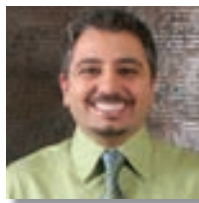


Sunday Invisalign Expo



Payam Ataii, D.D.S.
Laguna Hills, CA
 Founder, the National Association of
 Dental Professionals®; Private Practice

See application on page 3.
 Admission by badge and ticket only.

INVISALIGN: CLEAR ESSENTIALS I

Designed for dentists and their teams, this exciting one-day course provides participants with the clinical and operational training necessary to begin treating a broad range of patients with Invisalign. Learn the appropriate use of Invisalign to build your practice, and enjoy a high-level of support and educational opportunities designed to make adopting the technology into your practice easier. Included is a separate session* just for the team—so bringing key members of the team not only helps ensure the practice receives the most comprehensive learning experience, but also fosters efficient team work flow and synergy in integrating Invisalign procedures.

*** Exclusive! Only at the GNYDM Invisalign Expo 2010!**

Register for Sunday's Invisalign Clear Essentials I, and staff members will join Angela Wolf, RDH as she leads a highly interactive session on the role the Team plays with Invisalign. As a special offering only at the GNYDM, Ms. Wolf presents several key strategies to assist in fully-integrating Invisalign into your practice through the hygiene chair.

Time: 8:30 - 12:30 & 1:30 - 5:30
Location: Exhibit Floor
 Aisle 6000 Room 2
Tuition: \$1,695.00 Dentist
Recommended for: Dentists, Hygienists, Assistants, Administrative Staff, Lab Technicians
Course: 3110
Course: 3115 (Staff)
Credit: 8 CEUs
Limited Enrollment
Course limited to U.S. and Canadian Dentists Only.

Learn to:

- identify ideal case types for Invisalign treatments
- Integrate all aspects of the Invisalign process into the practice
- use the software that depicts a virtual set up of your planned treatment
- find help and resources for additional information and training

Presiding: Melvyn M. Leifert, D.D.S., New York, NY
 Past President, New York County Dental Society

Tuition for this course includes the doctor and up to four team members. All team members must be registered for the GNYDM, and team member names must be added at the time of the doctor's registration.



Ben Miraglia, D.D.S.
Mount Kisco, NY
 Private Practice

See application on page 3.
 Admission by badge and ticket only.

Time: 8:30 - 10:30
Location: Exhibit Floor
 Aisle 6000 Room 1
Tuition: Free
Recommended for: Dentists
Course: 3120
Credit: 2 CEUs
Limited Enrollment

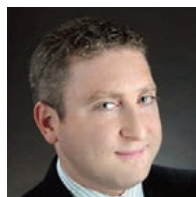
INVISALIGN AND THE POWER OF EXPANSION

The clinician explains how doctors can utilize simple yet effective treatment planning strategies to unravel moderate to severe crowding with confidence and predictability using aligner therapy. During this session, participants review and discuss multiple patient case studies. Attendees learn how to determine which types of cases are ideal for extraction and non-extraction approaches. Additionally, tips are shared on how to review your patients' ClinCheck set ups to guide ideal arch form and arch width development before aligners are manufactured.

Learn to:

- implement treatment planning strategies for a wide range of crowding cases
- determine treatment approaches for both extraction and non-extraction cases
- utilize the ClinCheck software to create a more ideal arch form and arch width

Presiding: Alfonso Correa, D.D.S., New York, NY
 Member, Puerto Rican Dental Association, USA



David Galler, D.D.S.
New York, NY
 Private Practice

See application on page 3.
 Admission by badge and ticket only.

Time: 11:00 - 1:00
Location: Exhibit Floor
 Aisle 6000 Room 1
Tuition: Free
Recommended for: Dentists
Course: 3130
Credit: 2 CEUs
Limited Enrollment

27 TRICKS, TIPS AND TECHNIQUES TO INCREASE INVISALIGN EFFICIENCY

Like anything in life, after doing the same procedure numerous times, one develops certain highly effective habits and protocols that make the process smoother. During this session, the clinician shares with you 27 of his favorite tricks, tips and techniques. Areas he will highlight will range from simple record taking tips to advanced case finishing strategies. All attendees are sure to walk away with new ideas that will make their offices more proficient with Invisalign - while having fun in this entertaining program.

