Dolphin

Imaging & Management Solutions
a Patterson Technology

Music City
Nashville, TN

2017 DOLPHIN MEETING

Program Guide

MyOrthodontist
mobile app for your patients

Home Screen with menu   Image Progress Screen   Account Balance Screen   Appointment Reminders

Put your practice at the center of their lifestyle.

Management   Imaging   3D   Aquarium®

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ortho townie choice awards 2016
ortho townie choice awards 2015
ortho townie choice awards 2016

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Contents

Dress Code

We want you to be comfortable during our meeting, so please dress casually. The Dolphin staff will be wearing jeans or khakis.

Friday Night Dinner Party

Food, Drink, Music and Fun!
Join us at our famous Friday Night Dinner Party! Let your hair down with your fellow Dolphins and immerse yourself in the festivities. Guaranteed to be an unforgettable evening! Registered attendees are admitted free of charge.

CE Credits

Continuing Education Credits are available based on individual state approval.

Welcome

Welcome to the 2017 Dolphin Meeting, Nashville! Our program offers a variety of classes for both doctors and staff, so be sure to check out the summaries in this book to plan your strategy and optimize your time.

We encourage you to keep program details at your fingertips by bookmarking the 2017 Dolphin Meeting website at *dolphinmeeting.com* onto your mobile device. It is designed to serve as an app and will give you access to class surveys, the education and social schedule, and all other meeting details. *Note* that the survey for each class is accessible from the class entry on the schedule. We encourage you to provide your feedback via these surveys, as it helps us plan for future meetings. Also, we ask that if you post photos to social media during your stay, please use the hashtag *#2017DolphinMeeting*.

Please stop by to say "Hello" at the Welcome Reception after classes on Thursday, March 2, in the Broadway Prefunction. And of course, we look forward to seeing you at the Friday Night Dinner and Party!

Don't forget to visit our Industry Partners located in the Broadway Prefunction exhibit hall.

We thank you for traveling to this historic American city to share knowledge, experience, insights, and good times with your fellow Dolphins. Enjoy!

Your 2017 Dolphin Meeting Team

Time	Session	Speaker	Location
7:00 - 8:00	**Breakfast Buffet / Registration**		**Broadway Prefunction**
8:00 - 8:30	Opening Remarks	Chester Wang	Broadway Ballroom
8:30 - 8:45	**Break**		**Broadway Prefunction**
8:45 - 10:15	- Orthodontic Treatment Can Be More Than Straight Teeth!	Joseph Yousefian, DMD, MS, PS	Broadway E
	- Swindles, Cheats and Scams in the Orthodontic Office	Wendy Askins, BS, MBA, CFE	Broadway F
10:15 - 10:45	**Break**		**Broadway Prefunction**
10:45 - 12:00	- Ceph Tracing	Kim Franks	Broadway C
	- 3D Printing for the Orthodontist	Paul Thomas, DMD, MS, FDS	Broadway G
	- Teamwork Makes the Dream Work: A Roundtable for Administrative Team Members	Elizabeth Conforti & Lori Garland Parker, BA, MAOM	Cumberland 3
	- Dolphin Management: Treatment Planning	Steve Murray	Broadway E
	- Super Questionnaire	Raylyn Nelson	Broadway F
12:00 - 1:30	**Lunch**		**Broadway Prefunction**
1:30 - 2:45	- What's New in Imaging & Management	Ken Gladstone & Dewitt Blankenship	Broadway E
	- Aquarium© to the Max	Paul Thomas, DMD, MS, FDS	Broadway G
	- Reignite Dental Referrals!	Nancy Hyman	Broadway C
	- Dolphin Management: Scheduling	Raylyn Nelson	Broadway F
	- Financials *(Beginner)*	Marsha West	Broadway J
2:45 - 3:15	**Break**		**Broadway Prefunction**
3:15 - 4:30	- Maximizing Image Quality of CBCT	Craig Dial, DRT	Broadway J
	- ImagingPlus Basic	Vickie B. Rudd	Broadway G
	- Dolphin Management for Dental Specialists	Dewitt Blankenship	Broadway F
	- Treatment Card/Tooth Chart *(Beginner)*	Megan Martin	Broadway E
	- Dolphin Mobile & MyOrthodontist	Wes Wilson	Broadway C
4:30 - 5:30	**Welcome Reception**		**Broadway Prefunction**

Time	Session	Speaker	Location
7:00 - 8:00	**Breakfast Buffet**		**Broadway Prefunction**
8:00 - 9:30	- Embracing Change	Karen Moawad & Tracy Moawad	Broadway E
	- Functional Facial Esthetics	Michael Gunson, DDS, MD	Broadway F
9:30 - 10:00	**Break**		**Broadway Prefunction**
10:00 - 11:30	- Why you? Differentiating Yourself as the Obvious Choice for Orthodontic Care	Dan Bills, DMD, MS	Broadway E
	- Developing Your "Dream Team" in a Multigenerational Practice	Andrea Cook	Broadway F
11:30 - 1:30	**Lunch**		**Broadway Prefunction**
1:30 - 2:45	- Aquarium©	Ken Gladstone	Broadway F

	- Dolphin 3D – The Basics	Barbara Brinker	Broadway C
	- Understanding your Practice Statistics: Setting Reachable Goals and Spotting Trends	Paul Zuelke	Broadway J
	- Treatment Card & Tooth Chart	Raylyn Nelson	Broadway G
	- All About Insurance	Marsha West	Broadway E
2:45 - 3:15	**Break**		**Broadway Prefunction**
3:15 - 4:30	- AnywhereDolphin & Letters	Steve Murray	Broadway C
	- Combining Dolphin's Tools to Streamline Workflow and Communication	Ken Gladstone	Broadway F
	- Practice Security (Doctors Only)	Paul Zuelke	Broadway J
	- Having Fun and Getting Things Done: A Roundtable for for Clinical Team Members	Lori Garland Parker, BA, MOAM & Elizabeth Conforti	Cumberland 3
	- SMS, Appointment Reminders, Job Scheduler	Marsha West	Broadway E
6:00 - 10:00	**Friday Night Dinner Party!!!**		**Broadway Ballroom**
7:00 - 8:00	**Breakfast Buffet**		**Broadway Prefunction**
8:00 - 9:30	- Smart Strategies for Starting More Patients!	Michelle Shimmin	Broadway E
9:30 - 9:45	**Break**		**Broadway Prefunction**
9:45 - 11:00	- Save and Present (Dolphin Imaging and Management)	Barbara Brinker	Broadway C
	- Maximizing Your Computers with Dolphin	Steven McEvoy	Broadway J
	- Financials (Advanced)	Megan Martin	Broadway E
	- Dolphin Management: Analysis Tools	Raylyn Nelson	Broadway F
	- Dolphin Interactive Reporting Tool (D.I.R.T.)	Steve Murray	Broadway G
11:00 - 12:30	- 3D Digital Study Models/CEREC Ortho	Ken Gladstone	Cumberland 3
	- ImagingPlus Advanced Features Tips & Tricks	Vickie B. Rudd	Broadway J
	- Dolphin Management: Did Ya Know...?	Trish Fisher	Broadway F
	- Dolphin Management: Pearls for Doctors	Steve Murray	Broadway G
	- Patient Network & Marketing	Megan Martin	Broadway E

