

StraightTalk

FLORIDA ASSOCIATION OF ORTHODONTISTS

WINTER 2021



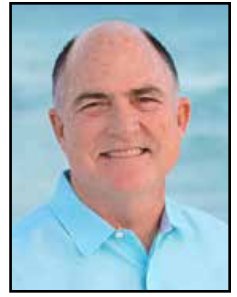
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Component
American
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FLORIDA ASSOCIATION OF ORTHODONTISTS

■ President's Message



Dr. Billy Neale

The last 18 months have been quite a challenge for our Florida Community of Orthodontists. The COVID pandemic has been the headliner, the immediate game changer, but there have been many other fronts that have had effects on how we practice as orthodontists, i.e. teledentistry, digital orthodontics, direct to consumer orthodontic care, corporate dentistry, private practice equity groups, etc.. All of these influencers can have potential effects on how we practice orthodontics, in a positive or negative way, depending on your perspective. It is an evolution that may seem overwhelming to an individual orthodontist, no matter what arena you practice in. On top of that, all of this evolution will be carried out uniquely in our own Florida social, political, and economic environment.

Given all of this, I can not think of any other time in my career, that it be more important that we, as Florida Orthodontists, join together as comrades to become a prominent influencer in the direction of our profession. The **Florida Association of Orthodontist** is the only organization that is uniquely and perfectly suited for this role to truly represent **The Florida Orthodontist**. It represents us in our local communities as members engage in their daily practices. It represents us in our state community as our leaders and engaged- members voice our concerns and opinions to those that matter. We even carry that message to the regional and national venues to assure that what we think matters beyond our boundaries. However, Member Engagement is what makes all this relevant.

Our main source of engagement has been our annual session. This meeting was established historically as study club and a mecca for **Camaraderie**. You learned the science of orthodontics from the presenters and your comrades, while developing career lasting professional and personal relationships. This year our annual session committee co-chairmen, Dr. TJ Albert and Dr. John Metz, have put together an annual session agenda that will provide that same opportunity for major professional growth and new lasting personal relationships. **Camaraderie at its best!**

The Annual Session (March 3-5, 2022) Registration is now open at <https://bit.ly/3paXOsH>. Please go to this site to review our awesome event, and jump on aboard to **FULLY ENGAGE**.

Another source of engagement is our FB group named **Florida Association of Orthodontists Members Only Forum**. We are actively enhancing this group by engaging our marketing committee directors, Dr. Arghavan Welch and Dr. Eddy Sedeno and our marketing consultant, The Whiddon Group. Lots of great content coming to seed the conversation, but again, member engagement is what makes all this relevant. **Join! Make a post to make the most!**

Finally, engage in our community by properly managing the COVID protocols to protect all your patients, your staff, and yourself, thus translating a scope of protection to your community. The best resources for the ever changing COVID information related specially to the Florida dental profession is the FDA site, www.floridadental.org/coronavirus. This can be supplemented for our orthodontic specific needs at our AAO site, [www2.aaoinfo.org/ covid-19-coverage-information-for-you-and-your-practice/](http://www2.aaoinfo.org/covid-19-coverage-information-for-you-and-your-practice/)

As always, we would like to invite you to reach out to myself or any of the directors on the FAO Board for any questions, concerns, or suggestions. Please refer to www.faortho.org/home.

Dr. Billy Neale

Your FAO President

■ FAO Director Spotlight



Dr. Eddy Sedeño

Dr. Eddy Sedeño always dreamed of working in the medical field. While pursuing this dream at the University of Florida for his undergraduate degree he had the opportunity to participate in the University of Florida College of Dentistry's Summer Learning Program, and he fell in love with Dentistry. Getting to know patients and helping them attain the best version of their smile and overall oral health have been

his passion ever since.

