

# Speakers & Sessions



## **Mr. David Avrin – CSP, Global Speaking Fellow The Customer Experience Advantage**

**Session Date:** Friday, September 19<sup>th</sup>

**Session Time:** 8:30 AM – 9:30 AM

**Presentation:** *“Ridiculously Easy to Do Business With - Equipping Your Dental Practice to Serve a New Generation of Patient Wants, Needs, and Expectations”*

**Synopsis:** Your patients are changing and they are driving significant changes in dental practice management and treatment delivery. How you respond to these changes will play a large role in your success and survival in the years to come. In this highly interactive and entertaining session, customer/patient experience expert David Avrin, CSP, GSF, will shine a bright light on a new generation of patient expectations for contact, information, response, scheduling, treatment, payment and more. You will leave with a greater understanding for how to become more patient-centric as well as a new framework for understanding how to better attract and serve your ideal market.

### **Objectives:**

- Better understand the cause and pervasiveness of the shift in customer and client behavior.
- Recognize the profound difference between customer service and customer experience... and why that matters.
- Understand a day in the life of their customer and create alignment between their needs and our deliverables.
- Recognize the profound impact of social media and the devastating ramifications of underperforming in the eyes of your customers.

**Session Date:** Friday, September 19<sup>th</sup>

**Session Time:** 10:00 AM – 11:00 AM

**Presentation:** *“Deep Dive - A Day in the Life of Your Patient - Understanding Your Patients so You Can Deliver What They Want the Way They Want It”*

**Synopsis:** Are you a reasonable choice for everyone or are you the best choice for your best patients? In this highly interactive and thought-provoking session, Customer Experience expert David Avrin will show you how to determine the patients you can't live without and who can't live without you. You will understand how the needs, wants and expectations of those patients have changed in recent years and how you can serve them better than competitors. You will leave with a page full of notes

and head full of ideas on how to align your business product offering and customer experience in a way that future-proofs your business.

**Objectives:**

- Create alignment/agreement among their team as to who their ideal patients are — who we serve, who we are wanting to attract, and who pays the bills.
- Develop a deeper understanding as to the drivers of their behavior, ie: speed, convenience, accommodation...
- Understand their preferences, aversions, fears, choices so we can enhance our service offering and better differentiate our practice.
- Create tangible action items to take our practice from service-centric to patient-centric.

**Biography:** One of the most in-demand and charismatic Customer Experience speakers and consultants in the world today, David Avrin, CSP, GSF has shared his content-rich, very entertaining and actionable presentations with enthusiastic audiences and organizations across North America and in 28 countries around the world. Recent presentations include **Singapore, Bangkok, Melbourne, Brisbane, Antwerp, Buenos Aires, Bogota, Mumbai, Sri Lanka, Abu Dhabi, Manila, Rotterdam, Barcelona, Monte Carlo, London, New Delhi, Kuala Lumpur, Johannesburg, and Dubai**. David helps organizations better understand and serve their changing customers and clients to help future-proof their businesses by becoming ridiculously easy to do business with.

David's business insights have been featured on thousands of media outlets around the world. He is also the author of five books published in multiple languages including the acclaimed: ***It's Not Who You Know, It's Who Knows You!***, ***Why Customers Leave (and How to Win Them Back)*** and his newest book: ***Ridiculously Easy to Do Business With: A practical guide to giving customers what they want—when and how they want it.***

**\*\*DISCLOSURE OF VISUAL ENHANCEMENT**

Speaker has indicated that their presentation for this program will include enhanced, modified, or altered photographs or altered computer, radiographic or other visual images.