Learn to:

- list at least 5 of the favorite tips, tricks, & techniques shared during this course
- employ simple record taking tips into the practice, ensuring a smoother patient experience
- incorporate advanced case finishing strategies to increase efficiency



Monday Invisalign Expo



Ben Miraglia, D.D.S.
Mount Kisco, NY
Private Practice

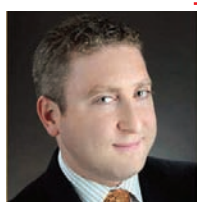
See application on page 3.
Admission by badge and ticket only.

Prior completion of "Invisalign: Clear Essentials I" is required.

INVISALIGN: CLEAR ESSENTIALS II

If you are a dentist looking to build on your Invisalign case experience, this highly interactive program is designed to deliver insights from your colleagues to augment your expertise, contribute to your patient success and enhance your practice economics. During this program you learn how to approach more difficult cases and complex tooth movements with aligners and auxiliaries.

Bring your cases to Invisalign: Clear Essentials II - Your orthodontic instructor will select some cases to discuss during part of the program and be available for Q&A after the program.



David Galler, D.D.S.
New York, NY
Private Practice

See application on page 3.
Admission by badge and ticket only.

Time: 8:30 - 10:30 & 11:00 - 1:00 **Course:** 4070
Location: Exhibit Floor **Credit:** 4 CEUs
Aisle 6000 Room 2
Tuition: Free **Limited Enrollment**
Recommended for: Dentists

STRESS FREE TECHNIQUE FOR INTER-PROXIMAL REDUCTION (IPR)

IPR is often a major roadblock for dentists when they think about doing Invisalign cases. It is extremely technique sensitive and can cause anxiety for the doctor and patient. In this didactic session of a two part course, the clinician presents a new stress-free system that can create perfect interproximal spaces every time. The system is safe and 100% repeatable. This allows the novice dentist and the most experienced dentist to yield the same results when they follow the same protocol. This two part course is best suited for general dentists trained in the use of Invisalign.

PART I (LECTURE)

In the first session, attendees learn the theory behind the clinician's technique and protocols to follow when setting up Invisalign cases. A better understanding of how to effectively use IPR in cases is explained. An overview of the proper way to treat Invisalign crowding cases is also examined. Clincheck and clinical examples are shown so attendees can learn what to do and what not to do.

PART II (WORKSHOP)

In the second session, attendees are given the essential instruments used by the clinician, and all participants will practice this technique on typodont models. At the end of the hands-on section, each attendee will have successfully created a perfect .5mm space between two overlapped teeth in record time. Each doctor can also keep the materials for teaching and reuse in their office at a later date (\$250 Value).

Learn to:

- use the provided tools to effectively implement this IPR technique
- successfully create a perfect .5mm space between two overlapped teeth

Presiding: Vincent V. LaBruna, B.S., D.D.S., New York, NY
Past President, New York County Dental Society

Time: 8:30 - 12:30 & 1:30 - 4:30 **Course:** 4060
Location: Exhibit Floor **Credit:** 7 CEUs
Aisle 6000 Room 1
Tuition: \$350.00 **Dentist** **Limited Enrollment**
Recommended for: Dentists

Course Limited to U.S. and Canadian Dentists Only.

Learn:

- to improve clinical outcomes
- better practice economics
- to offer a more complete array of treatment options to your patients

Presiding: Christina R. Carter, D.M.D., Short Hills, NJ
Chairman, New Dentist Committee, Second District Dental Society



Angela Wolf, R.D.H.
Dallas, TX
Invisalign Territory Manager

See application on page 3.
Admission by badge and ticket only.

Time: 1:30 - 3:30 **Course:** 4080
Location: Exhibit Floor **Credit:** 2 CEUs
Aisle 6000 Room 2
Tuition: Free **Limited Enrollment**
Recommended for: Dentists, Hygienists, Assistants, Administrative Staff, Lab Technicians, Students

UNCOVERING HIDDEN OPPORTUNITIES AT THE HYGIENE CHAIR

The gateway to fully integrating Invisalign into your practice is through the hygiene chair. It has been proven that the bacteria living in the gingiva around crowded teeth are much more toxic and destructive than the normal bacteria found in healthy mouths. Malocclusion is a dental disease that will inhibit your patients from ever reaching total body health. However, in our efforts to fight periodontal disease, malocclusion continues to remain one of the most overlooked risk factors. This program is for doctors and team members who want to learn more about soft tissue management and how to take it to the next level by seizing every opportunity from the hygiene chair.