During his undergraduate degree he met Dr. Melissa Afonso Sedeno, his wife and business partner! Together they have achieved their dream of owning their own private practice. Shortly after his graduation they took over a small satellite office, formerly Taylor Orthodontics, in Dr. Sedeno's hometown of Miami Lakes, FL which has grown to a full time Orthodontic office focused on quality and affordable treatment with the latest technology and treatment modalities including Invisalign, InBrace, 3D printed In-office Aligners, and Braces.

Dr. Eddy Sedeño was born and raised in Miami Lakes attending local schools which he works closely with today. He then earned his Bachelor of Science degree at the University of Florida, where he also obtained his dental training. As an undergraduate student, Dr. Sedeño was a member of Delta Chi Fraternity and served as the Risk Management Officer. In dental school he won the Orthodontics Clinical Achievement Award and was inducted into Omicron Kappa Upsilon. He

continued on at the University of Florida for his orthodontic training and Masters Degree in Dental Sciences. Dr. Sedeño has a strong interest in technology and clear aligner treatment. While in residency his Master's thesis focused on treatment with Invisalign, and he co-authored the Orthodontics chapter in the *Dental Reference Manual*. He was selected as an Emerging Leader for the AAO and attended the AAO Political Advocacy Conference in Washington DC at Capitol Hill to lobby for positive changes to legislation to benefit orthodontic patients. He has earned several leadership and professionalism awards. Dr. Sedeño is an American Board of Orthodontics Board Certified Orthodontist, he currently serves on the Florida Dental Associations' Committee on Conventions and Continuing Education in addition to being one of the newest directors for the Florida Association of Orthodontists. He is also a Courtesy Clinical Assistant Professor at the University of Florida Department of Orthodontics in Gainesville and Department of Community Dentistry and Behavioral Sciences in Hialeah.

Locally Dr. Sedeno is a committee member for the Town of Miami Lakes Youth Activities Task Force and a member of the Miami Lakes Chamber of Commerce. His interests include working with computers, new technology, and developing more efficient systems for quality patient care. Dr. Sedeno and Dr. Alfonso have two amazing daughters, Bella and Mia, which he cannot get enough of! While not in the office, his hobbies include boating, fishing, scuba diving and snorkeling, as well as skiing and snowboarding. His family and the profession are what he values most of all.

■ Join your fellow dental colleagues at FDA's Dentists' Day on the Hill

The Florida Association of Orthodontists is pleased to provide a \$200 reimbursement for 10 FAO members that attend the Florida Dental Association's Dentists' Day on the Hill on February 1, 2022.

You can positively affect legislation throughout our state by joining your fellow colleagues at this event. This is an opportunity to come together with your peers, increase your political awareness, advocate for access to care and the future of the profession. Join your peers at this fun FDA event and make a difference in dentistry. Collectively, we can work with our representatives to positively impact our profession.



FAO Annual Session

March 3-5, 2022



The Digital Orthodontic Practice
Learning & Networking – 13 CEUs

*The excitement is building for our 82nd Annual Session in Tampa.
Your meeting committee is thrilled to be planning an in-person event –
and adding extra touches to make this a memorable “together again” experience.*

An interactive keynote address will deliver methodologies top producers use to better their best. You'll advance your knowledge of technology and uncover ways to build a more digital practice, earning up to 13 hours of CE. And all the while, you'll socialize with your colleagues on a wave of Cuban culture that starts with a Mojito Mixer, wakes to a Café Con Leche Breakfast and finishes with the Havana Nights party, where we will honor Dr. Jorge Coro.

Join your fellow colleagues at the Renaissance Tampa International Plaza Hotel. Registration includes continuing education, networking, exhibit hall and meals.

- ✓ Active Members \$199.00 everything included
- ✓ 1st & 2nd Year Members \$0.00
- ✓ Residents \$0.00
- ✓ Faculty, Retired Members and Guests \$0.00
- ✓ Havana Nights Reception for Faculty, Retired Member and Guests \$50.00

Registration: Preregister before February 24, 2022 to avoid late fees. You can register online and access the link to book your hotel at www.faortho.org. Register via mail or fax (813) 654-2505 using the form included. Registration fees are all-inclusive.

