

## Registration Fees:

- \$0 VAOF Member (w/paid VAOF dues)
- \$0 VCU Orthodontic Resident
- \$0 VCU Orthodontic Faculty
- \$185 Active VAO non-VAOF Member
- \$335 Non-VAO Member
- \$435 Non-AAO Member
- \$90 VAO Retired Member

Virginia Orthodontic Foundation Members (VAOF)  
Registration is complimentary for VAOF Members with paid dues.

Please go to the web address/link below to register as a VAOF member:

<https://form.jotform.com/93284556715163>

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

### Virginia Orthodontic Foundation Board of Directors

- Dr. Diana M. Almy, President [2021]
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- Dr. Thomas L. Roberts IV [2020]
- Dr. Steven J. Lindauer, Executive Secretary

For Questions, call Darlene Johnson  
at 804-828-9326  
(Assistant and Meeting Coordinator)

## THE VIRGINIA ORTHODONTIC FOUNDATION

recommends lodging at  
**The Jefferson Hotel**  
101 W. Franklin Street  
Richmond, VA 23220  
(804) 788-8000

Virginia Orthodontic Foundation rates:  
\$250 per night single or double  
**DEADLINE 03/02/2020**

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 4pm one day prior to arrival to avoid being charged one night's Room and Tax. Check-in time is after 4pm; checkout time is 12pm. Rate does not include a 13.3% tax (subject to change).

Room reservations must be received by the end of the day on Monday, March 2, 2020 to receive this special rate. After this date it will be on a space and rate availability basis.

### On-Line Reservations for The Jefferson Hotel

You can now book reservations by following these simple steps.

- Log onto <http://www.jeffersonhotel.com> and enter the preferred check in date and number of nights you will be staying.
- Enter your confidential Group Code in the box provided and click "Go". Your Group Code is **VA0320**.
- Select your room type preference and click on Continue in the lower right-hand corner of the screen.
- Complete the required information screens on the following screen and confirm your reservation.
- You may also use the following shortcut for a direct link to your Group Block. This feature does not require an Attendee Code.

<https://www.phgsecure.com/IBE/bookingRedirect.aspx?propertyCode=rictj&arrivalDate=03/26/2020&group=VA0320>

Should you require additional assistance, please contact our reservations department.

## THE 2020 JOINT ANNUAL MEETING OF

## THE VIRGINIA ORTHODONTIC EDUCATION AND RESEARCH FOUNDATION (VAOF)

&

## THE VIRGINIA ASSOCIATION OF ORTHODONTISTS (VAO)

**MARCH 27-28, 2020**  
*The Jefferson Hotel*

### SPEAKERS:

**DR. BARRY GLASER**  
**MS. CHAR EASH**

# 2020 Annual Meeting Program Schedule

## ABOUT THE SPEAKERS

## TOPICS

### Friday, March 27

- 7:00 am Breakfast and VAO Membership Meeting
- 8:00 am Resident Presentations
- 8:30 am Lecture – Dr. Barry Glaser, Part 1
- 10:00 am Break
- 10:15 am Lecture Part 1 continued
- 11:30 am VAOF Membership Meeting
- 12:00 pm Lunch & Learn
- 1:00 pm Lecture – Dr. Barry Glaser, Part 2
- 3:00 pm Break
- 3:15 pm Lecture Part 2 continued
- 5:00 pm Adjourn
- 6:30 pm Reception

### Saturday, March 28

- 7:00 am Breakfast and VAO Membership Meeting
- 8:00 am Resident Presentations
- 8:30 am Lecture – Ms. Char Eash
- 9:45 am Break
- 10:00 am Lecture continued
- 11:30 am VAOF Membership Meeting
- 12:00 pm Adjourn (Board of Directors' Meetings)