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## Dr. Christian Groth

**Session Date:** Friday, September 19<sup>th</sup>

**Session Time:** 11:00 AM – 12:00 PM

**Presentation:** *"Ctrl+Alt+Delete the Drama: Mastering Digital Efficiency in Your Ortho Practice"*

**Synopsis:** This engaging lecture focuses on leveraging key digital technologies – digital lab appliances, indirect bonding, and remote monitoring – to significantly reduce stress and maximize efficiency in your orthodontic practice, effectively allowing you to "Ctrl+Alt+Delete" the common dramas and bottlenecks of traditional workflows. By the end of this lecture, attendees will gain a comprehensive understanding of how to strategically implement digital lab appliances, indirect bonding, and remote monitoring to optimize their orthodontic practice. This knowledge will empower them to achieve greater efficiency, reduce stress, enhance patient care, and ultimately elevate their practice to the forefront of modern orthodontics. It's time to "delete the drama" and embrace a more streamlined and successful digital future!

### Objectives:

- **The Digital Lab Revolution:** Exploring the world of digitally designed and manufactured appliances, including clear aligners, retainers, and fixed appliance components. We'll discuss the benefits of precision, customization, and faster turnaround times.
- **Precision Placement with Indirect Bonding:** Mastering the digital workflow for indirect bonding, from virtual bracket placement to the fabrication of accurate transfer trays. Learn how this technique minimizes chair time, improves bonding accuracy, and enhances patient comfort.
- **The Power of Remote Monitoring:** Discover how remote monitoring solutions can streamline patient appointments, detect issues early, improve patient compliance, and reduce the need for frequent in-office visits, ultimately freeing up valuable chair time.
- **Practical Implementation and Workflow Integration:** Providing actionable steps and considerations for successfully incorporating digital lab appliances, indirect bonding, and remote monitoring into your existing orthodontic practice

**Biography:** Dr. Christian Groth is an innovative orthodontist and co-founder of Motor City Lab Works. He is passionate about leveraging digital technology, specializing in digital lab appliances, advanced indirect bonding, and remote monitoring to enhance efficiency and patient experience. Committed to evidence-based digital solutions, Dr. Groth streamlines orthodontic practice, reduces chair time, and improves treatment predictability. His dedication to continuous learning ensures he remains at the forefront of advancements, providing exceptional care in a comfortable environment. He brings a unique perspective on integrating digital workflows from both the clinical and laboratory sides.

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**Zaida Newton**  
**Industry Presentation - HIP Creative**

**Session Date:** Friday, September 19<sup>th</sup>

**Session Time:** 1:30 PM – 2:00 PM

**Presentation:** *“3 C’s & 3 P’s to Optimize Alignment & Growth”*

**Synopsis:** The presentation, “3 C’s & 3 P’s to Optimize Alignment & Growth,” emphasizes that sustainable growth in orthodontic practices goes beyond marketing—it’s about aligning culture, people, and processes.

The 3 C’s—Culture, Crew, and Capacity—focus on internal alignment, while the 3 P’s—People, Processes, and Profitability—measure team performance and success. The core message: culture improves processes, alignment drives growth, and consistency is key.

HIP Creative supports this growth through marketing, education, and technology tools like CRM systems, EHR integrations, training modules, and branding services. The deck closes with a reminder that growth starts with us—our mindset, commitment, and willingness to lead change.

**Biography:** With over 18 years of experience in General Dentistry, Periodontics, and Orthodontics/Pediatric group practices, Zaida brings a wealth of knowledge and expertise to the orthodontic community. Her unique background spans in-office roles and remote Revenue Cycle Management (RCM) for practices across the country, giving her a comprehensive understanding of practice operations.

As a SHRM-CP certified professional, Zaida excels in talent sourcing, onboarding, training, and human resources management. Currently serving as a Practice Growth Advisor at HIP, she coaches orthodontists and their teams daily, helping them streamline operations, enhance patient experience, and achieve sustainable growth. Zaida’s holistic approach combines her deep clinical and operational insights with her passion for team development, making her an invaluable resource for orthodontic professionals looking to thrive in today’s competitive landscape.

