OrthoVOICE 2012 on slate for October

Enhanced social events and a focus on presenting outstanding clinical and entrepreneurial ideas in a fresh environment have attendees and the event organizers preparing for another dynamic ‘social meeting’ experience at the OrthoVOICE 2012, which takes place Oct. 11–13 at Paris & Bally’s Resort in Las Vegas.

Leading off with an entertaining and educational talk with Dr. Lysle Johnston, OrthoVOICE attendees are in for a wild ride of mind-stretching ideas for practice growth, according to organizers.

With a unique take on building the speaker lineup and creative social events, OrthoVOICE is set to be orthodontics’ most innovative and socially interactive meeting of the year, its organizers say.

“For OrthoVOICE, it’s about education, fun and giving back,” according to the event organizers.

Plan to attend the meeting’s second charity golf event on Thursday morning, Oct. 11. This year’s event will be held at Desert Fines Golf Club to benefit Smile for a Lifetime Foundation ($4L). The $229 registration is open online at www.orthovoice.com and includes a donation to $4L, breakfast and lunch, round-trip transportation, green fees, carts and range balls.

To learn more about the full range of events and lectures at OrthoVOICE 2012, visit www.orthovoice.com.

Twelve C.E. credits are offered and doctor/team registration is only $399 per person, through Sept. 30. Registration is open now at www.orthovoice.com.

Session schedule

Thursday, Sept. 20
• 7–11 a.m.: MASO Board Meeting (invitation only)
• 1–5:30 p.m.: Golf outing at the Country Club of Maryland
• 1–6 p.m.: Registration/exhibitor set-up

Friday, Sept. 21
• 7:30–8:30 a.m.: Continental breakfast in exhibit hall (complimentary)
• 7:30 a.m.–4 p.m.: Registration/exhibit hall open
• 7:30 a.m.–9 p.m.: ABO case displays
• 8–9:30 a.m.: Staff session, Dr. Neal Kravitz, “Developing the ‘Dream Team’: 10 Characteristics of an Elite and Irreplaceable Orthodontic Team Member”
• 8:30–10 a.m.: Doctor session, Dr. Roger Levin, “Create the Ideal Ortho Practice, Part One” (co-sponsored by Levin Group)
• 9:30–10:30 a.m.: Beverage break in exhibit hall (complimentary)
• 10 a.m.–noon: Staff session, Tina Byrne, “Navigating as Part of the Ortho Crew Winning May Be As Simple As Adjusting Your Sails, Part One” (co-spon-

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ClearCorrect reaches new milestone with charitable clean water project

ClearCorrect, a leading manufacturer of clear aligners, recently reached a milestone in its charitable project, Phase Out. Since the launch of its first initiative with “charity: water” (phase out unsafe drinking water) on Jan. 1, ClearCorrect has raised more than $600,000, which will help about 3,000 people gain access to clean and safe drinking water.

Of the $600,000 raised so far, $36,555 has been allocated to funding the first five projects with charity water in the Democratic Republic of the Congo. The funding will help create spring protections, rainwater catchments and large-scale gravity-fed water systems that will have dozens of distribution points to serve a large population. These projects are planned for a mix of villages, schools and clinics with a strong focus on hygiene, sanitation training and community buy-in to ensure sustainability and prevention of water-borne diseases.

“It is hard to believe that there are still people out there that don’t have safe drinking water. Phase Out is an amazing effort and an amazing project, and I’m proud to be a part of it,” said Dr. Annette Murphy, ClearCorrect provider.

When asked how long the company intends to run the Phase Out project, Jarrett Pumphrey, ClearCorrect CEO, responded, “For as long as we can make a difference.” To see the video, please visit www.clearcorrect.com/phaseout.

About ClearCorrect
ClearCorrect works with more than 11,000 clinicians, making it a leading manufacturer of clear aligners. The company offers an affordable and doctor-friendly approach, including a phase-based system to enhance flexibility and control for clinicians. For more information, visit www.clearcorrect.com or call (888) 331-3323.

