

3M Science.
Applied to Life.™

17 & 18 May

Excellere 2019

Excellere – Latin inf. /ek'sel.ler/:
to elevate, to rise up, to surpass

London | England

3MSM Health Care Academy

www.3MExcellere.com

Excellere



David E. Solid
3M Orthodontic
Scientific Affairs Manager

Orthodontics has always been a dynamic discipline, but the rate of change today seems to be accelerating. Excellere is the global orthodontic conference dedicated to change and how it can be more than something to manage, it can be something that sets practices apart. The Latin root of action words such as “to rise up”, “to surpass”, “to excel”, Excellere is an opportunity to learn from specialists who have integrated the latest advancements in digital technology, aesthetic treatment and practice management to achieve distinctive results. Challenge conventional thought, engage new ideas in practical terms, share best practices and learn how to elevate an orthodontic practice to new levels at Excellere.

AGENDA

17 May 2019

| | |
|--------------------------|---|
| 10:30-12:00 | <i>Registration & Guinness World Record Attempt ALL TOGETHER!</i> |
| 12:00-13:10 | Lunch |
| 13:10-13:20 | Welcome from 3M and Chairman Introduction |
| 13:20-13:30 | Event Introduction by Dr. Richard Jones |
| <i>Session 1:</i> | <i>The State of the Art of Orthodontics: Aesthetic Digital Treatment</i> |
| 13:30-14:20 | Dr. Patrice Pellerin - Aesthetic Treatment Without Clinical Compromise |
| 14:20-15:10 | Dr. Paolo Manzo - Integrated Treatment Planning in the Digital Age |
| 15:10-15:40 | Tea/Coffee Break |
| <i>Session 2:</i> | <i>Excellence in Antero - Posterior Correction</i> |
| 15:40-16:30 | Dr. Lisa Alvetro - Predictable Class II Correction |
| 16:30-17:30 | Dr. Federico Hernández Alfaro - Orthofacial Surgery in Big Discrepancies |
| 17:30-18:15 | Round Table Discussion |
| 18:15-18:25 | First Day Closure |
| 20:30-00:00 | Evening Networking Reception at Swingers West End |

18 May 2019

09:30-09:50

Tea/Coffee

09:50-10:00

Speaker Introduction by Richard Jones

Session 3:

Advancements in Aesthetics: Aligners, Appliances & Restorative Solutions

10:00-10:50

Dr. Adam Schulhof - Mastering the Unique Challenges of Adult Treatment

10:50-11:40

Dr. John Scholey - An Aesthetic Evolution or Revolution?

11:40-12:10

Tea/Coffee Break

12:10-13:00

Dr. Paulo Monteiro - Mind the Gap: Restoration in Orthodontic Treatment

13:00-13:30

Round Table Discussion

13:30-14:45

Lunch

Session 4:

Practice and Business Development

14:45-15:35

Dr. Simon Littlewood - Orthodontics & Generational Psychology

15:35-16:25

Dr. Richard Jones - The Power of Relationship Marketing

16:25-17:00

Round Table Discussion

17:00-17:15

Event Closure

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18 May 2019 Parallel Sessions

Session 1:

12:00-12:10

12:10-13:10

Navigating NHS Changes

Parallel Session Introduction by 3M

Dr. Peter Ilori - Building Private Opportunities in a Changing Orthodontic Market

Session 2:

14:30-14:40

14:40-15:00

15:00-15:30

15:30-16:00

16:00-16:30

16:30-17:00

3M™ Incognito™ Lingual Appliance System by Young Talent

Parallel Session Kick Off and Chairman Introduction by Mr. David Moreno

Speaker Introduction by Dr. Roberto Stradi

Dr. Ektor Grammatopoulos - Opening and Closing Spaces With The Incognito Appliance System: Practical Advice

Dr. Phillip Al Khatib - Lingual Appliances in Orthodontics - A Useful Aid for All of Us

Dr. Aurélie Guidoux - Combination Treatment with The Incognito Appliance System

Dr. Roberto Stradi - Let's Think Out of the Box! The Incognito System in the Early Teens: A Feasible Solution for Our Younger Patients?



Main Event Speakers



Dr. Richard Jones
The Power of Relationship
Marketing



Dr. Adam Schulhof
Mastering the Unique
Challenges of Adult
Treatment



Dr. Lisa Alvetro
Predictable Class
II Correction



Dr. Patrice Pellerin
Aesthetic Treatment Without
Clinical Compromise

**Amazing
Speakers** | **Simply
Unmissable**



Dr. Simon Littlewood
Orthodontics & Generational
Psychology



Dr. Federico Hernández Alfaro
Orthofacial Surgery
in Big Discrepancies



Dr. Paolo Manzo
Integrated Treatment
Planning in the Digital Age



Dr. John Scholey
An Aesthetic Evolution
or Revolution?