Computer Lab
Broadway AB

Thursday............ 8:30 am - 4:30 pm
Friday................ 8:00 am - 4:15 pm
Saturday .... 8:00 am - 11:00 am

Hands-On Camera Class
Cumberland 3

Thursday Class 1 ...1:30 pm - 2:45 pm
Thursday Class 2 ...3:15 pm - 4:30 pm

Chester Wang
Managing Director

Thursday, March 2
8:00 - 8:30
Broadway Ballroom

Opening Remarks

Ken Gladstone
Manager of Imaging
Software Products

Thursday, March 2
1:30 - 2:45
Broadway E

Dewitt Blankensip
Dolphin Management
Sr. Software Engineer

Thursday, March 2
1:30 - 2:45
Broadway E

What's New in Dolphin Imaging and Dolphin Management

Come join the Imaging and Management development teams to learn what's new with Dolphin software. The teams will review key new features in the latest versions and give a sneak peek at new features in development.

Guest Speaker:
Joseph Yousefian, DMD, MS, PS

Thursday, March 2
8:45 - 10:15
Broadway E

Orthodontic Treatment Can Be More Than Straight Teeth!

Proper orthodontic intervention with its enormous capability to influence the growth and development of the pharyngorofacial anatomy has a great impact in early diagnosis, prevention, and treatment of related complications including masticatory-TMJ problems; sleep disordered breathing; and premature orofacial aging. This presentation will demonstrate that orthodontic treatment strategies can be expanded to reflect an effort to positively impact and improve patients' overall health beyond just straightening the teeth.

Topics/Learning Objectives:

- Early diagnosis of pharyngorofacial disorders.
- Proper timing and management of pharyngorofacial disorders
- Interdisciplinary approach for treatment of pharyngorofacial disorders.

Guest Speaker:
Wendy Askins, BS, MBA, CFE

Thursday, March 2
8:45 - 10:15
Broadway F

Swindles, Cheats and Scams in the Orthodontic Office

A Senior Fraud Examiner with Prosperident, Wendy will examine external threats to the orthodontic office including identity theft, medication scams, phishing, and internet hacking. (Note it does NOT deal with staff embezzlement.)

Kim Franks

Thursday, March 2
10:45 - 12:00
Broadway C

Dolphin Imaging
Ceph Tracing

Dolphin's Ceph Tracing software allows you to quickly and accurately trace lateral and frontal cephalometric images as well as complete arch analysis. It allows you to easily create and compare superimpositions of progress and final tracings, and much more. In this class you'll learn how to use Dolphin's high-tech, industry-proven program to increase the accuracy and reduce the tedious and time-consuming task of tracing. You'll also learn how to use the enhancement features, and how to customize your analysis.

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Guest Speaker:
Paul Thomas, DMD, MS, FDS
Co-presenting with:
Dewitt Blankenship &
Wes Wilson

Thursday, March 2
10:45 - 12:00
Broadway G

3D Printing for the Orthodontist

One of the fastest growing technology sectors is rapid prototyping with 3D printers. Digital models, surgical guides, bonding trays and various appliances can be designed in 3D software and printed with additive techniques. This seminar will provide an overview of the technology, printers, approved materials and the work flow using Dolphin 3D to design and produce the files used in rapid prototyping.
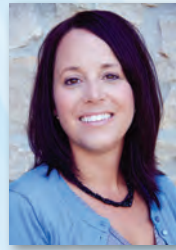
Guest Speaker:
Elizabeth Conforti

Thursday, March 2
10:45 - 12:00
Cumberland 3

Guest Speaker:
Lori Garland Parker, BA, MAOM

Thursday, March 2
10:45 - 12:00
Cumberland 3

Teamwork Makes the Dream Work: A Roundtable for Administrative Team Members

Does your team like to have FUN? When you're having FUN, does it increase your motivation to reach goals and soar to new heights together? Are you trying to come up with fresh and FUN ways to engage new patients? Is your marketing calendar filled with FUN ideas to bring patients, referring dentists, and your team together? Bring your top-notch ideas to share with other offices! Tackle FUN ideas with Elizabeth Conforti and Lori Parker during an exciting collaborative session that will focus on teambuilding, marketing, and FUN resources that build top-notch teams! #teamworkmakesthedreamwork #everydayisFUNday!

Steve Murray

Thursday, March 2
10:45 - 12:00
Broadway E

Dolphin Management
Treatment Planning

If you need customized patient treatment plans, this is the class for you. Pick from custom built templates or build something new for each patient. View treatment plans from the Treatment Card, where progress is displayed to allow you and your staff to monitor the course of each patient's treatment. Join us to learn more.

Who should attend: Doctors and clinical staff.

Raylyn Nelson

Thursday, March 2
10:45 - 12:00
Broadway F

Dolphin Management
Super Questionaire

In this class I will show you how to enable Dolphin Super Questionnaire. I will also review the Super Questionnaire Designer, setting up multiple types of questionnaires (Diagnosis and Treatment, New patient information, Lab slips) and how to use them to create letters to patients and Doctors.

Guest Speaker:
Paul Thomas, DMD, MS, FDS

Thursday, March 2
1:30 - 2:45
Broadway G

Aquarium© to the Max

Aquarium 3 has multiple new features and enhancements to increase its value as a patient education and informed consent program. In addition, movie content can be exported and edited with the addition of titles, transitions, clinical content, annotation and soundtracks. Replay speed can be controlled and the movie published and re-imported into Aquarium or converted to a variety of other formats for use outside the Aquarium browser.

Guest Speaker:
Nancy Hyman

Thursday, March 2
1:30 - 2:45
Broadway C

Reignite Dental Referrals!

Halt declining dental referrals and learn to maximize professional relations. Initiatives include: scripting of your practice representatives' dental office visits, the doctor's role in referral success, and supporting strategies. Reinvigorate dental referrals with fresh concepts and step-by-step instructions for implementation.

Raylyn Nelson

Thursday, March 2
1:30 - 2:45
Broadway F

Dolphin Management
Scheduling

Effective appointment scheduling is key to running an efficient practice and keeping your staff happy. In this session you will learn all the basic functions of Dolphin Management's scheduling, rescheduling and cancellation features. You will also learn how to use Dolphin to track your no-shows, sooner list, patient recall, and the best scheduling reports to manage those features. I will also be discussing LightBar to show you how to manage patient flow. Come learn how to make the most of your Dolphin Management Schedule.

Marsha West

Thursday, March 2
1:30 - 2:45
Broadway J

Dolphin Management
Financials (*Beginner*)

This beginner class will be best for those users who are new to Dolphin. Attendees will be provided with the BASIC tools to efficiently manage the daily financial processes in your office. Important daily financial reports and monthly reports will be shown to help best keep track of your accounts receivable.

