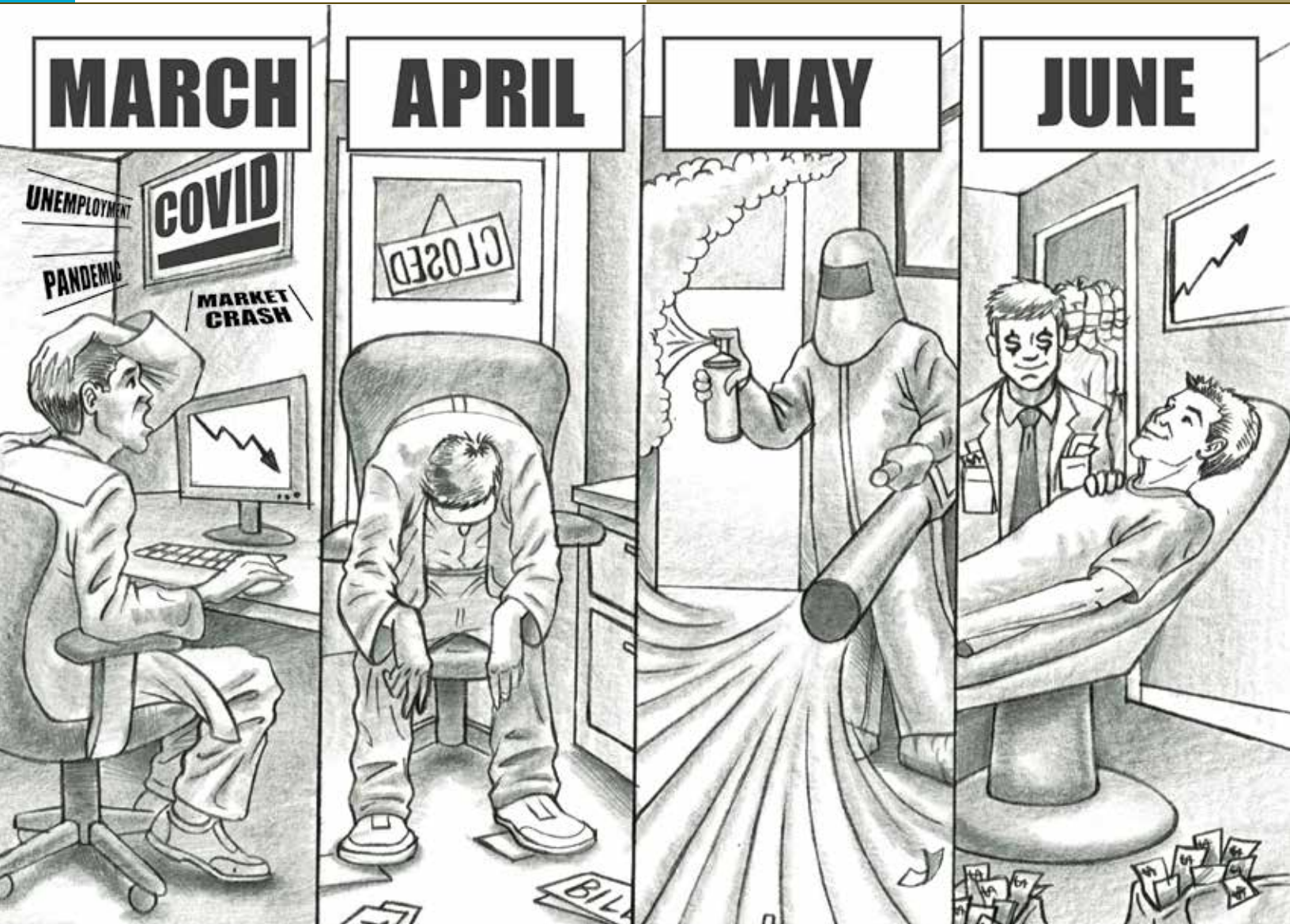


# the Journal

American Academy of Clear Aligners

The Academy for Clear Aligner Therapy

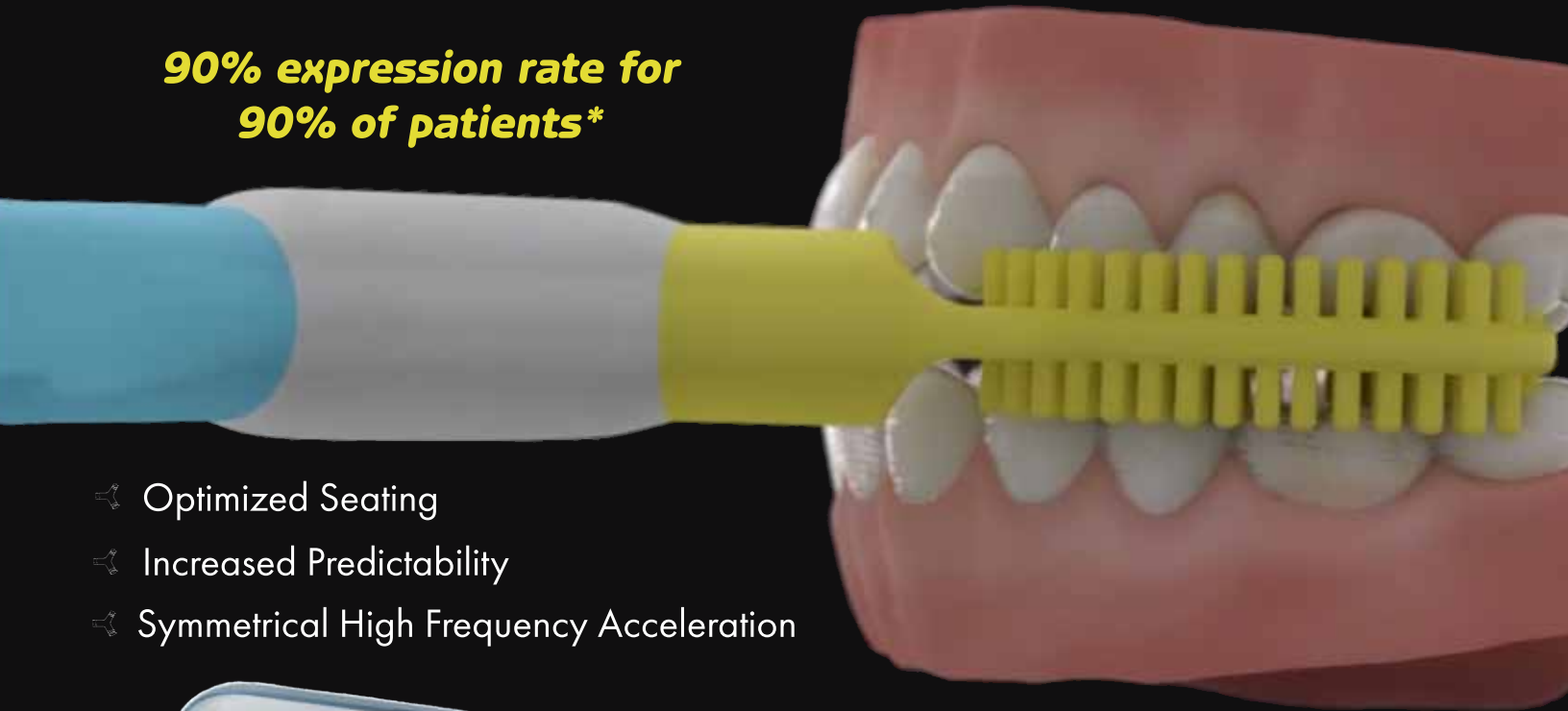


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## Editorial

### Where were you when...?

When contemporaries reminisce together, the conversation will often turn to a significant historical event that was a memorable, seminal moment in their lives.

So, if you eavesdrop on different age groups, you might hear:

### Where were you when they bombed Pearl Harbor?

### Where were you when Kennedy was assassinated?

### Where were you on 9/11?

Only after the passage of time will we be able to reflect clearly on this unprecedented 3-month dental office lockout. Meanwhile, some excerpts from the Reingage blurbs in this edition are revealing.

"The shutdown was a trying as well as a resting time for all. Some were able to make the most of it and spend quality time with family. Others struggled with the worry of what may happen in the future. One thing I have learned is that you must be prepared for the unexpected in both business and life."

"Dr. Galler kept our spirits lifted with a push-up contest and some amazing Tip Tuesdays. We all have our eyes on November when we can reunite."

"We've supported each other over WhatsApp, Zoom meetings and several phone calls as we all aimed to survive and thrive."

"New protocols, welcoming new team members, and saying goodbye to old team members; many have taken this opportunity to fine-tune the team and come back ready to take it to the next level!"

