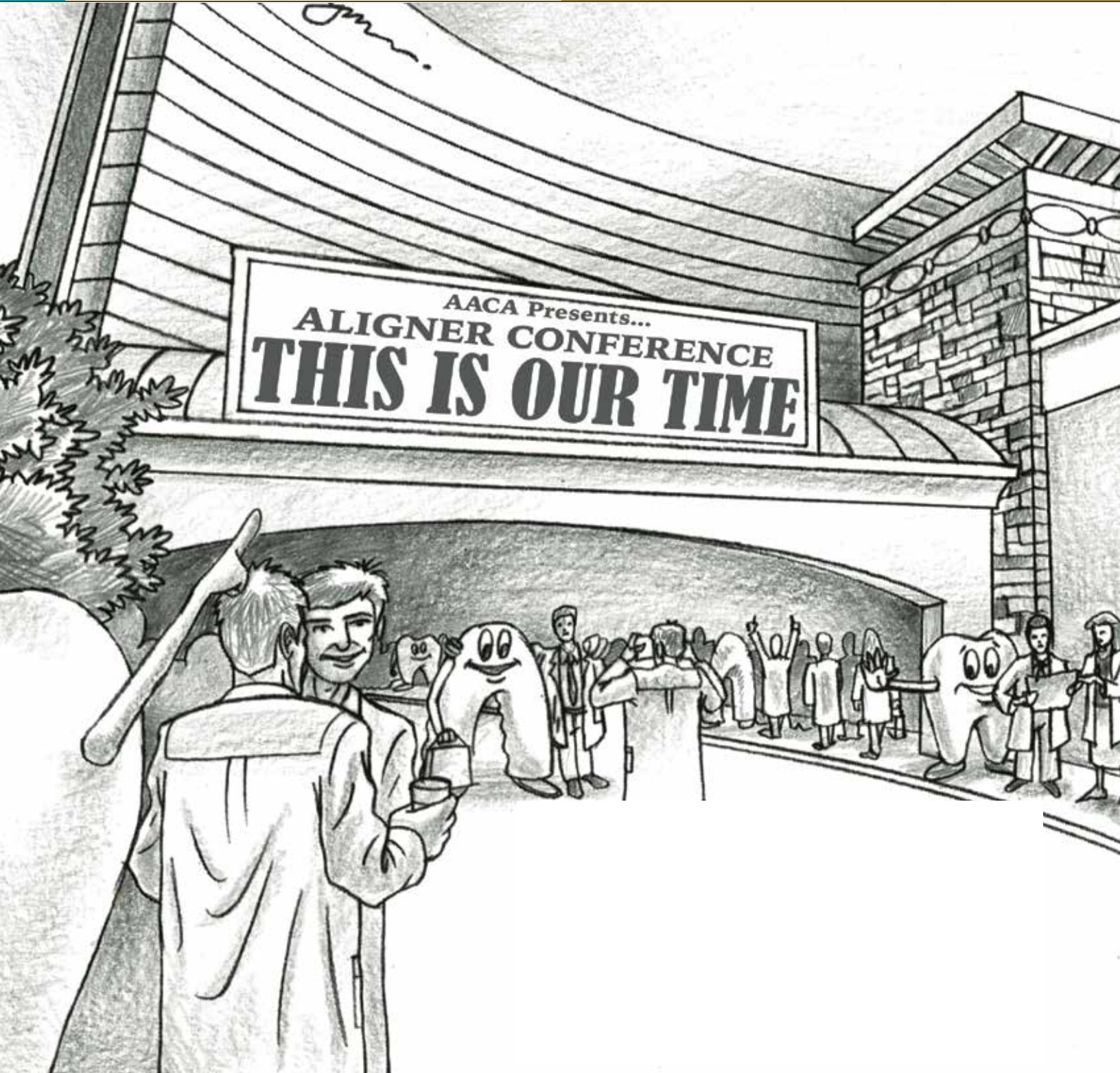


the **Journal**
American Academy of Clear Aligners

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the Journal

American Academy of Clear Aligners



Editorial

Have You Already Registered?

At last year's inaugural convention, over 1100 American Academy of Clear Aligners (AACA) members attended.

Unfortunately, the AACA was not able to accommodate several dozen members who tried to register at the last minute, because, in Las Vegas, rooms must be reserved several weeks in advance.

Please visit the registration website—www.Galleritesconvention.com—and sign up early for the convention, to be held June 20-22, 2019, at the Wynn Hotel, Las Vegas.

This year's program will feature over 80 lectures, a ClinCheck training camp arena, an iTero speed and technique training arena, class breakout sessions, 50 vendors' exhibits (including 5 Clear Aligner companies), and an epic Friday night rooftop party at the Stratosphere Hotel with guest celebrity Mario Lopez.

We look forward to a memorable and rewarding experience together!

Dr. Jeffrey Galler
Editor



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the Journal

American Academy of Clear Aligners

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Feature Article

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Case Reports

Buttons, Elastics, and Accelerators: Using Auxiliary Tools to Achieve Faster and Predictable Results in Challenging Cases

by Jeremy Kurtz, DDS



Dr. Jeremy Kurtz is a graduate of the University of Toronto School of Dentistry. He is a general dentist who maintains a unique private practice in Toronto that focuses exclusively on Invisalign and dental implant therapy. Dr. Kurtz is a guest lecturer at various Invisalign and implant study

clubs in Toronto. He is a Diamond Plus (previously called Top 1%) Invisalign GP provider and enjoys making his patients smile with Clear Aligner Therapy.

Dennis, a 26-year-old man, presented to my office with the hope of “improving his smile” with Invisalign treatment. He recognized that his case was not the easiest and was not sure if Clear Aligner Therapy (CAT) was right for him. He also was under the impression that treatment with traditional braces might be faster than CAT. Still, Dennis hoped to treat his malocclusion with Invisalign and in the shortest amount of time.

In dental terms, he presented with a Class 1 malocclusion, with tooth #10 in a deep crossbite, moderate mandibular crowding, and moderate to severe maxillary crowding (**Figures 1-4**). The space available for tooth #10 was only 2 mm, while the tooth itself was 6.5 mm wide. However, upon closer examination, I noticed that tooth #13 was rotated in such a way that it took up more room in the mesial-distal dimension than it should have. The ClinCheck tools showed that tooth #13 was only 7.5 mm wide but was taking up over 10 mm of space. Therefore, I felt that with de-rotation of tooth #13, expansion, and Interproximal Reduction, we could achieve enough room to accommodate tooth #10 without any extractions.

My initial assessment was that this case would take approximately 24 months to complete, but with the patient wanting an expedited result, I sought a faster method. I chose to use AcceleDent, which would allow for a quicker switch rate of the trays, but I was concerned that the challenging movements of teeth #10 and #13 would hamper the speed of the treatment. Therefore, I decided that buttons and elastics would be an appropriate addition to this case.

Using metal auxiliary buttons on the buccal surface of teeth #13 and #14 and a power chain elastic (**Figure 5**), we could rotate tooth #13 more predictably. (The elastic pulls the buccal surface of tooth #13 to be more distal, while the tray guides the movement of the rotation.) This button-elastic combination is fixed on the tooth, with the elastic changed by the dentist every 6 weeks. The buttons do not interfere with the continued wearing of the aligner trays, as we specified buccal cutouts for the trays in the ClinCheck.

The initial ClinCheck treatment plan was for 28 sets of trays. Dennis used the AcceleDent device daily and switched the trays every 7 days. We placed the buttons and elastics, described above, when he started wearing trays #5, and they remained in place 24/7 through trays #28.

Treatment time for the initial phase was essentially 7 months. When it was complete, the results were encouraging: tooth #13 had rotated completely (**Figure 6**), and tooth #10 had moved significantly buccal and was now almost completely out of crossbite (**Figure 7**).

However, although the power chain elastic was very effective in rotating tooth #13, it had a negative side effect (a common one with fixed elastics and CAT): tooth #13 was also intruded. Therefore, for the refinement, we placed buttons on teeth #12 and #13 and also on teeth #19 and #20, allowing elastics to



Figure 1: anterior retracted view.



Figure 2: left retracted view.



Figure 3: maxillary occlusal view.



Figure 4: mandibular occlusal view.



Figure 5: metal auxiliary buttons on the buccal surface of teeth #13 and #14 and a power chain elastic allowed for rotation of tooth #13 more predictably.



Figure 6: after initial 7 months of treatment. Tooth #13 had rotated completely.



Figure 7: after initial 7 months of treatment. Tooth #10 had moved significantly buccal and was now almost completely out of crossbite.



Figure 8: refinement phase, to extrude tooth #13 and solidify the posterior occlusion.

be worn to help extrude tooth #13 and solidify the posterior occlusion (**Figure 8**). [Note that the maxillary buttons were on teeth #12 and #13 this time, whereas in the initial phase they had been on teeth #13 and #14.] The elastics for the refinement phase, in contrast to the initial power chain elastic, were removed and placed by the patient upon removing and seating trays. This, of course, allowed the patient to chew and talk freely.

This refinement series consisted of 20 sets of trays, again worn for 7 days each while using elastics and AcceleDent. With the last set of trays, I changed the protocol: Dennis wore the elastics without the trays during the day and wore the trays with the elastics at night only, for 14 days. We did this to help solidify the posterior occlusion without having the trays interfering (**Figure 9**).

At this stage, Dennis was happy with the results we had obtained in less than 12 months (**Figures 10-11**). But to get the best results possible, and to solidify the bite in the left canine region, I requested one more final refinement. This refinement used another 6 sets of trays (**Figure 12**).

Total treatment time was 13 months, and total trays used amounted to 54 sets. Both the patient and I were very pleased with the results and with the time frame in which the case was completed. I am sure that the auxiliary elastics, buttons, and AcceleDent were crucial to the success of this case. ■



Figure 9: after 20 sets of refinement aligners.



Figure 10: before final refinement phase: maxillary view.