Guest Speaker:
Craig Dial, DRT

Thursday, March 2
3:15 - 4:30
Broadway J

Maximizing Image Quality of CBCT

For any dental specialist, it is important to get the best image quality to ensure the best outcomes for patients. This presentation will emphasize on the many variables that affect the CBCT scan, and how some can be managed to improve diagnostic image quality, while others cannot. A plan of action will be discussed that may help offices improve consistent, high-quality images with minimum radiation exposure to patients. Tips and tricks to navigate the Dolphin software for better visualization of key anatomic structures and spatial relationships will also be presented.

Vickie B. Rudd

Thursday, March 2
3:15 - 4:30
Broadway G

Dolphin Imaging
Imaging Plus Basic

Vickie's review of basic features shows you the fastest, easiest way to capture, manage, adjust, organize and present patient images, create quality records for exceptional treatment planning, customize settings and preferences, and use image enhancement and layout options. Basic features covered in this course include Advanced Patient Lookup search and filter functions, Keywords and Timepoints, Instant Zoom and Spotlight, view and modify patient records, image options custom settings, and more. Vickie's detailed handout with screen shots is an at-a-glance guide to the features discussed. It is a great reference for attendees and future new-hires.
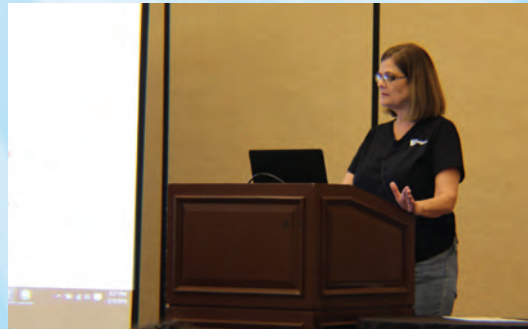
Dewitt Blankenship
With the Dolphin Management Development Team

Thursday, March 2
3:15 - 4:30
Broadway F

Dolphin Management
Dolphin Management for Dental Specialists

Join the Dolphin Management development team for an overview of features in our new Specialty Module that are designed to help you seamlessly integrate a dental specialty, such as pedodontics, into your ortho practice. Many enhancements will be covered such as scheduling, fee-for-service charging, sophisticated insurance billing system, dental treatment and treatment proposals.

Megan Martin

Thursday, March 2
3:15 - 4:30
Broadway E

Dolphin Management
Treatment Card/Tooth Chart (*Beginner*)

This class will review the basic Treatment Card setup, including how to configure columns and layout to maximize the patient info you can see on your screen. We will also review several basic configuration options for Treatment Card.

Wes Wilson
Co-presenting with:
Andy Barajas

Thursday, March 2
3:15 - 4:30
Broadway C

Barbara Brinker

Thursday, March 2
2 Classes:
1:30 - 2:45 & 3:15 - 4:30
Cumberland 3

Dolphin Mobile & MyOrthodontist

This class will cover all things mobile from Dolphin—the My Orthodontist app for patients, and the Dolphin Mobile app for orthodontists and staff! Over the last year both Dolphin apps were rewritten from the ground up to provide you and your patients with a superior user experience. We will introduce My Orthodontist version 2, which gives your patients unprecedented access to view critical information such as appointments, balance, images and shared Aquarium content. We will also review Dolphin Mobile and its new side-by-side patient image comparison and fingerprint login features. Additionally, Dolphin Mobile now matches feature-for-feature between iOS and Android.

Hands-On Camera

This session will provide an in-depth discussion on techniques for orthodontic clinical photography. Included will be an interactive presentation on photography technique and technology, followed by hands-on sessions with our team of photography experts. Limited retractors will be available to get specific tips and instruction that will help to optimize your digital images and minimize patient chair time. Take the mystery out of digital imaging; improve the efficiency of your processes, and MAXIMIZE the consistency and quality of your images!

Mobilize your D

The Dolphin Mobile app runs on And iPad®, or iPod touch®). Depending on Dolphin Management or both, you ca images; patient treatment chart entrie weekly or monthly schedule. Supports

Activation of Dolphin software requi *dolphinimaging.com/dolphinmobile*.

Management   Imaging   3D   Aquarium®

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ortho townie choice awards 2015
ortho townie choice awards 2016

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Mobile

...olphin.

...droid™ and Apple iOS devices (iPhone®,
... whether you're running Dolphin Imaging,
...n enjoy secure access to all your patient
...s; referring doctor information; your daily,
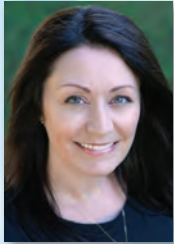...s Aquarium* and Super Questionnaire!

...red. For more information, visit *www.*

*Aquarium® **

*Aquarium® case
presentation movies*

Scheduling

Home screen

Tooth Chart

*Super
Questionnaire*

GET IT ON
Google Play

Download on the
App Store

Dolphin
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*Aquarium® must be purchased separately.

Guest Speaker:
Karen Moawad

Friday, March 3
8:00 - 9:30
Broadway E

Guest Speaker:
Tracy Moawad

Friday, March 3
8:00 - 9:30
Broadway E

Embracing Change

Are you experiencing inadequate infrastructure, disorienting surprises, and failures in communication? Are you doing the same things you have done for years, expecting a different result? Is it time for a makeover? Embrace change and spend Friday Morning with Karen and Tracy. At Hummingbird Associates, we continue to grow—we have become wiser, more aware, and more embracing with each passing year, and we look forward to sharing all that is new in practice management with the Dolphin orthodontists and their staff. From creative interviewing to inspiring those you work with, we will discuss Dolphin features you may not be familiar with and show you how to create a training manual that minimizes the distress of a valuable employee leaving. This session should not be missed. Bring your love of country to Nashville and illuminate your world!

Guest Speaker:
Michael Gunson, DDS, MD

Friday, March 3
8:00 - 9:30
Broadway F

Functional Facial Esthetics

Facial esthetics are most often judged by measuring the position and form of the parts of the face and teeth. A mostly ignored aspect of facial esthetics is function. While the lips and teeth might be found in a "proper" position, if they do not fit the patient's overall system they will never look esthetic. This is what is meant by "functional esthetics."

The lips are the most important unit in regards to facial esthetics. Lip function, form and position are all influenced by the teeth and their fit; the temporomandibular joints; the airway; and the skeleton. If this system is not working correctly, it will be seen in the lips. If the lips are not working correctly, the system can break down.

This discussion will center on how to identify oro-facial problems that affect the lips, and show how treating them can deliver beautiful facial results by normalizing the patients lip position, form AND function.
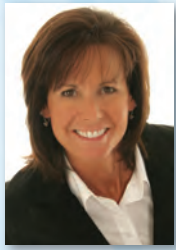
Guest Speaker:
Dan Bills, DMD, MS

Friday, March 3
10:00 - 11:30
Broadway E

Why you? Differentiating Yourself as the Obvious Choice for Orthodontic Care

We are practicing during a very interesting time in the history of orthodontics. Patients have more choices available to straighten their teeth. Some patients are choosing to have orthodontics done by the large corporate office down the road, others by their Primary Care Dentist, and some are even getting aligners by mail! With all of these available choices, why should they come to you?

