

# CLEAR ALIGNER

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## SPEAKER SERIES

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**Montreal | Vancouver | Calgary | Toronto | Halifax**



**Dr. Bruce McFarlane**



**Paula Tremblay, RDH**

## When was the last time you thought carefully about your current clear aligner system?

### Have you ever asked yourself, are they...

- Really all that clear?
- Tracking well?
- Needing very few attachments?
- Needing very few case refinements?
- Resulting in very few open bites?
- Readily hybridized with other treatment modalities?
- Reasonable in quantity?

If you answered "NO" to two or more of the above questions, "CLEARLY", it may be time for a change.

## Are you ready to join THE ATTACH-LESS REVOLUTION?

The **NEW SLX® Clear Aligner** system, is now available in Canada and is proudly brought to you by Cerum Ortho Organizers.

This revolutionary Clear Aligner system offers a comprehensive aesthetic solution for both adults and teens. Truly unique, this Clear Aligner system dramatically reduces and can even eliminate the need for attachments in most cases. This Clear Aligner system is uniquely clear, provides an excellent fit, and offers numerous workflow and treatment efficiencies.



*Invite your team and learn together. This course has been designed with both the clinician and their staff in mind.*

Join Dr. McFarlane and Ms. Paula Tremblay, RDH, as they introduce you to this remarkably effective Clear Aligner system and share their vast knowledge, experience, and practical skills on how to easily incorporate this system into your practice. If you are looking to take your practice to the next level, this course is designed for you.

### **Dr. Bruce McFarlane,** **DMD, B.Sc.D., MCID., F.R.C.D. (C)**

Dr. Bruce McFarlane is a distinguished orthodontist, educator, and mentor. Graduating from the University of Manitoba in 1984 with a Doctor of Dental Medicine and a Bachelor of Science he then obtained his master's degree in Orthodontics from the University of Western Ontario in 1992. He is a fellow of the Royal College of Dentists of Canada and an American Board-Certified Specialist in Orthodontics. For the last 29 years he has been in private practice in Manitoba, Ontario, and California.

A former assistant professor of Graduate Orthodontics at the University of Manitoba, and accomplished author, Dr. McFarlane has established himself as a prominent speaker, and educator throughout North America and Europe. For many years he has shared his vast knowledge and experience through ICANDO Inc. and by working as a KOL, speaker, educator, and consultant for Cerum Ortho Organizers.

### **Paula Tremblay, RDH**

Paula Tremblay is an accomplished Registered Dental Hygienist, with over 30 years experience in the industry. She began her career in the dental profession as a Certified Dental Assistant. Then in 1990 obtained her diploma in Dental Hygiene from Cambrian College in Sudbury, Ontario. Shortly after graduation she began working in orthodontics and then in 1996, she transitioned to working solely as a preventative hygienist.

In 2018, Paula joined Dr. Bruce McFarlane and his team at T-Bay Smiles where she once again can work in an orthodontic practice while continuing to provide preventative dental hygiene care.

For the last three years under Dr. McFarlane's tutelage, Paula has become proficient in clear aligner therapy workflow and enjoys sharing her expertise with her colleagues and peers.

Paula's lecture on Chairside with the *Carriere® Motion 3D™ Appliance* for the *Bridging The Distance Speaker Series* had one of the highest attendances and she has rapidly become a valuable member of the Cerum Ortho lecture team.

**COURSE OVERVIEW:** Each regional session will consist of a live one-hour introductory webinar prior to the in-person session.

**TOPIC OF DISCUSSION:**

- Why your current aligner system may not be “all that.”
- This clear aligner philosophy vs. standard aligners
- Why would you consider a change?

**LIVE IN-PERSON SESSION AGENDA**

**INTRODUCTION**

- The importance of Clear Aligners’ and their market share growth.
- General overview of SLX® Clear Aligner System and how it compares to other systems.