Dr. Paulo Monteiro
Mind The Gap: Restoration
in Orthodontic Treatment

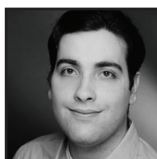
3M™ Incognito™ Lingual Appliance System



Dr. Roberto Stradi
Let's Think Out of the Box!
The Incognito System in the
Early Teens: A Feasible Solution
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Dr. Ektor Grammatopoulos
Opening and Closing Spaces
with The Incognito
Appliance System:
Practical Advice



Dr. Philipp Al Khatib
Lingual Appliances in
Orthodontics -
A Useful Aid for All of Us



Dr. Aurélie Guidoux
Combination Treatment
with The Incognito
Appliance System

Lunchtime Session: Navigating NHS Changes



Dr. Peter Ilori
Building Private Opportunities in a
Changing Orthodontic Market

Lectures & Abstracts



Dr. Richard Jones - The Power of Relationship Marketing

Today there are almost unprecedented challenges for orthodontists and their teams in terms of developing their practices. We live in uncertain political and economic times with changing consumer behaviours and increased competition. Is there a winning formula for developing private practice? This presentation seeks to identify the key drivers for successful private practice. Is there a way of attracting higher volumes of quality referrals or recommendations and maximising treatment uptake? Key to achieving this is understanding the needs of our key customer groups including parents and referring dentists. By understanding these needs and building on these relationships through the principles of "Relationship Marketing", a thriving private practice can be built and this presentation will provide delegates with the skills to achieve this.



Dr. Adam Schulhof - Mastering the Unique Challenges of Adult Treatment

Quite simply, treatment of adults is very different from treating adolescents. From managing patient expectations to addressing clinical obstacles in treatment, for adults very often the best path is a creative one, combining different solutions into one plan. Leveraging the advantages of different systems to meet the unique challenges posed by adult malocclusions, the solution can be framed around the patient instead of around the parameters of one appliance system.



Dr. Lisa Alvetto - Predictable Class II Correction

The correction of a Class II malocclusion involves treatment decisions not only for the dentition but for the maxilla and the mandible. In this presentation, Dr. Alvetto will demonstrate a reliable treatment method to achieve optimal clinical results with minimal patient compliance. This effective technique will focus on efficiency and controlling vectors and stability of the results, including the effect of incisor position on treatment outcomes and facial aesthetics. The lecture will provide key factors to predictable results, including treatment planning and sequencing, force vectors, bracket selection and placement, as well as arch wire selection.

Lectures & Abstracts



Dr. Patrice Pellerin - Aesthetic Treatment Without Clinical Compromise

There has always been an interest from a portion of orthodontic patients in aesthetic appliances for treatment but the available options challenged the orthodontist with compromises in treatment approach.

Other options favouring orthodontists have meant aesthetic compromises by the patient. Current external factors have increased the importance of providing treatment with aesthetic appliances, including changes in insurance, socio-economic levels for patients, and competitive treatment options. The newest technology in aesthetic treatment, however, provides treatment modes with these appliances that reduce the number of compromises in treatment techniques. Now, more than ever, patients have options for aesthetic treatment that allow doctors to achieve treatment goals without unwanted routes in the journey.



Dr. Simon Littlewood - Orthodontics & Generational Psychology

Successful orthodontic treatment is related to our ability to motivate our patients and reach their expectations. There is a growing understanding that motivations and expectations differ substantially between different generations.

The primary objective of this lecture will be to appreciate the importance of a better understanding of generational differences in our patients and fellow staff members. The lecture will explore how different generations of both our patients and staff have different ambitions, aims and approaches to life and understanding these generation gaps may help us to provide more predictable and successful treatment, and run a happier and more successful team.



Dr. Federico Hernández Alfaro - Orthofacial Surgery in Big Discrepancies

When managing dentofacial deformities, both functional and aesthetic parameters must be taken into consideration.

Classically, dentoalveolar discrepancy was considered the single most important parameter when deciding dentoskeletal movements, and the angle class dictated the direction of those movements. If we accept that meeting aesthetic, occlusal and functional respiratory parameters should be our primary goal when managing dentoskeletal deformities, the previous classical concepts should probably be revised.

In our presentation we will show our strategies in planning for orthofacial surgery with a holistic approach.

Lectures & Abstracts



Dr. Paolo Manzo - Integrated Treatment Planning in the Digital Age

In the orthodontic field, presently, a full digital workflow is a need rather than a luxury, providing new levels of precision in the diagnostic process, treatment planning, digital setups and even customized appliance manufacturing.

A digital workflow can have broader significance for a practice by means of the integration of information and technology. Intraoral scans are combined with cone beam images providing insight into the relationship between crowns and roots in space, treatment analysis software can help to plan and execute interdisciplinary treatment and virtual setups can help to plan accurate bracket placement through indirect bonding.

The digital workflow can help provide a more complete oral care solution for patients, combining the orthodontic plan with restorative/prosthetic rehabilitation. Current technology can produce a more comfortable orthodontic treatment experience for the patient and a more reliable clinical result for the orthodontist.



Dr. John Scholey - An Aesthetic Evolution or Revolution?

This lecture will cover the development of 3M's landmark Clarity aesthetic appliances up to Clarity Ultra, the newest generation that combines ceramic appliances with self-ligating mechanics. But, is it the next best thing and worth the hype? Or is it design over function?