This lecture will dive deep into proven strategies to differentiate your practice and to help patients and potential patients realize that you are the obvious choice for their orthodontic care. You simply can't afford to miss this!

Guest Speaker:
Andrea Cook

Friday, March 3
10:00 - 11:30
Broadway F

Developing Your "Dream Team" in a Multigenerational Practice

Hire, train, and retain the team of your dreams! One of the biggest challenges today's orthodontic practice experiences is the hiring, training and retention of high quality employees. The key is not only hiring the right employees, but keeping them motivated to provide the highest quality care for your patients. Many offices have four generations in the same work place; managing this diverse group can be difficult. We will review the hiring process and training protocols, as well as review systems and employee motivation to assist your office in building your multigenerational "dream team."

Ken Gladstone

Friday, March 3
1:30 - 2:45
Broadway F

Aquarium©

Aquarium is Dolphin's state-of-the-art patient education software. This course will begin with a review of its basic features, then delve into the more advanced features introduced in subsequent version releases, such as: exporting movies; recording custom audio tracks; the "hidden" list; dragging/dropping content from outside applications; publishing playlists to flash drive or CD; keeping a time-stamped log of the movies each patient has viewed; recording and playing back audio tracks in multiple languages; and DOLI (Dolphin Licensing) Support. Finally, we will cover the latest features such as the improved update delivery system; the "Share Media" library area and its use for My Orthodontist; the new "Aquarium for Surgery" module; multi language interface switching; the "Upload to YouTube" wizard; and new "Pediatric Dentistry" Library.

Barbara Brinker

Friday, March 3
1:30 - 2:45
Broadway C

Dolphin Imaging
Dolphin 3D - The Basics

This session will provide a basic introduction to the powerful Dolphin Imaging 3D program. You will learn how to import a DICOM file (from a disk, file or your CBCT scanner), and how to navigate within the Dolphin 3D software. See how to orient and segment your data, save the DICOM file to the patient database, create x-rays, slices and nerve canal tracings as well as save these images into the patient's Dolphin 2D Imaging file and the Dolphin 3D Reporting tool.

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Guest Speaker:
Paul Zuelke

Friday, March 3
1:30 - 2:45
Broadway J

Raylyn Nelson

Friday, March 3
1:30 - 2:45
Broadway G

Marsha West

Friday, March 3
1:30 - 2:45
Broadway E

Understanding your Practice Statistics: Setting Reachable Goals and Understanding Trends

Paul will, using Dolphin ZFE reports, show the doctors and staff how to identify the critical practice statistics that determine the true health of the orthodontic practice. He will identify the reports that are most valuable, and will teach how to understand what those reports tell you. Those attending will leave with the confidence that they can easily spot performance trends and understand what those trends mean to practice performance and profitability.

Dolphin Management
Treatment Card & Tooth Chart

This class will focus on how to set-up and utilize Treatment Card and Tooth Chart to the max. I will show how to set up multiple Treatment Card layouts for different treatment types (brackets, Invisalign, TMJ). We will review how to setup custom chart notes and look up items to make charting effortless. We will go over setting up and using the Tooth Chart options such as brackets, arch wires and elastics. This class will also go into more advanced features such as Tooth Chart prescriptions and treatment plans.

Dolphin Management
All About Insurance

This class will provide instruction on how to file insurance through Dolphin Management. First, we'll show how to import insurance information into your database from the Online Questionnaire, making it easier to verify insurance ahead of time. We'll then cover creating an insurance contract; accepting assignment; and not accepting assignment. We will review items such as insurance balances that have terminated or changed, and filing insurance after treatment has started. We will talk about filing claims electronically and viewing the reports for them. Important insurance reports will be reviewed as well to help you learn how to manage your insurance account receivables.
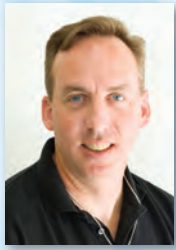
Steve Murray

Friday, March 3
3:15 - 4:30
Broadway C

Dolphin Imaging
AnywhereDolphin & Letters

This is an exciting time to be an AnywhereDolphin user so join us to learn more! You'll get inside info on one of the fastest growing and least understood Dolphin services, with tips on how to use it with the Dolphin Letter System module for enhanced communication with patients and referrals.

Who should attend: The entire office.

Ken Gladstone

Friday, March 3
3:15 - 4:30
Broadway F

Dolphin Imaging
Combining Dolphin's Tools to Streamline Workflow and Communication

This course aims to demonstrate how to create a clean and thorough case workup and report that will: improve your reputation with referring doctors and patients; streamline communication between you and the referring doctors; and assist in patient education and treatment acceptance. We will briefly review 2D/3D record-gathering and case workup in Dolphin, then move on to show how to create reports that quickly convey pertinent info to referring doctors, patients, and parents. We will also show how Dolphin Mobile can streamline your workflow, and how MyOrthodontist and Aquarium can work together to assist in patient communication. And finally, we'll cover AnywhereDolphin and the Dolphin Free Viewer.
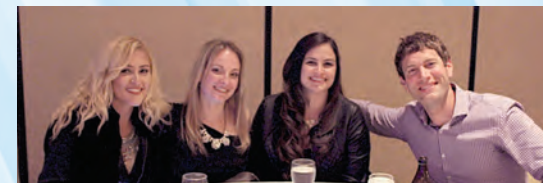
Guest Speaker:
Paul Zuelke

Friday, March 3
3:15 - 4:30
Broadway J

Practice Security
(Doctors Only)

You are not just a doctor! You are also a business owner who must keep an eye on the key financial factors within your practice. Attend this session, designed exclusively for doctors (only doctors will be admitted), to learn more about how you can enhance the security of your practice. The second part of this class will give you hands-on experience using various reports that Dolphin has specifically designed to identify problems related to financial, contract, payment, adjustment, cash handling and other posting problems.

Guest Speaker:
Lori Garland Parker, BA, MAOM

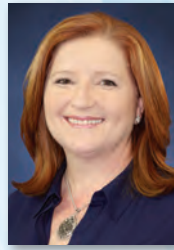Friday, March 3
3:15 - 4:30
Cumberland 3

Guest Speaker:
Elizabeth Conforti

Friday, March 3
3:15 - 4:30
Cumberland 3

Having Fun and Getting Things Done: A Roundtable for Clinical Team Members

What? We can have fun and get things done? How do we do that? Well, what are you currently doing to make your day great for patients, parents AND yourselves? How might you enhance those activities even more? If you already aren't having fun while getting things done, start today! With a clear mindset, great ideas appear and things start to happen! Make a note of what works in your practice, then come to the Dolphin meetings and share your experiences at this round table session. You will leave with even more great ideas! #clinicsmilemakers


Marsha West

Friday, March 3
3:15 - 4:30
Broadway E

Dolphin Management
SMS, Appt Reminders & Job Scheduler

Technology is moving quickly into an online world. This class is for the practice that wants to learn how to utilize Dolphin to streamline office communications via text message, email, and online forms. Some of the items we will cover include: setting up your email; creating Appointment Reminders by email or text; how to email and text messages on demand or from a report; and how to email receipts and flex receipts. We will also learn how to create templates for email and text, and set up the Job Scheduler to automate some of these processes.
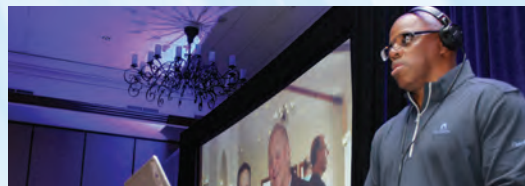
Guest Speaker:
Michelle Shimmin

Saturday, March 4
8:00 - 9:30
Broadway E

Smart Strategies for Starting More Patients!

