET, following the opening General Session.

- **To Dream the Impossible Dream: Pushing the Boundaries of Invisalign Clear Aligner Treatment in Complex Cases** – *Dr. Sandra Tai*
- **Virtual Consults are the Future of Orthodontics - are You Ready?** – *Debbie Khedoo*
- **Invisalign First for Practice Growth and Competitive Advantage** – *Dr. Gary Brigham*
- **The Invisalign Checklist: a Step-by-step Workflow from Consult to Retention** – *Dr. David Walt*
- **iTero Scanner Workshop for Team Members** – *Brianna Fuentes*
- **How to Go from TC to Industry Influencer** – *Laura Cafik-Martin*
- **Instagram: the Non-negotiable Social Media Platform for Your Practice** – *Allison Lacoursiere*
- **Panel Discussion: The Digital Mindset** – *Dr. Jason Gladwell, Dr. Tarryn MacCarthy*
- **Panel Discussion: Planning for Profitability** – *Dr. Scott Frey, Dr. Leslie Pitner, Dr. David Walt*
- **“TED Talk:” Thinking the Right Way About Cash Flow** – *Dr. Maz Moshiri*
- **“TED Talk:” The Value of Lending Point** – *Dr. Brad Santelli*
- **“TED Talk:” My Invisalign App - Beyond Virtual Care** – *Nicole Pruitt*

*Presentation titles subject to change

Saturday General Session*

Saturday's General Session starts at 10:30 a.m. PT/1:30 p.m. ET and keeps the focus on innovation, transformation, and future-proofing your practice with:

- **Digital Transformation Through Clinical Innovation** with *Dr. Brian Amy*
- **iTero Element Iron Records: Special Edition**
- **Leading the Digital Wave with iTero 5D** with *Dr. Sandra Tai*
- **The Answer is Digital** – with *Dr. Jonathan Nicozisis*
- **Looking Ahead** – with *Simon Beard, Align Sr. VP and MD, Americas*

Breakout Sessions*

Saturday Breakout Sessions include lectures, panel discussions, and “TED Talk” style short sessions that will begin and remain available on-demand starting at 5 a.m. PT/8 a.m. ET for viewing prior to the General Session.

- **Complex Tooth Movements** – *Dr. Sam Daher*
- **Treating Deep Bites** – *Dr. Maz Moshiri*
- **Invisalign MA Treatment** – *Dr. Scott Frey*
- **ClinCheck Plan Ninja Tactics Using Optimized Attachments** – *Dr. Sean Holliday*
- **Invisalign Virtual Tools and Consults** – *Dr. Zach Casagrande*
- **Achieving ABO Finishes and Profitability While Increasing to 80% SOC** – *Dr. Judah Garfinkle*
- **Panel Discussion: ClinCheck Plan Review Efficiency** – *Dr. Regina Blevins, Dr. Gary Brigham, Dr. Drew Ferris*
- **Panel Discussion: Women in Orthodontics** – *Panelists TBA*
- **“TED Talk:” Excitement and Engagement with Invisalign Stickables** – *Dr. Mark Garlington*
- **“TED Talk:” Integrating In-face Visualization Into Your ClinCheck Treatment Plan** – *Dr. Rene Sterental*
- **“TED Talk:” The New Waiting Room (is the Parking Lot)** – *Dr. David Boschken*

**Presentation titles subject to change*

Case Shoot-out On-Demand

Watch and vote for your favorite case presentation – available on-demand starting Thursday, November 19. Finalists and categories for consideration are:

- **Dr. Tarek El-Bialy: Teen Treatment Category**
- **Dr. Mike Lanzetta: Open Bite/Deep Bite Category**
- **Dr. Gregory Ross: Invisalign with Mandibular Advancement/Invisalign First Category**
- **Dr. Keith Sellers: Class II/Class III Category**

360-degree Digital Chairside Experience and Digital Resource Center

Open throughout the Summit, the Invisalign and iTero Innovation Pavilion has been transformed into a 360-degree virtual experience showcasing digital transformation tools and resources for your practice:

- **Take a 360-degree, chairside tour of the Align comprehensive digital platform**
- **Schedule a 1:1 iTero scanner demo or training session**
- **Get expert clinical help and answers to your questions**
- **Review and plan for Align Education programs**
- **Learn more about the ADAPT consulting program and schedule an appointment**
- **Access ClinCheck Pro 6.0 tutorials**
- **Explore practice marketing resources and Invisalign accessories**