"We are **strong**. We will push forward, and uphill, and into the wind every moment of each day. With sheer willpower, collective effort, and a stiff cocktail each night, we will persevere...together."

That's the takeaway for AACA members: we will persevere... together.

Dr. Jeffrey Galler  
Editor

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# the Journal

American Academy of Clear Aligners

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American Association of Dental Editors & Journalists

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Reingage News Co-ordinator

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# Case Reports

## Michael's Makeover

by Ashley Izadi, DDS

*This is one of the Golden Aligner Finalists at the 2019 Gallerite Reunion convention.*



Dr. Ashley Izadi graduated from the University of Maryland Dental School in 2005 and completed a 2-year residency in advanced general dentistry as chief of residents. She now owns and operates Valley Dental Health in Hunt Valley, Maryland, with her husband, Dr. Roham

Rafat. In 2019, Valley Dental Health was voted one of *Baltimore Magazine's* top workplaces.

Dr. Izadi has completed advanced training programs in Invisalign, IV sedation, digital smile design, cosmetics, and dental implants, winning the 2019 Golden Aligner award for excellence in Invisalign treatment. She loves to spend time outdoors with her husband, their 2 kids, and their rescue dog. They especially love visiting national parks.

Michael will always be a special person and patient for me. When I first met him, I was eager to help him out. I loved his youthful energy, his desire to be better, and his drive to change. He confided in me that he had wanted to make some changes in his life for some time, but that he couldn't seem to get started. He had given it some thought, and he realized that his insecurities concerning his smile were holding him back. I knew that improving his smile would be what he needed to get his change kick-started.

Then he left—for a few months.

When he returned, he was different. He had the same energy as when we had first met, but more resolve. He hadn't been ready to make big changes the first time we met. The second time, he was ready.

Michael and I discussed his Invisalign options, and as we did, we both realized that Invisalign was just one small part of a much larger change he was going through. He had plans to eat more healthfully, work out more, and be more mindful of the healthy and unhealthy decisions he makes every day. I realized that Invisalign would be able to help him in more ways than one. I have witnessed firsthand the degree to which my most successful patients become regimented in their daily routines. Eat, floss, brush, aligners, Munchies, repeat. I told Michael that if he could attain that level of routine in his Invisalign treatment, he might be able to do the same with his quest for health.

For his best treatment results, I recommended Propel micro-osteoperforation, Munchies 3 times per day for 15 minutes each time, and 7-day aligner changes. I told him he would need to be religious with his routine for optimal results.

Through his periodic exams, I saw rapid and predictable movements and a quickly improving smile and bite. I also noticed at each appointment that Michael himself was getting leaner, healthier, and fitter.

Michael told me that he found it difficult to commit to a plan of physical wellness because his smile held him back. He didn't want to forge friendships at the gym because he was self-conscious about his smile. He didn't want to make new friends or date because of that self-consciousness. He even shared with me a story about eating sandwiches, which he always did with such difficulty due to his open bite. All he wanted was to "be able to bite all the way through a strawberry!"

As his smile improved, and as his bite improved, he found that he was more able to do the things he knew he needed to get his life, his smile, and his health in order. Michael lost 104 pounds during and immediately after his Invisalign journey. And I am so proud to have been a part of this journey with him...and to help him bite through a strawberry. ■

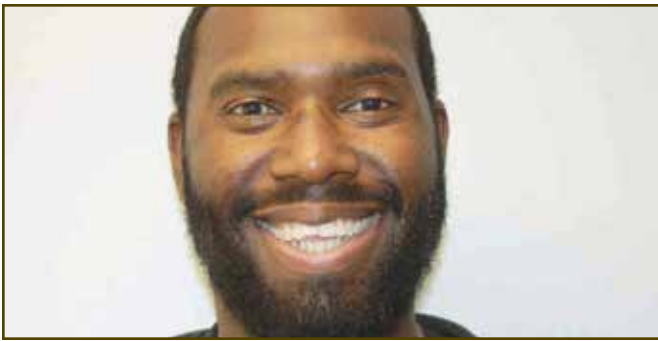


Figure 1: initial presentation.

Figure 2: after Invisalign and whitening.

# A Case 10 Years in the Making

by Keith Anderson, DMD

*This is one of the Golden Aligner Finalists at the 2019 Gallerite Reunion convention.*

I first met Andrew in February 2009. He was bilaterally Class I in the molars, with lower anterior spacing and flaring resulting in a lower anterior crossbite. We talked about his crossbite and I suggested a referral to an orthodontist. Andrew was not interested in seeing an orthodontist. I had been an Invisalign provider for a couple of years, but this case was well out of my comfort zone.

Over the next 4 years, we continued to talk about his bite at recall and restorative appointments. Andrew expressed that he would be interested in straightening his teeth at some point,



In the heart of Rock Hill, Missouri, Dr. Keith F. Anderson and his staff at Radiant Smiles Dentistry have provided quality, caring dental services to families in the surrounding communities for the past 30 years. Dr. Anderson is a member of the American Dental Association, the Missouri

Dental Association, the Greater St. Louis Dental Society, and the American Academy of Clear Aligners.

Dr. Anderson is a lifelong St. Louisan who graduated from Washington University School of Dental Medicine in 1985. In his free time, he enjoys spending time with his family. His hobbies include nature photography, hiking, fishing, and golf.

but it was not a good time. Andrew got married. He and his wife had 2 children.

In November 2013, after more discussion at his recall appointment, Andrew came back to have study models and photographs taken for a more thorough orthodontic evaluation. I was trying to determine if this would be a good Invisalign case and if I would feel comfortable moving forward with it. Ultimately, I decided that I did not have confidence in my ability to provide the result he needed with Invisalign. At his next recall appointment in April 2014, I gave Andrew a referral to an orthodontist friend of mine who did a lot of Invisalign. Andrew did not go to the orthodontist.

Then some things changed, mostly with me.

I attended Reingage in Miami in November 2015.

I attended the Reingage follow-up in Dallas.

I went to Costa Rica in November 2016.



**Figure 1:** initial presentation.



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My confidence grew. Having the increased knowledge, and the support and resources of the Reingage community, gave me the confidence to believe I could do this case and do it well.

I began talking to Andrew about doing Invisalign to straighten his teeth, with me providing it for him. I told him I was confident I could give him the smile he had always wanted. I told him about scanning with the new iTero Element and how the outcome simulator could give him a good approximation of what the results could be. It was still not a good time for him.

After discussion at his recall appointment in February 2018, Andrew said he wanted to do the scan and run the outcome simulator at his next recall appointment. In August 2018, we did the iTero scan and ran the outcome simulator. I told Andrew again that I was confident I could straighten his teeth and give him the smile he had always wanted. Five days later, after checking his flex spending account, Andrew returned to read and sign his informed consent and make his deposit. Nine and one-half years in the making, we were going to do this.

ClinCheck development went quickly. I only had to request a couple of changes. I emailed Dr. Jose Abadin, our ClinCheck Cartel president, asking him to review my final ClinCheck to make sure I hadn't missed anything. After he agreed it looked good, I approved the ClinCheck.

On October 24, 2018, Andrew returned to start treatment (**Figure 1**). I placed attachments, performed Propel micro-osteoperforation, and completed IPR as prescribed. I dispensed an orange Munchie with instructions: Andrew was to use the Munchie every time he inserted the aligners to ensure seating, and then 4 times per day for 15 minutes. Andrew also received his first 3 aligners, to be worn for 2 weeks each. We rescheduled him for 6 weeks.

December 5, Andrew returned for his first follow-up appointment. He was tracking well in his aligners and with the ClinCheck. His bite looked good with no posterior open bite (POB). I dispensed the next 7 aligners, to be worn with weekly changes. Andrew was advised to wear the aligners 24/7 when his teeth started to "jump" the crossbite. We rescheduled him for 7 weeks. January 24, 2019, Andrew returned for his second follow-up appointment. He was tracking well in his aligners and with the ClinCheck. His bite looked good with no POB. I completed IPR as prescribed, dispensed the next 6 aligners, and issued him a red Munchie to use for the duration of treatment. We rescheduled him for 6 weeks. March 7, 2019, Andrew returned for his third follow-up appointment. He was tracking well. His bite looked good with no POB. I completed IPR as prescribed and dispensed the next 5 aligners, and we rescheduled him for 5 weeks.

On April 11, 2019, Andrew returned for his fourth follow-up appointment. He was tracking very well. He had completed the 20 maxillary aligners, and teeth alignment and arch shape in the maxillary arch looked very good. He had completed 20 mandibular aligners and aligner 21, a virtual C-chain aligner.