The secrets you need to know to provide an exceptional patient experience that leads to walking referrals! Michelle will teach you how to capitalize on every patient interaction, using precise sales techniques, starting with the new patient exam. She will address the specific role the doctor plays in this process and the influence each team member has. In addition, Michelle will discuss specific reports that you should be analyzing on a monthly basis to determine your yearly growth potential.
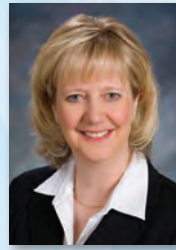
Barbara Brinker

Saturday, March 4
9:45 - 11:00
Broadway C

Dolphin Imaging & Management
Save & Present (Dolphin Imaging & Management)

This session will present the basics of our Save and Present feature in Dolphin Imaging and Dolphin Management. Join us to see how easily you can seamlessly integrate your questionnaire, patient images, movies (perhaps from Dolphin Aquarium) and other educational images into a straightforward and custom-designed presentation. Your patient can view the presentation with you in the office, and you can also provide a copy for the patient to take home and view at their leisure. PowerPoint skills would be a helpful pre-requisite to this program, but are not mandatory.

Guest Speaker:
Steven McEvoy

Saturday, March 4
9:45 - 11:00
Broadway J

Maximizing Your Computers with Dolphin

Underneath all of Dolphin's great software is your own computer system. To get the most out of Dolphin, you need to be getting the most out of your computers too! During this session we'll talk about a several ways you can improve your systems.

- How to make your PC (and Dolphin) run Massively faster for under $100
- Common setup errors that impact your Dolphin system
- The latest on dealing with the Threat of Ransomware (that's after your Dolphin data)
- Consider switching to Dolphin Cloud rather than replacing old PCs

… and more

I promise to limit the "Geek Speak" and discuss issues in terms we can all understand. I encourage you to bring your own experiences to share.

Megan Martin

Saturday, March 4
9:45 - 11:00
Broadway E

Dolphin Management
Financials *(Advanced)*

In this session we will explore complex contracts, adjustments, recurring payments, and treatment proposal templates. We will also review financial reports, archived reports, and the Practice Analysis tools.

Steve Murray

Saturday, March 4
9:45 - 11:00
Broadway G

Dolphin Management
Dolphin Interactive Report Tool *(D.I.R.T.)*

If you analyze data, want custom reports, or are the office marketing specialist, then you must join this class! Interactive Report Tool collates all report data into a grid format that you can manipulate onscreen. Select from more than 500 data fields to create custom searches and reports. Add filters, rearrange the columns, and change the order of the fields to create a whole new view of your data! Quickly drill down to individual patient information. Easily send letters, print labels, or print the new customized information.

Raylyn Nelson

Saturday, March 4
9:45 - 11:00
Broadway F

Dolphin Management
Dolphin Management Analysis Tools

In this class I will review how to read and understand the different Analysis Tools. We will review statistics such as Referral Analysis to see who you should be thanking or if your marketing is working for you. We will look at financial data for the practice (production, collections, adjustments and accounts receivable). Also, how to track what is going on in the practice, such as exam-to-starts, Doctor Time, LightBar and one of my favorites, tracking Patient Status (such as Active Treatment, Observation and Retention).

Ken Gladstone

Saturday, March 4
11:00 - 12:30
Cumberland 3

Dolphin Imaging
3D Digital Study Models/CEREC Ortho

Our full-featured Dolphin 3D product has historically supported both 3D volumetric data and 3D surface data. Now, for customers who work with 3D surface files but who do not need to work with 3D volume data, we offer a lower-cost Digital Study Models module, which has custom integration with Sirona CEREC Omnicam intraoral scanner. This course covers importing surfaces from .STL, .OBJ or CEREC .DIXD files; setting occlusion and orientation; displaying the models in various surface and volume views; turning on and off color; taking 2D and 3D measurements; sculpting surfaces; exporting to 2D Dolphin for running traditional arch-length-discrepancy analyses; etc.

For customers who own the full 3D module, we'll also review merging digital study models with CBCT volumes.

Vickie B. Rudd

Saturday, March 4
11:00 - 12:30
Broadway J

Dolphin Imaging
ImagingPlus Advanced Features Tips and Tricks

Vickie's review of advanced features will show you how to enhance case presentations and increase conversion rate. Advanced features covered in this course include Morphing and 2D Movie Morphing, Image Library, Enhanced Printing, Color Matching, Anonymizer, Annotations and Measurements, Customize Title Bar, Advanced Patient Look-Up features and search criteria including: Options, Archive, Notes, Keywords, Records, Diagnostics, Cephalometrics, and Advanced Add/Modify custom structures and model organization for treatment planning. Vickie's detailed handout with screen shots is an at-a-glance guide to the features discussed. It is a great reference for attendees and future new-hires.

Trish Fisher

Saturday, March 4
11:00 - 12:30
Broadway F

Dolphin Management
Dolphin Management: Did Ya Know?

Have you ever wondered what all the check boxes and options mean under the Tools/ Options dropdown menus and other areas of Dolphin Management? Did ya know you can use a Super Questionnaire as an insurance verification form, and that you can have it create the Insurance tab in the patient chart and map over the insurance information? Do you want to make your software easier to use and set up some automatic features to help with your daily patient flow and productivity? Then come to "Did Ya Know" to understand how to customize your Dolphin Management software to make your day easier and leverage your software investment.

Steve Murray

Saturday, March 4
11:00 - 12:30
Broadway G

Dolphin Management
Pearls for Doctors

Stop by to learn how Dolphin Management's many report and analyses tools can help your practice run smoothly and effectively.

Who should attend: Doctors and office managers.

Megan Martin

Saturday, March 4
11:00 - 12:30
Broadway E

Dolphin Management
Patient Network & Marketing

This class will introduce you to the Patient Network screen and familiarize you with how to customize the results. We will also review how to maximize the Referral and Doctor profiles in Dolphin Management.

365 PRINTING

365 Printing, based in Atlanta, GA, was created with the exclusive purpose of distributing high-quality 3D printers to dentists and dental specialists.

The Company's focus on dental professionals, along with its unique consultative clinical approach, allows them to deliver unparalleled customer service throughout the implementation process, so that their customers can realize faster return on investment and more efficient patient care.
Call 888.603.9140 or visit **365printing.com** to learn more.