*Total 11.25 CE credits available  
if all lectures are attended.*



**DR. BARRY GLASER**



**MS. CHAR EASH**

**Dr. Barry Glaser** received his DMD degree from The University of Pennsylvania School of Dental Medicine and earned his Certificate of Advanced Graduate Studies in Orthodontics from Boston University. He served as Associate Director of Orthodontics at Montefiore Medical Center in New York City from 1992 to 1995. He has maintained a private orthodontic practice in Cortlandt Manor, NY, USA since 1994. Dr. Glaser was an early adopter of both Invisalign Teen as well as iTero digital scanning and has extensive experience treating teens and adults of all malocclusions with Invisalign clear aligners. He is the Principal Investigator for the North American clinical trial for Invisalign Treatment with Mandibular Advancement. Dr. Glaser is a frequent speaker for Dental Monitoring, providing insight on the psychology of compliance and how AI enhances the patient experience. He is the author of the best-selling book, “The Insider’s Guide to Invisalign Treatment” published in 2017 and available worldwide. Dr. Glaser’s innovative website, [AlignerInsider.com](http://AlignerInsider.com) is a virtual Master Class for doctors to learn more about excellence in Aligner orthodontics, and he is available for one-on-one treatment planning coaching at [yourorthocoach.com](http://yourorthocoach.com). He is one of only 4 Aligntech Master Faculty members in the United States and is in high demand as a speaker for Invisalign and Dental Monitoring throughout the world.

**Ms. Char Eash** is the founder and CEO of Profit Marketing Systems South, Inc., a Systems and Communication Enhancement firm for the progressive orthodontic practice. Char works with orthodontic teams across the country 40+ weeks a year and defines orthodontic systems for efficiency and profitability. As a consultant, Ms. Eash strives to create systems that provide a positive platform for each team member to contribute to the practice at the highest level on a day-to-day basis. The practice of orthodontics must be run as a business! Ms. Eash has an extensive background in business, communication, leadership training, and systems development strategies for the progressive specialty practice. Through her training programs, emphasis is placed on cultivating the talent within the team and communicating the vision of the practice to maintain profitability and efficiency. In addition to 30+ years’ experience in practice workflow management consulting, Char has also played a vital role in the development and launch of OrthoLync. OrthoLync is a company founded on the premise that a positive patient experience can be enhanced greatly by technological advances in communication and practice workflow.

### Dr. Barry Glaser “Barry’s Orthodontic Smorgasbord”

Spend the day with Dr. Barry Glaser as he covers a wide range of topics related to clear aligner treatment and digital orthodontics. There’s so much to talk about! Teen treatment, phase 1 treatment, efficient ClinCheck treatment planning, digital workflows, remote treatment monitoring, and more! It will be a veritable smorgasbord of orthodontic topics!

Lecture objectives: At this course, the attendees will learn:

1. Invisalign First treatment planning and case management
2. Treatment with Invisalign with mandibular advancement
3. A variety of teen malocclusions treated with Invisalign
4. The specifics of using Dental Monitoring
5. Integration of digital workflows

### Ms. Char Eash

#### “Saving the Specialty One System at a Time”

Let’s take a look at the top systems that create profitability for the orthodontic practice today. The specialty of orthodontics is being challenged at every level by the “Drive by Orthodontic” processes and gimmicks. This is a leadership course. A clear business plan must be in place with protocols and workflows. Protocols create efficiency and workflows promote customer service. Systems to be covered will be creating and reviewing a positive business plan, the hiring and training process for a motivated team, designing a schedule to create profit, the workflow of being truly paperless, how to use social media and communication marketing protocols from within the practice. Is your practice communicating the difference you and your team make in your community? There is no quick fix to grow a practice: it takes vision and action!

Objectives are as follows:

1. Review the processes of preparing a positive business plan for growth.
2. Organize and install the hiring, training and termination process for employees of the practice.
3. Design a process for the daily schedule that is efficient and profitable.
4. Discuss the tools to motivate the team to promote the practice from within.
5. A financial review of the A/R, Insurance pros and cons, and the payment plan protocols.
6. What should the Orthodontist outsource and at what cost?

Questions, contact Darlene Johnson at [ddjohnso@vcu.edu](mailto:ddjohnso@vcu.edu) or 804-828-9326