**Figure 2:** final results, with no refinements needed, after 23 aligners.

The lower arch was very close to completion, though some light contacts remained there. His bite looked good with no POB. I delivered the last 2 passive maxillary aligners and mandibular virtual C-chain aligners, and we rescheduled him for 2 weeks.

April 30, 2019, Andrew returned for his fifth follow-up appointment, having completed all aligners. His teeth were in good position and alignment with no POB. He was very happy with the results, as was I. I checked his occlusion and adjusted it slightly in the anterior. We removed his attachments and took impressions for a lower fixed lingual retainer. I advised him to continue wearing his aligners at least 22 hours per day as retainers until he could return to have his lower fixed retainer placed and be scanned for Vivera retainers. We took final photos (Figure 2).

A case 10 years in the making was completed in 6 months and 1 week with a compliant patient, Propel acceleration, IPR, and Munchies; 23 aligners, in, out, and done with no refinements.

Ten years ago, I didn't feel I had the ability to even consider treating this case. Through my involvement with Dr. Galler, the Reingage community, the education and resources made available to me, and the support of my class, the ClinCheck Cartel, I gained the knowledge, skill, and confidence not only to provide this treatment but to provide it well. I believe this case represents what is possible for all of us, the Reingage community of dentists, if we take advantage of the support and educational resources made available to us. We will continue to learn and grow as providers. If I can do it, we all can do it. ■



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—David Galler

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# The Bicuspids That Would Be Canines

by Jeremy Kurtz, DDS, with commentary by Perry Jones, DDS, MAGD, IADFE

John, a 27-year-old male, presented to my office with a Class I malocclusion and severe crowding. He recognized that he needed orthodontic intervention but, of course, really did not want to wear traditional braces. He had a number of teeth that had erupted ectopically.

Teeth #6 and #11 had erupted in the position of the lateral incisors, and tooth #21 was completely buccal of tooth #22. All this led to significant lingual eruption of teeth #7, #10, and #22. The result was truly an orthodontic traffic jam (**Figure 1**).

This clearly was an extraction case, but choosing which teeth to extract in the maxilla was a challenge. Generally, it's best to extract the teeth that are the most out of place. This will allow



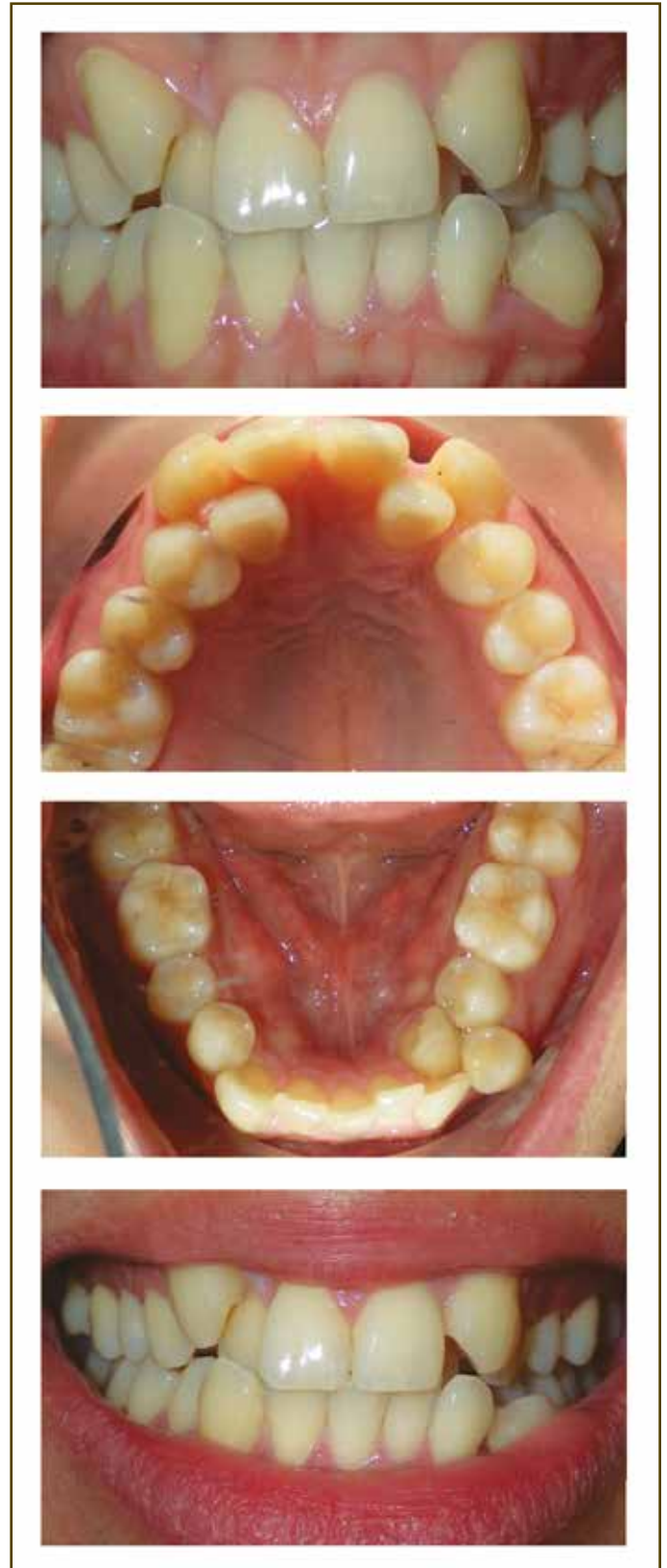
Dr. Jeremy Kurtz is a graduate of the University of Toronto School of Dentistry. He is a general dentist who maintains a unique private practice in Toronto that focuses exclusively on Invisalign and dental implant therapy. Dr. Kurtz is a guest lecturer at various Invisalign and implant study

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.

the remaining teeth to be moved more easily into place. In this case, though, the lateral incisors were the most displaced, and leaving the canines in the lateral position is not esthetically pleasing. Doing this would require additional bonding and reshaping of the canines, and, owing to the large size of the canines in this case, again would not be the best choice esthetically.

Removing the maxillary first premolars might have been another good choice, but the difficulty of movement of the canines and the reduced predictability of this movement gave me pause. Fortunately, using Invisalign and ClinCheck to plan more challenging extraction cases gives the clinician an advantage: the ability to run multiple treatment plans and visualize what the results may look like before actually extracting any teeth. I did just that (**Figure 2a**). Using the ClinCheck, I could see that not only were the movements challenging, but also, removing the maxillary first premolars led to a final maxillary canine occlusion that was not ideal (**Figure 2b**).

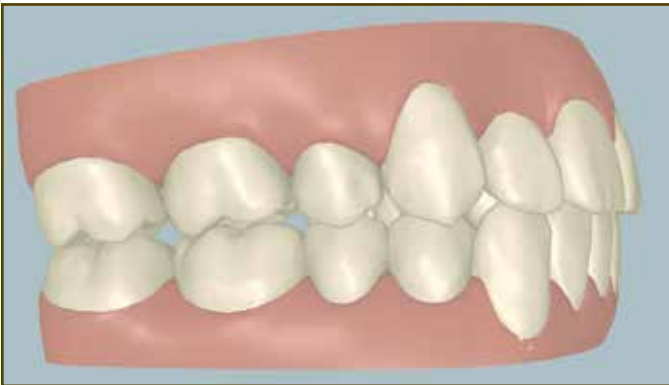
In the end, I made the unconventional choice to remove the maxillary canines (teeth #6 and #11) and the mandibular left premolar (tooth #21). This afforded the best esthetic result and



**Figure 1:** pre-treatment traffic jam. Note teeth #6 and #11 in the position of the lateral incisors, tooth #21 buccal to #22, and lingual eruption of teeth #7, #10, and #22.



**Figure 2a:** ClinCheck simulation. Extracting the laterals would generate a poor esthetic result.



**Figure 2b:** ClinCheck simulation. Extracting the canines would generate a maxillary canine occlusion that was not ideal.

occlusion combined with the most predictable movements. The maxillary first premolars were in good occlusion and, visually and functionally, can act as good canine substitutes (**Figure 3**).