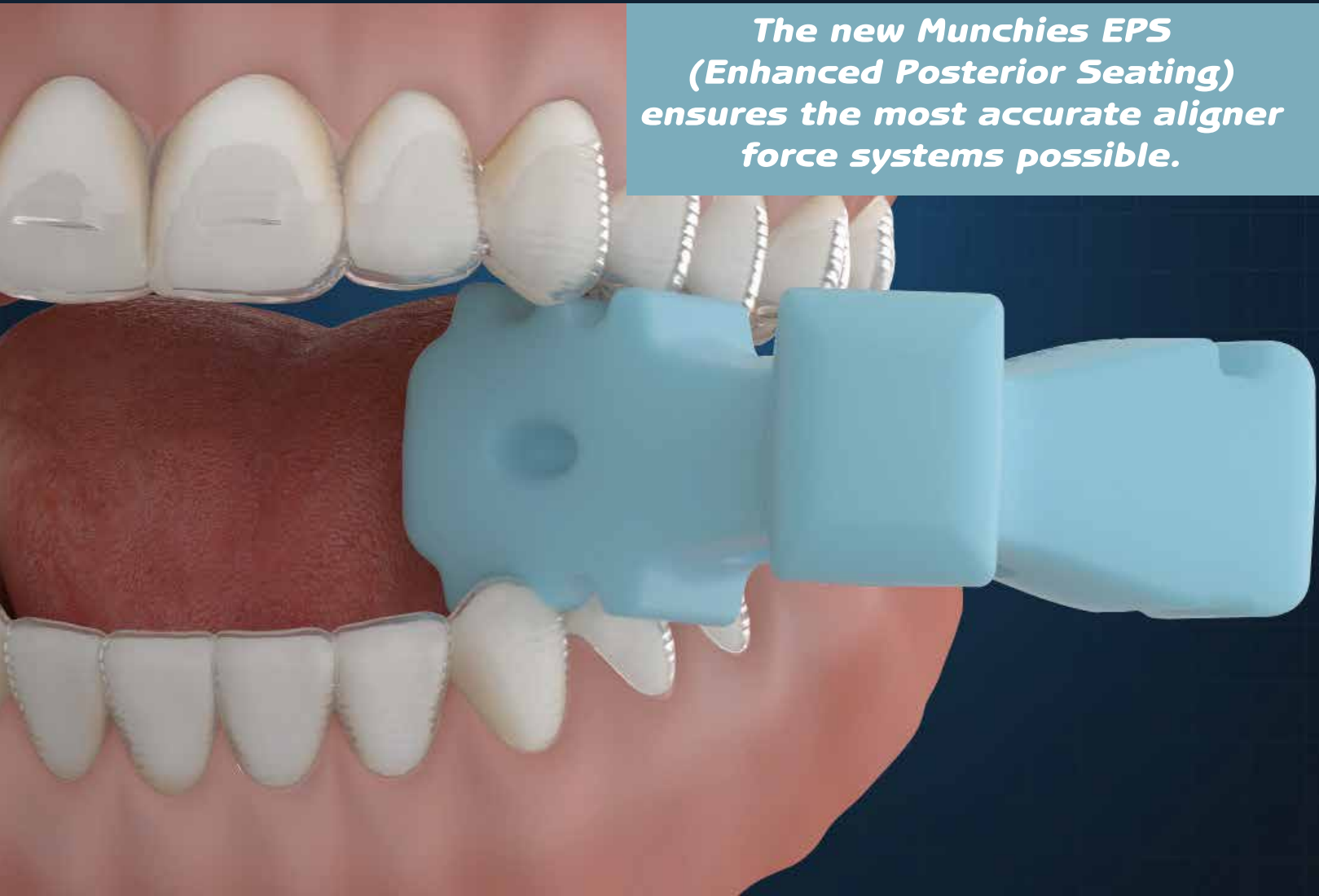
Figure 11: before final refinement phase: anterior retracted view.



Figure 12: after final refinement phase.

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Clinical Techniques

Diamond Tips—Your ClinCheck GPS: Navigating the Treatment Plan

by Randy Kunik, DDS

Editor's note: Dr. Randy Kunik, a top 1% Diamond Plus Invisalign provider, shares his ideas, insights, and experiences with AACA readers in this second of a four-part series of articles.



Dr. Randy Kunik started practicing orthodontics in 1991 and has four offices in Austin, Texas. Kunik Orthodontics is the largest private Invisalign practice in Texas and a top-ranked provider worldwide.

Dr. Kunik has over 20 years of aligner experience, has treated over 4000 cases, and has evolved strategies and systems to minimize the need for attachments and Munchies.

In 2014, he started Kunik Labs, an aligner consulting lab service for general dentists, and started teaching with faculty at the UNLV School of Dental Medicine Orthodontic Clinic.

For more information, see www.drkunik.com/doctor or call 512-327-7575.

Stay on course with thorough treatment planning

Just as the global positioning system (GPS) in your phone allows you to plan a trip by preselecting landmarks and waypoints on the way to your destination, Align's ClinCheck software allows you to plan a course of treatment that incorporates patient and doctor desires for correcting improper positioning of teeth. And just as with Google Maps, ClinCheck's artificial intelligence (AI)-generated automatic routes are not always the preferred way to get to the patient's desired destination.

Relying on artificial intelligence

We've all been in a hurry to get somewhere without being quite sure where exactly we were going. We've jumped in the

car, fired up our favorite mapping program, and headed out. Then, 10 minutes into the trip, we realized we were being sent southward when our destination was actually to the north.

This article is all about treatment planning. Believe it or not, 90% of orthodontic predictability is derived from good planning. The more detailed the patient attributes you incorporate into the plan, the greater the likelihood of a predictable finish.

Dentist-directed tooth movement strategies

Analyzing ClinChecks returned by Align

How you implement your desired route of tooth movement into the final virtual ClinCheck rendition depends on a great variety of factors: tooth size/shape, bone/root situation, periodontal limitations, and of course the bite situation. It is best to assume that the first ClinCheck you receive from Align is nothing like the final ClinCheck you will eventually approve.

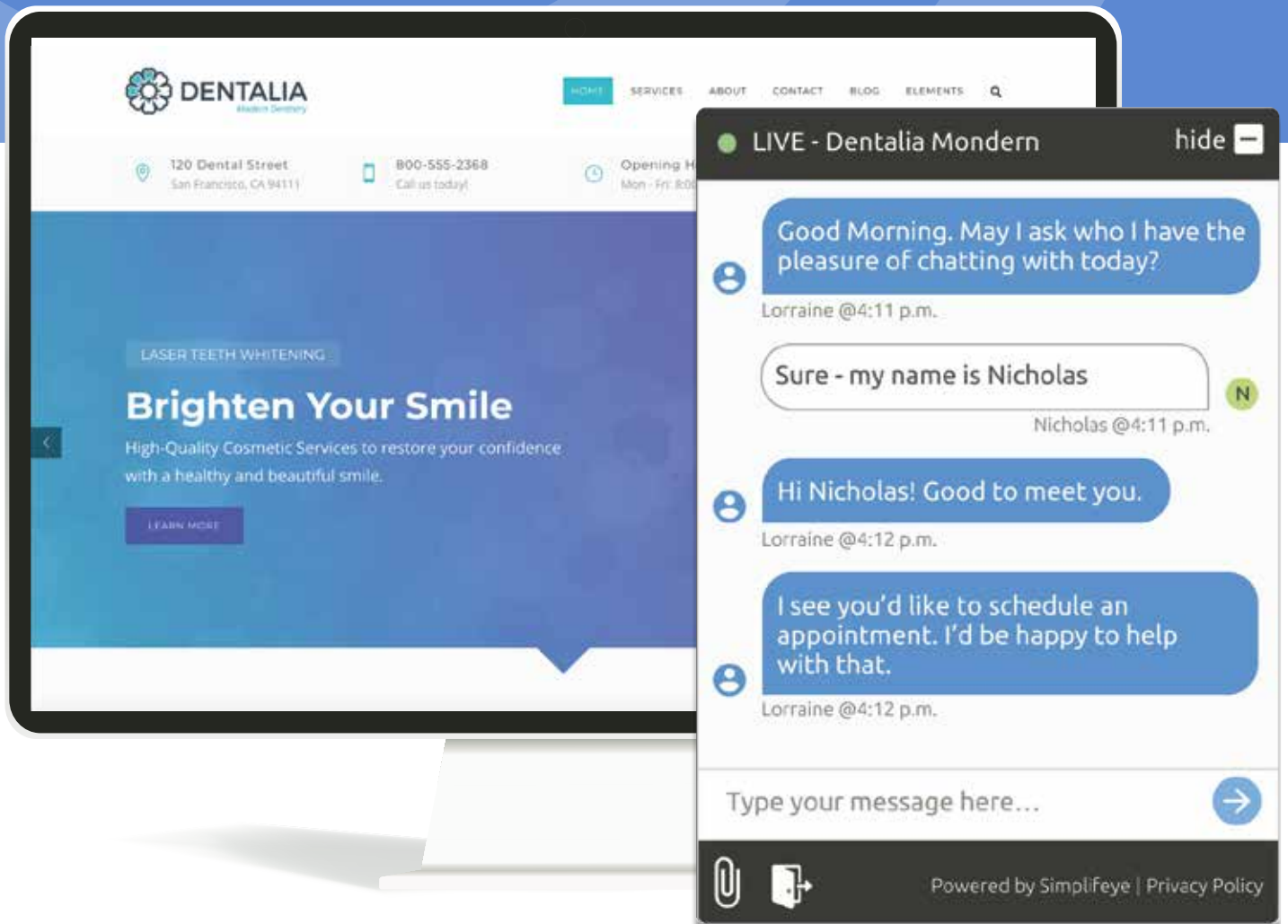
Predictability tips

1. You should include overcorrections, especially overwidening, when a patient has dark buccal corridors.
2. Cuspids and centrals that are to be rotated will benefit from a few degrees of overcorrection to achieve a desired result.
3. Isolate more predictable crown movements vs. less predictable bodily movement.
4. To determine the final smile design, an **enlarged photo of the patient's natural smile** is the most important reference.

Optimizing communication between dentist and Align technician

Align Technology's AI, technicians, and optimized attachments are often not ideal when it comes to plastic meeting the tooth. The most important step in communicating with the techs in Costa Rica is to first look at the ClinCheck and the overall

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Saves front desk an average of 24 - 48 hours of phone calls



3-6 new additional patients per month on average



7-second average chat response time

result/goal. It's not about IPR, attachments, or staging at first. It's looking at the chief complaint and the smile photo with the ClinCheck.