**OBJECTIVES OF COURSE**

MORNING SESSIONS		AFTERNOON SESSIONS	
CLINICIANS WITH DR. MCFARLANE	<ul style="list-style-type: none"><li>• Deficiencies with current aligner systems</li><li>• How this Clear Aligner system addresses those deficiencies</li><li>• Case selection</li><li>• Record analysis</li><li>• Diagnosis and treatment planning - specific to this Clear Aligner system</li><li>• Case submission (hands-on component)<ul style="list-style-type: none"><li>- Cerum Ortho Portal</li><li>- DDX platform</li><li>- Treatment level options</li></ul></li><li>• SLX® Studio Pro Software<ul style="list-style-type: none"><li>- Case review and acceptance</li></ul></li></ul>	CLINICIANS WITH DR. MCFARLANE	<ul style="list-style-type: none"><li>• Delivery day</li><li>• Execution (including IPR and tracking)</li><li>• Refinements</li><li>• Troubleshooting</li><li>• Finishing</li><li>• Retention</li><li>• Incorporating Carriere® Motion 3D™ appliance</li><li>• Incorporating Nitanium® Palatal Expander 2™</li><li>• Case study examples</li></ul>
STAFF WITH PAULA TREMBLAY	<ul style="list-style-type: none"><li>• Record Taking<ul style="list-style-type: none"><li>- Intraoral photos</li><li>- X-rays</li><li>- Digital scans</li><li>- STL file uploads</li><li>- PVS impressions</li></ul></li><li>• Case Submission (hands-on component)<ul style="list-style-type: none"><li>- Cerum Ortho Portal</li><li>- DDX platform</li></ul></li></ul>	STAFF WITH PAULA TREMBLAY	<ul style="list-style-type: none"><li>• Delivery day</li><li>• Attachment placement</li><li>• Hybrid device cementation</li><li>• Try-in (initial fitting)</li><li>• Patient Instructions</li><li>• Ongoing treatment</li><li>• Issues and solutions</li><li>• Retention and long-term maintenance</li></ul>

**CLOSING**

- Summary of SLX® Clear Aligner advantages
- Mixed dentition case protocols
- Introducing the “McFarlanator”
- Marketing and social media
- Pricing and logistics

The goal of completing the course is that clinicians and staff can return to the office and offer this clear aligner treatment to their patients, submit cases to the **Cerum Ortho Portal** with ease, and use the DDX platform to communicate with the patient’s Rx.

# COURSE REGISTRATION INFORMATION

**EARLY BIRD:**  
(60 Days in advance of course)

**Doctor: \$395**  
**Team: \$245**

**REGULAR  
REGISTRATION:**

**Doctor: \$595**  
**Team: \$295**

**COURSE TIMES: 8AM – 4PM**

**REGISTRATION: 7:30AM-8AM**

**SEATING IS LIMITED, BOOK EARLY TO AVOID DISAPPOINTMENT.**

**FEE INCLUDES:** Course, light breakfast and lunch. **CANCELLATION POLICY:** A full refund will apply to cancellations with 3 or more business days notice. Less than 3 business days notice will result in no refund.

## MONTREAL

**Webinar Date:** February 17, 2022  
**Live Course Date:** March 11, 2022  
**Venue:** Courtyard by Marriott  
Montreal Airport  
7000 Place Robert-Joncas  
Montreal, QC H4M 2Z5

## VANCOUVER

**Webinar Date:** March 24, 2022  
**Live Course Date:** April 8, 2022  
**Venue:** Vancouver Marriott Pinnacle  
Downtown Hotel  
1128 West Hastings Street  
Vancouver, BC V6E 4R5

## CALGARY

**Webinar Date:** April 21, 2022  
**Live Course Date:** May 6, 2022  
**Venue:** Hotel Blackfoot  
5940 Blackfoot Trail SE  
Calgary, AB T2H 2B5

## TORONTO

**Webinar Date:** May 26, 2022  
**Live Course Date:** June 10, 2022  
**Venue:** Westin Harbour Castle  
1 Harbour Square  
Toronto, ON M5J 1A6

## HALIFAX

**Webinar Date:** August 25, 2022  
**Live Course Date:** September 16, 2022  
**Venue:** Hotel Halifax  
1990 Barrington Street  
Halifax, NS B3J 1P2

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DISCLOSURE: Cerum Ortho may provide services that are discussed in this seminar. Dr. Bruce McFarlane has no financial interest in the systems discussed.