Late Fee: It is the policy of the Florida Association of Orthodontists to charge an additional \$50.00 fee after the preregistration date 1 week prior to the meeting, February 24, 2022.

Badges: All preregistered attendee badges will be available at meeting registration, please visit the FAO registration desk to pick up your badge.

On-site Registration: Opens on March 3 at 5:30 p.m. in the pre-function meeting space.

Exhibits: Open on Friday, March 4 at 7:00 a.m. - 5:30 p.m. and Saturday 7:00 a.m. - 2:00 p.m.

Refund and Cancellation Policy: All requests for refunds or cancellations must be made in writing to the FAO prior to the preregistration deadline. No refunds will be given if cancellation is received after the preregistration deadline.

Hotel: Renaissance Tampa International Plaza Hotel is located at 4200 Jim Walter Blvd, Tampa, FL 33607 (813) 877-9200. The hotel is adjacent to International Plaza and is just minutes from downtown Tampa Bay, Raymond James Stadium, historic Ybor City, and the airport. **FAO Room Rate: \$224.** You can register for the Annual Session online and access the link to book your hotel at www.faortho.org.

Questions: Contact FAO's central office at 813-903-8811 or email lissette@wcdental.org

Register Online...
www.faortho.org

82ND ANNUAL SESSION AGENDA

THURSDAY, MARCH 3, 2022

Mojito Mixer with Colleagues and Vendors

7:30 PM-8:30 PM

It's time to come back together! Join us for our opening event to socialize with your fellow orthodontists, residents, and exhibitors.

FRIDAY, MARCH 4, 2022

Café Con Leche Breakfast

8:00 AM-9:00 AM

Get your day started at an eye-opening breakfast, with table seating based on a “you pick” topic for discussion with your colleagues. We'll have a “no topic” table for those that plan to have too much fun at the Mojito Mixer, and just want to eat breakfast. Table Topics to choose from:

- Team Building and HR
- Digital Office
- Aligners
- Practice Startup
- Practice Transitions
- Practice Management
- Marketing

Keynote Session: Performance Beyond Gold

Better Your Best by Getting 1% Better Every Day

Mr. Delatorro McNeal

9:00 AM-9:30 AM

Life gives us one invitation every day. “Will you be better today than you were yesterday?” In this powerful, interactive Peak Performance experience, Delatorro teaches the psychology and methodology that Top Producers use to Better their Best consistently. Top professionals in any industry possess and operate from unique and distinctive mindsets that drive their actions, behaviors, and habits, which ultimately lead to stellar results. In this hard-hitting presentation, Delatorro calls forth the best of your professionals with a candid, no-nonsense “coaching session for superior performers.” He will expose and impart seven Paradigms that, once implemented, will ignite explosive sales, stellar customer service, and rock-solid leadership within your organization.

LEARNING OBJECTIVES

- Develop the emotional muscle to strive for Peak Performance daily
- Identify the best peak states to put themselves in to WIN consistently
- Align their actions and habits with the attributes of top performers
- Think creatively about how they can improve their performance ... now
- Change their attitudes towards their work and infuse more passion
- Increase their commitment to personal excellence
- Lead within the organization with a greater sense of purpose and certainty

The Digital Orthodontic Practice: Management, Clinical Treatment and Workflow, 7 CEUs