A couple of rules for minimizing molar movements, avoiding vertical movements, and using IPR to avoid round-tripping will save you many hours of clinical frustrations and midcourse modifications:

1. Movement strategies on shallow to open bites are the opposite of those needed in treating deep bites with crowding. Thus the attachments needed, and their positioning, are totally different.
2. Where restorative or cosmetic dentistry will be involved, the clinician should factor these into the treatment, and should rescan the patient's dentition after the final restorations for final touch-ups and retention.

Following the submission of the required patient information, Align returns the ClinCheck final proposed virtual rendition to the doctor. At this time, the doctor may make changes via textual instructions to the Align technician and/or via the 3-D ClinCheck controls. Some tips for effective messaging within ClinCheck:

1. Use bullets to identify each directive.
2. Break up the communication into sections for upper, lower, and bite.
3. Use AI-triggered attachments to identify movements to simplify. ClinChecks that work don't trigger multiplane/optimized attachments. And shooting for an ideal "articulated," perfect occlusion requiring extrusions and excessive tips and torques will sabotage predictability.

Optimizing for a 20-tray (or less) solution

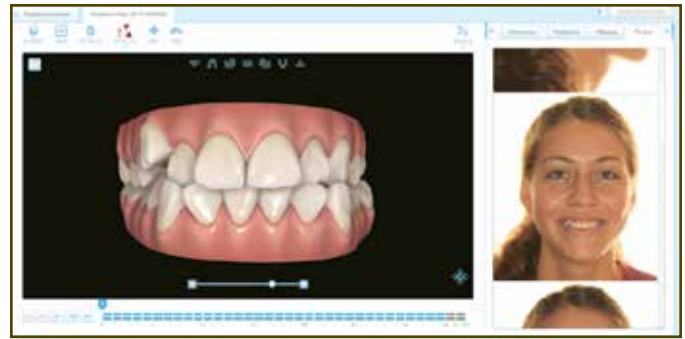
Developing techniques and procedures that ensure predictability, without the need for midcourse modification, can be the "sweet spot" for patient satisfaction and practice profit. Identifying complex management cases with difficult orthodontic issues, which tend to be a source of contention with a patient, or worse, a medical-legal situation for the doctor, is critical for reputation management.

Considerations prior to initial ClinCheck submission

A perfect set of records, with well-managed communication between patient/doctor/staff and Align technicians is like the most modern GPS program, with up-to-the-minute traffic reports guiding you around traffic/construction. Conversely, doing a ClinCheck using poor records, without panoramic and cephalometric views, is like navigating with a paper map and compass. Complete and thorough diagnosis and treatment planning provide the only way to arrive at the proper destination on time.

The cephalometric and panoramic x-ray

As you know, the panoramic x-ray allows for screening pathology and evaluating the patient's general bone and root health. The ceph is the orthodontic blueprint for case treatment planning and the standard of care even in easy orthodontic cases. Radiographs allow for optimal diagnosis: skeletal



Proper records are indispensable prior to initial ClinCheck submissions.



Optimal diagnosis and treatment planning require both cephalometric and panoramic x-rays.

relationship assessment, soft-tissue analysis, and establishment of anterior-posterior goals for the incisors. Without radiographs, both extractions and orthognathic options may be missed.

Invisalign long-duration correction

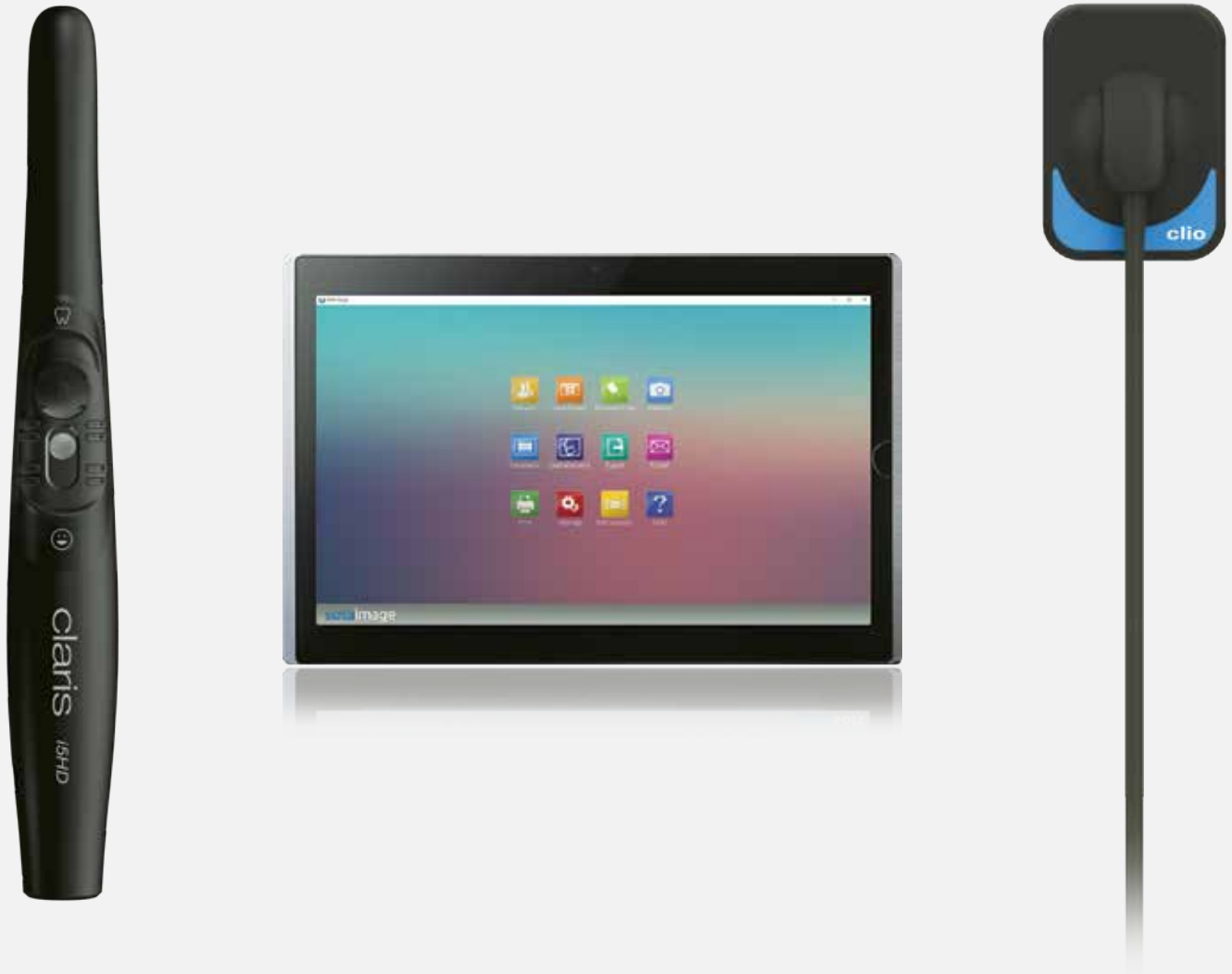
There are many circumstances in which your patient may benefit from the specialized care of an orthodontist. The most important decision you make regarding the treatment of your patient is whether or not your diagnosis is correct. If you are confident that a thorough record of the patient's condition has been captured and supports your treatment plan, then your choice is easy. If, however, you have any uncertainties or doubt, you may want to engage an Invisalign specialist rather than risk the patient's health.

The importance of complete records

Once again let me stress the importance of maintaining complete radiological records for each patient:

1. Complete records are needed to obtain a diagnosis, especially if there are skeletal issues not seen via photos or ClinCheck.
2. Treatment planning, including visualizing the prospective final result on ClinCheck, requires more than photos and a chief complaint.
3. Risk management: complete records are required as to the standard of care in the event of a legal or board case.

In the next article, I'll discuss diagnostic and treatment planning for complex cases, and offer some simplified clinical tips to increase doctor chair-time efficiency and reduce the need for midcourse corrections. ■



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Feature Article

What Happened and What We Can Do About It

by Robin Bethell, DDS



Dr. Robin Bethell, a group practice owner in Texas, has provided Invisalign® treatment to patients since 2006. In 2018 he started nearly 400 Invisalign cases. Dr. Bethell is an Invisalign faculty member. He has delivered a wide range of orthodontic options to his patients, from general wire-and-bracket

orthodontics to ClearCorrect, Propel, and others. A culture-focused dentist, he considers his proudest achievements to be his 3 growing practices, which have generated more 5-star Yelp reviews than any practice in the USA.

In response to the verdict on Align vs. SDC, I feel compelled to share my thoughts as a “KOL” (Key Opinion Leader), Align faculty member, Diamond Plus provider, and Invisalign Store partner. I hope that my insights and observations are beneficial, clear up misunderstandings, and ignite optimism for the future of the dental profession.

What happened:

On March 5, news broke that an arbitrator had ruled against Invisalign vs. Smile Direct Club because Align violated noncompete provisions relating to its 19% ownership in SDC since 2016 by opening Invisalign stores. The result: All 12 Invisalign Store locations in the US must shut their doors by April 4, 2019, and cannot reopen until August 2023. Additionally, Align must sell back shares in SDC at a market valuation from October 2017 (a much lower price than fair market).

In a completely separate verdict from March 4, judges rejected Align's claims against 3Shape, saying that 3Shape is not in violation of Align's patents. 3Shape has an additional antitrust lawsuit against Align for blocking 3Shape's ability to submit scans to Invisalign. That case is yet to be decided.

These verdicts are eye-opening: they are telling of the times and will affect the way I, and we, do business. I hope to show the tremendous opportunities we have (Align, dentists, and orthodontists alike) if we do the right things moving forward. To understand why my opinion matters, it is important to know this: I have been an Invisalign provider since 2006, and since its inception, I have been a partner doctor with the Invisalign Store in Austin, Texas. I have adopted strategies for our 5 offices to accept store leads and find opportunity while incurring a 200% (or more) increase in overhead to convert those leads to active patients. I have been objective and honest in my assessment of the store to my team and to the dentists I interact with, and I believe that there is/was opportunity amid the confusion. It is unfortunate that I won't be able to evaluate the store's impact through maturity.