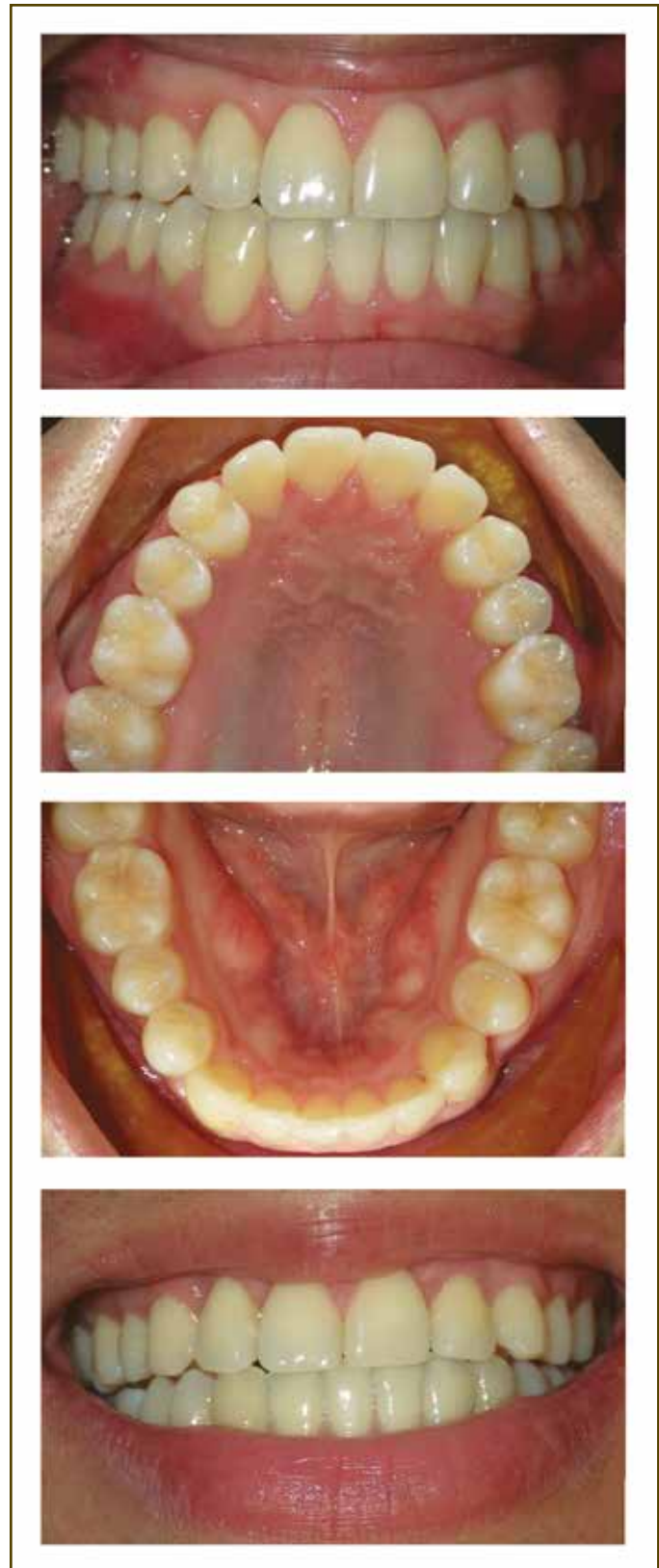
We completed treatment in 16 months with a total of 45 trays (27 initial trays, switched at 14-day intervals, and a refinement of 18 trays to balance the occlusion, switched every 10 days). I prescribed Vivera retainers for retention.

Overall, the patient was extremely satisfied, as was I, with the results.

**Dr. Perry Jones, Director of Education for the American Academy of Clear Aligners, has offered us some commentary on this unusual case, drawing upon his wealth of dental and orthodontic experience:**

These are some thoughts on canine vs. bicuspid extraction.

Cases such as this help us to understand the importance of the canine tooth. It's important as a feature to keep facial bone: i.e., the canine eminence. The canine has the greatest surface area of any tooth including the molars. It has incredible stability and is usually the last tooth standing. One reason the canine is so hard to move is the "keyway" space found on the proximal root surface. The "keyway" space is a big reason why the canine is so strong.



**Figure 3:** final results after extractions of teeth #6, #11, and #21.

In this case, we are trading a canine for a bicuspid. The canine is really important for functional occlusion, as it allows the posterior teeth to disarticulate in eccentric lateral excursion movements. The bicuspid can function in light working lateral movements. However, the canine has a unique lingual contour that offers a large mass to the food bolus, making tooth fracture much less possible than with the bicuspid with their two distinct roots. The canine's lingual prominence provides strength that a lingual root of a bicuspid cannot offer. If, somewhere down the road, the bicuspid in this case happens to suffer a lingual cusp fracture, I hope the restoration will be made with morphology more like that of a canine!

Usually, extraction of any tooth presents the problem of paralleling the roots of the adjacent teeth. The proximal anatomy of a bicuspid is different from that of a canine, making the contour more likely to result in a black triangle.

The occlusion in this case is a best compromise, given that the bicuspid are present and function in the canine position.

The case is a good example of using a clear aligner force system to play to its strength. Plastic likes controlled crown movement (crown tipping) and does not work so well for root movements. The case does push the outer limits of what can be done in a very crowded dentition. My comments above about the value of the canine remain, but nevertheless the end result here does make the case for what clear aligners can do best: crown tipping.

If the canines had been kept and the bicuspid extracted, the case would have been very difficult to impossible using clear aligners. The result is a good one although the extractions were more typical of fixed mechanics, a more predictable force system for root movement such as bodily movement and root torque. ■



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## Join the REVOLUTION!

# Feature Article

## The Summer of Success (in Dentistry)

by David Galler, DMD



Dr. David Galler personally leads and instructs Reingage, a network of nearly 1000 dentists committed to bettering lives with Invisalign and advanced alignment techniques. He is senior vice president of orthodontic services at Aspen Dental, and has been president of the American

Academy of Clear Aligners. Dr. Galler graduated with high honors from the University of Pennsylvania College of Dentistry, and completed his general and cosmetic practice residencies at the Brooklyn Veterans Administration Hospital. He now splits his time practicing between New York and Chicago. Dr. Galler has been involved in the completion of more than 20,000 Invisalign cases and has been named a Platinum Plus Invisalign Provider. He developed his own interproximal reduction (IPR) technique, currently utilized by 4,500 dentists nationwide and featured in multiple orthodontic textbooks as the Galler Spacing Technique, or GST.

As dentists, we focus on the latest technologies and procedures...but we sometimes forget that we are small business owners, too.

The 2020 business year has been stressful. March brought disbelief and confusion, April saw the shuttering of practices and the furloughing of staff, May had the PPE and PPP bonanza—and finally we had the **June Boom**.

That's correct. Despite the doomsday predictions, dentistry came back very strong in June. Patients returned to offices in droves and wanted emergency, elective, **and** cosmetic care. Many dentists reported their best revenue ever in June, despite the cost of PPE and distancing of appointments.

Now, some of this can be easily explained by pent-up demand. But that can't explain the reports of Invisalign growth during this time. Patient demand for straight teeth, and Invisalign treatment specifically, was record breaking. Align's stock rose

over 40% between May 15 and June 15. If you had asked me during the COVID shutdown if I thought patients would be coming out in droves by summer to start elective orthodontic procedures to the tune of \$4500, I'd have said you were mad!

But, the stats and the growth are real.

Why?

First, let's look at the economics.

### Micro and macro

**Macroeconomics** is the analysis of decisions made by countries and governments. Our great country took the unprecedented move of pumping 4 trillion real dollars into our economy. Not in corporate tax breaks, Medicaid increases, or farm subsidies; this is money that went directly into Americans' bank accounts.

85% of the people got a \$1200 check overnight.

Business owners got **forgivable** PPP loans, even if they were able to reopen and start making money again in June. They received EIDL loans that they don't need to start paying back for 12 months!

The unemployed received an extra Federal check for \$600 a week.

Everyone's tax payments were delayed till July!

For the moment, this unprecedented influx of real cash into real American pockets has had a huge effect on the economy.

Now, **microeconomics** is the study of individual spending habits and business decisions. During this time, experts focused on the disastrous effects of businesses being shuttered. It's true: most people weren't making any money. **However**, they also weren't spending as much.

The Starbucks each morning, the babysitter, the vacation, the mall on Sunday, eating out for a family of 5...all gone. Household expenses dropped dramatically.

Americans and Canadians typically spend thousands on spring break, Easter/Passover trips, and vacations in March/April. This year—zero.



The result, as reflected in the stock market, is the **appearance** of a very healthy economy, with high consumer confidence and strong buying power in people's hands. I don't know how long it will last or what the long-term effects will be, but that's what is going on right now.

### Zoom feeds the boom

The second reason for the boom is what I call the Zoom effect. For the last 3 to 4 months, most social and business interaction has taken place over this videoconferencing platform. It's been available for over 3 years, but its usefulness in these conditions has recently made it a household name. Millions of people are using it daily.

In a Zoom meeting, all the participants are displayed in little boxes on the computer screen. With webcams now standard on most computers and smartphones, people are now seeing close-up views of their peers, colleagues, and family for long hours each day.

