

**Cathy Sundvall** currently serves as a consultant, trainer and lecturer for orthodontic practice enhancement. She specializes in assisting orthodontic teams to increase practice organization, efficiency and effectiveness, develop training systems and enhance communication with patients and parents. Cathy worked for over twenty years as a clinical supervisor and New Patient Coordinator for Dr. John R. "Bob" Smith in Orlando, Florida. Cathy combines her practice management and clinical expertise to consult and train practices in Clinical Efficiency, New Patient Process, Marketing, Customer Service, and Team Performance. She lectures nationally, has published numerous articles, and developed training manuals for Marketing, New Patient Process and Office Policies.

### **Lectures and Printed Articles**

- 1983-1986      KGS- Lingual Orthodontic Lecture Series – throughout the U.S.A.
- Staff Training – Lingual orthodontic techniques
  - Assisted doctors in clinical lingual techniques, wire bending and ligation
  - Co-author "Chairside Assistants Training Manual"
- Feb 95            Ortho North Study Club – Atlanta, Georgia
- Practice Euphoria, Improving Quality, Team Spirit and Profitability
- Feb 96            Gorman Institute – Orlando, Florida
- Storyboard Concept and Creative Thinking for the Team
- Apr 97            South Carolina Association of Orthodontists Meeting – Hilton Head, South Carolina
- Storyboard Concept and Creative Thinking for the Team
  - Patient Manager System and Computer Technology
  - Office Design and Flow – How the Patient/Parents View Their Experience
- May 97            AAO- Philadelphia, Pennsylvania
- Quest for Excellence Program (Patient Manager System & Technology)
  - Creative Thinking – Turning Vision into Reality Using the Storyboard Concept
- Oct 97            New Image National Training Conference – Dallas, Texas
- Creative Thinking – Turning Vision into Reality Using the Storyboard Concept
  - The New Patient Process – All the elements involved in the successful implementation of the procedures need to enroll a patient into your practice.
- Oct 98            New Image National Training Conference – Orlando, Florida and Dallas, Texas
- Effective Communications using Digital Imaging
  - OSHA and Inventory Control
  - Effective Communication Across the Practice
  - Teamwork At It's Best – Walking in Each Others Shoes
  - Clinical Pearls

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- May 99            AAO- San Diego, Calif. – Round Table Leader
- Communications and Education Using Imaging
- Oct 99            New Image National Training Conference – Orlando, Florida
- Clinical Pearls
  - Kids Club Introduction
- Dec 99            New Image Regional Staff Training – Dallas, Texas
- The Treatment Coordinators Role in the Practice
- May 2000          AAO – Chicago, Illinois - Round Table Leader
- Marketing 101
- Jan 2001          Georgia Society of Orthodontics – Atlanta, Georgia
- Getting Started with the Herbst Appliance
  - Advance Recall Program
- Feb/Mar 2001    Developed Training Manuals
- New Patient Process and Procedures
  - Office Policy Manual
  - Marketing Recipes Ideas
- May 2001          AAO – Ontario, Canada
- Advance Recall Program
- Sept 2002        Adventures in Orthodontics – Dr. Hilgers and Dr. Tracey
- Advanced Recall Program
  - Clinical Pearls
- Oct 2002        Praxis – Orthodontic Publication
- Article - Are You Part of the Team?
- Feb 2003        Orthodontic Products – Orthodontic Publication
- Article - Game Plan
- May 2003        AAO- Honolulu, Hawaii
- Practice Pearls to Wow Your New Patients
- June 2003        Kieferorthopadie Nachrichten – German Orthodontic Publication
- Article – Practice Pearls
- Sept 2003        WSPO – Pittsburgh, Pennsylvania
- Practice Euphoria – Improving Patient Satisfaction, Marketing with Imaging and Staff Communications

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- Sept 2003 Praxis – Orthodontic Publication
- Marketing to Your Recall Patient
- Oct 2003 PCSO – Vancouver, British Columbia
- Treatment Protocols – How to Improve Efficiency in the Clinic
- Nov 2003 Adventures in Orthodontics – Cabo San Lucas, Mexico, Dr. Hilgers, Dr. Tracey and Dr. Bennett
- Toothprints – Creative ways to market your practice
  - Eight Great Tips for Success - Customer service and your patients journey through orthodontic treatment
- Feb 2004 2004 Ski Seminar – American Orthodontics, Lake Tahoe, Nevada
- Teamwork at is Best – Walking in Each Other's Shoes
- March 2004 UMKC Alumni Meeting – Kansas City , Missouri
- Practice Euphoria – Improving Patient Satisfaction, Marketing with Imaging and Staff Communications
- Feb/Mar 2004 Orthodontic Products Magazine
- Article on "7" Habits of Highly Effective Chairside
- March 2004 American Orthodontics "Assistants" Newsletter
- Article on Bonding for Chairside Assistants
- May 2004 AAO – Orlando, Florida
- Train the Trainer Program, S.T.A.R.T, New Patient Coordinators
  - 7 Habits of Highly Effective Chairside Assistants
  - A Recall System That Works
  - The 7 Habits of Highly Effective Office Managers
- Sept 2004 Orthodontic Products Magazine
- Article on Join the Club – An Advanced Observation Marketing Program
- Oct 2004 Orthodontic Products Magazine
- Article on Win the Waiting Game – How An On-Hold System Can Help Market Your Practice
- Jan 2005 American Orthodontics – Dallas, Texas  
Seminar on "Change Your Perspective Impact Your Bottom Line"
- Office Efficiency from Self-Ligation
- Feb 2005 Alaska Society of Orthodontics – Anchorage, Alaska
- Mar 2005 Southern Association of Orthodontics Spring Publication

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- Article on "Seven Practice Pearls to Wow Your Patients"
- May 2005    AAO 2005 – San Francisco, California
- Aug 2005    SAO Practice Enhancement Seminar Leader
- Ten Cool Staff Recruiting Ideas
- Sept 2005    Orthodontic Products Magazine
- Article - Staff Delegation
- Nov 2005    Orthodontic Products Magazine
- Article - On Hold Messaging
- Nov 2005    NESO 2005 – New York City, New York
- Practice Pearls to Wow Your New Patient
- May 2006    AAO 2006 New Orleans, Louisiana
- Balancing Work and Your Life
  - Balancing Your Duties in the Operatory
- Oct 2006    Wisconsin State Orthodontic Meeting