

# Excellere

## Featured Speaker



**Adam Schulhof, DMD**

**Dr. Schulhof will address the following technologies and marketing trends:**



Implementing a truly digital workflow.



Advancements in esthetic treatment.



New options in providing aligner treatment.



Aligning practice philosophy with innovative marketing.



New concepts to differentiate your practice.

## Taking Back Control: The Choice is Yours

### Course Description

The state of the orthodontic market is being disrupted and patients are demanding more esthetic options and increasing demands such as comfort and speed, as well. Some of this is due to direct-to-consumer marketing and advancements in technology, allowing more options to deliver tooth movement. Learn how Dr. Schulhof has successfully deployed a clinical perspective of choice-based care that offers aligner therapy, labial and lingual appliances, sometimes within the same case, all to meet today's patients' needs while still meeting a specialist's high level of clinical accuracy and results.

### Learning Objectives

- Understand how to balance patient demands with treatment objectives for an optimal result
- Learn how to present and provide treatment options that meet the esthetic demand
- Analyze case examples that demonstrate esthetic choice-based care options including labial, lingual, clear aligner and combination therapy modalities

### Biography

Dr. Adam Schulhof is a board-certified orthodontic specialist who runs a state-of-the-art private practice, The Schulhof Center, with locations in New Jersey and New York. At The Schulhof Center, treatment options consist of customized esthetic treatment using Aligners, Lingual or Ceramic labial systems to express a bespoke final result for each patient.

Dr. Schulhof graduated with high honors from the University of Medicine and Dentistry of New Jersey and received his orthodontic specialty training from Columbia University. His early interest in lingual orthodontics and esthetic treatment has led him to become a leading educator of the Incognito™ Appliance System in the U.S. and globally.

Dr. Schulhof has presented numerous lectures on lingual orthodontics, esthetic treatment, practice management and marketing worldwide. He enjoys consulting and being active in research and development to improve and evolve custom orthodontics.

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