That said, the forced store closures could be a major turning point for the better. The same can be said of 3Shape's pending case **if** the judge decides in favor of 3Shape. Please continue reading...

What the rulings mean to dentists:

For most dentists, they won't mean much. Yet, on Facebook and online forums, in study club meetings, and at dental conferences, the grumblings are loud. I have empathy for the different perspectives. When the stores were set to open, most dentists signaled anger or resentment. Some dentists were indifferent. Some saw opportunity. All 3 camps have their own truths, and it is difficult to predict what will happen in the future. If you didn't partner with a store in your town, you'll feel no real negative change. If you did partner with the stores, like me, you may feel a sense of relief. I am glad I partnered with the store, and I would do it again, but I am happy to know that I can now focus once again on what I do best: treating patients. Here are the truths that we need to be focusing on:

1. Direct-to-consumer (DTC) orthodontics is happening, and it will continue to grow and give consumers more options. My take: They deserve options; it's our opportunity to tell them which option is best for them.

2. Align won't open retail stores until 2023. The company can still partner with doctors in the meantime, but can't do it on its own until August 2023. My take: Align never wanted to sell DTC in the first place. This is why the arbitrator's ruling is so shocking to Align.
3. DTC companies, especially SDC, are emboldened by this legal precedent and will become louder, better, and (presumably) cockier. I don't personally know their leadership, but I won't be surprised if they start messaging consumers that their aligners and results are better than those with doctor-led Invisalign. They aren't afraid of lawsuits, and the courts are starting to support them.

With the fog lifting on these truths, the air feels thick with portent. These verdicts could be pivotal moments in the digital era of orthodontics and of dentistry as a whole. As a dentist, I want to come out on the right side of history.

These verdicts could be pivotal moments in the digital era of orthodontics and of dentistry as a whole... the recent court losses are a tremendous opportunity.

There are multiple paths forward for Align and for practitioners. These are open letters to each, suggesting my recommended routes:

To Align:

I am very grateful to Align and Invisalign. The fulfillment I feel in my career is so high and so positive because of the technology and people that Align has brought to me. I enjoy treating patients with Invisalign more than any procedure in dentistry, and I can impact patient health outcomes more profoundly than ever before. Align has revolutionized digital dentistry, and I believe it was the first and best to do it. The company did it by challenging the status quo, with dentists and orthodontists slinging mud along the way. Align, you owe me and my industry **nothing**. That said, if you want to turn this loss into an opportunity, this is what I believe you should do:

Double down on your strengths. To me, these are your strongest attributes:

- ClinCheck's user interface (UI), algorithms (the way the software sets up and moves teeth gradually), and artificial intelligence (AI—computers interacting with doctors)
- Research and education
- Aligner manufacturing
- Powerful brand presence in an increasingly crowded marketplace

2018 left many dentists feeling alienated, for reasons I believe to be legitimate. The partnership with SDC, the stores opening, the price increases, the lack of product improvement, and the changes in leadership have led many dentists/orthodontists to believe that your focus is shifting away from the strengths I listed above.

I believe that the recent court losses are a tremendous opportunity. I've met, followed, and placed trust in Align's CEO, Joe Hogan. In 2016, at the GP Summit, he said, "Fail, fail quickly, and learn from those failures." That advice is true now, as it was then. Efforts to usurp the dentist/orthodontist's role make sense to the stockholders, but in reality are a major mistake. Even with Align's 6 million cases, and all the data that come with them, aligner success cannot come from an algorithm or be left in the hands of a consumer or salesman. High-reliability clinical success comes from face-to-face treatment delivered by skilled, trained dental professionals. People are unpredictable, and there are many ways to move teeth, but only one correct diagnosis. Give the tools to the diagnosticians. Invest your time in making the provider experience better, so that the providers can make the patient experience and outcomes better. As the highest-level Invisalign provider (Diamond Plus), I want to suggest ways to improve the provider experience.

Dr. Robin's top 10 ways you could improve the Invisalign provider experience:

1. **Open it up.** Allow dentists to come to Align from whatever platform they want. Like printing your own aligners? ClinCheck will license .stl files for \$599. Like using a Mac? Here's ClinCheck Pro for Mac. Using a non-iTero scanner? We accept those. Make progress here, and every dentist will forget about the new aligner company opening up and looking to take your business.
2. **Create a UI for customizing provider algorithms in ClinCheck Pro.** For dentists that want control, allow them to have controls that don't require Costa Rican interpretations. Give us the power of staging our cases. Give us the power to place smart attachments on our ClinChecks. Give us the power to automate our ClinChecks so they come back in hours, not days or weeks. Can you imagine the data you'd get from that? The #1 complaint I see from SDC forums (and yes, I am that guy who reads and responds) is the slow response to refinements and aligner turnaround. With provider-derived ClinCheck algorithms, we could have aligners in 1 week.
3. **Incorporate dental design into the ClinCheck UI.** Think digital mock-ups that have veneers at the end. This improvement will greatly enhance treatment presentations for the restorative-driven dentist.
4. **Provide an easy way for dentists/orthodontists to use the facial mock-up.** The store made it look so easy! Showing patients what their teeth could look like is a powerful tool. Allow us to control it, to avoid those "uncanny valley" looks.

5. **Increase access to clinical education and invest in your educators.** Dr. Barry Glaser, Dr. David Galler, Dr. David Ostreicher, Dr. Ben Miraglia, and Dr. Mark Hodge are all incredible assets to Align. They have changed the way I see dentistry, and I am standing on the shoulders of these giants. Get them in front of the dentists/orthodontists of the world, on whichever platform dentists want to use. LinkedIn. Facebook. Zoom. YouTube. What do you have to lose? Trying to pick one? Pick them all. Each platform has different ways to reach people. Bring it to the small markets. [The selfish plug: I want to usher clinical education into the small markets. Think applicable, affordable (free) education in Modesto, California.]
6. **Continue to empower the Align reps.** I may be in the minority here, but I love my Align reps in Texas. The reps, in my eyes, are the best in the industry. With DTC and automation, some (including me) are worried we could lose them. These professionals help us train our staff, motivate our teams, and make the brand look all the more professional.
7. **Improve turnaround time.** Delays come in waves, but when they hit, it kills predictability when delivering aligners. If providers are to improve the orthodontic experience, we need the fastest turnaround in the game. (The fastest would be in-office printing, for those that want it.)
8. **Continue to improve the iTero technology.** This machine has revolutionized dentistry and is affordable. Beat 3Shape at its own game before it ever gets to court. Get an iTero in every dentist's hands in America, and you win. How do you do that? I've got ideas.
9. **Advocate for professional-led orthodontics.** Release results to the public: Aligner success is greater in the hands of a trained professional you actually meet and see. Sure, you can get improvement from DTC—20% of the time. Talk about our strengths. Make ads like AT&T Wireless's "OK Surgeon." Market where there is attention, as your competitors are doing. Be aggressive. We dentists are weak and spread out. We'd love an advocate that isn't the ADA or the AAO.
10. **Keep innovating to improve the product.** In 2019, we miss the days of new patent filings, new attachment releases, and the excitement we felt when SmartTrack replaced EX-30.

If the next email from Align announces one or two of these top 10, the ethos will change in your favor. I get that there might be timelines to stick to, and you are already planning these things to be released for maximum profitability. I say, in 2019, play your best cards when you have them. Don't hold back. Thank you for listening, and thank you for helping make this the best time in the history of the world to be a dentist.

To dentists and orthodontists:

My message is simple:

- Stop the negativity; Align owes you nothing.
- The new patients (consumers) don't know the difference

Direct-to-consumer companies, especially SDC, are emboldened by this legal precedent and will become louder, better, and (presumably) cockier.

between us and everybody else, and we are allowing do-it-yourself dental companies to explain it to them.

In 2019, the Clear Aligner marketplace is exploding (up over 400% since 2014), and consumers have many choices. More often, they are choosing the least effective option. Why? Because they believe it is more convenient and will save them money, when in many cases, it is less convenient (read the forum complaints) and costs them more in the long run.

This reminds me of the taxicab industry: for decades taxis monopolized the transportation-for-hire industry, until Uber came along and improved the way money is exchanged. Now, we will literally watch less expensive taxis drive right by us as we wait to get in a stranger's car that is 10 minutes away! Taxis **allowed** Uber to win, by being awkward and inefficient. We are **allowing** SDC to win. We need to stop being awkward and inefficient, and learn the skills, or refer clients to someone who has them.

The biggest mistakes we can make are prescribing Invisalign when we don't have the skills (this is arguably worse for patients than SDC), and appearing as a group to be stalling progress. The message needs to change, from "Stop the new industry-killing SDC" to "Help consumers make the right decision for them." Why? Because we actually are better! Orthodontic diagnosis and treatment planning takes time to understand and is a skill we can learn. It is not a commodity. If we really did have an inferior product, I'd say fight SDC, but we don't. We have the upper hand; we just need to change the conversation. I heard a podcast recently that said, "There are many ways to correct a problem, but only one correct diagnosis." We have the skills to diagnose. Let's convince the ADA, the AAO, Align, and whoever has a voice in this industry to tell that story.

If we don't want to go the way of the taxi, we need a clear strategy, and a group to uphold it. As a dentist, an Align faculty member, and a lover of clear aligners, let me present these 5 techniques to win the future:

- 1) **Be open advocates for your patients.** Are you really worried about the patient's mouth getting messed up by SDC? Prove it. And I don't mean in the virtue-signaling, disingenuous ways I see on social media: "We care and will give free second opinions to blah blah blah." I mean, **really** care for people, and show it with your actions. Offer your patients going through the SDC process your help; withhold

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judgment and retribution. Set your feelings about SDC aside and care for humans. If they say, "Can you make sure my teeth are healthy enough for SDC?" you say, "Absolutely!"—and then prove to them that you actually care about their health, and not your wallet.