Now, social scientists have noticed an interesting phenomenon. When you are staring at a video chat screen, your eyes tend to shift toward viewing the little box with the digital view of your own face. So millions of people

are watching their own faces while talking to others, as if they were walking around each day with a mirror 10 inches in front of them. And of course, the most notable feature on anyone's face seems to be their smile!

My hypothesis: the Zoom effect makes more people more conscious of the appearance of their teeth than ever before. Staring at their facial imperfections in the "virtual mirror," day after day, seems to have propelled many people to take action and to seek out ways to correct their perceived imperfections.

That leads us to the third cause of the boom being seen right now in Invisalign offices across North America.

### Smiles redirected

For the last 24 months, SmileDirectClub (SDC) has been doing an amazing job of educating the public about using Clear Aligner Therapy to align teeth. The company's blitz marketing has the industry in a frenzy, with consumers turning to SDC or their dentists for treatment of malocclusion.

It is estimated, based on its first-quarter public record, that SDC was starting between 40,000 and 50,000 patients per month at the start of 2020. But that came to an abrupt stop as COVID-19 gripped the world, and SDC's "Smile Shops" were summarily closed in all states and provinces in North America to comply with local statutes on March 23, 2020. At the time of this writing, the SDC locations remain closed.

That means that for the months of April, May, and June, at least 150,000 prospective leads for SDC are now back in the marketplace seeking help for their malocclusion. These potential clients have found their way to general dentists that offer and advertise Clear Aligner Therapy.

### What it means to you

For these three reasons—economics, the Zoom effect, and the temporary closing of SDC locations—we are seeing amazing growth at dental offices, and in particular those offices that offer Clear Aligner Treatment in the form of Invisalign to their patients.

My advice: as a small business owner, take advantage of it! **Work hard now.** Push yourself and your team. Don't hold back. Work longer hours.

People have money to spend, and they want a change from not having spent anything for the last 3 months. Get people in now and treatment plan for optimal dental health, occlusion and esthetics! ■





# Gallerite Reunion

## AAACA Annual Convention

## Building Better Lives!

November 4–6, 2020 | Wynn Hotel, Las Vegas

Register today at [galleritesconvention.com](http://galleritesconvention.com)

### SCHEDULE AT A GLANCE

#### WEDNESDAY, NOVEMBER 4

12:00 pm: Registration  
12:00 pm: Convention Floor Open  
3:00 pm: Opening Session—  
#buildingbetterlives  
4:30 pm: Convention Floor Reopens  
7:30 pm: Outdoor Pavilion Reception  
at Wynn

#### THURSDAY, NOVEMBER 5

7:00 am: Breakfast  
8:00 am: Breakout Sessions (at the top of each hour)  
8:00 am: Convention Floor Open  
12:00 pm: Lunch & Convention Time  
2:00 pm: Breakout Sessions (at the top of each hour)  
7:30 pm: Private Party at Stratosphere (need badge for entry)

#### FRIDAY, NOVEMBER 6

7:00 am: Breakfast  
8:00 am: Workshops—Choose 1  
1) Bioclear Black Triangle Certification  
2) Team Training Institute Practice Development  
3) Healthy Start Certification Start Course  
12:00 pm: Convention Ends

### OPENING SESSION:

**BUILDING BETTER DOCTOR LIVES, BETTER FAMILY LIVES, AND BETTER PATIENT LIVES**—presented by David Galler, DMD

Golden Aligner Updates

Clear Aligner Updates

Academy Updates

## CASE FINISHING/AUXILIARIES

Master Occlusion in Minutes With T-Scan  
**C. Ryan Oakley, DDS, FAGD, FIDIA**

90% Predictability in 90% of Your Patients:  
The Future Is Here  
**David Penn, BDS, MBA**

How to Create a Smile Worth Posting  
**David Eshom, DDS, AAACD**

Tissue Management After Invisalign®  
**Viviana Waich, DMD**

Using High-Frequency Vibration for Advanced  
Aligner Cases  
**TBD**

## CLINICAL DENTAL TOPICS

I Don't Do Refinements. Learn My Secrets!  
**Michele Ranta, DDS**

TMJ Phase 2 Case Finishing With Invisalign®  
**Louis M. Giordano, DDS**

The Teeth Are Not Moving, What Do I Do Now?  
**Luis Camacho, DDS**

Obstructive Sleep Apnea in Your Office: Time to  
Grab the Bull by the Horns  
**Joan Werleman, DDS**

I Have a Sleep-Only Practice  
**Keith Hollinger, DMD**

Taking Aesthetic Dentistry to the Next Level  
With Botulinum Toxin and Dermal Fillers  
**Tracy Blessing, DMD**

## WORKSHOPS (First Come, First Served)

**BIOCLEAR:** Treating the Dreaded Black Triangle:  
Bioclear Hands-On Certification Course  
**David Clark, DDS**

**HEALTHY START:** Build a Better Life for Yourself,  
Your Patients, and Your Practice  
**Jill Ombrello, DDS**

**TEAM TRAINING:** 7 R's for Sustainable Growth  
**John Meis, DMD, FAGD, DICOI/  
Wendy Briggs, RDH**

## DENTAL TECHNOLOGY

This Laser Will Blow Your Mind  
**Amir Daoud, BDS, DDS/Denise Clements, RDH**

3D Printing and Invisalign®  
**Andrew Reingold, DMD**

BruxZir Now and Later  
**Justin Chi, DDS, CDT**

"Reddy," Set, Scan!—All Things iTero  
**Rekha Reddy, DDS**

How Teledentistry Can Help You Do  
More Invisalign®  
**TBD**

## PRACTICE MANAGEMENT

Productivity: It's Not by Chance  
**Bruce Baird, DDS**

Grow Your Practice. Build Your Online Presence.  
Streamline Your Front Office  
**Korey Korfiatis/Charlie Van Liew**

Influencers and Instagram  
**Christina Blacher, DMD**

Hygienists Are the Gatekeepers of  
Invisalign® Success  
**Scott Frederick, DDS**

Does Money Motivate Our Team?  
**Gina Marcus, DMD**

Next-Level Hiring: How to Find and Build Your  
Dental Dream Team  
**Kristen Ritzau, DDS/Cory Ritzau**

Five Gears for Practice Acceleration:  
Driving Your Practice Forward  
**John Meis, DMD, FAGD, DICOI/  
Wendy Briggs, RDH**

Dental School Never Taught Us to Be Happy  
**Sabastian Huynh, BA, MBA/  
Jeff Buske, DDS, FICOI**

**Register Today!**  
[www.galleritesconvention.com](http://www.galleritesconvention.com)

# Reingage News

## Reingage Study Club News

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



### ALIGNER EMPIRE

<ring, ring> Good morning Dentistry at Suburban Square! How can I help you? A: I have a cleaning appointment later today and a bit of a cold with a slight fever. Old: While we appreciate your concern for our health, we look forward to seeing you at your reserved time. Now: We totally understand. Please don't let the flat tire, the accident, the traffic jam, the hair dresser appointment, the blah, blah blah, blah blah get in the way of you heading to the doctor's office to get your temp taken and your sella turcica swabbed.

<ring, ring> Good Morning Dentistry at Suburban Square. Q: I have my crown appointment tomorrow and I am concerned about Covid. A: We take every precaution from tequila tasting hand sanitizer, temperature of every patient and team member, to fogging the room and extra suction units. Your safety is of primary importance. Stay home, stay safe. Q: But, do you accept my Medicaid?

To say the least, everything we do has gotten a lot more challenging. It requires that much more effort to get only half done. There is more risk and more complexity. Things that we took for granted and were easy, are now unreliable, slow, and ineffective.

But, we are **STRONG**. We will push forward, and uphill, and into the wind every moment of each day. With sheer willpower, collective effort, and a stiff cocktail each night, we will persevere...together.

Michael I. Wollock, Empire President

Diamond PLUS 1%er, full general dental practice, 32 hour a week office with 5 chairs one Doctor (me) & NO associates.

Currently: 45 case starts in 3 weeks of May, 3 days a week.



The doctors of Align the North have been actively engaged helping one another during the COVID-19 pandemic. It's been a difficult time for us all; but by working together, we've emerged stronger and better prepared. We've grown closer as a team, and we're excited to be getting back to our clinics and providing our patients with excellent care. Some of our team are shown modeling various PPE...and of course, variety is the spice of life.

# Can Your Laser Do This?

## NIGHTLASE® Airway Enhancement



**As seen on ABC, NBC, FOX, & CBS News!**

NightLase Treatment is a fast, non-invasive and friendly way of increasing the quality of a patient's sleep. NightLase can decrease the amplitude of snoring through the use of gentle, Fotona proprietary Er:YAG laser light. No anesthesia is used in this treatment.

