

**THE VIRGINIA ORTHODONTIC
FOUNDATION**

recommends lodging at

**The Richmond Marriott
Short Pump Hotel**

4240 Dominion Blvd.
Glen Allen, VA 23060
(804) 965-9500 or (800) 228-9290

Virginia Orthodontic Foundation rates:
\$119 per night single or double
Other options are available.

DEADLINE 02/01/24

All reservations must be accompanied by a first night room deposit or guaranteed with a major credit card. The hotel will not hold any reservations unless secured by one of the above methods. Reservation cancellations must be received by the hotel by **6pm at least 2 days prior to arrival** to avoid being charged one night's Room and Tax.

Be sure to mention the name of the group when making reservations in order to obtain the group rate. Check-in time is 4pm; checkout time is 11am. Rate does not include a 14% tax (subject to change).

The Richmond Marriott Short Pump Hotel is conveniently located near I-64 (exit 178B) in the west end of Richmond on Dominion Boulevard in the Innsbrook Office Park (turn left at the first light on Broad Street after exiting the interstate, hotel is on the left).

Room reservations must be received by 5pm on Thursday, February 1, 2024 to receive this special rate. After this date, it will be on a space and rate availability basis.

ABOUT THE SPEAKER



BLAKE DAVIS, DDS, MSD

Dr. Blake Davis is a board-certified orthodontist, completing his dental school and orthodontic residency at the University of Washington. He has continued at the university as a lecturer and faculty member, with a focus on modern approaches to orthodontic practice and interdisciplinary care. Dr. Davis has participated in numerous studies and has been published in the AJODO. He serves on the Clinical Executive Board for LightForce, lectures around North America for LightForce and Dental Monitoring, and was past president for the Washington State Society of Orthodontists.

Outside the office, Dr. Davis can be found drinking a nitro cold brew, rooting on his favorite sports teams, going back for a second helping of ice cream, reading motivational books, chasing after his two boys, and under normal conditions, sharing an evening with his wife at one of their favorite restaurants or venues near their home in Bellevue, Washington.

ABOUT THE SPEAKER



CHRIS BENTSON

Chris Bentson is a partner of Bentson Copple & Associates in Greensboro, North Carolina. The company serves the orthodontic community by performing practice valuations, providing recruiting services, and negotiating transactions with both buyers and sellers. Chris has been working with orthodontists regarding the business aspects of their practices for over thirty years, and was recently awarded the "Outstanding Contribution to the Specialty Award by a Non-Orthodontist" from the AAO. He currently serves as President of the American Association of Orthodontists Foundation (AAOF), he's a contributing lecturer to the Wharton-AAO Mastering the Business of Orthodontics program, and a frequent guest lecturer at AAO meetings, regional orthodontic society meetings, orthodontic resident programs, study clubs, and orthodontic user meetings.

Chris has authored dozens of articles published on the business of orthodontics in numerous orthodontic trade publications. Chris has personally visited over one thousand orthodontic practices in the United States, Canada, and Australia during his career.

**THE 2024
ANNUAL MEETING
OF
THE VIRGINIA ORTHODONTIC
EDUCATION AND RESEARCH
FOUNDATION**

***Becoming a Digital Practice:
How to Optimize Your Practice
with Aligners, Custom Braces and
Remote Monitoring***

Presented by
DR. BLAKE DAVIS
Kirkland/Redmond, WA

and

***Converting to the Fully Digital
Practice***

Presented by
MR. CHRIS BENTSON
Greensboro, NC

FEBRUARY 23 – 24
***The Richmond Marriott
Short Pump Hotel***

Lectures Sponsored in Part by:
THE MCIVER FUND,
DR. WILLIAM E. CRUTCHFIELD,
DR. JOE REBELLATO,
3M ORAL CARE,
ALIGN TECHNOLOGY,
AMERICAN ORTHODONTICS,
DENTAL MONITORING AMERICA,
GC ORTHODONTICS,
LIGHTFORCE ORTHODONTICS,
AND
SPECIALTY APPLIANCES

