

ELITE

Panel Series:

The Future of Orthodontics

GAINING PERSPECTIVE WITH DATA AND EXPERIENCE

COVID-19 has reshaped the world in which we live. Over 3 webinar sessions, ELITE's panel of experts will discuss the effects that COVID-19 had on the business of orthodontics, what orthodontists can expect in the next 6-12 months, and how everyone can prepare for the inevitable resurgence.

PART I: What in the world just happened?



Our panel of experts will bring much needed perspective as they dissect what happened, reference learning from the 2008 financial crisis, and give their predictions on what to expect in the next 6-12 months.

- Separating Facts From Political & Social Hype
- Analyzing the Financial Impact to Date
- Understanding the 2008 Crisis & the Similarities to Today's World
- Considering Patient & Staff Reactions
- Predicting Production Over the Next 12 months

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COMING SOON:

PART II: SO NOW WHAT?

With a better understanding of what to expect in the coming months, the panel will discuss important actions to be taking now.

- Planning Cash Flow
- Opening Day Checklist
- Filling Your Schedule: The "Down Payment Game"
- Marketing: What is appropriate?
- Understanding tele-dentistry

PART III: GETTING BACK TO WORK.

Our panel will analyze the new standards of patient care and discuss the "new normal" in orthodontics.

- Getting production back on track
- Understanding new regulations
- Making patients and staff comfortable
- Managing increased costs

PANEL



MICHAEL TERRILL

VICE PRESIDENT OF SALES & MARKETING - AMERICAN ORTHODONTICS

Michael has spent over nine years helping sales and marketing teams around the globe meet the needs of orthodontic practices. His work has taken him to locations including Shanghai China, Phuket Thailand and Siem Reap Cambodia. He has served as a member of The Orthodontic Manufacturers Association and is the recipient of multiple Marketing and Communications awards.



LEEANN PENICHE

PRESIDENT - PENICHE & ASSOCIATES

LeeAnn, founder and president of Peniche & Associates, has earned a reputation as one of the country's premier orthodontic consultants specializing in case acceptance, scripting, marketing and practice systemization. Over 3,000 practices have experienced first-hand her creative outlook, years of expertise and proven track record of success through lectures, in office training and her trademarked Treatment Coordinator Intensive™ Workshop, Office Management Academy™, and Millennial Marketing Academy™.



OLIVER GELLES

SR. VICE PRESIDENT OF SALES & MARKETING - ORTHOFI

Oliver has over 15 years in the Orthodontic industry, establishing himself as a strategic brand-building expert, contributing to Ormco's leadership in self-ligation, continuing education events and technology innovation. He has leveraged his zeal for data, analytics and business acumen to lecture to practices around the world on many of the core concepts that prompted the creation of OrthoFi. Oliver graduated from Georgetown University's Foreign Service Program with focus in international business, and currently lives in Southern California with his family.



HUNTER SATTERFIELD

PARTNER - CWA

Hunter received a Bachelor of Business Administration and his Master in Professional Accounting from The University of Texas at Austin. Prior to joining Cain Watters, Hunter was a senior tax consultant at Ernst and Young. He specialized in tax compliance and consulting with individuals, partnerships and corporations. Hunter joined Cain Watters and Associates in October 2007. His previous consulting experience helps him connect with his clients.



BRETT PIERCE

MODERATOR

Brett is the founder and CEO of Elite Dental Alliance (ELITE), the nation's premier dental purchasing platform. ELITE has facilitated over \$132M in member purchases and is responsible for nearly \$35M in member savings. Brett has also leveraged his private equity background to initiate a corporate transition strategy for independent doctors through National Dental Placements (NDP). Brett earned his B.S. and M.S. in engineering from Stanford University, studied entrepreneurship at Harvard Business School and Babson College, and currently lives in the Dallas area with his family.