

Distinct Pathways to Practice Growth

A 1.5 day seminar focused on the critical components to drive practice growth and success in today's competitive and evolving orthodontic landscape.

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This 1.5 day seminar will focus on the critical components involved in driving practice growth and success in today's competitive and evolving orthodontic landscape.

Shannon Patterson will set the stage, providing the foundational awareness needed to shape the future of your practice including insights into the current business state, major pressures, trends, benchmarks in the industry, and more. Doctors Bicknell, Bock, and Collins will then share their diverse experiences and lessons learned in overcoming challenges to grow their practices while highlighting skills and products that helped them achieve their objectives.

The following key topics will be highlighted:

SHANNON PATTERSON

Ortho Market Data & Trends

- › Trends in Today's Orthodontic Marketplace & Industry Standards
- › Current Market Disruptions including the expansion of DSO models
- › Current Consumer Behaviors
- › How to position yourself for growth in a changing environment

DR. MICHAEL BICKNELL

Practice Differentiators for Growth / Esthetic Driven Treatment & Digital Retention

- › Use dynamic market conditions to your advantage by innovating to differentiate
- › Exceptional outcomes made efficient using technology and effective office systems
- › Creating a culture of excellence and empowering your team using a defined and shared vision.
- › Reinforce your brand through vision-based marketing

DR. DEREK BOCK

Tactics for Growth & Efficiency

- › Tackling emotional roller coasters in an ever changing market
- › Overcoming the "plateau" to achieve continued excellence and expansion
- › Growth guidance in an ortho-pedo practice
- › Leveraging all dental specialties to achieve global clinical efficiency

DR. GRANT COLLINS

From the Beginning

- › Starting a practice from scratch
- › Becoming the Ritz Carlton of ortho
- › Hiring techniques to build an all-star team
- › Empowering Your Team

From the fundamentals to detailed and immediately implementable skills, this seminar will provide insights valuable to any orthodontist looking for a strategic edge today and in the future.

SHANNON PATTERSON

Shannon Patterson, CPR, CMSR is the Director of Practice Opportunities and a Placement Consultant at Bentson Copple & Associates. She joined BC&A in 2010 and became a partner in the firm in 2018. Shannon is a recruitment leader in the orthodontic industry specializing in placement and retention of doctors through comprehensive talent management, candidate sourcing, candidate lead generation and strategic placement planning. She has earned certifications in High Impact Recruiting (CPR), and Certified Medical Staff Recruiting (CMSR). Shannon is a Certified Kolbe Consultant and a member of the American Academy of Medical Management (AAMM).



DR. MICHAEL BICKNELL

A diplomate of the American Board of Orthodontics, Dr. Bicknell earned his DDS and completed a residency in orthodontics from the University of Illinois at Chicago where he also received a MS in oral biology. Now in private practice, he is a former clinical instructor at the university and continues his involvement there by lecturing to dental students and orthodontic residents throughout the year. He has presented his material at numerous orthodontic meetings throughout the country, including the last few Ormco Forums.



DR. DEREK BOCK

Dr. Derek Bock received his DMD from Tufts University in 2003 where he graduated at the top of his class. He completed post-graduate training in orthodontics at the University of Illinois at Chicago where he completed his residency along with a one-year fellowship in craniofacial orthodontics at the University of Illinois Craniofacial Center. He is a published author and the moderator of the Pragmatic Orthodontist and the Pragmatic Orthodontist Elite Facebook study clubs.



DR. GRANT COLLINS

Dr. Grant Collins is an orthodontist, speaker, philanthropist and author. He is a Rochester, MN native who attended St. Olaf College for undergraduate studies, University of Minnesota for Dental School, and Mayo Clinic for his three-year orthodontic residency. He is the author of the book *Your Smile Matters* and is the founder and owner of Collins Orthodontics in Rochester, MN.



FRIDAY AGENDA

7:00am-8:00am
Registration & Continental Breakfast

8:00am-9:30am
Shannon Patterson

9:30am-9:45am
Morning Break

9:45am-11:15am
Dr. Michael Bicknell

11:15am-12:00pm
Lunch

12:00pm-1:30pm
Dr. Michael Bicknell (cont.)

1:30pm-1:45pm
Afternoon Break

1:45pm-3:15pm
Dr. Derek Bock

3:15pm-4:00pm
Panel Discussion

4:00pm-5:00pm
Cocktail Reception

SATURDAY AGENDA

7:30am-8:00am
Continental Breakfast

8:00am-9:30am
Dr. Grant Collins

9:30am-9:45am
Morning Break

9:45am-11:15am
Dr. Grant Collins (cont.)

Doctors Bicknell, Bock, and Collins are paid speakers of Ormco.

REGISTER TODAY at ormco.com/education

Distinct Pathways to Practice Growth

COURSE DATE

September 14-15, 2018

VENUE

Chicago Marriott Downtown Magnificent Mile

540 North Michigan Ave

Chicago, IL 60611

Phone: 312.836.0100

Mention "ORMCO" for the discounted room rate of \$239 per night single/double occupancy, before TBD. Room rate based on availability at the time of booking.

TUITION

Doctors: \$499 (750 OLR Points)

Residents/Staff: \$399 (600 OLR Points)

Breakfast, lunch and course materials are included in tuition.

CE 9 Credits

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.

REGISTER TODAY

at ormco.com/education

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