- 2) **Invest in your skills.** Dr. Art Dugoni, my dental school dean and occasional dinner guest, taught me to "invest in your assets." As a dentist and teacher, that means I need to grow my skills. Invest in CE and put it into practice. The best sources of Align education I've found are Dr. David Galler's Reingage; the AACA; Aligner Nation on Facebook; Dr. Barry Glaser's Invisalign book; and my local study group with Dr. Randy Kunik.
- 3) **End this orthodontist vs. dentist war.** Most orthodontists are better at moving teeth. Most. They also understand the spectrum of products available better than my dentist peers and I do. **But:** I've completed more Clear Aligner cases than most orthodontists do on an annual basis. In my 12 years, it's over 1,000. Additionally, dentists know facial esthetics, cosmetics, patient wishes, and patient anxiety. Are we less capable or credible? In an Invisalign discussion, is my experience invalidated by my credentials? If you are an orthodontist and you say yes, that's your loss. The conversations I have with open orthodontists, in open forums (if they aren't scared to talk to me openly), are

mutually beneficial and helpful to patients we treat. The only winners in this war are the DTC companies. Tell the AAO to change its tone. Inform the admins of the Ortho Cosmos and OrthoPreneurs groups that they are hurting their brand as a whole by protecting their fragile egos.

- 4) **Tell your Align rep you want to effect positive change.** They listen. They listen even more when you do more cases. They should be your advocate for success. You don't trust them? What's the worst they could do? Sell your secrets to your competitors? There are no secrets. It's hard work, and education, and developing culture.
- 5) **Stop being awkward and inefficient when talking about orthodontic options.** Be transparent with pricing. Be competitive. If you are good at aligning, you know an easy case from a hard one. Discount easy ones. Offer CareCredit. Offer teledentistry support. Be comfortable and confident when talking about malocclusion: you are the expert.

I ask that in this letter we find hope, and that we use this information to better our profession and our patients' health outcomes and experience. ■



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Clinical Innovations

Munchies EPS (Enhanced Posterior Seating)

by David Penn, BDS, MBA



Dr. David Penn is the Head of School of the Postgraduate School of Dentistry.

He graduated from Sydney University Dental School and commenced practice in Sydney's eastern suburbs. In 1983 he established Southern Cross Dental Laboratories, now regarded as one of the leading state-of-the-art dental laboratories.

Dr. Penn lectures and teaches extensively, principally in esthetic orthodontics and facial esthetics. He has taught more than 1000 postgraduate students in the use of sequential aligners and esthetics. Three editions of his book *A Guide to Impressions, Implants and Indirect Procedures* have been used by undergraduates and experienced dentists since 2006.

He also was responsible for the development of dental devices that include the Penn Composite Stent, the Atlas Cabriolet orthodontic retainer, and a series of accelerated orthodontic devices (Munchies) which in 2015 received a prestigious grant from the NSW Department of Innovation.

In 2011, Dr. Penn won the Ernst & Young Entrepreneur of the Year award in the services division.

Dr. Penn established Penn College in 2014 and a specific faculty, the Postgraduate School of Dentistry, in 2015. He has been featured in the NBC Universal TV series *Changing Faces*.

Munchies EPS, the latest iteration of the popular Munchies range, have now been designed to optimize the seating of aligners in the premolar region in particular, where expansion is often programmed. Designed and engineered by the orthodontic faculty at the Postgraduate School of Dentistry in Australia, this device uses the same principle as the original Munchies, but also focuses on the posterior teeth, whereby optimization of seating and fit ensures that preprogrammed forces built into the aligners are delivered accurately.



Munchies EPS engage the central fossa and cuspal inclines of the premolars to optimize the seating of aligners in the posterior region.

Intimacy of fit means accuracy of force delivery

For the most predictable tooth movements to occur, an intimate fit of the aligner is required after each reinsertion, especially at the gingival margin. When the devices are repositioned using finger pressure alone, aligners can slip up to 10% of the length of the clinical crown. If the aligners are not fully seated, forces can be delivered aberrantly, causing unwanted movements which severely disrupt the predictability of treatments. Using the 4 Point Touch System design, the Munchies EPS posterior arm engages the aligner in the central fossa and cuspal incline areas of the premolars and optimizes seating without compromising the shape of the aligner.

Minimize tipping and posterior open bites

Munchies EPS have also been designed to minimize unwanted tipping movements during arch expansion, especially in the premolar region. These tipping movements occur because the expansion forces programmed into the aligners are applied inaccurately. Aligners that fit poorly in the premolar region will deliver forces which are too coronal and produce a greater propensity toward unwanted tipping and onerous posterior open bites.

The Munchies EPS 3-ridged arm has been designed to adapt to the anatomy of all premolars, and extended palatally and

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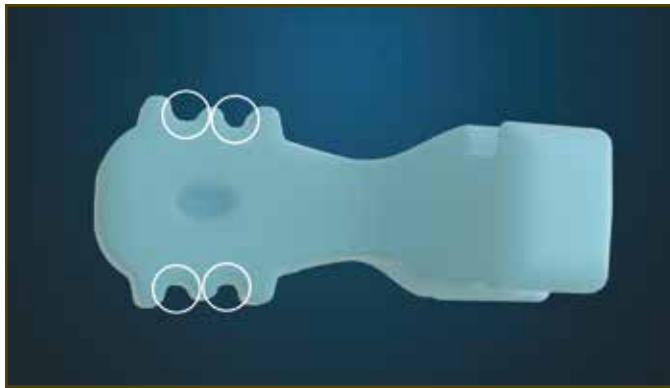


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The Munchies EPS arm has been designed to adapt to the anatomy of all premolars, and extended palatally and lingually to ensure that expansion forces from the aligners are delivered as gingivally as possible to avoid tipping and posterior open bites.

lingually to ensure that expansion forces from the aligners are delivered as gingivally as possible to avoid tipping and posterior open bites.

Medical-grade silicone even stronger

Munchies EPS are engineered using a new patented medical-grade silicone material (Munchie Viscoelastic Technology, or MVT) with improved tear strength and superior mechanical properties. Patients using Munchies EPS all report an instantaneous improvement in the fit of their aligners.

Munchies EPS are offered in pink and blue colors. The pink option has a hardness between those of the standard yellow and orange Munchies, while the blue option has a similar hardness to the standard red Munchie. A pack of 6 (which includes 3 pink and 3 blue Munchies EPS and 2 carrying cases) is ideal for each patient, with a busy practice having the option of buying in bulk packs.

Indications for use

Standard Munchies can be used in simple cases with minimal posterior movements and limited expansion.



Munchies EPS are indicated for cases in which more than 1 mm of expansion in the premolar has been prescribed, as well as those cases with sagittal movement of the posteriors and vertical movement of the anteriors.

Munchies EPS are ideally prescribed for treatment plans in which

- More than 1 mm expansion per quadrant is planned;
- Movements in the sagittal plane are planned; or
- Vertical anterior movements (both intrusion and extrusion) are required to ensure ideal posterior anchorage.

Patient protocols

To optimize seating, after each reinsertion of the aligners, 30 seconds' engagement and chewing with the EPS arm positioned in the premolar region in both posterior quadrants is ideal. Similar chewing in the anterior grooved arms (both maxillary and mandibular) is then indicated.

To optimize the prescribed tooth movements, additional engagement and chewing using each arm for up to 10 minutes per day is ideal, and patients should be encouraged to follow this protocol on a daily basis.

To order and for further information, please visit eocamerica.com. ■



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Industry News

Most clinicians would rather pay attention to their dentistry than to legal disputes over the business end of the industry. But recent courtroom developments are likely to have a direct impact on all Clear Aligner practitioners, and especially those who use or want to use the products of 3Shape, Straumann/ClearCorrect, or Strauss & Co., and those who have been dealing with Invisalign stores or feeling pressure from Smile Direct Club. These four cases bear watching:

From a Legal Standpoint: News of Clear Aligner-related Litigation

ITC judge's initial determination rejects Align Technology claims against 3Shape

3Shape has announced that the company has received a favorable Notice of Initial Determination, issued by Administrative Law Judge Clark S. Cheney of the U.S. International Trade Commission (ITC), from the ITC's investigation of the first patent infringement complaint filed by Align Technology against 3Shape in November 2017.

On March 1, 2019, Judge Cheney found that 3Shape did not commit any unfair acts as asserted by Align, ruling that there was no violation.

"We are pleased that Judge Clark S. Cheney rejects Align's claim for an import ban. This is a victory for innovation and the many dental professionals who every day apply innovative dental solutions to provide better dental care for their patients. We are confident that the ITC will follow Judge Cheney's Initial Determination," said Tais Clausen, co-CEO and co-founder of 3Shape.

3Shape additionally filed two patent infringement complaints in May and June last year and an antitrust lawsuit for abuse of monopoly power against Align in August 2018. 3Shape has further challenged the validity of several of Align's patents at the United States Patent and Trademark Office.

In the antitrust lawsuit against Align, 3Shape asserts that Align is trying to hold on to its monopoly in the U.S. clear aligner market and attempting to monopolize the U.S. market for scanners for orthodontic treatment, by, among other things, blocking the ability of its strongest scanner competitor (3Shape TRIOS) to be used by dental professionals to order Invisalign clear aligners.

—from 3Shape's press release

Align Tech to close stores by April 3, material charge this quarter

Align Technology (NASDAQ:ALGN) has come out on the short end of an arbitration ruling involving a dispute with entities associated with SDC Financial LLC over its Invisalign Stores, first piloted in November 2017 and subsequently expanded to 12 locations, that the company is using to educate consumers on Invisalign and connect them with dentists who offer the teeth alignment system.

Citing the breach of a noncompete provision with SDC Entities, including the misuse of confidential information and violation of fiduciary duties, the arbitrator ruled that the company must close all stores by April 3. It also ordered Align to tender its SDC Financial LLC membership interests to the SDC Entities at a price equal to the capital balance as of October 31, 2017, which Align says is "significantly below" its current value. No financial damages were awarded.

Align's existing supply agreement with SDC remains in place through this year.

The company expects to record a charge this quarter related to the issue, adding that revenues should not be materially impacted.

—from Seeking Alpha

Align Tech settles patent disputes with Straumann

Align Technology (NASDAQ:ALGN) has agreed to settle all patent disputes with Straumann Group in the U.S., UK and Brazil, including those related to Straumann subsidiary ClearCorrect.

Under the terms of the settlement, Straumann will pay Align \$35 million.