This lecture will look at early experiences with the use of the bracket from an experienced clinician's perspective following treated cases visit by visit and asking the question 'Does it perform on routine cases?' He will provide hints and tips to maximise efficient treatment progress in a busy orthodontic office.

John is known for his clinical excellence and honest appraisal of orthodontic products and has lectured worldwide on adult treatment, aesthetic appliances and self-ligation. So his review of Clarity Ultra will combine these valuable experiences to maximise the use of a contemporary aesthetic orthodontic appliance.



Dr. Paulo Monteiro - Mind The Gap: Restoration in Orthodontic Treatment

After finishing an orthodontic treatment, it is sometimes necessary to perform some restorative procedures to improve and optimize the aesthetic results, such as diastema closure, peg lateral teeth, shape changes, closure of black triangles, etc.

With the current adhesive materials and techniques, it is possible to perform these procedures in a predictable and easy way, which the procedures can be performed by the orthodontists themselves.

This lecture will address the different techniques and restorative materials available today and the clinical step-by-step, in a way that the clinician can solve the daily cases in a simple way.

3M™ Incognito™ Lingual Appliance System



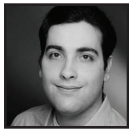
Dr. Roberto Stradi - Let's Think Out of the Box! The Incognito System in The Early Teens: A Feasible Solution for Our Younger Patients?

Historically, we have reserved Lingual Orthodontics just to adult patients demanding high-level aesthetic solutions. In the last decade things have drastically changed in our field, so today, with The Incognito Lingual Appliance System, we have the great chance to treat also very young kids, early in their teens, with a fully digital and customised hidden appliance. There is space for a different perspective: not merely aesthetics, but also precision and predictability. With digital capability and full 3D control, clinicians will see the reasons to choose such a system in order to get brilliant orthodontic outcomes. In my lecture I will share tips and tricks used with young adolescents, showing the main features of the biomechanics in these types of cases. Let's think out of the box!



Dr. Ektor Grammatopoulos - Opening and Closing Spaces with The Incognito Appliance System: Practical Advice

Opening and closing spaces following loss of teeth or in hypodontia cases can present orthodontists with challenges in both lingual and labial techniques. This lecture provides practical advice for efficient and controlled tooth movement.



Dr. Philipp Al Khatib - Lingual Appliances in Orthodontics – A Useful Aid for All of Us

The claims and expectations of modern orthodontists (and their patients) have become higher and higher, especially over the last few years. In our office we have worked with different lingual systems and have come to the conclusion that the lingual appliance from 3M is currently the most effective one. This is a fully-individualized, full-digital workflow, set-up based and (nearly) invisible system, which nevertheless requires a thorough understanding of the system and a basic knowledge of the biomechanics of orthodontics. All different types of malocclusions, small/complex, surgical/non-surgical, with/without skeletal anchorage at any age can be treated lingual as well. This lecture will demonstrate some interesting clinical cases that give an impression of the proper realization of treatment goals and optimal results in some of our 3M-lingual treatments. Let's compare and benefit together from our lingual experiences.



Dr. Aurélie Guidoux - Combination Treatment with The Incognito Appliance System

Getting started with lingual techniques is always a big challenge when you are used to working with traditional labial techniques.

This presentation will demonstrate:

How to combine The Incognito Appliance System with accessories or labial appliance systems to provide the best orthodontic treatment results.

How to work as easily with lingual techniques as with conventional braces.

How to manage the comfort of both the patient and the orthodontist.

Navigating NHS Changes



Dr. Peter Ilori - Building Private Opportunities in a Changing Orthodontic Market

Increased competition & changes in NHS contracts have exposed the vulnerabilities of most existing or potential UK practice owners. Dr. Peter Ilori, elucidates the core business principles, skills, time-lines & actions required for your survival & ultimate success!



NORTHUMBERLAND
AVENUE

LONDON'S MOST CENTRAL VENUE

3M Science.
Applied to Life.™

We ♥ orthodontics

8 Northumberland Avenue is located only a stone's throw away from Trafalgar Square, making it London's most central venue. Exceptional public transport links from all directions ensure that your guests will always arrive and depart with ease. The mixture of classic Victorian architecture and cutting-edge technology compliments a variety of occasion events.

We ♥ orthodontics

Swingers
THE WEST END VENUE

Evening Networking Reception at
Swingers West End



#3MExcellere

Records Will Be Broken. Join Us!

On the first day (*17 May at 10:30 a.m.*), we will be attempting to break a world record! So, why don't you join us and become a record breaker?



OFFICIAL
ATTEMPT

Registration Fees

FULL REGISTRATION

(Effective from 1st March 2019)

Orthodontic Specialists

£390/€440 +VAT

Orthodontic Postgraduates
or Therapists

£195/€220 +VAT

EARLY BIRD REGISTRATION

(Available Until 28th February 2019)

Orthodontic Specialists

£300/€340 +VAT

*Orthodontic Postgraduates
or Therapists*

£130/€150 +VAT

Please note that all payments will be taken in GBP £. The above EURO amounts are approximate only - the actual EURO amount be subject to the exchange rate used by your bank/card provider.

3MSM Health Care Academy

Register Now: www.3MExcellere.com



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