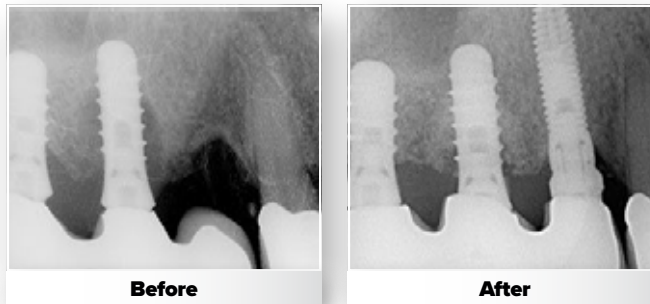
- Non-invasive
- Increases sleep quality
- Lessen the effects of snoring
- Safe and patient-friendly treatment

FDA cleared for Lightwalker™ laser assisted new attachment procedure & periodontal regeneration – Lightwalker™ true regeneration

### TwinLight™ Periodontitis



### Peri-Implantitis Treatment



**Benefits of combination Erbium & Nd:YAG wavelengths therapy for both Periodontal Disease and Peri-Implantitis**

#### Erbium Laser

- More thorough calculus removal WITHOUT heating or damaging the implant or the tooth root surface
- Re-contouring of the bone

#### Nd:YAG Laser

- Selective tissue removal
- Selective deep penetrating bacterial killer
- Fibrin Clot through hemeostasis

## Laser Aesthetics

Help Your Patients Look & Feel Better Naturally



- No Pain & No Downtime\*
- Natural Tightening & Toning without the cost of per patient consumables
- No Artificial Fillers - avoids "Puffed" Look and no injecting foreign substances
- No Special Insurance Needed like Botox & Juvaderm Require
- Long Lasting Results that are Easy to Maintain\*\*
- Big Practice Builder - High Demand

\* In most cases

\*\* LightWalker has been cleared for soft tissue resurfacing and for treating wrinkles and pigmented & vascular lesions.

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Drs. Bao-Tran Nguyen and Nathan Jeal (pictured here with their beautiful daughter Ivy) are a serious power team, both in professional and everyday life! Based in Winnipeg, they have operated 6 dental offices in the 9 years they have been practicing together. By design and hard work, they have established a 4-day work month, and both serve as on-site specialists at their various locations. While Nate focuses mainly

on cosmetic rehabilitation, Invisalign, and implants, BT prefers to focus on children with Healthy Start and treats Invisalign patients as well. Nate's marketing company, Dental Authority Marketing (DAM), drives 90% of these niche procedures to their offices. Nate offered webinars to AACA members during the pandemic on how to come back better and stronger as business owners. They both serve as Key Opinion Leaders on the AACA Board, and we are happy to have them as part of the Arch Madness team!



Wow, what a crazy time it has been for all! Our newest San Jose Reingage members came out on fire after their February course, only to be brought to a screeching halt at the end of March. Now that we have returned to "normal" at our offices, they are picking up right where they left off. Though disappointed that

we will not be able to see one another in June, we are looking forward to the rescheduled GRC in November. Our members continue to develop all their dental skills. Before the world came to a halt, one of our members, Dr. Nick Cobb, earned his diplomate status in the International Dental Implant Association.



As Maryland moves toward phase 2 of opening, most of us have returned to clinical dentistry. I think we've all found that being closed was more work and stress than being open. In talking with everyone, I think it was nice to be forced to slow down a little bit and enjoy some great family time. But now we are back at it, moving full tilt. During the closure, we had our first team Zoom call; it was great to get to see everyone. Now, we are all

just trying to get used to the new "normal" of PPE in our offices!



The Capone Correctors are **back!** We are all so excited to be back and armed with even more knowledge than before the pandemic. We all took advantage of the incredible Continuing Education that became available online—especially what became available from our own Gallerites, Hardeek Patel and Aman Bhullar; they hosted a Zoom series on implant treatment planning. It was excellent.

Going forward, I created #WorkshopWednesday. On Wednesdays, we share cases that we've completed, from any discipline in dentistry, and discuss them. Through this, we learn so much from each other: new techniques, new labs, new materials! We are excited to see what the future holds for us.

Here's a picture of our first #WorkshopWednesday by Dr. Boji. Three feldspathic porcelain veneers were done on this patient to correct her Class III open bite.

Your President, Bianca Boji, DDS, Comprehensive Dentistry, Ypsilanti, Michigan



The members of Chicago Deep Bite are back at work after emerging from the strange and foreign hibernation of COVID shutdown. Through this time, we were able to rely on one another and the AACA for guidance, counsel, and laughter. We re-enter our offices stronger than before, and hungry to get back to what we do best, building better lives. We have met with patients grateful for our services and happy to return to the office. Let us build on this moment to improve the status of dentistry for all; we **are** essential. We are caring and capable of improving the lives around us in such meaningful ways. The only constant in life **is** change, and with the help from the AACA, Chicago Deep Bite members are ready to rise to any challenge. Let us not hurry back to “normal,” but strive for something better.



Hello, Galler Nation, from the ClinCheck Cartel.

The COVID-19 crisis created some trying and uncertain times. We have been tested to the max but now are entering into a recovery from the global pandemic. The New Normal is definitely here, but because we are a united ClinCheck Cartel, We Will Come Back Stronger and better than before.

Welcome to the New Normal.



Well, this has been a crazy quarter! The plan was to write about the joint Empire Too and TriState Tippers dinner that was scheduled to take place the second weekend of March, but COVID-19 had other plans (though Dr. Christopher Olynik and his wife Dominika did make it out to dinner at our planned restaurant that night). That doesn't mean that Empire Too has been lying down quietly, though. Most of us are located in New York, New Jersey, Connecticut, and Pennsylvania, with a few further north, but all on the East Coast. It has been a trying few months, to say the least, but we've kept our heads down and our hearts full. While we weren't able to meet in person, we kept our spirits up with Zoom calls and lots of encouraging words to one another. We are looking forward to rescheduling our dinner for the near future.



Welcome, Summer!

We Ghosts of POB are back on track. Yes! After a few months of COVID-19 inactivity, our class is back in business; most of us are hard at work in our dental offices. The process of returning was long and tough, with many new regulations to implement. But we've adapted and returned stronger than ever. For more than two months, we saw no elective patients but attended virtual conferences that kept us updated. Thanks to AACA and Dr. Galler, the chats really

helped us deal with the pandemic. We want to give a big shout-out to Dr. Antonio Hernandez, who is a lieutenant colonel in the United States Army Reserve and was deployed to Newark to fight against the virus. Thank you, Antonio. Our next goal is attending the GRC in Vegas. Go Ghosts!



Golden Gate Straight has been through some tough times recently. With all the COVID-19, we have seen many of our members adapt and overcome the difficult issues we all have been facing. We have had Zoom calls and have been supporting each other through WhatsApp. As we have returned, our numbers are jumping as people want

Invisalign. We are coming back stronger and more driven. Many members used the off time to spend time with their families and take some much-needed R&R.



Hells Aligners are there for each other. ♥ What a crazy second quarter of the year 2020! From the Q1 announcement, through three months of questions, uncertainty, fear, organization, study, AACA support chats, CDC, OSHA, **webinars** and crazy changes...we have persevered. **Again!** How many push-ups are you up to? We have a grace period of four more months, but I am still working on them—top was 47. (Last ones are pretty pathetic still...but there's still time until GRC November 2020.) We started weekly Zoom meetings April 30, when it started to look like "this is real!" It was so refreshing to have one another's support, laughter, and love.

The support kept coming from all the Gallerite chats, not just ours. We all had love from the AACA and Dr. Galler from week one. ("AACA is LOVE, just with different letters."—coined by President Arvind Petrie, recently, and it is SO true.)



The Hotlanta Stripperz are keeping consistent with our zest for life and striving to do everything we can to serve our patients and our communities to the highest level. The COVID-19 crisis has presented some hurdles and barriers to our normal life and practices, but we want to encourage us all to stay true to what we have been called to do, and to be innovative and creative navigating our practices as we take strides and expand. Growth and development can happen in this time, and getting back to work has presented opportunities to update, improve, and innovate our practices. Stay strong—and advance, AACA family!

Also, in this time of social unrest, remember who we are as a group: inclusive, loving, and caring dentists who are family. Show love in any way you can. Try to do even just one thing a day to extend aid, help, support, and love to someone that you come across. We can change the world for the better if we each take steps in the right direction. God bless you all!



It's been an interesting few months (to say the least) for our country, the world, and Galler Nation. Lots of questions have surfaced, some answered and some still unanswered. Lots of changes, some for the better and some for the worse. One thing that has remained consistent is the community of support and friendship that exists in the Drillers group and in Galler Nation. We may not see the old normal again, but we all want to be part of making sure the new normal is a good normal.