***\*DISCLOSURE OF FINANCIAL AND/OR BENEFICIAL INTEREST***

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## TP Orthodontics Industry Presentation

**Session Date:** Friday, September 19<sup>th</sup>

**Session Time:** 2:00 PM – 2:30 PM

**Presentation:** Coming Soon

**Synopsis:** Coming Soon

**Biography:** Coming Soon

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### **Dr. Hera Kim-Berman**

**Session Date:** Friday, September 19<sup>th</sup>

**Session Time:** 3:00 PM – 4:00 PM

**Presentation:** *“The Digital Leap: Integrating Generative AI and Extended Reality Simulations in Orthodontics”*

**Synopsis:** In this lecture, we will explore the impact of advanced technologies, such as Generative AI, Virtual Reality (VR), Augmented Reality (AR), and Mixed Reality (MR), in orthodontics. We will discuss how educational strategies, patient care protocols, and research methodologies can be transformed by integrating these cutting-edge technologies into dental education, training, and practice. We will explore how to prepare our students, workforce and professionals with the advanced skills and insights essential for addressing the challenges of modern orthodontic practice where clinicians can confidently navigate an ever-evolving professional landscape.

**Objectives:**

- Participants will gain an understanding of Generative AI, Virtual Reality (VR), Augmented Reality (AR), and Mixed Reality (MR) and how it can be integrated into orthodontic education and practice.
- Participants will explore the potential of these technologies to transform the landscape of orthodontic education and practice, identifying new opportunities for achieving excellence in dental care and positioning themselves at the forefront of industry advancements.

**Biography:** Hera Kim-Berman is a Clinical Professor, Graduate Orthodontic Program Director and the Robert W. Browne Endowed Professor in Orthodontics at the University of Michigan. She received her dental degree from Stony Brook, School of Dental Medicine and Orthodontic and Masters of Medical Science degrees from Harvard University. She is a Diplomat of the American Board of Orthodontics with over 30 years of experience in private practice and dental education.

Dr. Kim-Berman's interest and focus of research is in emerging technology including extended reality, simulation and 3D printing of biomaterials as it relates to dental education and treatment outcomes in the area of orthodontic therapy and craniofacial care.

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**Dr. Kaitrin Kramer**

**Session Date:** Saturday, September 20<sup>th</sup>

**Session Time:** 8:30 AM – 9:30 AM

**Presentation:** *"Empowered Teams, Effective Leaders"*

**Synopsis:** Coming Soon

**Biography:** Coming Soon

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**Dr. Kelton Stewart**

***B. Holly Broadbent, Sr. Memorial Lecture Award***

**Session Date:** Saturday, September 20<sup>th</sup>

**Session Time:** 9:45 AM – 10:45 AM

**Presentation:** *"Orthodontics and Periodontal Bony Defects: A Historical and Radiographic Analysis"*

**Synopsis:** In the **2025 GLAO B. Holly Broadbent, Sr. Memorial Lecture** entitled **"Orthodontics and Periodontal Bony Defects: A Historical and Radiographic Analysis,"** attendees will explore the intricate connection between orthodontic treatment and periodontal bony defects. This presentation will delve into the prevalence of bony defects, such as dehiscences and fenestrations, in orthodontic patients before and after treatment, drawing from both historical and contemporary literature as well as recent research. The clinical implications of these defects will be discussed, emphasizing the importance of early detection and management. Utilizing current radiographic imaging techniques, attendees will learn how to effectively identify and monitor

bony defects throughout orthodontic care. By the end of the session, participants will be equipped with best practices for maintaining periodontal health in orthodontic patients, ensuring comprehensive and effective treatment outcomes.

**Objectives:**

By the end of the presentation, attendees will be able to:

- Describe the prevalence of bony defects in orthodontic patients
- Discuss the clinical implications of bony defects in orthodontic practice
- Utilize current radiographic imaging techniques to detect bony defects during orthodontic treatment.
- Apply insights from the presentation to develop best practices for managing periodontal health in orthodontic patients.

**Biography:** Dr. Kelton Stewart earned his Doctor of Dental Surgery, Certificate in Orthodontics, and Master's in Health Professions Education from Baylor College of Dentistry, Texas A&M Health Science Center.

Currently, Dr. Stewart is the James J. Baldwin Professor of Orthodontics, Chair of the Orthodontic Department, and Assistant Dean for Faculty Development at Indiana University School of Dentistry. He is a proud Diplomate of the American Board of Orthodontics and a Fellow of the American College of Dentists.