AOA

For more than 30 years, AOA has set the standard in providing the orthodontic profession with a full range of custom-crafted appliances. We have become a well-known indusry leader founded on our creative technicians, family culture, commitment to our suctomers and overall knowledge of the orthodontic market. With our long standing tradition and years of industry experience, our people continue to build market relationships by working to achieve first class customer service while producing high quality appliances. From start to finish, AOA has an unlimited number of customized appliances to support you and your patient's orthodontic needs.
aoaaccess.com

BeamReaders®

BeamReaders provides diagnostic imaging expertise. Our team of over twenty Oral and Maxillofacial Radiologists are experts in extracting the maximum clinical value from your CBCT scans. Each radiology report is tailored to the clinical purpose, includes a full pathology review, and captures all key images. BeamReaders online portal is easy to use, allows you to easily share your cases, and provides a secure backup for all your scans. The best treatment outcomes begin with an accurate diagnosis. Expand your team with BeamReaders today! **beamreaders.com**

dentalfone®

Dentalfone makes high-end websites and cloud-based smartphone apps that help orthodontists better engage current and new referral sources to increase practice revenue. Dentalfone products also engage otential patients with cutting-edge mobile oriented products helping the orthodontist stand out, get noticed, and get picked. **dentalfone.com**

dsid DIGITAL SIGN ID

DSID creates attention-grabbing patient engagement solutions via in-office digital signage and interactive, custom-branded photo booths. Showcase new smiles, contests, services, products, reviews, and more with custom motion-graphic content and real-time integrations. Grow your practice brand both in and out of the office through the power of patient engagement and awareness. **digitalsignid.com**

easyrx

EasyRx is a cloud-based universal lab prescription software for orthodontic practices and labs. **easyrxortho.com**

EasyRx features include:

- Create prescriptions using the EasyRx Universal Orthodontic Lab Prescription Form to quickly create patient appliance, aligner, and indirect bonding prescriptions.
- Attach digital files, including STL, to patients and prescriptions.
- Submit prescriptions to in-house and commecial labs.
  Follow prescription workflow and communicate securely with labs.
- Track prescriptions using the Prescription Dashboard, desktop notifications and the EasyRx Daily Digest Email.

Gaidge

Keeping track of data can be a daunting task, but it doesn't have to be. Gaidge is an easy-to-use analysis framework that simplifies data collection and interpretation, giving you the information needed to grow your business. Over 600 doctors across 900 locations nationwide count on this system each day, making Gaidge the go-to analytics solution for the orthodontic industry. Over the past five years, Gaidge has perfected the art of business analytics, leaving you with real numbers, simple solutions, and a more profitable practice. **gaidge.com**

impact360

At Impact360, our team is focused on helping your practice thrive. We create solutions to enhance day-to-day operations that help each staff member perform at their best. Whether it's optimizing your practice systems, coaching your team to a new level of software implementation or designing a schedule that takes the chaos out of your day, we address the uniques needs of your practice. We're here to assist you in designing, deploying and maintaining the optimal workplace so you can focus on delivering the highest level of patient care. We're committed in our partnership with you to foster outstanding financial performance, educate and empower staff, and improve bottom line numbers. **impact360.com**

MME CONSULTING

MME provides technology planning and integration for orthodontists. We design, install, and support computer networks for dental specialists nationwide. **mmeconsulting.com**

openedge A division of globalpayments

OpenEdge is the integrated payments division of Global Payments. (NYSE: GPN) **openedgepayment.com**

A payments pioneer, Global Payments and its divisions have been on the forefront of payment processing technologies for more than 6 decades. OpenEdge is the result of Global Payments' merger and acquisition of industry leaders, Accelerated Payment Technologies and PayPros, forming a single operating entity that processes through the innovative, secure Edge platform. Processing solutions for: Credit, Debit, Check, Mobile, Gift, EBT, EMV/NFC.

OrthoBanc PROFESSIONAL PAYMENT MANAGEMENT

OrthoBanc offers Professional Payment Management including automatic check drafting, automatic credit card withdrawal, credit assessment with recommendation, and NSF/failed payment follow-up. Payments are automatically posted to Dolphin Management software through the integration link with OrthoBanc. Call us today to learn how we can make your office more efficient and profitable. **www.orthobanc.com**

PATTERSON COMPANIES, INC.®

Patterson Dental is a leading full-service distributor of products, equipment and technology in the U.S. and Canada. Patterson drives value to practices through innovative tools that enhance the patient and practice experience and improve productivity – a trusted partner committed to helping the practice grow and evolve through leading edge software; imaging and management solutions; seamless integration with digital technologies; and responsive, personalized technical support.
pattersondental.com

PLANMECA

Planmeca is the largest privately held company in the dental equipment market. With over 45 years of leadership in dental care technology, Planmeca continually seeks to innovate and advance patient care.

Our line of technically integrated products include:

- Dental digital 2D/3D imaging equipment
- Dental units
- Dental cabinetry

Our exclusive Planmeca Ultra-Low-Dose™ protocol achieves an average of 77% reduction in radiation dose without a reduction in image quality.* This Planmeca exclusive and patient care focused feature, is available only through Planmeca ProMax® 3D all-in-one imaging systems.

*Ultra-Low-Dose imaging study available online at: **planmecause.com/na/uld**

Patient Rewards Hub is an Engagement Marketing Suite featuring: Reward, Reviews, Social Media, Contest, Compliance, and Communication programs all rolled into an easy to use web application. Through your website or mobile app: patients redeem points, check reminders, participate in contests and games, take surveys or write reviews, all while in an engaging environment. Rewards are fulfilled on your behalf and sent with a congratulatory note from your practice.
www.practicegenius.com

P&G Professional Oral Health markets and sells through dental distributors a wide range of #1 brands, including Crest Toothpaste and Mouthrinse, Oral-B Manual and Power Toothbrushes, and Glide Floss that support the preventive care needs of Orthodontic practices and their patients. We are also leaders in providing continuing education to the profession through our award winning Dentalcare.com website. In 2015, P&G Professional Oral Health was thrilled to celebrate the Crest's brand 60th year of providing healthy, beautiful smiles, as well as celebrating the 10th year since the acquiring the Oral-B brand. **crest.com**

Orthodontic adhesives, cements, sealants, bonding accessories, specialty adhesives and auxiliary items.
relianceorthodontics.com

Rooster Grin is a web design, search engine optimization and web hosting company. The company consists of a dynamic group of individuals with a passion for customer service. We pride ourselves in quick response times and high-quality products. **roostergrin.com**

At Shimmin Consulting we have the expertise to implement solutions into your practice that are strategic, clear and measurable. They are specifically designed to drive not only practice growth but also to improve the experience for your patients from their first point of contact through the entire treatment process. We target all phases of the business, creating specialized programs that are tailored to the specific needs of your practice. Our solutions have been developed to target these areas and deliver immediate results.