9:30 AM-1:00 PM, continues after lunch from 2:00 PM-5:30 PM

Dr. Melisa Rathburn & Dr. Tyler Rathburn

In a digital age, rapidly evolving technology is creating new and exciting possibilities for orthodontics. Practice management software has replaced paper charts and made running our office(s) simpler and more efficient. CBCT imaging and scanning have improved our diagnostic capabilities. Software innovations have led to increasingly efficient modalities of treatment, moving from “straight-wire” to a philosophy of individual, customized prescriptions and appliances. 3-D printers coupled with software platforms generate the prospect of designing and printing aligners in the office. With new technology comes new opportunities - and new challenges. Implementing technological changes into the day to day workflow of the office first requires a shift in mindset. “Getting over the mental hump” is the most difficult step in creating a digital orthodontic practice. Once this is achieved, workflow can be refined to fit your needs and desires. Creating a digital practice designed around technology is what we have strived for, but we are constantly learning. In this lecture, we hope to share with you our experiences with “going digital” and share our tips and tricks along the way!

FAO Business Meeting & Lunch – 1:00 PM-1:15 PM

Lunch – 1:15 PM-2:00 PM

Havana Nights Reception

6:30 PM-9:30 PM

Enjoy a festive evening experiencing the tastes and spirit of Havana, with dinner and music as we honor Distinguished Service Award recipient, Dr. Jorge Coro. Guayabera attire preferred.



SATURDAY, MARCH 5, 2022

Continental Breakfast

8:00 AM-9:00 AM

Digital Efficiencies Incorporated into the Modern Workflow, 3 CEUs

9:00 AM-12:30 PM

Dr. Mark Sanchez

Tele-Orthodontics is vital to your practice future. Patients live on their phones and Millennials do not want to call you. Dr. Mark Sanchez will dive into the effectiveness of virtual consultations, treatment monitoring and digital lab management. He'll walk you through HIPAA regulations and how to secure your digital information against the “forces of evil” including phishing, ransomware and rogue employee risks.

Boxed Lunch – 12:30 PM-1:00 PM

Risk Management for the Orthodontic Office: Preventing Malpractice Claims, 2 CEUs

12:30 PM-2:30 PM

Elizabeth Franklin, Claims Manager AAO Services, Inc.

Orthodontists work hard to create beautiful smiles and give their patients healthy teeth. When something goes wrong, or a patient or parent is dissatisfied and files a malpractice claim or regulatory complaint, it is discouraging and stressful. Attend this program to learn which areas of practice currently cause the greatest risk and to learn what changes to make to minimize exposure. This risk management program is sponsored by AAOIC (RRG). The speakers will be an orthodontist from the AAOIC Claims Committee and Elizabeth Franklin, the AAOIC Claims Manager. Both speakers have experience in handling and evaluating orthodontic malpractice claims. They will use actual claims (without identification, of course) to exemplify all discussions and points. AAOIC (RRG) insureds will earn a 10% Professional Liability premium discount by attending this entire session. CE credit is available.

FAO ANNUAL SESSION SPEAKERS

Elizabeth Franklin

Claims Manager AAO Services, Inc.

American Association of Orthodontists

Elizabeth Franklin and her staff handle the orthodontic malpractice claims for AAOIC (a RRG). She has worked in the property-casualty insurance claims field more than 35 years; she has managed orthodontic malpractice claims for AAOIC for over 20 years. During her claims-handling career, litigation has significantly escalated. The population's claims-consciousness and penchant to sue has precipitated some of the myriad risks faced by professionals who are attempting to run a successful and claim-free practice. Because her specialty is orthodontic malpractice, she is uniquely qualified to relate current trends, and to observe the practice situations that appear to expose doctors to the claims and lawsuits that are being filed.



