

Ms. Shannon Patterson,

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Session Date: Friday, October 18, 2024

Session Time: 7:50 AM – 8:50 AM

Presentation: *“Orthodontic Market Trends & Insights”*

Synopsis: This presentation will explain the current business state, trends and existing benchmarks of the orthodontic marketplace. Shannon will discuss the facts and trends of the evolving change our industry is experiencing so that doctor owners have the knowledge to make strategic decisions for the future of their practice. In addition to presenting up-to-date orthodontic market data, this lecture will identify the major pressures the specialty is facing. Among these changes are new technologies, consumer behaviors during economic uncertainty and consolidation in the marketplace. This presentation will provide data needed to stay competitive and make strategic decisions about the future of your practice.



Objectives:

- Current trends and standards in the marketplace
- Current disrupters including the expansions of DSOs
- State demographic data that every orthodontist should know
- Consumer behaviors & trends
- Resident demographic data

Biography:

Shannon Patterson, a partner with Bentson Copple & Associates is a leading consultant in the orthodontic industry. She specializes in doctor placement and doctor retention with orthodontic practices throughout the United States. Shannon is very passionate about educating orthodontic residents and helping young doctors succeed as they launch their orthodontic careers. Shannon is a Kolbe Certified™ Consultant and expert in the Kolbe suite of assessments and focusing on strength-based relationships. She has also earned certifications in High Impact Recruiting (CPR), Certified Medical Staff Recruiting (CMSR), and is a member of the American Academy of Medical Management (AAMM). Shannon currently serves as a committee member with the AAO. She is a frequent lecturer at industry meetings, study clubs and orthodontic residency programs, and contributes to numerous orthodontic journals.