



GEORGIA
ASSOCIATION OF
ORTHODONTISTS



THE RITZ-CARLTON
REYNOLDS, LAKE OCONEE

2023 GAO ANNUAL MEETING

FEBRUARY 24-25 IN GREENSBORO, GEORGIA

Featured Speakers



Dr. Jared Gianquinto



Mr. Mathew Wang



Dr. Scott Frey



Dr. Glenn Krieger



Dr. Brad Podray



Mr. Gabe Goldberg



Dr. Estee Wang

Dr. Glenn Krieger

4.10.1 And Your Success

During his lecture, Dr. Krieger will:

- ✓ Help teams obtain better communication in the office.
- ✓ Help orthodontists retain and develop team members.
- ✓ Assist attendees in thinking about “outside the box” solutions.
- ✓ Empower doctors to achieve more.
- ✓ Help orthodontist lead more profitable, lower stress lives.

CE Credit: 1.5 hours

Dr. Krieger graduated dental school in 1992 and moved to Seattle in 1996, where he established one of the country’s top solo boutique restorative practices. Having drawn upon a lifelong love of photography, Dr. Krieger merged his knowledge of traditional photographic technique with the advantages of digital cameras. The result was the revolutionary “Digital Co-Diagnosis™” process, where patients play a much larger role in their dental health choices through better education. The cornerstone of this process is exceptional clinical photography.

After 20 years as a restorative and cosmetic dentist, Dr. Krieger returned to residency to become an orthodontist and is one of a handful of clinicians to be both a Fellow of the Academy of General Dentistry and a Board Certified Orthodontist.

Dr. Krieger is the administrator of the Orthopreneurs Facebook group with over 6000 Orthodontist members in 91 countries and the founder of the Orthopreneurs Summit meeting, the premier orthodontic business meeting. He has also established Orthopreneurs University, the industry’s top platform for online orthodontic continuing education as well as the Orthopreneurs RD private, geographically exclusive mastermind group.

Dr. Brad Podray

Social Media for the Modern Orthodontist

Dr. Podray will give direct, immediately applicable information regarding how to successfully start and grow an account on TikTok. He will outline the marketing and financial benefits of growing a strong online presence.

Dr. Podray is an Iowa-based orthodontist and social media consultant. He has amassed over 5 million followers throughout platforms such as TikTok and YouTube. Dr. Podray seeks to educate orthodontists regarding the power of social media and how they can use it to achieve their office goals.

CE Credit: 1 hour

Dr. Jared Gianquinto

Plastic Efficiency in the Metal Practice Custom Digital Fixed Orthodontics with the Stride System

Consistent, efficient and excellent finishes with traditional fixed appliances have always been difficult to achieve, and even more so to scale. This presentation will discuss the challenges inherent to traditional fixed appliances, how the convergence of software and 3D printing has allowed these challenges to be overcome with true straight wire mechanics,

and how custom digital orthodontic prescriptions can be delivered through indirect bonding in the busy practice.

After this course, attendees will become reacquainted with the reasons why bracket repositioning and wire detail bends are essential to finishing cases with traditional fixed appliances, with doctor time being the limiting factor in scaling a practice. Attendees will understand the evolution of custom digital fixed appliances, historical challenges that have been overcome with recent developments in software and 3D printing systems, and how implementing these technologies can bring new levels of efficiency to patient care. In addition, attendees will understand how custom digital braces with true straight wire mechanics can enable practice to reach new levels of efficiency and clinical excellence, and take home implementation strategies for success.

CE Credit: 1.5 hours Sponsored by KLOwen

Dr. Gianquinto lives and practices in his hometown of Bakersfield, California. “Dr. G” earned his dental degree at Temple University, completed an Advanced Education in General Dentistry Residency at Naval Medical Center San Diego and practiced general dentistry in military and private settings for four years before returning to Temple University for specialty training in Orthodontics and Dentofacial Orthopedics. An early adopter of 3D printing technology, he has treated over 500 patients with Stride custom braces and pioneered digital workflows with in-office 3D printed indirect bonding trays. Dr. Gianquinto is a Scientific Advisor for KLOwen and has presented for the American Association of Orthodontists, Digital Orthodontics Summit, New Jersey Association of Orthodontists, SprintRay, InBrace, Orthodontic Pearls, and Orthopreneurs.

Mathew Wang

Grow your Practice by Increasing our NPS Score

Are your patients promoting you? Come and learn about a user-friendly and inexpensive way to measure your patient experience. In this session, we’ll show you how to gather the motivations of your patients to create better experiences and increase referrals.

CE Credit: 1 hour Sponsored by InBrace

Mathew Wang is the National Manager of Professional Relations at InBrace guiding integration, best practice training and performance improvement throughout the entire practice journey. He focuses on first consumer touch, lead conversion and consult excellence to improve the quality, efficiency and effectiveness of practices across the United States.

Matthew is also an entrepreneur with a successful history in investment banking helping startups IPO; and he and his partners own 20+ service-focused restaurants in California and Texas.

Gabe Goldberg

How Little Things Make Your Marketing Better

Little things make a big difference. Learn how to harness the talent and tools inside your practice with simple approaches that elevate and differentiate what you do. He will share branding lessons he learned from marketing Starbucks, Tylenol, and InBrace – and surprising case studies about how to it right...and pitfalls of doing it wrong.