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  • 10 a.m.–noon: Doctor session, Dr. Roger Levin, “Create the Ideal Ortho Practice, Part Two” (co-sponsored by Levin Group)  
  • Noon–1 p.m. Box lunch in exhibit hall (complimentary)  
  • Noon–1 p.m. MASO delegates meeting with MASO Board (invitation only)  
  • 12:15–1:30 p.m. ABO certification information meeting  
  • 1–2 p.m. Doctor session, Dr. Neal Kravitz, “Creating an Elite Orthodontics Office: A comprehensive review on how to increase case-starts, brand your office and develop a reputation within your community”  
  • 1:30–3 p.m. Staff session, Tina Byrne, “Navigating as Part of the Ortho Crew: Winning May Be as Simple as Adjusting Your Sails, Part Two” (co-sponsored by Byrne Consulting Group)  
  • 2–3 p.m. Doctor session, Dr. Normand Boucher, “Diagnosis and Management of Joint Related Malocclusion”  
  • 3–4 p.m. Beverage break in exhibit hall (complimentary)  
  • 4–5 p.m. MASO member/business meeting (all members welcome)  
  • 6–7 p.m. Welcome reception in exhibit hall (complimentary, co-sponsored by Maryland State Society of Orthodontists)  

Saturday, Sept. 22
• 6:30–7:30 a.m. Fun run and historical walking tour of Baltimore Harbor  
• 7:30–8:30 a.m. Continental breakfast in exhibit hall (complimentary, spon- 
  • 8:30–9:30 p.m. ABO case displays  
  • 8:45–9:30 a.m. AAOF presentation  
  • 9:30–10 a.m. Doctor session, Dr. David Sarver, “Goal-Oriented Treatment Planning and Technological Advancements, Part One” (co-sponsored by Profit Market- 
  • 8:30–10 a.m. Doctor session, Dr. David Sarver, “Goal-Oriented Treatment Planning and Technological Advancements, Part One” (co-sponsored by Profit Market- 
  • 9:30–10:30 a.m. Beverage break in exhibit hall (complimentary)  
  • 10 a.m.–noon: Staff session, Char Eash, “Marketing — No Gimmicks, Just a Lesson in Building the Network from Within, Part One” (co-sponsored by Profit Market- 
  • 10:30 a.m.–12:30 p.m. Doctor/staff discussions  
  • 10:30 a.m.–12:30 p.m. Component business meetings/Delaware, District of Columbia, Maryland  
  • 10 a.m.–noon: President’s party — Geppi’s Museum of Pop Culture (Sponsored by 3M Unitek)  

Sunday, Sept. 23
• 7–8 a.m. MASO board meeting (invitation only)  
• 7:30–8:30 a.m. Continental breakfast in exhibit hall (complimentary)  
• 7:30 a.m.–noon: ABO case displays  
• 8:30–9:45 a.m. Doctor session, Char Eash, “Marketing — No Gimmicks, Just a Lesson in Building the Network from Within, Part Two” (co-sponsored by Profit Market- 
  • 8:30–9:45 a.m. Doctor session, Char Eash, “Marketing — No Gimmicks, Just a Lesson in Building the Network from Within, Part Two” (co-sponsored by Profit Market- 
  • 9:30–10:30 a.m. Doctor session, Dr. David Sarver, “Goal-Oriented Treatment Planning and Technological Advancements, Part Three”  
  • 9:45–10:30 a.m. Beverage break in exhibit hall (complimentary)  
  • 9:45–10:30 a.m. Doctor session, Char Eash, “Marketing — No Gimmicks, Just a Lesson in Building the Network from Within, Part Three” (co-sponsored by Profit Market- 
  • 9:45–10:30 a.m. Doctor session, Char Eash, “Marketing — No Gimmicks, Just a Lesson in Building the Network from Within, Part Three” (co-sponsored by Profit Market- 
  • 3:45–10:30 a.m. Beverage break in exhibit hall (complimentary)  
  • 4:30–5:30 p.m. Resident session, (mandatory to receive grant), Chris Benton, “The Process of Locating a Practice to Build, Join, Partner or Purchase” (co-sponsored by Benton, Clark & Copple, LLC)  

Information/registration
Go to www.MASO.org to register or to seek out additional information.