2024 Annual Meeting Program Schedule

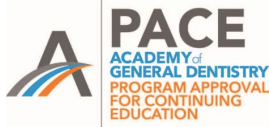
Friday, February 23

8:00 am	Registration, Coffee, Danish, etc.
8:30 am	Introductions & Opening Remarks
8:45 am	Lecture – Dr. Blake Davis
10:00 am	Break
10:30 am	Lecture continued – Dr. Davis
11:45 am	Membership Meeting
12:30 pm	Lunch (Round Table Presentations)
1:30 pm	Lecture continued – Dr. Davis
3:00 pm	Break
3:15 pm	Lecture continued – Dr. Davis
5:00 pm	Adjourn
6:30 pm	Table Clinics
6:45 pm	Reception

Saturday, February 24

7:30 am	Coffee, Danish, etc.
8:00 am	Lecture – Mr. Chris Bentson
9:45 am	Break
10:00 am	Lecture continued – Mr. Bentson
11:15 am	Q & A, Concluding Discussion
11:30 am	Membership Meeting
12:00 pm	Adjourn
12:15 pm	Board of Director's Meeting

10.00 CE Hours



Virginia Orthodontic Education and Research Foundation
Nationally Approved PACE Program
Provider for FAGD/MAGD credit.
Approval does not imply acceptance by any regulatory authority or AGD endorsement.
3/1/2022 to 2/28/2025.
Provider ID# 394886

Dr. Blake Davis

Becoming a Digital Practice: How to Optimize Your Practice with Aligners, Custom Braces and Remote Monitoring

Dr. Blake Davis will share his journey to become a fully digital practice. The focus is not on products; rather the necessary evolution to become a digital orthodontist and the impact these products have had on his practice.

For years, Dr. Davis felt like he was speaking two different languages in his practice when treating with digital versus analog appliances. Despite every attempt to realize better efficiency and create a better experience, analog appliances seemingly took too long, required too many visits and never differentiated his practice. It wasn't until Dr. Davis committed to a fully digital practice that he found what he was looking for – a common digital language that spoke to his team, his patients, and most importantly, everyone's experience.

In the presentation, Dr. Davis will discuss the value of the digital model and how he now analyzes the health of his practice. He will share his insights about the core technology that enables a seamless, end-to-end digital workflow. And for practical ways to optimize your practice, Dr. Davis will provide some of the workflows he has implemented with Invisalign, LightForce and Dental Monitoring to remodel his practice and create the best patient experience.

The evolution to a fully digital practice has transformed Dr Davis' practice – come find out how you can do the same!

Objectives:

- Learn why a fully digital practice matters for the future of your practice.
- Learn the core technologies that drive a digital practice.
- Learn proper metrics to analyze the health of your practice.
- Understand the advantages of digital design, custom appliances (Invisalign and LightForce) and remote monitoring.
- Learn how to model your practice to automate workflows, modify your schedule and reorganize your team.
- Learn the patient experience from start to finish.

Mr. Chris Bentson

Converting to the Fully Digital Practice

Successful orthodontic practices must constantly evolve to stay relevant and prosper in today's changing marketplace. Not only are consumers changing, but the orthodontic industry itself is also adapting to many external forces. To stay successful, orthodontists must not only understand what is happening but recognize why change is occurring.

This presentation will discuss the facts (based on orthodontic industry data) and focus on where the specialty has been, where it is today, and a view of where it is headed.

Objectives:

- Gain an understanding of the current state of the orthodontic market.
- Familiarize yourself with the benefits of digital transformation for your orthodontic practice.
- Capitalize on the untapped opportunity within the orthodontic industry that can differentiate you from those around you.

Registration Fees:

\$0	VAOF Member (w/paid VAOF dues)
\$200	Orthodontic Resident
\$800	AAO/VAO Member
\$1500	Non-AAO/VAO Member
\$1500	Non-Orthodontist

[Click Here to Register for the Meeting!](#)

[Click Here to Reserve Your Hotel Room!](#)

Virginia Ortho Foundation Board of Directors

Dr. Matthew L. Eppright, President

Dr. Sheldon A. Bates, Vice President
Program Chair 2024

Dr. Kristin L. Nelson, Secretary

Dr. Frank P. Iuorno, Jr., Treasurer

Dr. Elvi M. Barcoma

Dr. Kevin R. Bibona

Dr. Grant G. Coleman

Dr. Christine F. Stang

Dr. David L. Jones, Past President

Dr. Steven J. Lindauer, Exec. Secretary

For Questions, call Darlene Cole
at 804-828-9326
(Executive Administrative Director)