The parties have also inked a nonbinding letter of intent for a 5-year global development and distribution deal under which Straumann will distribute 5,000 iTero Element scanners integrated into the Straumann/Dental Wings CARES/DWOS workflow. This device would offer users access to the Straumann CARES digital workflow, Straumann's CoDiagnostix guided implant surgery and ClearCorrect, in addition to the Invisalign workflow.

The companies are mulling offering existing iTero users access to Straumann's prosthetic and surgical planning workflows.

If the companies elect not to enter into the development and distribution agreement within 90 days of the settlement agreement's effective date, then Straumann will pay Align an additional \$16 million.

Other terms remain confidential.

—from Seeking Alpha

Align Tech files suit against Israeli competitor Strauss & Co.

Align Technology (NASDAQ:ALGN) filed a suit in November against competitor Strauss Diamond Instruments, a subsidiary of Israel-based Strauss & Co., claiming that Strauss's MagicSleeve product infringes upon Align's own iTero Element sleeves, and that the company has engaged in "false and misleading advertising" of the product.

The suit was filed in the US District Court for the Northern District of California, San Jose Division, and includes claims of unfair competition and false designation, patent infringement, federal trademark infringement, trademark counterfeiting, federal trademark dilution, and other business code violations, according to court documents.

Strauss Diamond's MagicSleeve is intended to cover the wand portion of Align Tech's iTero Element scanner, a device designed to produce a computer-based 3D model of a patient's teeth as an alternative to traditional teeth impressions.

Align produces its own sleeve for the iTero scanner which incorporates specific design elements the company said are made to allow the device to operate at maximum efficiency, and to prevent cross-contamination.

Align Tech said that the MagicSleeve "is a direct knock-off of Align's own iTero Element scanner sleeve, except that [Strauss's] MagicSleeve is significantly inferior in quality to Align's genuine product," according to court documents.

The suit goes on to claim that Strauss markets the sleeve across multiple platforms, and in its advertisements it "implies to consumers an association with Align and Align's iTero Element scanner system." Strauss also claims the sleeve will result in a "25% faster scanning time," which Align claims is false.

Align lays out a number of ways in which it believes the MagicSleeve differs from its official product, and claims that use of the product could result in less-than-standard outcomes. Align also claims that the product infringes on the patents related to the official sleeve.

The suit seeks to stop Strauss from using any of Align's trademarked products in its advertisements and to suspend and recall products sold "with the use of the Invisalign and/or iTero marks, or any other confusingly similar mark," according to court documents. The company is also seeking reimbursement for profits from the sale or distribution of the system.

Last fall, Align Technology saw shares tumble over 20% after the orthodontic device maker posted downbeat guidance alongside third-quarter earnings that beat The Street.

—from MassDevice

Reingage News

Reingage Study Club News

Compiled by Jack Von Bulow, DDS, Reingage News Co-ordinator



ALIGNER EMPIRE

The Empire is once again coming together this Spring from far and wide for what is expected to be an unforgettable New York City collegial evening of learning and fun. Baller Award goes to Arvind Singh of Calgary Canada, one of the Empire's recent additions, for traveling over 14 hours for a 4 hour event to first meet his new Empire brothers and sisters.

We welcome our newest Empirite; Myles Jacob Morrison, son of David Morrison of Clifton Park NY (he denies any relation to Jim). A special shout out to Farzin Farokhzadeh of Yonkers NY, Amelia Chen of Toronto Canada, Arvind Singh of Calgary Canada (second mention, I told you he is a baller), Aleksandr Dayanayev of Astoria NY, and Shauna Basil of Westwood MA, all for their record breaking month of Invisalign. I am proud to be on their team!

And finally, to all Gallerites; What always amazes me is the gathering of mind and hearts of good people, and the product of all when they come together.

Michael I. Wollock Empire President

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ARCH MADNESS

Dr. Seth Wasson hosted Arch Madness and other Gallerite friends for a Carriere Motion Appliance update course at his Brentwood, Missouri, office on Saturday, March 8. After a long winter here in St. Louis, we enjoyed coming together to learn and embrace the camaraderie of our Reingage family. In attendance were Dr.

Todd Anderson, Dr. Jeanine Sasek, Dr. Keith Anderson (ClinCheck Cartel), Dr. Katie Meister (Houston Drillers), Dr. Dani Csaszar, Dr. Bob Rizzuti, and Dr. Matt Cline. We are all looking forward to meeting up again at GRC in Vegas this June!



BOTEX

The Botex group added new members at the March Reingage course that was hosted in Houston. These new members were welcomed into the group at a social gathering in April. Dr.

Shokooh Aletaha graciously offered to host the event, and it was a great way to reinvigorate our group. These new members bring new enthusiasm, as well as the latest of Dr. Galler's teachings, to our group. We look forward to having all of them at the GRC in Vegas in June.



The Gallerite motto of this year may be “This Is Our Time,” but the Corkscrewers’ incredible start to 2019 has proven that This Is **Our** Year. Setting a new Gallerite team record for most cases in a month (221!), our team has taken strides to solidify our family unit and growth—scheduling and holding regular Zoom video meetings to discuss the latest in Clear Aligner Therapy, reviewing

provincial/state college regulations for orthodontic records and treatment parameters, identifying and eliminating obstacles to case starts, and tackling a range of other relevant concepts in dentistry. Watch out, Division 1 teams: we are coming for that Cup at GRC!

We took “family” to new levels in March, with Dr. Sadaf Fazel joining the team of fellow Gallerites Dr. Andrea Dernisky and Dr. Murielle Arsenault at Suter Brook Dental Group in Port Moody. They are excited to take their Diamond-status practice to new heights, and to pursue their joint interest in educating other practitioners in the lower mainland about using clear aligners to help achieve optimal oral health.



The race for the Cup is on! While we are trailing, everyone loves a good comeback story. So, as we all prepare for our annual Vegas reunion, let’s keep pushing each other hard.

Congratulations to Dr. Ashley Izadi and the Valley Dental Health team on being voted one of the best places to work in Baltimore. Also, congratulations to Dr. Jason Elliott and Dr. Ashley Izadi on

being nominated for Best of Baltimore dental office. I’m looking forward to seeing everyone

in Vegas and learning and growing together. I’m also super-honored and excited to now be part of the Align faculty team. Being part of the faculty team will allow me to bring more to the table and help make us the strongest possible group!



The Capone Correctors have been killing it in our Chase for the Cup. We are steadily building our numbers and looking to take the Cup in Vegas. Make sure to watch out for us!

Of late, we’ve been spending time getting to better know one another and being mutually supportive, especially regarding clinical questions. In February, we caught up during a Zoom call. During the call, I updated everyone on what to expect at GRC in Vegas (most of us will be attending), new Dr. Galler-

inspired career game-changer advances, and Invisalign marketing techniques that are working in our offices. Our next call is scheduled for early April.

Cheers to the last few months before we reunite in Vegas!



Congratulations to Dr. Colleen Scheive of Glen Ellyn, Illinois, on the birth of her second daughter: sweet little Rosavelle Healey Marie, born January 24, 2019.

This June the Chicago Style Deep Bite looks forward to meeting up again in Las Vegas for the exciting second installment of GRC.

And a special shout-out to Donna Lee for helping welcome fellow Gallerite Geoff Skinner to Minneapolis this February. Geoff delivered

a fascinating lecture on sleep apnea and malocclusion. What a great education event; it reminded us that dentists are not only improving lives, but we are saving them too!



Hello, AACA members! It is that time of the year again; plans are being finalized for another amazing GRC meeting at Las Vegas's fabulous Wynn Hotel on June 20-22, 2019. This year, the convention will be even bigger and better, with more courses, more exhibitors, and a grand party at the Stratosphere Hotel Friday night. Attending GRC is a great way to reunite with your team. Our photo shows the famous ClinCheck Cartel team getting together at one of the functions at last year's event. Don't wait until it's too late; get registered soon. Let's Go Cartel!



The beginning of the year has been eventful for The Empire Too. Dr. Ahmed Beheiry was presented with his Platinum Provider plaque! And a spotlight on Dr. Marius Suditu: Marius attended the AACA's CE by the Bay in San Francisco in January **and** welcomed his baby girl, Sophia, into the world in February. The Empire Too is looking forward to celebrating its 2-year anniversary together in April in New York City and then reuniting for a second time in June at the second annual Gallerite Reingage Convention.



For the last 3 months, our class has been working hard toward obtaining the Cup trophy. We are contenders for the Cup, and Dr. Mike Tran continues as our main contributor; major congrats to Mike for playing such an important role. We also want to recognize Dr. Carlos Beltran and the Gallerites in Puerto Rico for organizing an important study club that will be held at the end of March 2019. We continue to attend continuing education programs to increase and share our knowledge within the Ghosts family; GRC in Vegas is our next big event. Go Ghosts; This Is Our Time!



This is an exciting time for Golden Gate Straight. We are in the chase for the Galler Cup and working hard every day to continue to close cases. Many of our members attended CE by the Bay, recharged their Invisalign batteries, and are now more motivated than ever. I had the amazing opportunity to attend the Costa Mesa Reingage course in February 2019. At Costa Mesa, we drafted 9 new members into our awesome group. The new members come from New York, Michigan, Kansas, and California. It was such a pleasure to meet and get to know all our new members; they've hit the ground running and are highly motivated (many will be attending GRC in June). We all look forward to getting together and seeing everyone. Welcome, new members, to Golden Gate Straight!