Dr. Stewart has been recognized for his excellence in teaching on several occasions. In 2013, he received the Omicron Kappa Upsilon Charles Craig Teaching Award for his national merit in teaching. He is also a three-time recipient of the Indiana University Trustee's Teaching Award for Excellence and was honored with the Indiana University School of Dentistry Outstanding Faculty Member award in 2017 and 2024.

Extremely active in organized dentistry, Dr. Stewart has held numerous leadership roles in regional, national, and international organizations. He has served as President of several groups, including the Great Lakes Association of Orthodontists, Indiana Association of Orthodontists, American Association of Orthodontists-Society of Educators, and Student Clinicians of the American Dental Association.

Passionate about the professional growth of others, Dr. Stewart seeks to foster processes and opportunities that help individuals reach their full potential as clinicians, educators, researchers, and members of the dental profession.

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## Ms. Laura Cafik-Martin

**Session Date:** Saturday, September 20<sup>th</sup>

**Session Time:** 9:45 AM – 10:45 AM

**Presentation:** *“Helping Incredible Teams Refine their Aligner Orthodontic Workflow to Enhance both the Experience and Outcomes with Grand Ideas and Artful Solutions!”*

**Synopsis:** This fast-paced, practical session will help teams simplify their aligner workflow, boost confidence, and deliver a smoother, more impactful patient experience. I’ll share simple strategies and real examples to help teams work smarter, not harder. We’ll start the conversation around how we, as orthodontic specialists, can continue to elevate, today and beyond, by being intentional, empowered, and just a little extra special.

**Objectives:** Attendees will:

- Simplify the consult workflow for greater clarity and consistency.
- Elevate communication by addressing common patient fears and barriers.
- Empower teams to customize the process to fit their doctor, region, and comfort zone.

**Biography:** Laura Cafik-Martin is a trailblazer in orthodontics with 28 years of experience empowering teams to move people and inspire action.

For 20 years, Laura worked alongside world-renowned orthodontist Dr. Willy Dayan as a Master Treatment Coordinator, mastering the art of communication, connection, and case acceptance. At Your Ortho Coach and founder of Cafik-Martin Coaching, she designed and delivered a 12-month Master TC program that helped students grow their starts and confidence by an astounding 25% to 400%.

Today, Laura is the Director of Orthodontics at 123Dentist, working alongside Chief Orthodontic Officer Dr. Mark Hamanishi, and a longtime Align Faculty Member (2014–present), where she continues to coach doctors and teams across North America on how to simplify their systems, lead with heart, and elevate the aligner experience.

Based in Toronto, Laura is married to celebrated chef Curt Martin and mom to actor Cash Martin. She brings passion, precision, and purpose to every stage she steps on — and she’s here to spark something big.

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**Dr. David Pechersky**  
**Industry Presentation - Solventum**

**Session Date:** Saturday, September 20<sup>th</sup>

**Session Time:** 11:15 AM – 11:45 AM

**Presentation:** *“Coaching Compliance with Clarity™”*

**Synopsis:** Success with aligner treatment hinges almost entirely on patient compliance. And with the average age of aligner patients getting younger, we can't just expect compliance—we have to teach it.

Treat the aligner start appointment like the first day of practice. Set expectations, build habits, and coach them toward success from day one!

**Biography:** Dr. David Pechersky attended the University of Michigan and earned his Doctorate of Dental Medicine from the University of Pittsburgh. He completed his orthodontic specialty training at Tufts University in Boston. He is the owner of Pechersky Orthodontics, with two office locations in Pittsburgh, PA utilizing Clarity Aligners and flash-free fixed appliances. Dr. Pechersky is also the inventor Movemints, having secured 4 U.S. patents for the first-ever breath mint created specifically for clear aligner patients.