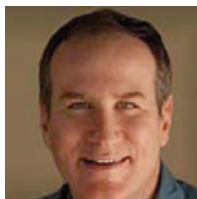
Learn to:

- effectively use the hygiene chair as an avenue to fully integrate Invisalign into the practice
- explain & discuss the health risks of prolonged malocclusion routinely with patients
- understand the vital role Invisalign can play as a part of their overall soft tissue management strategy

Presiding: Priscilla A. Konecky, A.B., D.D.S., New York, NY
Member, Insurance Committee, New York County Dental Society



Tuesday Invisalign Expo



Adam Goodman, D.M.D.
New York, NY
Co-Founder, ClinReview Consulting

See application on page 3.
Admission by badge and ticket only.

INVISALIGN: CLEAR ESSENTIALS I

Designed for dentists and their teams, this exciting one-day course provides participants with the clinical and operational training necessary to begin treating a broad range of patients with Invisalign. Learn the appropriate use of Invisalign to build your practice, and enjoy a high-level of support and educational opportunities designed to make adopting the technology into your practice easier. Included is a separate session just for the team—so bringing key members of the team not only helps ensure the practice receives the most comprehensive learning experience, but also fosters efficient team work flow and synergy in integrating Invisalign procedures.

Time: 8:30 - 12:30 & 1:30 - 5:30
Location: Exhibit Floor
Aisle 6000 Room 2
Tuition: \$1,695.00 Dentist
Recommended for: Dentists, Hygienists, Assistants, Administrative Staff, Lab Technicians
Course: 5050
Course: 5055 (Staff)
Credit: 8 CEUs
Limited Enrollment
Course limited to U.S. and Canadian Dentists Only.

Learn to:

- identify ideal case types for Invisalign treatments
- Integrate all aspects of the Invisalign process into the practice
- use the software that depicts a virtual set up of your planned treatment
- find help and resources for additional information and training

Presiding: Michael G. Arvystas, A.B., D.M.D., New York, NY
Past President, New York County Dental Society

Tuition for this course includes the doctor and up to four team members. All team members must be registered for the GNYDM, and team member names must be added at the time of the doctor's registration.



Payam Ataii, D.D.S.
Laguna Hills, CA
Founder, the Nat'l Assoc. of Dental Professionals®; Private Practice

See application on page 3.
Admission by badge and ticket only.

Time: 8:30 - 10:30
Location: Exhibit Floor
Aisle 6000 Room 1
Tuition: Free
Recommended for: Dentists, Hygienists, Assistants, Administrative Staff, Lab Technicians, Students

INVISALIGN: THE OFFICE & TEAM BUILDER

The clinician teaches you how the office can work together as a “dental team” in helping guide patients to understand why Invisalign is an ideal treatment option for so many patients. Acquire the knowledge of the Invisalign systems that top producing practices use to increase efficiency and productivity while maintaining ideal treatment outcomes. Participants learn how to improve patient relations and verbal skills that will help boost production and gain solid referrals. This program is great for the entire dental team, including hygienists and front office team members.

Learn to:

- work more efficiently while maintaining ideal treatment outcomes
- implement verbal skills that will help boost production and gain solid referrals
- Implement inter-office communications to cultivate a more productive and efficient practice



Kim Brown
Las Vegas, NV
Head Office Admin., Las Vegas Center for Cosmetic Dentistry

See application on page 3.
Admission by badge and ticket only.

Time: 11:00 - 1:00
Location: Exhibit Floor
Aisle 6000 Room 1
Tuition: Free
Recommended for: Dentists, Hygienists, Assistants, Administrative Staff, Lab Technicians, Students

GETTING PATIENTS TO SAY “YES”

If your practice wants to increase patient acceptance for premium or elective procedures—this session is for you! The clinician leads participants in a lively and very interactive discussion of best practices by dissecting the role each team member and their doctors play in helping patients make good decisions about their dental healthcare needs. Participants walk away with ideas on how to enhance their patient communication skills, as well as create systems and resources to support excellent patient interactions. To gain the most value out of this session, we highly recommend doctors attend with their team so ideas, collaboration and commitment can start immediately after this session. Invisalign treatment is used as the example - but even non-providers will learn valuable information in attending this session.

