

# THE EMPOWERED ORTHODONTIST: An In-Office Course

Enhancing the patient, doctor and staff experience through innovative applications of orthodontic technology  
Presented by Dr. Dan Bills & the iOrtho Team

ARE YOU AND YOUR TEAM INTERESTED IN INTRODUCING OR INCREASING THE USE OF NEW AND EMERGING TECHNOLOGIES LIKE INTRAORAL SCANNERS FOR ALL APPLIANCES, TWO-WAY TEXT MESSAGING, DIGITAL SIGNAGE, SOCIAL MEDIA, SCREEN SHARES FOR CASE PRESENTATIONS TO PATIENTS AND REFERRING DOCTORS, ONLINE REVIEWS AND MORE INTO YOUR OFFICE BUT WOULD LIKE SOME HANDS-ON ADVICE ON EFFECTIVE IN-OFFICE IMPLEMENTATION?

DO YOU FEEL LIKE YOU ARE UNDER-UTILIZING YOUR PRACTICE MANAGEMENT SOFTWARE AND WOULD LIKE HELP TEMPLATING YOUR SCHEDULE MORE EFFECTIVELY, IMPLEMENTING EFFICIENT LETTER SYSTEMS, RUNNING A SUPERCHARGED OBSERVATION AND RECALL PROGRAM, AND FINALLY BECOMING TRULY PAPERLESS IN THE NEW PATIENT EXAM PROCESS?

Come join us for a unique, highly interactive 1.5 day learning opportunity where you and your team members will receive both didactic and individualized instruction about how we have successfully implemented these technologies in our practice to enhance the orthodontic experience for all involved – patient, doctors and staff!

We are practicing during an amazing time in the history of orthodontics. New technologies are emerging daily. Some of these innovations are merely hype, while others are incredibly powerful tools that many consider game changing. Like any change, effective implementation of new technologies can be intimidating and overwhelming. Seeing these technologies first-hand in an office setting will undoubtedly make the implementation process less daunting, and will leave you and your team feeling empowered to make changes starting Monday morning.



**SEE WHAT WE DO! LEARN FROM OUR MISTAKES! SHARE OUR SUCCESSES!**

**THIS UNIQUE, HANDS-ON COURSE WILL COVER ALL ASPECTS OF TECHNOLOGY IN THE ORTHODONTIC OFFICE INCLUDING:**

- The significant impact that technology has had on the way the modern orthodontic patient thinks, learns, and connects.
- Fundamental differences in the way Orthodontists and the modern orthodontic patient view new technology.
- A step-by-step approach to the use of intraoral scanners for all appliances, including clear aligners, retainers and banded appliances. Learn to be truly impression free!
- The effective use of two-way texting to communicate with patients and parents. Speak their language!
- The use of effective schedule templating to ensure that your days are comfortably full and extraordinarily low stress.
- Modern orthodontic office design and décor to maximize the ergonomics and office flow associated with the use of in-office technology.
- The utilization of touch screens, tablets and patient education software in the new patient process to finally become truly paperless.
- The effective use of digital signage for patient education and engagement.
- Demonstration of free screen sharing software to improve and streamline case presentations to patients, parents and referring dentists.
- The utilization of your practice management software to power a supercharged Observation program. Track Them! Engage Them! Start Them!
- Modern orthodontic marketing including social media, online reviews, the power of the “selfie”, and more.

REGISTER TODAY: CONTACT MARIA AT  
856.875.4600 • [Maria@iOrtho.com](mailto:Maria@iOrtho.com)



**Dan Bills**  
DMD, MS

Dr. Dan Bills is an avid (yet barely competent) golfer and an amateur BBQ aficionado who enjoys spending as much time as possible with his wife Emily and his daughter Caroline. Dr. Bills received his Bachelor of Arts degree in Biology from Lafayette College and his dental degree from Harvard University, both with Honors, after which he completed a three-year orthodontic residency at the University of Illinois. He is a Board Certified Diplomate of the American Board of Orthodontics and a Fellow of the American College of Dentists. He maintains a state-of-the-art private practice, Innovative Orthodontics, with three locations in Southern New Jersey, just outside of Philadelphia. He has been honored as "Teacher of the Year" by the University of Pennsylvania Department of Orthodontics and by the Department of Dentistry at Virtua Hospital. He lectures regularly at orthodontic meetings, both stateside and abroad, and gives in-office courses about a variety of clinical topics as well as how to better utilize technology in the orthodontic office. One of his greatest passions is teaching his colleagues how to work smarter and, consequently, live better.

Maria Chnapko has been in orthodontics since 1994. She has worked in orthodontic offices as a Clinical Assistant, a Scheduling Coordinator, a Marketing Manager and an Office Manager. Due to her expertise with in-office technology, she was recruited by industry and was hired as a Trainer for Dolphin Imaging and Management Solutions. She has trained orthodontic offices all over the world to maximize the use of their practice management and imaging software. She has a passion for efficient and effective schedule templating as well as how to utilize orthodontic software to its fullest to become truly paperless. After Dolphin, she worked for an industry leader in technology based orthodontic marketing before joining Dr. Bills and the iOrtho Team as the Chief Operating Officer of Innovative Orthodontics in 2014.



**Maria Chnapko**

## CE: 12 Credits

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**CHECK OUT EMPOWEREDORTHO.COM FOR COURSE DETAILS & DATES!**

Tuition: \$2995 per practice, including the Orthodontist and 2 team members. Course materials, scheduled meals during the course, and a Friday night party with open bar are included in the tuition. The cost of travel and hotel arrangements is not included in the tuition and will be the responsibility of the attending practice.

*Registration fees are fully refundable for cancellations received one month in advance of the program. No refunds will be issued for cancellations received less than one month before the course or for no-shows.*



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