CE Credit: 1 hour Sponsored by InBrace

★ ★ ★ SESSIONS ★ ★ ★

Gabe Goldberg is the VP of Marketing at InBrace. Prior to InBrace, Gabe was a Business Director at JWT where he drove marketing strategy for Unilever and Johnson & Johnson brands Tylenol, Zyrtec, Benadryl and Sudafed.

He has developed integrated marketing strategies Condé Nast & Time Inc. and was at Starbucks driving content initiatives. Goldberg ran the consultancy, Hone Marketing, as a fractional CMO for a portfolio of health, cosmetic, and fitness brands.

Gabe was a research contributor to two marketing books: A New Brand World and Fascinate: Your 7 Triggers to Persuasion and Captivation. He is also a speaker on how to build the right teams for tangible performance improvement.

Dr. Estee Wang

Digital Treatment Planning and How to Hack the Airway

With digital tools at our fingertips, orthodontics has changed rapidly over the last decade, allowing us to treat our patients more efficiently and effectively. In this clinical lecture, Dr. Estee Wang will outline how to use Lightforce Custom 3D printed braces, CBCT imaging, aligners, and 3D printed appliances such as MARPE to create digital treatment plans that can achieve consistent treatment outcomes in a busy practice. Concurrently, Dr. Wang will discuss her practical approach to the recognition and management of airway and myofunctional issues in growing and non-growing patients, with a deep-dive look into decisions surrounding treatment mechanics and timing.

CE Credit: 1.5 hours Sponsored by LightForce

Dr. Estee Wang was born and raised in Silicon Valley of the San Francisco Bay Area and now practices at Lakes Orthodontics located in the Twin Cities, Minnesota. For her undergraduate

education, she attended the University of California, Berkeley where she majored in French Literature and Molecular and Cell Biology. Dr. Wang received her dental training from the Harvard School of Dental Medicine during which she spent an additional year performing genetic and craniofacial research with the Howard Hughes Medical Institute. She attended orthodontic residency and received her master's degree at the University of Michigan. Dr. Wang is a Past-President of the Minnesota Association of Orthodontists and currently serves as the Minnesota Director to the Midwestern Society of Orthodontists.

Dr. Scott Frey

Designing a Digital Practice

At the conclusion of Dr. Frey's lecture, you will:

- ✓ Learn how to leverage Invisalign and digital tools to scale your practice with leaner staffing.
- ✓ Understand efficient clear aligner biomechanics.
- ✓ Understand the benefits and applications of virtual treatment monitoring.

CE Credit: 5 hours Sponsored by Align Technology

Dr. Frey is a graduate of the University of the Pacific Arthur A. Dugoni School of Dentistry and earned his post-doctoral master's degree and certificate in orthodontics from the University of Colorado. Dr. Frey is board certified in orthodontics, is a Top 1% provider and faculty member for Invisalign, a published scientific author, and a reviewer for the Journal of Aesthetic Plastic Surgery, Angle Orthodontist, and Journal of Cosmetic Dermatology. For his achievements in private practice, Dr. Frey has earned fellowships from the World Congress of Minimally Invasive Dentistry and the American Academy of Facial Esthetics, and is an international authority on esthetic orthodontics, digital orthodontics, and cosmetic injectables.

Meeting Agenda

Friday, February 24, 2023

7:00 am – 8:00 am Breakfast

7:00 am – 6:00 pm Exhibits

8:00 am – 9:30 am **Dr. Glenn Krieger:** 4.10.1 And Your Success

9:30 am – 10:30 am **Dr. Brad Podray:** Social Media for the Modern Orthodontist

10:30 am – 12:00 pm **Dr. Jared Gianquinto**

Plastic Efficiency in the Metal Practice Custom Digital Fixed Orthodontics with the Stride System
Sponsored by KLOWen

12:00 pm – 1:00 pm Lunch/General Membership Meeting

1:00 pm – 2:00 pm **Mathew Wang:** Grow your Practice by Increasing our NPS Score – *Sponsored by InBrace*

2:00 pm – 3:00 pm **Gabe Goldberg:** How Little Things Make Your Marketing Better – *Sponsored by InBrace*

3:00 pm – 4:30 pm **Dr. Estee Wang:** Digital Treatment Plans – *Sponsored by LightForce*

4:30 pm – 6:00 pm Cocktail Reception in the Exhibit Hall

Saturday, February 25, 2023

7:00 am – 8:00 am Breakfast

7:00 am – 1:00 pm Exhibits

8:00 am – 1:00 pm **Dr. Scott Frey:** Designing a Digital Practice – *Sponsored by Align Technology*





Hotel Reservations

Ritz-Carlton Reynolds, Lake Oconee
1 Lake Oconee Trail
Greensboro, GA 30642
Hotel reservation link provided after registration.
Book by: January 30, 2023
\$219/night

Registration Fees

GAO Members **\$300**
Non-GAO Members **\$425**
Non-AAO Members **\$850**

New and Young Members:

1st Year: Free **\$0**
2nd Year: 25% of the fee **\$75**
3rd Year: 50% of the fee **\$150**
4th Year: 75% of the fee **\$225**

*Full-time Faculty **\$150**
*Residents: Free **\$0**
18 residents per Residency Program
*CODA-approved Orthodontic Residency
programs located in Georgia

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