Learn to:

- enhance your team's patient communication skills
- create systems and resources to support excellent patient interactions
- dissect the role each team member and their doctors play in helping patients make educated decisions about their dental healthcare needs

Presiding: Michael J. Donato, D.M.D., Staten Island, NY
President, Richmond County Dental Society



Wednesday Invisalign Expo



Carlyn Phucas, D.M.D.
Marlton, NJ
Private Practice

See application on page 3.
Admission by badge and ticket only.

INVISALIGN: CLEAR ESSENTIALS II

Prior completion of "Invisalign: Clear Essentials I" is required

If you are a dentist looking to build on your Invisalign case experience, this highly interactive course is designed to deliver insights from your colleagues to augment your expertise, contribute to your patient success and enhance your practice's economics. During this program you will learn how to approach more difficult cases and complex tooth movements with aligners.

Time: 8:30 - 12:30 & 1:30 - 4:30
Location: Exhibit Floor
Aisle 6000 Room 1
Tuition: \$350.00 Dentist
Recommended for: Dentists
Course: 6090
Credit: 7 CEUs
Limited Enrollment

Course Limited to U.S. and Canadian Dentists Only

Learn to:

- improve clinical outcomes
- realize better practice economics
- offer a more complete array of treatment options to your patients

Bring your cases to Invisalign: Clear Essentials II - Your orthodontic instructor will select some cases to discuss during part of the course and be available for Q&A after the course.

Presiding: Barry C. Cooper, D.D.S., Lawrence, NY
Member, New York County Dental Society



Kim Brown
Las Vegas, NV
Head Office Admin., Las Vegas Center
for Cosmetic Dentistry

See application on page 3.
Admission by badge and ticket only.

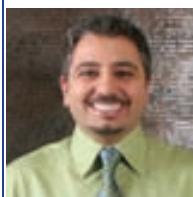
Time: 8:30 - 10:30
Location: Exhibit Floor
Aisle 6000 Room 2
Tuition: Free
Recommended for: Dentists, Hygienists, Assistants, Administrative Staff, Lab Technicians, Students
Course: 6100
Credit: 2 CEUs
Limited Enrollment

GETTING PATIENTS TO SAY "YES"

If your practice wants to increase patient acceptance for premium or elective procedures—this session is for you! The clinician leads participants in a lively and very interactive discussion of best practices by dissecting the role each team member and their doctors play in helping patients make good decisions about their dental healthcare needs. Participants walk away with ideas on how to enhance their patient communication skills, as well as, create systems and resources to support excellent patient interactions. To gain the most value out of this session, we highly recommend doctors attend with their team so ideas, collaboration and commitment can start immediately after this session. Invisalign treatment is used as the example—but even non providers will learn valuable information in attending this session.

Learn to:

- enhance your team's patient communication skills
- create systems and resources to support excellent patient interactions
- dissect the role each team member and their doctors play in helping patients make educated decisions about their dental healthcare needs



Payam Ataii, D.D.S.
Laguna Hills, CA
Founder, the Nat'l Assoc. of Dental
Professionals®; Private Practice

See application on page 3.
Admission by badge and ticket only.

Time: 11:00 - 1:00
Location: Exhibit Floor
Aisle 6000 Room 2
Tuition: Free
Recommended for: Dentists, Hygienists, Assistants, Administrative Staff, Lab Technicians, Students
Course: 6110
Credit: 2 CEUs
Limited Enrollment

INVISALIGN: THE PATH TO SUCCESS

Balancing patient care and practice revenue is a consistent challenge for dentists each day. By adding Invisalign to the treatment plan, dentists are now able to create a comprehensive treatment for each patient at a fraction of the cost of full mouth reconstruction involving crown and bridge. Whether you're considering implementing Invisalign in your practice or are currently a provider you'll want to join the clinician as he shares the secrets of a top producing practice and his experience of implementing the Invisalign system. This program explores how to give comprehensive and esthetic solutions for your patients with Invisalign and increase case acceptance. Learn to implement five quick chairside and marketing techniques to motivate the patients to accept treatment not only with Invisalign but the complete esthetic solution as well. This exciting program is great for the entire dental team, including doctors, hygienists and front office team members.

Learn to:

- implement more profitable and efficient treatment plans, without sacrificing patient care
- explain how Invisalign can help provide more comprehensive and esthetic treatment options to their patients
- implement five quick chairside and marketing techniques to motivate patients to accept treatment



Presiding: Amrish K. Parikh, B.D.S., Brooklyn, NY
Secretary, Second District Dental Society

WEDNESDAY
DECEMBER 1