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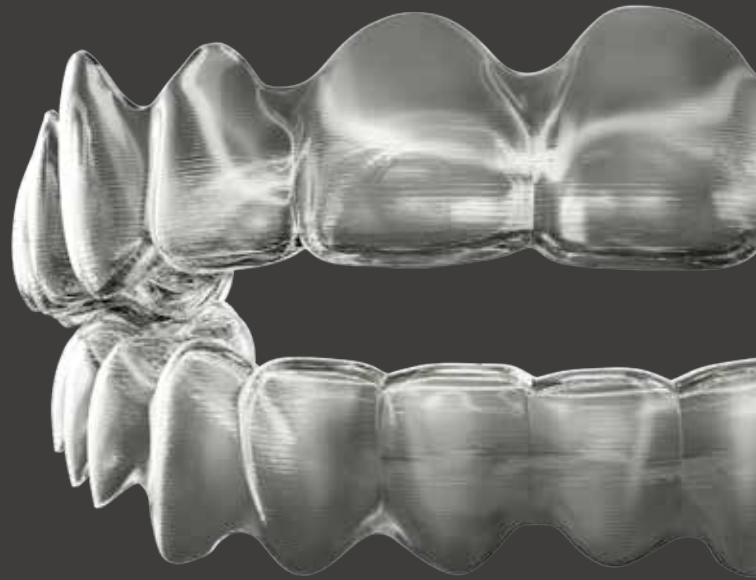
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** Data on file at Align Technology, as of June 11, 2018.
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The second week of January, we had 4 Hells Aligners (Dr. John Bunkers, Dr. Scott Methven, Dr. Michael Huguet, and Dr. Frances Yankie) representing at the Winter AACA Key Opinion Leaders meeting in Nassau, Bahamas. We interviewed several companies to present at GRC in June, and continued with strategizing how to help each other succeed to our greatest potential.

The fourth week of January, we organized CE by the Bay in Marin County. Speakers included Dr. Anna Berik, Dr. Mike Huguet, Dr. Justin Chi, Dr. Oleg Shvartsur, Dr. John Giraldo, and Dr. Terry Codington. Being in our Reingage “home town,” we had several other HAs in attendance: Dr. Dora Gavros, Dr. Glenn Keryluk, Dr. Mike Rebottaro, Dr. Maria Kim, Dr. Don Curia, and newly recruited Dr. Don Shimizu—a nice mini-reunion as we enter our fourth year as the awesome team we are!

During Costa Mesa Reingage, Dr. Bunkers and I recruited 8 amazing new team members. We welcome Dr. Don Shimizu, Dr. Lisa Buda, Dr. Bruno Giglio, Dr. Jonathan Yu, Dr. Brad Jonnes, Dr. Hema Pombra, Dr. Justin Winger, and Dr. Jamie Zubrow. Our new recruits are very excited to join our amazing team and are pumped to take their practices to the next level based on excellent continuing education. All are excited for continuing this momentum at GRC in Las Vegas June 20-22—the top shelf of Clear Aligner Treatment support. This Is Our Time! Go Hells Aligners!



The Hotlanta Stripperz are focused and poised to push our limits in 2019, heading into the AACA’s second annual GRC in Las Vegas in June. We are excited to expand our knowledge with the high-quality CE, reunite with

our Gallerite family, and spend relaxing time together. Being so spread out as a group, we are always looking for ways to reconnect and see one another. And there’s no better opportunity for catching up regularly than GRC.

Did I mention the number of cases we are doing? We are starting 2019 in record fashion and putting the pedal to the metal heading into the Galler Cup competition. Sunny is starting a new health technology store, and we are teaching in schools and spending quality time with our staff. Watch out—the Stripperz are heading to Vegas in fashion!



As 2019 rolls along, the Houston Drillers continue to build upon what is now an established theme of friendship, fellowship, and support throughout our group. I am constantly amazed and inspired by the love and support shown by all of our members toward one another. We are excited for two upcoming events in Gallerite Nation: Houston Reingage Part 2 and GRC.

The Race for the Cup is heating up, and we will be recruiting new members from Houston Reingage at the end of March. We look forward to welcoming these new members into our family, and we are also excited about the jump start from the new blood to help push us up in the points standings.

Just like last year, we are going to have a strong showing of Drillers in attendance at GRC. It’s such a great time to reconnect in person, learn, and have fun. We are also very proud to have several Drillers speaking at GRC. Also great is the constant interaction with established and rising stars in dentistry; we are honored to know them and call them family.

It seems like only yesterday that this was all getting started, and now every dental event or meeting I go to, I’m able to meet or reconnect with fellow Gallerites. It’s like nothing else in dentistry. #family #thisisourtime



Invisalandia has hit the ground running in the first quarter of 2019. All members have been working extremely hard submitting cases, and we have had two record months!

We are also very proud of our fellow Invisalandroidian, Dr. Ryan R. Love. Dr. Love, who practices dentistry in Spokane, Washington, is also the president of the American Academy of Dental Practice (the dental academy for private practice). This organization originated

from the Chicago Midwinter in 1956 and has been serving its members for 63 years. It is an intimate group of dentists, consultants, and coaches who meet annually to share and support one another at both a personal and a professional level. Dr. Love has been a member for 16 years and just completed his presidential year, hosting and organizing the AADP 2019 annual meeting in Tucson, Arizona. We are so impressed by Dr. Love and all he has accomplished!

Invisalandia is also looking forward to welcoming new babies to some of our doctors in the coming months. Together, we continue to learn from one another and share wisdom and insight, and are looking forward to our next event in March.



Los Aligners continue to enjoy the role of reigning Galler Cup champs! The Cup's Lord Stanley-type travels began in SoCal, included a stop in Oregon on the way to Canada, and hopefully will return to the U.S. by way of North Carolina and finally back to Southern California.

Major news is our draft of 8 amazing new Los Aligners straight outta Costa Mesa, California; here they are!

From left to right: Kristine Yoshida, Big Bear Lake, California; Gerald Middleton, Riverside, California; Viraj Gadkar, Sleepy Hollow, New York; Vachik Danoukh, Van Nuys, California; Mimi Theerathada, Westlake Village, California; Von Bulow; Prashanthi Vadhi, Columbus, Ohio; Tran Han, Altadena, California; Andrew Yang, Laguna Hills, California.

Kneeling: you know who.



Our Mass Spikes family has grown both professionally and personally over the last few months. Our very own Justin Chi and Terry Codington led very important discussions at the AACA winter CE event in San Francisco; many Gallerites learned a lot and look forward to gaining even more knowledge at GRC. Here at home, we were overjoyed to welcome our newest member, baby Beau Dolan Holzhauser, to the family. Parents Tim and Liz and big brother Everett are super proud and thrilled!



We have all had a great quarter with our families. Eric Seidel has shared amazing videos of his youngest skiing; quite a fire in that boy! Frank Visintini's son, Jonathon, is well on his way to a career in law enforcement. Drew's daughter stood on her feet for 46 hours straight at Penn State's THON; she played a major role in raising over \$10,600,000. Yes, that many zeros! And Brian Wilk is hard at work making sure we have the best night ever at GRC and the Stratosphere in Vegas.

Yes, we are the reigning Galler Cup winners for the senior class. And the Cup continues to "visit" offices...from New Jersey to Connecticut (currently) and on its way to Philly next.

We are pushing hard for a repeat!



The Mile High Munchies had a fabulous Christmas and New Year and have now turned their attention toward the Race for the Cup. We are steadily pushing forward, case by case, to make our way on stage and accept our long-awaited prize! The Munchies are looking forward to getting together again

in Las Vegas this summer for the second annual Gallerite Reingage Convention.

Dr. Katie Coniglio recently had the chance to meet up with **the** one and only Dr. David Galler, greatest mentor of all times, for a quick dinner while he was passing through Dallas on the way to one of his many speaking engagements. Dr. Dave Dent and Dr. Steve Truong got together and attended the Bioclear/ClinCheck Bootcamp course in Tacoma, Washington in February. Any time we, as Gallerites, are able to get together, it's truly good for our souls; we instantly feel reenergized and ready to tackle the crazy world of dentistry. (And that is why it is so important that you make sure to register for the Gallerite Reingage Convention this June.) I promise you will return to your office with new eyes and energy and ready to transform your practice.

The Mile High Munchies are also anxiously awaiting the arrival of our newest member: Dr. Lindsey Zeboski is expecting a new little girl this summer. Congrats, Lindsey! We can't wait to meet her.



The last quarter was a busy one for the WolfPack, including our hosting an AACA Winter CE event that was a great success. Many doctors from our local WolfPack chapter, and a fair number of out-of-town doctors from Canada and the US, attended the event. For a single-day event, we covered a lot of ground. Speakers addressed Invisalign care by way of cosmetic case finishing and team strategies for proper treatment planning; they also covered

office and patient HR and orthodontic distalization techniques. We also welcomed our 5 new members.

We've really pushed forward in our race for the Cup. Good luck to all, and watch out for the WolfPack!



The Motor City Movers are off to a great year this 2019! Our new members from the Baltimore Reingage class are killing it and have been a blast to have as part of our class; they are ringing bells left and right. Big shout-out and congratulations to one of our members: Liz Lewis-Miller.

Liz and her two associate docs hit Platinum during the final days of 2018. (Her two associates posed in a photo with Dr. Galler at the Costa Mesa Reingage.)

Faline, Shawdi, Aramesh, and Kristin got together at a local Greek restaurant in Northern Virginia to catch up, and we had a great time. Liz sent some of her favorite chocolates all the way to Faline's office in Virginia, and they were delicious! As March is nearing its end, many class members are making milestones and doing great. Faline is working with Scheduling Institute and looking forward to all the SI experience has to offer.

And it's looking like we'll have a major turnout at GRC this June. We are in Division II for the Cup, and it's a close race, to say the least. Cheers, everyone!

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Well, winter in the Pacific Northwest may have been cold and dark, but several NWA members were burning on the online forums and at continuing education events across Washington and British Columbia. One of western Washington's top Invisalign GP docs, NWA member Dr. Sunet Bath of Impressions Dentistry, had an article published in the *AACA Journal*, highlighting his personal journey and his immense talent for igniting his team's passion for Invisalign therapy. (Please see his article in the winter

AACA Journal for some nice and solid takeaway points.)

Recently, NWA president Dr. Arvind Petrie connected with many fellow AACA docs, including NWA member Dr. Sam Withanachchi, in Vancouver, British Columbia, for the Pacific Dental Conference (PDC) this March. The PDC is one of the largest and best-organized dental conventions on the West Coast and a treat you should experience. Even Dr. Galler has been an esteemed lecturer at PDC.

The value of CE should not be underestimated in our profession, especially when it relates to engaging the team. If you have not had your entire team attend a lecture, an event, or an educational course in the last year, you are missing the spark that lights the fire! Stay and play together and reap the rewards of an active, fully functioning, self-actualizing dental team. You may be surprised. Oh, and don't forget: This Is Our Time!