Invisalandians continue to support each other and have increased efforts in doing so recently amid the COVID-19 crisis. In January 2020, we began "selfie Sunday." This is an opportunity for all our members to share a moment of what they are doing and connect in a non-dental way. We have continued this effort, as it has provided a multitude of smiles and positivity throughout our current challenges. In addition, we have learned many fun things about one another.

We are thankful to have one another and the entire Gallerite nation for both resources and support during this time. One more way we are #buildingbetterlives.



# Declining Reimbursements? Need More New Patients?

Discover How To Double Your Production,  
Without Advertising Or Hiring More Staff

by Dr. John Meis

**H**ave you seen the numbers?

Reimbursements really *are* shrinking. Proof: Independent GPs will lose 8.7% in reimbursements in 2019, according to Morgan Stanley Research. That's on top of a 6.7% loss since 2017!

What can you do? Especially if you're worried about getting more patients ... or just want to keep your schedule from falling apart?

You'll find answers here.

Hi, I'm Dr. John Meis, a 4th generation Dentist. I was born to do dentistry. And my practice in Sioux City, Iowa was doing fine, thanks to long hours and hard work. But after a brush with death at age 28, I realized a painful truth -- *I couldn't afford to die!* My family depended 100% on my being at work every day. Without me doing all the work, my wife and 2 young children faced a future of financial hardships.

My health scare (a heart condition, now symptom free) was a wakeup call. It forced me to build a practice that ran on systems and teams ... not on my labor. After 11 years of trial and error, I created what I call the "*Double Your Production System.*" It took me to over \$225k/mo. in personal production ... yet I always made it home for dinner. It let me double and even triple production in any other dental practice I walked into. And since 2005, I've advised more than 4,439 dentists and staff in 12 countries.

## The Strange Secret To Growth

What if everything you've been told about growing your practice was wrong? For example, *what if you don't have a new patient problem?* What if bringing in more new patients, like blasting water from a firehose into a leaky bucket, is actually causing your practice to fail? That's just one of dozens of unconventional success secrets you'll discover in my new book ...

## "The Ultimate Guide To Doubling Or Tripling Dental Practice Production"

Don't spend another dime on marketing or hiring a non-dentist "guru" before you get this book. In it, I reveal exactly how I learned to laugh at falling PPO reimbursements ... as I built a \$6-Million practice in little Sioux City ... and how I've grown over 150 practices that I've been a partner in. Here's a sample:

- **Why "bad news" about insurance coverage leads to 80-95% case acceptance** (pages 24-25)
- The simple roadmap to \$326,400 in new revenue, without advertising (page 126)
- **How to boost your production to \$225,000 a month** by doing new patient exams in just 8 minutes -- without sacrificing care (pages 50-62)
- The #1 secret to case acceptance is an "E----- C----- Exam" (pages 55-60)
- How to double your production starting tomorrow (yes, *tomorrow*) pages 15-18
- Why "nesting" is stopping you from tripling production (and how to fix it). See pages 71-72
- **How to reclaim \$102,952 in new revenue per hygienist** by "framing" (see page 29)
- How to replace your salary with profits that multiply, *while you do other things* (pages 119-120)
- **How to create \$440,000 a year in production.** Hint: no more meetings! (pages 87-88)

## Free Book

Members of the Academy of Clear Aligners are entitled to a Free copy of this new book, while supplies last. Go to:

[www.2xProductionStartingToday.com](http://www.2xProductionStartingToday.com)





## LOS ALIGNERS

For Los Aligneders, the spring pandemic quarter was all about keeping track of one another, sharing about safety and financial steps to be taken, and moving back a bit to review our existing practice systems. And there were Zoom conferences and webinars of every shape and description. Align hosted Zoom conferences designed to help install and implement tele-smile consults. Mike Jones presented an informative course on personal protective equipment (PPE) and other safety precautions; his video is up for an Oscar nomination. While performing a long-awaited garage inventory, Von Bulow found the Los Aligneders original team photo, captured almost 5 years earlier to the day.



We are finally back to work. The Northeast has begun to open back up, and the Mass Spikes are beginning to work our way back to the "new normal." New protocols, welcoming new team members, and saying goodbye to old team members; many have taken this opportunity to fine-tune the team and come back ready to take it to the next level. The Cup continues to make its way through the team, with Dr. Wonje Cha the latest to hoist the hardware!

## METRO LIGNER

The Metroligners have remained positive and supportive throughout our "break." What I know is that in my many conversations with the group, everyone has been so grateful for the time. Time with their spouses. Time with their children, with hobbies, projects for which they never could find time. Woodworking, musical instrument lessons, incredible home projects, fitness goals met and exceeded. So much personal success everywhere. We are a group of true leaders. We were not without fear of all of our futures. That has not stopped anyone. We have looked at the issues, analyzed them, and figured out working solutions. Team management, physical facility changes, hunting down supplies, and helping each other. This tight-knit group supports and cheers one another on. Bring on uncertainty. Bring on challenges. We are up to it and will succeed in spite of what is thrown at us!



To say this last quarter has been crazy is the understatement of the year. It has been mind-blowing how much we have dealt with in just a few months. **But** we have all come back from the madness stronger and determined to **succeed...** if only we could breathe while doing it! I am thankful this pandemic has allowed us all to spend much-needed quality time with our families. Dr. Lindsey Zeboski got to steal some extra snuggles from little Miss Bria. Dr. Mary Cresseveur-Reed was able to celebrate her son's graduation from Southern Lehigh High School. Congrats, Milo!

With all of our new "normals" and increased PPE, Dr. Coniglio wanted to spice up the routine on Cinco de Mayo this year...do sombreros count as PPE? The one thing I can say for sure is we are **all** looking forward to the Gallerite Reingage Convention this November!

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– Christina T. Do, DDS | Costa Mesa, CA

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\*Based on Glidewell internal data.

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On March 5, Gallerites gathered in Tysons Corner for a study club hosted by the D.C. area Gallerite Presidents Faline Davenport, Clarissa Moore, Corey Anolik, and Toussaint Crawford. Fellow Motor City Movers members Dr. Kristin Horman, Dr. Shawdi Assar, and Dr. Aramesh Darvishian were present for a fun night of learning, great food, and games. Who would have thought that 10 days later, some of our practices would be closing their doors...for months? It's been tough, and a lot of our practices have taken a hit; but we are pushing forward and reopening our offices and doing what we have to do to survive. Dr. Galler kept our spirits lifted with a push-up contest and some amazing Tip Tuesdays. We all have our eyes on November when we can reunite. Until then...keep your head up. We are all in this together.



If 2020 was a playground toy, it would be a swing placed right in front of a brick wall! I felt like I was on the swing when we were ordered overnight to shut our nonessential doors and shut down our businesses.

But dentistry **is** an essential business, and we as professionals are leaders in our communities. Today most if not all of us are back to what we have always done. What we didn't see coming was that many of us are now busier than ever. The economy has faltered but not stalled, and our consumers are back and ready to spend money for the services they have missed and want!

Now is the time to talk Clear Aligners with our patients and give them the service they want; we can make it affordable and convenient. Let's get back to using our recipe for success.



Back to work! With Maryland, D.C., and Virginia opening full dentistry again, our group has been putting in long hours getting schedules organized again, hiring new employees, and getting rid of some bad ones. Each member also got some time to do more Continuing Education. Wes Kandare even added some new equipment. Here, Wes is ready to do general anesthesia cases in office.



There was a recent shutdown of some kind (allegedly, anyway... hasn't been confirmed), but the Rockin' Cavs' WhatsApp room has been extra filled with shared joys, family time, and projects. A couple of highlights to share: Chris Hart got interviewed by a newspaper on teledentistry and has been making sleep-medicine marketing videos about... booze. Jason Schermer got on a local TV station about virus safety and has been doing karate classes via Zoom. Uppasna Chand made one of those cool pass-the-object videos with dozens of her patients (check it out on YouTube or TikTok @uppasna).

Stephen Denny started remodeling a bathroom at his house...and 8 weeks later is **still** working on it. And Joyce Thomas made an epic Porsche birthday cake for her husband's 50th celebration. Mad skills, Joyce!



The shutdown was a trying as well as a resting time for all. Some were able to make the most of it and spend quality time with family. Others struggled with the worry of what may happen in the future.

One thing I have learned is that you must be prepared for the unexpected in both business and life.