- Team Accountability and Empowerment
- Treatment Profitability
- Marketing Solutions
- Management Processes
- New Patient Case Acceptance
- Financial Processes and Reporting

ssignatureconsulting.com

Smiles Change Lives provides access to life-changing orthodontic treatment for children from families that cannot afford the full cost of braces.

Based in Kansas City, the program has treated more than 8,000 children since 1997. With its origin as the Virginia Brown Community Orthodontic Partnership, Smiles Change Lives has emerged as the nation's leader in providing access to orthodontic care for qualified youth. **smileschangelives.org**

Specialty Appliances is an innovative full service orthodontic laboratory with 35 years of experience and leadership. Specialty is best known for products like Herbst, indirect bonding, Clear Image Aligners, and digital services. Today, we believe the orthodontic profession is in the midst of dynamic changes, including how practices utilize laboratory appliances and related services. As the digital laboratory leader, Specialty continues to embrace technology in order to help us perform for our customers and their patients. We are passionate about on-time delivery of premium custom appliances. Every Specialty Appliances team member stands proud behind our commitment to quality and service. **specialtyappliances.com**

TOOB™ Brushes are effective and popular for Dental Specialists to market their practices and attract new patients. Toob Brushes encourage more brushing by allowing patients to conveniently brush anywhere when they are away from home. **yourhealthysmile.com**

Topaz Systems, Inc., is a global leader in electronic signature solutions and devices. Founded in 1995, Topaz provides electronic signature pads and software tools to enable the creation, signing, and authentication of electronic documents with digital handwritten signatures. Topaz has received numerous industry awards and holds more than ten patents in the field of electronic signature hardware and software. **topazsystems.com**

Weave software makes it easier for you to do your job so you can build stronger relationships with patients and grow your practice. Weave works seamlessly with your practice management software, pulling relevant data and making it available through on-screen prompts. This helps your make your patients feel important and gets them in more regularly. It keeps your chairs full, your front office happy, and your practice healthy. **getweave.com**

SMS

–abbreviation **Short message service: a system used for sending text messages to and from mobile phones.**

Dolphin Management features an SMS package that includes SMS Appointment Reminders and SMS Broadcast. Appointment Reminders lets you send a text message or email to remind patients about upcoming appointments, allowing them to reply for two-way communication. SMS Broadcast lets you send customized text messages for statuses and occasions such as Recall, New Patient, Retention—even Birthdays. Requires a one-time setup fee plus monthly subscription fee for unlimited texts.

SMS Appointment Reminders requires Dolphin Management 4.5 with Service Pack 1 or higher. SMS Broadcast requires Dolphin Management 5.5 Service Pack. Dolphin Management is endorsed by many practice consultants to help any practice achieve more efficient communication. To learn more, visit *www.dolphinimaging.com/sms*.

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Imaging & Management Solutions
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Wendy Askins, BS, MBA, CFE

Over the past 25 years, Wendy has been privileged to serve as a clinical assistant, practice managing director, manufacturer sales representative, and a clinical liaison working in research and development. Today, as a Fraud and Embezzlement Investigator for the world's largest dental embezzlement investigation firm, Wendy spends her time identifying, preventing, and resolving internal and external threats committed against dental specialists.

Dan Bills, DMD, MS

Dr. Dan Bills received his BA in Biology from Lafayette College and his Dental Degree from Harvard University, both with Honors. He went on to complete a three-year orthodontic residency at the University of Illinois.

...is a Board Certified Diplomate of the ...Board of Orthodontics and a Fellow of ...erican College of Dentists. He maintains ...e-of-th-art private practice, Innovative ...ontics, in Southern New Jersey, just ...e of Philadelphia and is also a Clinical ...ate in the University of Pennsylvania ...tment of Orthodontics.

Dewitt Blankenship

Dewitt started with the Dolphin family 13 years ago to help create Dolphin Management Version 1. He's designed and developed software professionally for 20 years in a wide variety of industries including orthodontics, banking, B2B e-Commerce, nuclear power and manufacturing. Besides being passionate about turning great customer ideas into useful software features, he has a never-ending quest to learn new things, which has subsequently turned into a list of hobbies and interests a mile long.

Barbara Brinker

Barbara has more than 30 years of experience in dental and orthodontic offices in Canada. She brings a deep knowledge of clinical standards and practices as well as an ability to translate her knowledge to practical, daily applications.

She has successfully developved and implemented digital imaging standards, diagnostic protocols, case management procedures, and practice-wide techniques to enhance patient care and improve practice excellence.

Barbara graduated from the Dental Assisting program at the Northern Alberta Institute of Technology (Edmonton, Alberta) in 1980 and is a Registered Dental Assistant. She has completed the Alberta Orthodontic Module, and has received advanced training in radiography; axial tomography; clinical photography; digital radiography; and cone-beam imaging, and is a Certified Dolphin Imaging Trainer.
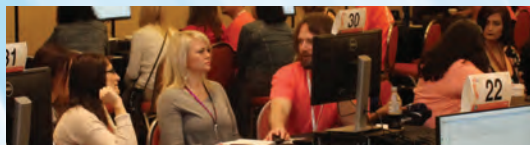
Elizabeth Conforti

An Orthodontic Practice Manager since 2001, Elizabeth brings experience and knowledge to her discussions in all aspects of today's orthodontic practice. Her focus is on creating efficient and effective practice systems that not only provide structure and organization, but also create a fun and rewarding atmosphere for outstanding orthodontic teams.

Andrea Cook

Andrea works as a clinical consultant and trainer for premier orthodontic offices across the country. She helps teams increase efficiency and improve communication, thereby guiding the practice to a new level of excellence. Andrea bases her in-office, hands-on training systems on practical knowledge gained through 20 years of chairside experience and working in single, double, and multi-doctor practices. She has extensive experience as clinical coordinator for a multi-doctor practice, seeing over 120 patients per day.

Bios

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Craig Dial, DRT

Craig earned his license as a Dental Radiographic Technologist in 1981 through UC Berkeley and is currently part owner and chief technologist of ddi Imaging Centers. He works closely with many doctors to continue to improve the standard of maxillofacial imaging available in our community and throughout the world. Craig has served several years as the president of the American Association of Dental Maxillofacial Radiographic Technicians (AADMRT), and several more as a member of the board. Craig is internationally known and respected for his imaging expertise.

Trish Fisher

Trish has worked in orthodontics since 2002. As a clinical technician and treatment coordinator she gained experience in scheduling, finances, insurance, digital imaging and cephalometric tracing.

She received her BA in Management Accounting with minors in both Computer Science and Information Studies from Alverno College, graduating with honors. Trish is a Dolphin trainer based in Wisconsin, where she and her husband own a consulting firm called Business Information and Technology Solutions (BITS).

Kim Franks

Kim has more than 30 years of dental and orthodontic experience, working with x-ray labs specializing in orthodontic records, cone beam CT for implant, TMJ and surgical cases. She has implemented the Dolphin systems in numerous labs and private practices across the United States.