Delatorro McNeal II MS, CSP

As an internationally renowned Peak Performance Expert, keynote speaker, and best-selling author, Delatorro has spoken in 49 of the 50 US states and abroad and has delivered more than 4000 presentations over the past 15 years to major corporations, professional associations, conventions, pro-sports teams, churches, and leadership conferences. Notable clients include Johnson & Johnson, New York Life, JP Morgan Chase, Prudential, Accenture and a host of others. Delatorro holds the prestigious CSP designation, the highest international recognition of professional speaking excellence, and is in the top 7% of paid professional speakers worldwide. He has been featured on national and worldwide television networks like FOX, ABC, NBC, BET, TBN, Daystar and Oxygen as well as syndicated radio shows all across America. Delatorro earned a Master's Degree in Human Performance Enhancement from Florida State University. His personal mission is to help individuals and organizations grow to the next level. He has authored 6 books and over a dozen personal growth and professional development courses. Delatorro is also the founder of The Full Throttle Experience, a 3-day annual Leadership Conference hosted in Florida. Hundreds of people have attended this highly-energetic, motorcycle-themed leadership and business success event. As a Peak Performance Expert, Delatorro partners with Fortune 500 corporations, professional associations, and entrepreneurs to drastically improve organizational effectiveness, employee morale and productivity, training and development, teamwork, sales performance and communication strategies. Delatorro travels the globe empowering diverse audiences with his hard-hitting, experiential, high-energy, content-rich, and paradigm-shifting keynotes, seminars, and extreme team-building programs. He is a proud and active member of The National Speakers Association and The Global Speakers Federation.



Dr. Melisa Rathburn

Dr. Melisa Rathburn grew up in Texas and Louisiana, attended Louisiana State University, and received her D.D.S. from Marquette University School of Dentistry. She then received her advanced training in Orthodontics at Emory University and has practiced with her husband, Dr. Michael Stewart, as part of Atlanta Orthodontic Specialists, since 1990. Their



son Dr. Tyler Rathburn joined the practice in 2015. Dr. Rathburn is a member of the American Dental Association, the Georgia Dental Association, the American Association of Orthodontists and the Georgia Association of Orthodontists. She was a founding member of the Center for Craniofacial Disorders at Children's Healthcare of Atlanta. Atlanta Orthodontic Specialists has employed Suresmile 3-D diagnostics, treatment planning and orthodontic treatment since 2004. Dr. Rathburn has lectured worldwide on Suresmile 3-D orthodontic technology and is currently directing the Suresmile training program for Orametrix. Drs. Rathburn and Stewart are blessed with six children and 8 grandchildren. Dr. Rathburn has served on the Board of Trustees for Holy Innocents' Episcopal school where her children attended school and coached soccer and basketball where she is known in the community as "Coach Missy". She and her husband enjoy skiing, traveling and perpetual home remodeling.

Dr. Tyler Rathburn

Dr. Tyler Rathburn is a proud graduate of the University of Virginia (GO HOOS!) where he earned a BA in Religious Studies in 2009. Dr. "Tyler" earned his DMD degree at the Medical College of Georgia (now Augusta University) in 2013 and his orthodontic certificate from MCG in 2015. He challenged and passed his ABO certification exam in early 2016. He immediately joined Atlanta Orthodontic Specialists practicing with his parents Dr. Michael Stewart and Dr. Melisa Rathburn. In addition, he is proud to practice with Dr. Chris Brady, Dr. Kent Starling, Dr. Mark Sanchez and Dr. India Collier. Dr. Tyler is an active member of the American Dental Association, the American Association of Orthodontists, and a diplomate of the American Board of Orthodontics. He is involved in a leadership role with Southern Association of Orthodontists as an alternate delegate representing new and younger members. Dr. Tyler has lectured on both in-office aligner design as well as interdisciplinary orthodontic diagnosis and treatment.



Dr. Mark Sanchez

Mark Sanchez is an American orthodontist focused on making practice better for all orthodontists around the world. With childhood years spent in Africa, Europe, and many states across the U.S.—east, west, and central—he has gained a broad view of humankind. Educated first at the Georgia Institute of Technology ranging from a bachelor's degree to graduate work in Physics, he shifted gears and entered Emory University's Dental School. After putting in his 10,000 hours in private practice as a general dentist, he returned to Emory to train in Orthodontics under Charlie Smith and Michael Stewart. Mark's mission today is a balance of bringing the benefits of technology to orthodontic practice with informing the profession about the hazards of data security lapses, internet fraud, and social media manipulation. In 1996, Mark founded tops Software, the leading orthodontic practice management system used worldwide and recipient of numerous awards for excellence. His greatest pleasure is working with the amazing team at tops Software—a group of kind, smart, fun A-team players.