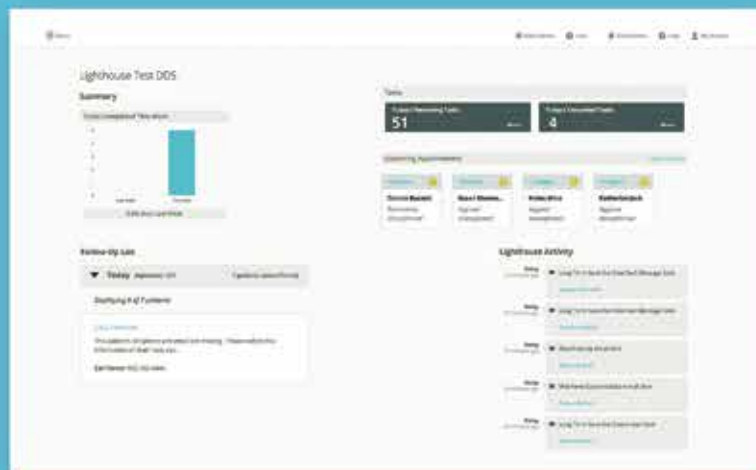
# Lighthouse

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Results based on a survey of active Lighthouse 360 customers.



Throughout the pandemic, Shift Happens has hardly slowed down. As the Greatest Reinige Class Ever, our doctors have found ways to reinvent and come out stronger.

On WhatsApp, from Dr. Davis Do: "So very blessed to have people who are appreciative of having a job during this difficult time. Working together for the common goal of taking care of patients, we are trying to build back our practice."

From Dr. Hardik Chodavadia: "Great to be back! I'm pleasantly surprised at how many people are receptive to talking about ortho even if they weren't thinking about it."

Most straightforward, from Dr. Angel Zamora: "COVID is not an excuse not to talk about straight teeth."

Sheila Farahani has been the highest-producing single-doctor practice in her area since the outbreak! We're grateful for the supporting messages she shares every week.

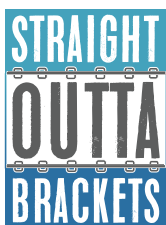
Picture caption: Baby Naina Chodavadia still makes our cheeks hurt from how cute she is!



Team Str8up had its 6-year anniversary in June but will have to wait to celebrate once we can all get together again.

While not an ideal break, this unexpected time off from the office made some Str8up members thankful for the quality time with their families. We stayed connected with some virtual meetings on Zoom. A lot of our group kept in shape by following online fitness programs and Dr. Galler's push-up challenge.

Phil Gaudin took on the Workout to Conquer Cancer fundraiser challenge in May and also celebrated his 10-year anniversary in June with his wife Maria. Congratulations to Shaheen Popatia and her husband Karim, as they are expecting their second child this summer.



The doctors of Straight Outta Brackets are back up and running with their practices and are stronger than ever—literally. Many of us participated in Dr. Galler's push-up challenge during the shutdown, with Bella Doshi being our push-up champion. We dare you to challenge her to an arm-wrestling match or push-up contest in Vegas at GRC. We enjoyed one another's company for a few Zoom calls to commiserate, encourage, and brainstorm reopening. We are coming back strong and ready to dominate the Clear Aligner world once again!



The last few months have brought about increased collaboration among team SuperCarlsBad. We've supported one another over WhatsApp, Zoom meetings, and several phone calls as we all aimed to survive and thrive through all that 2020 has thrown at us. The biggest bright spot in the last quarter was our own Dr. Uyen Thompson welcoming her fourth baby (yes, fourth) into the family. Congratulations, Uyen, on bringing beautiful Charlotte into the world and introducing her to the AACA family. Along with growing her family, Uyen is also busy growing her practice, Thompson Center for Dentistry, in Chula Vista, California; she's building her CE resume as well. Uyen has earned her FICOI and FAGD. Congratulations on all your achievements, Dr. Thompson!



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Well, Sweet Caralign...we did it! We've made it past the first wave. We've all come back better than ever. Maybe your community has been dying to return to your practice (Imagine...people begging to see the dentist...) and your production is at a record high. Maybe you've returned with a healthier perspective after some much-needed relaxation and family time (ask me how many times my daughter has made me see *Frozen 2*...).

One of the AACA's chief principles is building better lives: giving our members the tools to make their dreams come true. Has the AACA done this for you? I believe it has.

Everything you went through during this time off has made you a stronger person. There is nothing you, and we, can't handle. Now is the time to live the life you want to live, to have the practice that you want to have. And remember that we will be there with you every step of the way, because we are family.



The past few months have been nothing less than turmoil for many of us. Our fellow Tippers dealt with the most diverse situations, yet we were able to stay in contact with and support one another.

It's exciting to see that now many of us are reopening our businesses and holding our heads high despite the numerous challenges we are facing, including new guidelines, employment regulations, PPP, PPE, webinars...and the list goes on.

And many of us had time to reflect and hopefully connect with other aspects of our lives that can often be overlooked amid the everyday demands of our careers.

Finally, to end on a very happy note, GRC 2020 was moved to November, and we are all very excited to reunite with our AACA family.



On May 22, 2020, the Walker Texas Retainers family was expanded by one: one beautiful 19-inch-long, 6-pound-1-ounce baby girl. Anna Joy was born to Dr. Mary Abdou and her husband Joe Abdou. Anna Joy is loved very much by her big sisters, Sophia, 6, and Emma, 4.

Dr. Mary Abdou practices in Houston, Texas, at Memorial Park Dental Spa. She has been an integral part of the Walker Texas Retainers group since it originated in 2017 in Dallas, Texas.



The doctors of Wicked Straight are back up and running!

We are all sick of "unprecedented," but the pandemic has been a new chapter in our careers. Three months of production loss, PPP, and employee scarcity, plus fear and confusion, have been the norm for us all.

Our saving grace has been sharing the burden within our group. Our docs have collaborated on everything from patient videos, protocol documents, and clarity on CDC guidelines, to sourcing PPE.

Infection control in dentistry is everyday. We know how to keep our patients and our staff safe. But who takes care of us? One of our biggest challenges hasn't been the dental details; it's been the head game trying to pull your company through the new "burning hoops."

While navigating the new normal, our AACA affiliation has proven to be our biggest asset. Daily, I've seen our doctors supporting one another emotionally and #buildingbetterlives. Gratitude to all of you.



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Our professional realms came to a screeching halt on March 17; but what we lost in earnings and in certainty, we gained in time with our loved ones and in our capacity to reflect and prioritize what truly mattered most. As seen in the picture of Dr. Lovedeep Randhawa's children, we showed gratitude for the front-line workers who worked tirelessly to keep us safe. Gallerites, including our own Dr. Vitaly Gantman, gave their new-found free time to share knowledge through Zoom meetings. Dr. Brent Wong, with his Shine the Light Initiative, raised funds to provide

food hampers to over 700 unemployed Dominican Republic families, and started a forum of nearly 300 Manitoba dentists to get them through this pandemic. While some of us could take this moment to catch our breath, others had theirs senselessly taken away. Dr. Tony Castellano's optimism for growth and change showed through support of the #BLM movement, including participating in a peaceful children's march with family and friends.



# Gallerite Reunion

## AACA Annual Convention

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—David Galler

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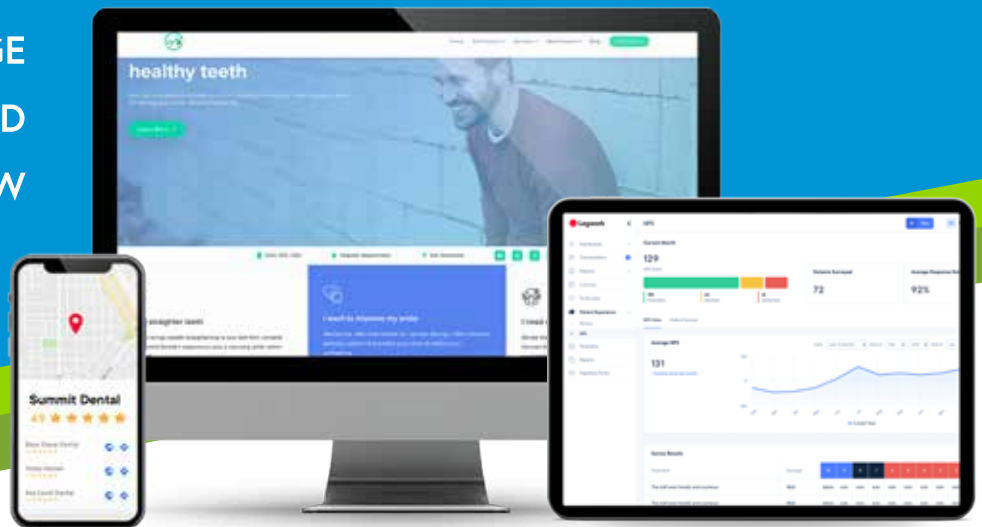
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