Ken Gladstone

Ken has been developing software since age 10. He has developed engineering software for computer hardware designers and has developed employee record-keeping software. Ken has served as Technical Editor of MacTech magazine, and was one of the original architects of the Dolphin software. He has a BS in Computer Science and Engineering from Dartmouth College in New Hampshire.

Michael Gunson, DDS, MD

Dr. Michael J. Gunson graduated from UCLA Dental School and continued on to receive his Medical Degree and Specialty Certificate in Oral and Maxillofacial Surgery from UCLA. Upon completion of his training, Dr. Gunson joined the Center for Corrective Jaw Surgery in Santa Barbara, California. His practice is limited to facial reconstructive surgery, surgical correction of sleep apnea, and research.

Dr. Gunson lectures and has published research on the surgical correction of OSA, the three dimensional airway changes associated with surgical correction, the medical treatment of mandibular condylar resorption, and the quantification of beauty.

Nancy Hyman

Nancy Hyman, founder of Ortho Referral Systems, coaches orthodontic practices on professional relations, patient referral programs, patient rewards and case acceptance. Nancy is a national speaker and author, including the Winning Marketing Strategies Workbook.

Megan Martin

Megan has been working in all aspects of the orthodontic field since 2002. Her on-the-job experience includes back office, insurance billing, and treatment coordinator roles. She has been working extensively with the Dolphin Imaging and Management programs since 2004. Megan is an onsite Dolphin software trainer and independent consultant. She specializes in helping practices become paperless, and streamlining processes to improve efficiency. Megan resides outside Sacramento, and enjoys travelling and working closely with her customers.

Steven McEvoy

Mr. McEvoy is an IT professional and Project Manager working for MME Consulting, Inc., a computer company that specializes in serving Dental Specialty Practices in the U.S. and Canada. He has 15+ years working hands-on with the technologies used in Orthodontic and Oral Surgery Practices like yours. Mr. McEvoy is currently serving as a member of the AAO Committee on Technology (CTech).

Karen Moawad

Karen Moawad is the founder of Hummingbird Associates, an internationally recognized orthodontic management consulting firm. She has finely tuned her consulting skills during the past 35 years, and feels privileged to assist clients in implementing changes that enhance and improve their systems; inter-office communication; employee compensation and benefits; marketing; and patient relations.

Karen offers coaching and retreat courses for the entire orthodontic team. She publishes the quarterly "Numbers Analysis" to help orthodontic practices realize their financial and treatment goals.

Karen is also deeply involved in developing collaborative research relationships with universities in North America, Japan, and Australia for Amrita University in Southern India.

Tracy Moawad

Tracy works with practices to design a streamlined and effective new patient integration process; define staff roles and organizational systems; implement scripting and protocols, and enhance team communication and verbal skills. Known for her leadership and process improvement skills, Tracy will work closely with your team to develop the strategies, skills and action plans needed to drive results and achieve a best in class team and cohesive vision for your practice.

Steve Murray

Steve has been a computer consultant and technical trainer of one sort or another since the PC revolution and hasn't looked back. He loves to help others and finds great joy in learning anything new. When not at work, you will most likely find him outdoors with his son doing something extreme, or just hanging out—as long as they're together.

Raylyn Nelson

Raylyn has been in the dental and orthodontic industry for 25 years. She has worked in all aspects of the office from clinical assistant to office manager. She enjoys being in the clinic where all the action is. Raylyn is a Dolphin Management trainer and loves being a part of all the advancements in both software and orthodontics.

Lori Garland Parker, BA, MAOM

Lori Garland Parker is passionate about supporting orthodontic teams excel and enjoy their work. With 18 years working in orthodontic practices and over 25 years consulting, Lori works with orthodontic teams to maximize their talents in clinic efficiency, effectiveness, verbal skills, and preventing orthodontic emergencies to create a smooth running and fun practice.

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Vickie B. Rudd

Vickie is a leading consultant who specializes in streamlining management systems, integrating new technologies, and staff development. She has extensive experience working with practices in the United States and abroad, and is known for her management philosophy of "keep it simple and empower your staff."

She is a popular presenter at Dolphin, AAO and Regional meetings, and served as the Staff Program consultant to the General Chairman for the 2013 SAO meeting in Hilton Head.

Michelle Shimmin

Michelle has been successfully impacting practices for the last 26 years and continues to lecture all over the US and Canada on a weekly basis. As the owner of Shimmin Consulting, she brings her expertise and passion for training to you directly. Through her proven techniques, she sets up efficient management processes and systems for every position within your practice, promoting profitability and accountability to your team.
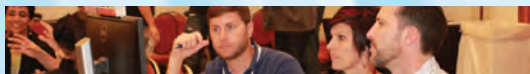
Paul Thomas, DMD, MS, FDS

Dr. Thomas is adjunct professor or orthodontics and oral and maxillofacial surgery at the University of North Carolina at Chapel Hill, and helf the post of senior research fellow at the Eastman Dental Institute for Oral Health Care Sciences in London, England from 2003 - 2007. He is uniquely qualified as both an oral surgeon and an orthodontist.

His clinical and research interests include treatment of complex malocclusions using implants and implantable devices for tooth replacement and anchorage. He has worked extensively in assisting Dolphin in developing the Treatment Planning software and conceptualizing the Dolphin Implanner module.

Marsha West

Marsha has more than 17 years of experience in the orthodontic field. She worked as a financial coordinator and office manager for Dr. Joe E. Gibson, Jr., in Morristown, Tennessee for 10 years. She is also a Registered Dental Assistant. She has worked with the Dolphin Management program from the beginning.

As a Dolphin trainer, she loves working with all the different offices and their staff, guiding them through their transition into Dolphin and helping them utilize all the great features that Dolphin has to offer.

Wes Wilson

Wes graduated from the Georgia Institute of Technology with a BS in Computer Science. Before joining Dolphin, he developed transportation studies software to analyze GPS and accelerometer data. He also worked on a research team developing a system to track monkeys with lasers.

Dr. Joseph Yousefian, DMD, MS, PS

Dr. Yousefian obtained his degree in Dentistry from Washington University, in St. Louis, in 1987, and completed three years of post-graduate training in orthodontics at the Ohio State University in 1991. He also received Master of Science degrees in biology and physical anthropology. He is a diplomate of the American Board of Orthodontics and has been in private practice in Bellevue Washington since 1991.

Paul Zuelke

Paul Zuelke is president and founder of Zuelke & Associates, Inc., a management consulting firm specializing exclusively in teaching credit management and accounts receivable control techniques to health care practices.

Mr. Zuelke's extensive, professional background in lending and corporate finance, combined with over 30 years of experience with over 1,000 client practices located throughout the United States, Canada, and Australia, position him as the leading authority in using effective credit management to build a quality health care practice.

Save the date!
2018, Dolphin Meeting
LAS VEGAS
March 1-3, 2018

Omni Nashville Hotel

Level 2

Stairs

Bathrooms

A	B	C

Broadway Prefunction

E

Broadway Ballroom

F

G	J

Broadway Prefunction

Stairs

Bathrooms

Elevators

Stairs

Level 3

Music Row 2

Music Row 1

Cumberland 3

Stairs