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ORMCO'S INSIGNIA GLOBAL USERS MEETING SET TO TAKE PLACE IN NEW YORK CITY OCTOBER 19 – 21

Insignia Thought Leaders Gather to Discuss Best Practices, Clinical Approaches and Network with Orthodontists from Around the Globe

ORANGE, Calif. (Aug. 28, 2017)—[Ormco Corporation](#), a leading manufacturer and provider of advanced orthodontic technology and services, will host its seventh annual [Insignia Global Users Meeting](#) in New York City at the Intercontinental New York Barclay, October 19 – 21, 2017. With all new clinical presentations, a focus on CBCT root data integration (TruRoot™), advanced and beginner tracks, a dedicated staff program, mentoring sessions and numerous networking opportunities, the meeting will provide both visionary and practical views on how Insignia can empower clinical excellence and drive practice growth. Notable speakers and leading orthodontists from over 25 countries around the world are expected to attend. To register, doctors and team members can click [here](#).

“The digital evolution of orthodontia continues to be at the forefront of the industry and we’re committed to offering educational events focused on the current and future state of this natural progression,” said Sue Kolb, Senior Director of Education at Ormco. “Building off the success of last year’s Meeting, we’re thrilled to be incorporating a dedicated staff program this year to support and grow the value of the entire treatment team. Insignia thought leaders and mentors—a staple of this annual event—will also be on hand to share their expertise on how to best implement Insignia, leverage it for a variety of cases and improve office workflow.”

From discussing new and upcoming software enhancements to spotlighting the latest insights from leading orthodontists around the world, the Insignia Global Users Meeting’s clinical program aims to enhance day-to-day practice workflow, patient results and overall efficiency. The meeting fosters a collaborative learning environment where attendees share their Insignia experiences, challenges and insights. Workshops, mentoring sessions and presentations are all focused on relevant topics, from initial smile design to detailed methods for achieving consistent results with challenging cases.

Fifteen notable speakers from around the world are scheduled to present, including Drs. David Sarver, Philippe Van Steenberghe and David González Zamora. A sampling of clinical topics and presentations include:

- A Research Report: CBCT Analysis and Accuracy of Bracket Placement
- 10 Tips to Close Open Bites Non-Surgically

- Micro and Macro Smile Aesthetics
- Surgery and Class II Correction
- Integrating Damon Principles into Insignia
- Optimizing the interface between Practitioners and New Technologies in Dentofacial Orthopedics: A Neuro-Egonomic Approach

The Insignia Global Users Meeting is expected to host speakers and beginner to advanced attendees from over twenty-five countries. For the first time ever, the Meeting will also include a dedicated staff program. Focused on ensuring the entire orthodontic team has the tools, resources and skills needed to provide an exceptional patient experience, this track will review marketing, bonding, daily workflow, relevant clinical skills and more to evoke success with Insignia at each touchpoint.

For participants new to Insignia, Dr. Sonia Palleck will conduct a pre-meeting Insignia Essentials Seminar Thursday, October 19. Participants in this one-day seminar will be guided through the Insignia software and be introduced to the advantages of digital smile design and customized appliances in preparation for the robust sessions and discussions during the Users Meeting.

For more information about the Insignia Global Users Meeting, please visit www.goo.gl/JShZVH or connect with Ormco on Facebook at www.facebook.com/myormco and on Twitter via [@Ormco](https://twitter.com/Ormco).

About Ormco

For over 50 years, Ormco has partnered with the orthodontic community to manufacture innovative products and solutions to enhance the lives of our customers and their patients. Distinguished products range from legacy twin brackets Inspire ICE™, Titanium Orthos™ and Mini Diamond™ to self-ligating appliances with the Damon™ System, including Damon Clear 2, and the Alias™ lingual straightwire system. Ormco's Insignia™ System provides an all-inclusive solution with customized brackets, wires and placement trays for increased clinical efficiency. From personalized service to worldwide continuing education programs and marketing support, Ormco is committed to helping orthodontists achieve their clinical and practice management objectives. For more information, visit Ormco at www.ormco.com or call us at 800-854-1741.

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