

# Simplify Your Life:



*Practical Tips on  
Interactive Self-Ligation,  
Management & Marketing*



## A Special Seminar by Dr. Bob Fry

February 5, 2010  
Vancouver, BC

### ENROLL TODAY!



Phone:

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# About Dr. Bob Fry



**Robert W. Fry, DDS, MS,**

Private Practice: Orthodontics - Overland Park, KS and Olathe, KS

Dr. Fry is adjunct Associate Clinical Professor of Orthodontics at University of the Pacific and University of Southern California. He has lectured nationally and internationally on orthodontic treatment procedures and practice management. Dr. Fry continually conducts extensive orthodontic studies, has participated in numerous alpha test projects including the first ceramic orthodontic appliance, the first Occlusal Slot Lingual orthodontic appliance, the Damon System and the Invisalign System (including an adolescent and MARA study for Invisalign.) He is involved in local, national, and international charity efforts and is a member of the AAO Foundation.

## Course Synopsis

This fast paced presentation of systems-based approaches to orthodontic treatment, marketing, and management is divided into two segments.

Dr. Fry will share his thoughts on why self-ligation is gaining in popularity. Having used seven different self-ligating appliances and with over 7,000 cases treated with these appliances, he will show us why self-ligation is certainly gaining in popularity and will likely become the orthodontic appliance of the future.

Dr. Fry will also address the rapidly changing environment of the orthodontic practice and how to manage these seminal events. These changes will present new and challenging opportunities for the marketing and management of the orthodontic practice.

## Course Description

*At this course, the attendees will learn:*

### AM Session

- The advantages and disadvantages of self-ligation
- Evolvement from "passive" to "interactive" self-ligation
- Extraction versus non-extraction (stability and esthetics)
- Treatment timing
- Clinical tips including archwire sequence, torque control, interproximal reduction, finishing, and laser therapy.

### PM Session

- Marketing in the 21st Century: internal, external, and self ligation
- Management of: time, human resources, change, and stress

*Who Should Attend:*

This program is open to orthodontists, staff members, and orthodontic residents.



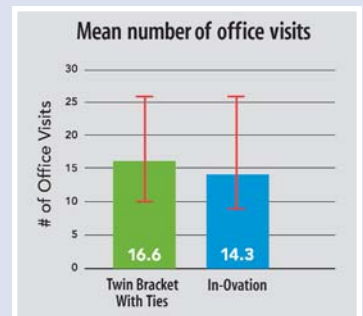
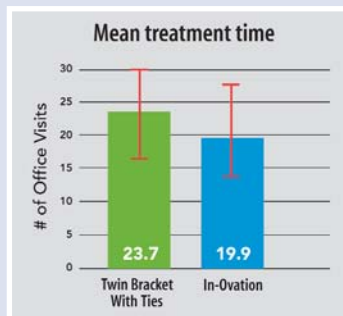
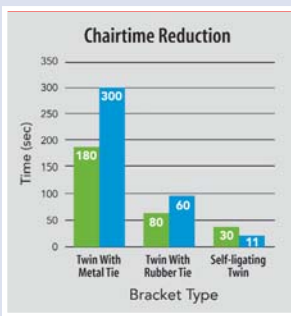
Vancouver BC will be hosting the 2010 Olympics, Feb. 12-28, 2010.



# CASE STUDY



\*12 year old female, Patient and Parent chose no extractions, no IPR and preferred fuller smile



## R E G I S T R A T I O N • F O R M

Please enroll me in Dr. Fry's *Simplify Your Life: Practical Tips on Interactive Self-Ligation, Management & Marketing & Marketing Seminar*

February 5, 2010 - Vancouver, British Columbia

Dr. Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Staff Names \_\_\_\_\_

No. of Attendees \_\_\_\_\_ Amount Enclosed \$ \_\_\_\_\_

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### Cancellation Policy

Cancellations made seven days or more prior to a course will entitle registrant to a full refund. Cancellations after this time will result in a \$50 cancellation fee.

For more information, or to register by phone or fax, please contact: Ann Marie Lamprecht at 800-645-5530 (ext 1343) or Peter Sandre at 800-645-5530 (ext. 1349).

To register for the seminar, please complete and return the registration form to:

### GAC International

355 Knickerbocker Avenue  
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 Attn: Ann Marie Lamprecht or Peter Sandre  
 Fax: 631-419-1599  
 E-mail: annmarie.lamprecht@dentsply.com or peter.sandre@dentsply.com

# Simplify Your Life:

Practical Tips on Interactive Self-Ligation, Management & Marketing

Dr. Bob Fry



## Course Synopsis

This fast paced presentation of systems-based approaches to orthodontic treatment, marketing, and management is divided into two segments: the rising popularity of self-ligation and the rapidly changing environment of the orthodontic practice and how to manage these seminal events.



## Course Location - February 5, 2010

### PACIFIC PALISADES HOTEL

1277 Robson Street

Vancouver, BC V6E 1C4

Guest Rooms: Non available due to the Olympics.



355 Knickerbocker Avenue  
Bohemia, NY 11716

(return service requested)

Please note, continuing education credits issued for participation in this CE activity may not apply toward license renewal in all states/provinces. It is the responsibility of each participant to verify the requirements of his/her state/provincial licensing board.



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Fees	
Doctors	\$175
Staff	\$ 60
Residents	\$ 25
Includes continental breakfast, breaks and lunch.	
CE Credits	
6.5 Total CE hrs	
(4.0 Clinical	
2.5 Practice	
Management)	

Schedule	
8:00 am - 9:00 am	Registration & Breakfast
9:00 am - 12:00 pm	Lecture
12:00 pm - 1:00 pm	Lunch
1:00 pm - 5:00 pm	Lecture

**FRIDAY, FEBRUARY 5, 2010**