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**Dr. Ingrid R. Castellanos**  
**Industry Presentation - ClearCorrect**

**Session Date:** Saturday, September 20<sup>th</sup>

**Session Time:** 11:45 AM – 12:15 PM

**Presentation:** *“Embracing Digital Innovation: Advancing Clinical Precision in Aligner Therapy”*

**Synopsis:** Designed exclusively for orthodontic specialists, this session explores how digital innovation is reshaping aligner therapy. Gain a deep understanding of the modern clinical workflow—from diagnosis to refinement—and how advanced tools can elevate treatment planning, drive efficiency, and improve biomechanical outcomes. Through real-world case examples, attendees will uncover practical approaches to harnessing aligner customization and enhancing the predictability of complex tooth movements.

## Objectives:

- Examine the digital workflow for aligner therapy and identify key opportunities to improve clinical efficiency and treatment precision.
- Explore advanced aligner customization features and their role in optimizing biomechanics for complex orthodontic cases.
- Apply case-based strategies to enhance treatment planning, patient engagement, and overall clinical outcomes using digital tools.

**Biography:** Dr. Castellanos is an Orthodontist and comes to Straumann more than 30 years of experience as a Clinical Advisor/Trainer. Her work has included providing advice and training on a wide range of orthodontic treatment planning, cosmetic orthodontics, and aligners. She has extensive experience training dentists and their staffs on the implementation, selection of cases, photography, and treatment planning. She has also worked with sales team to help them understand the product, case selection to be able to communicate better with their doctors and staff, and how to follow up with them to help the team achieve the next level of confidence in their treatment and results. Dr. Castellanos has lectured internationally, and coached in the USA, Canada, and Puerto Rico on Aligner Technology for many years. She is fully bilingual and can communicate fluently in English and Spanish.

Her work has always focused on helping people, listening to their patients' needs and expectations, and helping them to understand their treatment options. She has participated in treatment planning on combined cases with the restorative dentist, periodontist, oral surgeon, and orthodontist to achieve the best results for the patient. She was fortunate to collaborate closely with a cosmetic dentist in many cases in which they combined their knowledge to create beautiful and functional results. She believes it takes a team effort to achieve these goals, and that good health is one of the most important things in life.

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## **Dr. Lisa Alvetro**

**Session Date:** Saturday, September 20<sup>th</sup>

**Session Time:** 1:30 PM – 2:30 PM

**Presentation:** *“Integrating Technology into Orthodontic Practice: Enhancing Clinical Efficiency, Management, and Practice Growth”*

**Synopsis:** Course Description: In today's rapidly evolving orthodontic landscape, the integration of technology is essential for practices aiming to enhance efficiency, improve patient outcomes, and drive practice

growth. This presentation is designed for orthodontists who want to learn how to leverage technology across various facets of their practice. Participants will be well-equipped to harness the power of technology, transforming their practice into a modern, efficient, and patient-centric environment.

**Objectives:**

- Recognize useful technologies to improve clinical care, office tasks, and patient communication.
- Learn how to use digital tools to make their practice more efficient and patient friendly.
- Create a plan on how technology can grow their practice and stay competitive

**Biography:** Dr. Lisa Alvetro has been a solo orthodontic practitioner in Sidney, Ohio for over 30 years. She received her D.D.S. summa cum laude from Ohio State University in 1991 and completed her orthodontic residency at Case Western Reserve University in 1993. She continues to be involved with the orthodontic department at CWRU as an associate clinical professor teaching both management strategies and digital orthodontic workflow and technologies. Considered an early adopter of technology, she and her team established the Alvetro 3D Lab in 2017,, In her practice she utilizes the latest technological advances, including robotic wire bending for lingual bonded retainers, 3D printing, digital indirect bonding, automated aligner fabrication and digital workflows to provide her patients with the most effective care possible. She enjoys sharing her digital experience with colleagues and is often consulted as an industry expert.

Her dedication to the orthodontic profession has led her to lecture extensively throughout the United States and abroad since 2007. She currently works with various software and 3D printer companies as an advisor and evaluator.

A firm believer in the importance of giving back, Dr. Alvetro is viewed as a community resource supporting various local groups and agencies. She has also founded Smiles of Hope operating in the village of Nkende, Tanzania. She and her team also donate their resources and talents through the St. Jude Dental cooperative foundation in St Lucia.

