

STRAIGHT TALK

JUNE 2010

The Official Align Faculty Newsletter

We Have a Winner!

Many thanks to all who participated in the naming of our Newsletter. There were several great suggestions however we ended up with "Straight Talk" turned in by Dr. Kathryn Delfs. Thanks Kathryn, we'll get the \$100 AMEX Gift Card out to you shortly.

Faculty Meeting Destination (August 26th –29th)

SPECIAL POINTS OF INTEREST:

The decision has been made! Our Annual Faculty Meeting will be held in the beautiful **Wine Country of Sonoma**. The actual meeting will begin on Friday morning with a full slate on that day and Saturday as well. An optional **Wine Tour** will be available to all Faculty Members on Sunday. If you elect to stay for the Wine Tour, Align will pick up the additional night on Sunday. As we get closer to the date you will receive information on the details. You're welcome to bring a spouse who can attend all dinners and the optional Wine Tour however you will be responsible for their airfare. **One last thing, hold off on any airfare reservations until we give you the thumbs up, but be aware that the earliest you can fly out will be Sunday morning.**



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Looking Forward to a Great Meeting!

The Importance of Good Photos

In an effort to assist you in creating wonderful composites I've provided a few tools that should give you that consistency each time.

Lip Retractor EEZ (Ortho Technology) Item # 84516 No more fingers in the picture!

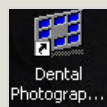


Mirror Handle Holder (Ortho Technology) Item # OT 122 Allows you to have both hands on the camera.



<http://orthotechnology.com/>

Kodak Dental Photographic Template (Downloadable from VIP)



Thanks to Dr. Perry Jones for providing the Product information for these exceptional

Best Kept Secret at CE I

Since moving into a smaller, more streamlined Workbook at CE I it has become vital to make continual references to the **Quick Start Guides**. They have a plethora of valuable information including:

*Case Selection *Photography *Submission Process
*Impressions *Clincheck *Attachments *IPR

The Case Selection Guide is one of the most essential pieces as it provides the entire office with a checklist to see what cases are ideal to start shortly after CE I. Survey responses from attendees indicate that they "wish" there was some type of checklist. We need to make sure you are covering and presenting this as **THE** tool that does just that. Additionally, survey results are showing that when this checklist is covered in detail by the speaker and discussed throughout that it's been very effective for attendees. The doctor session includes an expanded version of this checklist and it is now printed in the course book.

We will refer to this guide throughout today when you see this symbol



What's New in the Team Breakout for Clear Essentials I



The New Team Breakout for CE I launched in April and we're very excited about the initial response. Featured in the newest edition is a deeper discussion of the hygienist and team's role in educating patients about the problems, consequences and solutions for crooked teeth. Included in this section is a chart that can be used to identify common alignment issues and signs such as abnormal wear, abfractions, etc that the team member should look for or indicate as a possible problem later if

left untreated.

Information on processing insurance claims for orthodontic benefits has also been added to the newest version of the course book and referred to in the team breakout. We continue to have many doctors respond through surveys that they wanted insurance information. Make sure to remind the audience that this will be covered in more detail during the team breakout. For those without team members, there is a step-by-step guide in the team section of the course book. Charles Blair's even more detailed information can be found on ati.com as the slide references.

The team breakout also now emphasizes the patient education benefit of taking good photos and shows how unclear photos make it

very difficult to create these educational discussions. Throughout the team breakout participants are shown forms, resources and tools to enhance the new patient process and integrate Invisalign procedures with ease and effectiveness. Please take time to review what is being covered during this session, as well as, the new course book so you are comfortable in understanding all the content being presented to the audience within the day.

Access Team Breakout click [Here](#)

Access Workbook click [Here](#)

Managing Expenses

Although we'll be discussing this in more detail at the Faculty Meeting in August, I wanted to go over a few points that will help us to quickly process your Expenses.

Mileage: Please print out the miles from your house to the airport or any other mileage you may be claiming.. You can do this with any mapping system (Google Maps, Yahoo Maps, MapQuest).

Meal Per diem: The total amount you can claim per day is \$50. This should be ample funds as there is usually a breakfast and lunch served at CE Events. Spouses are not included in this amount.

Parking: Capped at \$25/day which should be ample for any Airport Parking.

Faculty Spotlight



Our very own Trent Smallwood recently published an article for the prestigious group

Alpha Omegan entitled "Invisalign and Porcelain: The Contemporary Restorative". The article focuses on the role Invisalign plays in creating a more conservative approach by eliminating the need for aggressive preparation of the tooth. Moreover he discusses the role of ClinCheck as

an incredible diagnostic tool for setting up the case post Invisalign, pre restorative. Although these techniques have been widely accepted by our Faculty as standard practice for Veneer cases, the majority of the dental community has been slow to follow.

Trent, thanks for getting the word out!

The citation for Trent's article has been added to AligntechInstitute.com. To access click [Here](#)

If you've published an article recently please make sure to share it with us so we can spotlight your accomplishment.

New Professional Education

Please join us in welcoming **Amy Neymeyr** to the position of Associate Product Manager, Professional Education. Amy will have primary responsibility for the Ask the Expert program and brings extensive experience in web based education and design to enhance our online educational offerings and to take the AligntechInstitute.com website to the next level.

Most recently Amy served as Senior Education Specialist at **Indiana University** where she

made a major impact in redesigning the University's online educational offerings utilizing her skills in instructional design, web development and learning management systems. During her over 5 years with Indiana University, Amy won numerous awards for instructional design including the creation of both electronic and print based educational materials.

Prior to her time at Indiana University, Amy has worked in the fields of online education and

web development making significant waves in an eclectic array of industries including higher education, music and film, information technology and the B2B world.

Amy received her bachelor's degree from Macalester College in St Paul, Minnesota. She has recently relocated to San Jose from Bloomington, Indiana and when not working, Amy is an avid cyclist, an occasional home-brewer, a voracious reader, and very much enjoys hiking in the redwoods. Welcome Amy!

AAO Post Show Page

2010 AAO Annual Session



For those of you who did not attend the AAO last month please make sure to check out the AAO Post Show Page on ATI @ www.AligntechInstitute.com/aao2010

The 2010 AAO Annual Session post show page features archived versions (streaming flash video and **new downloadable WMVs**) of all booth presentations and offers CE hours anytime for these programs.

Featured Speakers:

David Carter
Clark Colville
Carlyn Phucas
Dave Paquette & John Morton

Make sure to check it out.

The results of our CE Case Voting have been tabulated

And the Winners Are.....

