



FOR IMMEDIATE RELEASE

Jan. 13, 2015

CONTACT: Heather Tuggle, 770-226-3543 or [heather.tuggle@carestream.com](mailto:heather.tuggle@carestream.com)

**Carestream Dental Introduces the All-New Orthodontic Summit**

*All orthodontic professionals are invited to elevate their practice at this event*

**ATLANTA**—Registration is now open for Carestream Dental's newly revamped Orthodontic Summit. The Summit helps doctors and staff elevate their practices to greater heights with new attendees, new speakers and new networking opportunities.

Taking place March 13-14, Atlanta, Ga., at the Renaissance Waverly Hotel, the Summit offers a way for doctors and their teams to network with other practices and gain insider tips and tricks about the equipment and software they use every day, as well as learn more about the latest industry topics. Plus, new for 2015, doctors are complimentary. Attendees will notice several other major changes to the event, which was previously known as the Orthodontic Users Conference.

The Summit is now open to all orthodontic professionals, not only users of Carestream Dental's CS OrthoTrac practice management software and CS Orthodontic Imaging software. The mix of Carestream Dental software users and non-users paves the way for more networking opportunities among professionals.

"If you only attend one educational meeting in 2015, it needs to be the Orthodontic Summit," Matt Hendrickson, U.S. orthodontic director, Carestream Dental, said. "We listened to previous attendees' feedback and worked hard to create an event that responded to the orthodontic community's needs. For example, we've broadened the range of educational topics and are offering more networking opportunities through Lunch & Learns and enhanced social events."

Renowned industry experts comprise the revised line-up of speakers. These experts examine compelling hot topics like marketing, digital impression and model education; fraud education; front office management and enhancing office design, to name just a few. These educational sessions provide attendees with the potential to earn eight Continuing Education (CE) credits over the course of the weekend.

The Summit also features not one, but two keynote speakers. Kicking off the Summit Friday morning, March 13, is Kyle Maynard who, despite being born without arms or legs, became the first man to crawl on his own to the summit of Mt. Kilimanjaro, the tallest mountain in Africa. His keynote address, "No Excuses!," is a high-impact and insightful presentation designed to teach audiences that— no matter how difficult life's obstacles may seem— everyone has the ability to overcome them.

Saturday morning, March 14, Bernie Stoltz, Fortunate Management, will give attendees a crash course on “Breakthrough Orthodontic Marketing.” In a society where patients have more choices than ever before, this keynote address highlights the most effective strategies for attracting new patients and keeping them for life.

As in the past, the Summit will also host many different orthodontic technology exhibitors, giving attendees the opportunity to break from educational sessions and explore the latest practice management solutions.

Attendees will have the ability to enjoy a fun-filled evening with new friends at the Summit reception on Friday evening. The reception features heavy hors d’oeuvres and a live band so doctors and staff can relax and get to know their fellow attendees.

Summit attendees will also have new networking and social opportunities with shuttled trips to and from midtown Atlanta on Saturday evening. Attendees may choose to have dinner at one of several top-class restaurants or just explore the city’s trendy Crescent Avenue. The relaxed atmosphere of the evening is planned to allow doctors, staff and new acquaintances to network and strengthen connections.

For more information and to register, visit [www.carestreamdental.com/orthosummit](http://www.carestreamdental.com/orthosummit). Use #csdsummit on Twitter and Facebook to stay up-to-date with all the latest news about the Dental Summit.

For more information on Carestream Dental’s innovative solutions, please call 800.944.6365 or visit [www.carestreamdental.com](http://www.carestreamdental.com).

### **About Carestream Dental**

Carestream Dental provides industry-leading imaging, CAD/CAM, software and practice management solutions for dental and oral health professionals. With more than 100 years of industry experience, Carestream Dental products are used by seven out of 10 practitioners globally and deliver more precise diagnoses, improved workflows and superior patient care. For more information or to contact a Carestream Dental representative, call 800.944.6365 or visit [www.carestreamdental.com](http://www.carestreamdental.com).

### **About Carestream Health**

Carestream is a worldwide provider of dental and medical imaging systems and IT solutions; X-ray imaging systems for non-destructive testing and advanced materials for the precision films and electronics markets. For more information about the company’s broad portfolio of products, solutions and services, please contact your Carestream representative, call 888.777.2072 or visit [www.carestream.com](http://www.carestream.com).

Follow Carestream Dental online:



###