



Up & At 'Em, Rise & Shine, Walk The Invis-a-line!
The Treatment Coordinator Impact
Laura Cafik-Martin

BOSTON, MA

Join us at the new 2016-2017 Up & At 'Em, Rise & Shine, Walk The Invis-a-line Program with Laura Cafik-Martin whose only agenda is to help you and your Orthodontic practice shine! Learn the right steps to make Invisalign the standard choice in your practice. After the program, participants will have the knowledge they need to operate and manage Invisalign confidentially into their practice.

EDUCATIONAL OBJECTIVES:

Boost knowledge and confidence while taking the guesswork out of offering your patients a clear alternative to braces. Improve efficiencies in your practice through understanding the processes and strategies involved in implementation.

MEETING LOCATION

BOSTON UNIVERSITY

Henry M. Goldman School of Dental Medicine

100 East Newton Street

Boston, MA 02118

Tel: 617-638-5656

CALL TODAY TO REGISTER!



Laura Cafik-Martin received her Certified Dental Assistant Diploma in 1997. Level II Diploma in 2003. Orthodontic module in 2008.

Laura worked at two GP Offices as a Certified Dental Assistant from 1997-2003. In 2003 she made the jump into Orthodontics and became Dr. Willy Dayan's treatment Coordinator. Working alongside Dr. Dayan during the beginning of his aligner use to eventually treating over 70% of their patients with Aligners. They continue working together at City Orthodontics in Toronto, Ontario Canada.

Laura Cafik-Martin began lecturing with Dr. Willy Dayan in early 2014 and quickly became popular with her enthusiastic teaching methods. Laura loves working one on one with Treatment Coordinators to increase their confidence in communication skills with aligners use, to help improve their skills, and work enjoyment!

WORKSHOP ONE – FRIDAY, DECEMBER 9, 2016

9:00 am – 12:00 pm *INTRODUCTORY WORKSHOP*

- Overview of program. Including program objectives and responsibilities.
- Getting to know you, your role, your goals and needs.
- Learn what is possible with aligners as an employee and individual in the oral health care field.
- Learn personality profiles. How to speak their language to improve conversion rate.
- Learn how to create a powerful Before and After PowerPoint to show your patients at the initial exam.
- What to ask during the initial call and why it's important to have transfer of trust through their whole treatment.
- Building patient loyalist - your ultimate referral stream.
- Follow up emails vs calls. When and how long do you continue following up?
- What is the Better Binder System? And how to use it over the next five months.
- Next month's ACTION PLAN

WORKSHOP TWO – FRIDAY, FEBRUARY 10, 2017

9:00 am – 12:00 pm

- Bring your "Better Binder!" Overview of implemented systems. What worked? What didn't? What changes do we need to make?
- Bring your camera, retractors and mirrors. Learning how to take the "sales pictures".
- Learn what questions to ask during the initial exam and address their concerns.
- Learn what is a patients dominating buying motive and why is it so important in sales.
- Parent and teen Invisalign objection handling.
- How to explain attachments and interproximal reduction/IPR.
- Don't talk your patients OUT of treatment!
- Overhear physiology: people listen more to what is being said about them, than what is being said to them. How to use these skills to motivate and educate your patients.
- Next month's ACTION PLAN

WORKSHOP THREE – FRIDAY, MARCH 31, 2017

9:00 am – 12:00 pm

- Bring your "Better Binder!" Overview of implemented systems. What worked? What didn't? What changes do we need to make?
- Schools on. Don't dictate, educate! Learn the consequences of malocclusion.
- Learn the tool to empower ourselves and our patients.
- Understand the causes of compliance issues and what steps to take to resolve them.
- Review Payment Plans with confidence.
- Be ready for the same day start.
- Next month's ACTION PLAN

WORKSHOP FOUR – FRIDAY, MAY 19, 2017

9:00 am – 12:00 pm

- Bring your "Better Binder!" Overview of implemented systems. What worked? What didn't? What changes do we need to make?
- Clinical systems.
- Who should complete the submission form? Who should approve the ClinCheck?
- How to track aligners to ensure they arrive at your office as soon as possible.
- When is the best time to place attachments?
- What to include in the Invisalign starter kit and which instructions to provide.
- Filling attachments. When? With what? How to reduce flash.
- How to use the Invisalign Doctor Site efficiently and effectively
- How and when to add auxiliaries. When is there time?
- Q&A from here forward.

TERMS AND CONDITIONS

- Clinical training provided by guest speakers reflects their own views and not necessarily those of Align Technology, Inc.
- Registrants may cancel before 1:00 p.m. EST fourteen calendar days prior to the course to receive a full refund.

WORKSHOP FEES

\$50/course includes:

- Four specialized workshops designed to support and guide participants with the knowledge needed to operate and manage Invisalign confidentially into their practice
- Customized clinical support through peer to peer and guidance from group leader
- Workshops includes breakfast and parking.

CONTINUING EDUCATION

3 CE Hours/course