The Richmond Re-aligners have been working on their businesses the last few months. Congrats to new Re-aligners practice owners James Chung and Monleudy Bracken! The group has spent time discussing how all can improve through consultants and management styles that "catch them doing

it right." Robin Pigeon did some major implant surgeries as well, just to balance out the business talk. The Re-aligners also found some time for family...such as Toussaint Crawford celebrating his daughter's fifth birthday.



The Rockin' Cavaligners have been finding lots of adventurous ways to beat the winter blues. In December, Joyce Thomas and her family went to Roatán, Honduras, to experience the world-renowned scuba diving. Taneshwar Chahal and his family vacationed in Florida in January, escaping the negative-20s temperatures in Calgary for a week. Paz Chand is hard at work

opening her second office and attending leadership coaching courses at Georgetown, but she still found time for a trip to Mumbai in February. While continuing to share practice tips and life stories on WhatsApp weekly, the Cavs are looking forward to reuniting for a week of CE and fun at GRC 2019!



It's been a great start of the year for our class, with bells ringing like it's Christmas. We are in hot pursuit of the Galler Cup! One thing that has stood out is the encouragement and support our class provides each other.

I particularly would like to introduce our beloved Gina Marcus, whose positivity and great attitude is contagious. Thank you, Gina, for being a superstar! I am looking forward to seeing and spending time with many of you at GRC in a few months.



The Chase for the Cup is in full swing for all Shift Happens members. We are closing cases left and right and anticipating a win at GRC in our home city, Las Vegas!

We're highlighting two of our members, Dr. Dee Dee Meevasin and Dr. Mark Edington. Dee Dee and Mark served the community by volunteering their time for Las Vegas Team Smile, providing dental care for underserved children. Dr. Meevasin was a key organizer for the event.



On March 1, Str8up added 9 new members from the dentists attending the Costa Mesa Reingage class. We are happy to welcome these talented dentists into our group and the entire Gallerite family; they are: Drs. Moe Bajwa (California),

Jessica Bolander (Indiana), Ron DiRezze (Michigan), Daniel Elbert (California), Seth Gladson (Missouri), Alma Lombard (Illinois), Nadia Rodriguez (New York), David Tapani (Michigan), and Marshall Valadez (Illinois).

Taking advantage of attending the Costa Mesa course, I went down to the LA area a couple of days early. Those extra days were used to drive around the SoCal area and visit some of our Str8up members' dental offices. It was great to catch up for a quick visit. We also had a Gallerite mini-reunion on the evening before the Reingage course, with California Gallerites from some of the other groups attending. Thank you to Drs. Steve Pakiz and Lindsay Costantino for joining me to represent team Str8up.

Congratulations to Dr. Mitch Levitt on recently opening his second office in the downtown LA area. Also, in February, Mitch celebrated a milestone birthday with a well-deserved vacation to the Maldives.

—Dr. Phil Gaudin, Str8up group president



Straight Outta Brackets welcomed ten new Gallerites after the Costa Mesa Reingage course in March; these dynamic doctors are so excited to be a part of our dental family and are already growing their skills. That same week, we also partnered with SuperCarlsBad for a local Invisalign study club dinner, attended by several of our members.

In January, Straight Outta Brackets members started sharing weekly bios. The sharing has really brought us together as a group and helped us get

to know one another on a more personal level. We continue to offer advice, encouragement, and a listening ear on our WhatsApp chat.



This winter has been exciting for SuperCarlsBad. On February 26, Dr. Ritzau hosted a SoCal Gallerite reunion dinner during which 18 Orange County and LA doctors from 5 different classes reunited. During the night, Dr. Ritzau shared tips behind her office's successful Invisalign Days. Dr. Galler also made a guest appearance to round out the night!

At the Costa Mesa Reingage course, we added 8 new members to our class. We are excited to welcome Drs. Baghaei, Desai, Gebeau, Horiyat, Malone, Mansourian, Noorian, and Lao to our Super class. It's been fun seeing the bells ringing from our new recruits as well as our seasoned members. In February alone, our own Drs. Cherry, Reagan, Bell, Ritzau, and Thompson had case highs for 2019. Watch out, Division V; we are on the hunt for a Cup!



This January, the AACA winter KOL Meeting was held in Nassau, Bahamas. The group presidents, the KOLs, the strategic committee, and, of course, Dr. Galler met to discuss the future of the AACA. We met potential sponsors and planned future events, the biggest one of them all being the AACA annual summer

meeting—aka June’s Gallerite Reingage Convention. Sweet Caralign had a strong presence in the meeting with presidents Luis Camacho and Eric Murias attending; newly appointed KOL Clayton Cummings was also on hand to represent the group.

Sweet Caralign has had a great recent few months. Dr. Camacho, Dr. Cummings, and Dr. Rochelle Hackley-Harris, in particular, have been exceptional, starting many Invisalign cases. Sweet Caralign remains very much alive in the race for the Galler Cup.



The Toronto Blue Trays are proud to welcome our five newbie recruits from November’s Toronto Reingage group: Shane, Isabel, Rami, John, and Guilio!

Many of our original founding members (from September 2015) also audited the Reingage course—always a great time to see everyone again with their competitive spirits on point (the marshmallow-and-spaghetti challenge, beer pong, the singing challenge—which we clearly dominated). We have many Blue Trays actively

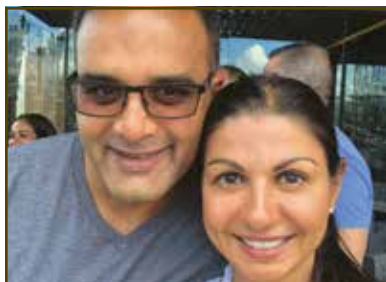
engaged in AACA-affiliated courses, flying all over for Bioclear, DSD, and Healthy Start CE, to name a few. We are also planning a mini-reunion before we live it up at June’s GRC. Let’s go Blue Trays!



2018 was an amazing year for both our Tri State Tippeers and Galler Nation. We finished the year strong and started 2019 stronger. Our group is among the first tier toward the 2019 Galler Cup, and we are crushing it!

We are proud of our member Dr. Nadim Kodsi, from Rockville, Maryland. His office has the highest utilization rate for the iTero platform in the country; Align wants to find out more on how he has implemented it, and asked him to speak and share with other peers. Another Gallerite superstar!

In January of this year, the AACA held its winter board meeting, and we are excited for what we have planned, including all the CE opportunities. Dr. Tomicka Jackson-George attended Bioclear in February, and I as well as other Tippeers plan on making it to Tacoma, Washington, later this year. It’s a full day packed with techniques on how to predictably close black triangles, and also includes the ClinCheck bootcamp with Dr. Corey Anolik. The most anticipated event is the Gallerite Reingage Convention in Vegas. This event will be packed with relevant CE, unbeatable deals from top vendors, and of course fun at the private party on the top of the Stratosphere Hotel. This Is Our Time!



The last 3 months have been an amazing bonding time for VanWow; we’ve spent even more time learning about one another and working to improve our practices.

Dr. Niles Amin and Dr. Sheena Sood traveled to São Paulo, Brazil, for the DSD Residency 2 training on the way to taking their practices to the next level.

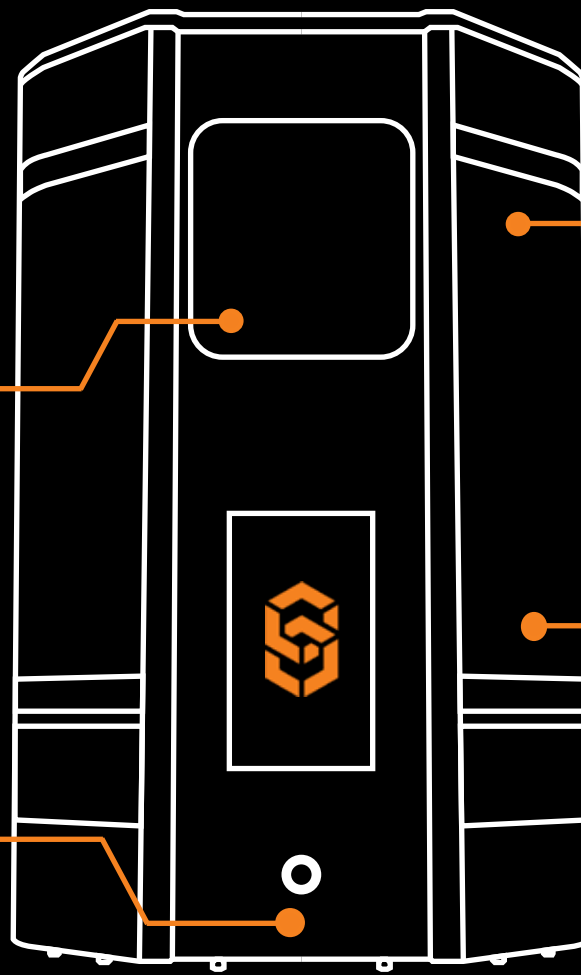
Van Wow is also excited about member Dr. Dan Catona, who practices in Port Moody, British Columbia! And Dr. Lori Noga, an original VanWow member, is now returning to the Clear Aligner world; she is a great speaker and very well versed in practice management strategies.

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In March, Dr. Katie Beach and her staff hosted their annual 5K benefiting the cleft lip and palate foundation in Shreveport, Louisiana. This was the third year for *3 Miles for Free Smiles*, and each year it continues to grow. This year the event raised and donated over \$10,000 to these children in need. Dr. Katie and her husband, Dr. Ben Beach, love giving back to their local community and are also proud of their staff, who all come out each year to volunteer at this great event.

GRC 2019 is getting close, and the Walker Texas Retainers are gearing up in preparation for this epic CE event! So many members have hit Advantage levels they never thought possible, and we are all pushing for that coveted Galler Cup!



Wicked Straight is getting ready to return to Vegas for GRC.

We are excited about the continuing education, but even more so about seeing one another. While we have a handful of Boston-based members, Wicked, like so many of the classes, is very spread out. But despite being spread out, Wicked remains very close, and Las Vegas gives us the chance to hang out and rekindle our friendships.

And there is always so much more to these meetings than the amazing speakers, discounts, and vendors. I look forward to seeing you all!

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