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## Dr. Riyad Al-Qawasmi

**Session Date:** Saturday, September 20<sup>th</sup>

**Session Time:** 2:30 PM – 3:30 PM

**Presentation:** *“The Role of Residencies in Pioneering New Paradigms: Integrating Periodontal Therapy in Adult Orthodontic Treatment as an Example”*

**Synopsis:** Periodontically Accelerated Osteogenic Orthodontic Augmentation (PAOO) triggers a regional acceleratory phenomenon (RAP), which is clinically noted as "softening" of the healing alveolar bone. Consequently, PAOO is advised prior to arch expansion in patients with dehiscences or fenestrations. Furthermore, periodontal surgical interventions may be warranted before orthodontic treatment for cases involving periodontal phenotype and recession defects characterized by minimal (<1 mm) attached gingiva and gingival thickness. Well-designed orthodontic movements not only help protect periodontal health but also offer significant aesthetic enhancements.

Patients with periodontal issues can effectively undergo orthodontic treatment as part of an interdisciplinary strategy. When applied with minimal, controlled forces in non-inflammatory settings, orthodontic treatment does not negatively impact the periodontium. Increasing evidence suggests that early orthodontic tooth movement may not only safeguard the regenerative outcomes of periodontal therapies but also improve the overall efficiency of the treatment process. After augmentation, the timely application of orthodontic forces appears to facilitate the reconstruction of the bone substitute material and the consolidation of bony defects within 5 to 10 days post-surgery. Limited orthodontic intervention shortly after bone augmentation has demonstrated additional periodontal benefits for the surgical repair of 2-wall defects. There is no justifiable reason to postpone orthodontic treatment, as research indicates that starting orthodontic therapy early yields results comparable to delaying treatment for up to six months following periodontal regenerative surgery. Additional benefits of accelerated osteogenic orthodontics in adult cases include significantly shortened treatment durations and increased buccolingual bone width around the affected teeth.

### Objectives:

- To recognize that PAOO is recommended prior to arch expansion in patients with dehiscence or fenestrations.
- To recognize that periodontal surgical procedures may be indicated before orthodontics in periodontal phenotype and recession defects with minimal (<1 mm) width of attached gingiva and gingival thickness.
- To understand that orthodontic treatment has no negative impact on the periodontium; if minimal, controlled forces are used under non-inflammatory conditions.
- To understand that there is no justification for delaying orthodontic treatment after surgical periodontal augmentation.

- To be aware of the growing evidence that early orthodontic tooth movement not only may not jeopardize the regenerative effect, but may have the potential to improve the overall efficiency of the treatment.
- To be aware of the other benefits of the accelerated osteogenic orthodontics on adult orthodontic treatment which include drastically shortened orthodontic treatment time, and thickened the buccolingual bone width of the teeth involved.

**Biography:** Riyad Al-Qawasmi BDS MSD PhD got his dental degree from Jordan University of Science and technology in 1994. In 2004 he graduated from Indiana University with a PhD in Dental Sciences and MSD in Orthodontics. He joined UDM school of Dentistry as part time faculty in 2009 and became a full time Faculty in 2011. His research interest is in population genetics and dissecting genetic and environmental factors involved in clinically relevant conditions. Dr. Al-Qawasmi is currently the Director of the Graduate Education Division and the program director of Graduate Orthodontics Detroit Mercy Dental.

Riyad Al-Qawasmi, BDS, MSD, PhD, earned his dental degree from Jordan University of Science and Technology in 1994. He later obtained a PhD in Dental Sciences and an MSD in Orthodontics from Indiana University in 2004. Joining UDM School of Dentistry as a part-time faculty member in 2009, he transitioned to a full-time faculty role in 2011. His research focuses on population genetics and the interplay of genetic and environmental factors in clinically relevant conditions. Presently, Dr. Al-Qawasmi serves as the Director of the Graduate Education Division and the program director of Graduate Orthodontics at Detroit Mercy Dental.

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