■ Ransomware Attacks:

What Are They and How Can You Protect Your Practice?

Orthodontic businesses can be a perfect target for cybercrime, for a few key reasons. First, they handle two categories of customer data (financial and medical). Also, as small businesses, they are less likely to have IT support focused on cybersecurity. Finally, there is a perception that orthodontists are a wealthy target.

Ransomware attacks, as a category of cybercrime, drew worldwide attention this year. The shutdown in June of one of the largest oil pipelines in the United States, followed by reports of CNA Financial Corporation paying \$40 million to regain control of its network, and then attacks on the world's leading meat supplier, drew focus to the vulnerability of business systems in every industry.

Ransomware attacks occur when an outside force hacks a company's computer network and prevents users from accessing the system. The hackers demand payment, or a ransom, to regain access and control of data.

A common point of entry is through a malicious email with an attachment that, when opened, kicks off the malware. Another name for this is a phishing spam. The email can seem ordinary, even appearing as though it is from a person or business the user trusts.

Once the attachment is opened, any number of a malware types can be activated:

Scareware – A pop up message claims the computer is infected, requiring a fee for tech support.

Doxware – Threatens to publish your stolen information unless a ransom is paid.

Screen lockers – The entire screen locks up and displays an official-looking message from the FBI or other government entity, claiming illegal activity has been detected on the computer.

Encrypting ransomware – Creating the most damage, this malware grabs your files and encrypts them, demanding payment to unencrypt. Even with payment, your files may not be returned and have already been compromised.

Recent surveys¹ suggest that small to mid-size businesses and local governments are more susceptible to attack. Key targets include:

- Companies that are perceived to have smaller security teams.
- Companies/organizations that can and will pay quickly.
- Firms with sensitive data, such as law firms and hospitals.
- Businesses in western markets – UK, US and Canada, with the ability to pay ransom.



Law enforcement advises not to pay the ransom as that encourages hackers to create more ransomware, but a June 2021 report² by Corporate Compliance Insights notes that not only are ransomware attacks on the rise, but 57% of organizations would consider paying the ransom.

The best way to protect against ransomware is to prevent it from happening in the first place. As more orthodontists are focused on building their digital practice footprint, having a plan for cyber security is critical. The FAO Annual Session in March is focused on the Digital Practice and Dr. Mark Sanchez will give strategies to secure your digital information against the “forces of evil” including phishing, ransomware and rogue employee risks. As part of the dental community, securing customer data and financial information should be a top priority.

1 <https://www.comparitech.com/antivirus/ransomware-statistics/>

2 <https://www.corporatecomplianceinsights.com/ransomware-attacks-spike-organizations-agree-to-pay/>

Florida Association of Orthodontists

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Visit our website...
www.faortho.org

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■ Let’s Get Social

Facebook & Instagram

This summer, the FAO launched its public-facing Facebook & Instagram page. Though we’ve had a Facebook Private Group, the public-facing pages will allow us to promote our organization to future members and the dental community. Here’s a quick list of things to do to get engaged with the new page:

1. Visit and Follow @FAOrtho on Facebook & Instagram.
2. In Facebook, look for the Event page about the Annual Session. Click the button to indicate that you are “Going.”
3. Share the Facebook Event post to any smaller groups, study clubs you belong to, or colleagues you think might like to attend.
4. If you are not already part of the private Members Only Forum, you can access the group and request to join from the Groups menu on the Facebook page.
5. Start following and engaging with the content. Look for posts from featured member contributors, and join in the dialogue.



