
CLEARCON ANNUAL USER CONFERENCE

CASE



ABOUT CLEARCORRECT

Established in 2006, ClearCorrect is a clear orthodontic corrective device maker started by an Orthodontist who needed a solution for his patients as an alternative to braces. No wires. No brackets. Just clear, convenient comfort. With ClearCorrect, the dentist or orthodontist can straighten a patient's teeth using a series of clear, custom, removable aligners. Each aligner moves the patient's teeth just a little bit at a time until you eventually get straight teeth. ClearCorrect designs, manufactures, and supports its products out of its facility in Round Rock, Texas and was acquired by Straumann in 2017.

CASE 06

EVENT CONTEXT

As a fast growing young orthodontic company, ClearCorrect was the 2nd largest clear aligner producer in the world. It had recently been acquired by a large dental company with over 60 years of experience in the dental industry.

Meanwhile, there are numerous competitors coming out into the market. Clear aligners are a hot topic in the industry and every major dental/orthodontic company is looking to get in on the action with the launch of their own clear aligner product. Most of these companies are very established with lots of funding. Most market traditionally by exhibiting at Dental and Orthodontics Industry Trade Show and Conferences to practitioners.

WHO IS ORGANISING THE CHANGE?

The CEO who was part of the bootstrapping of the company sees the company grow at a pace after being acquired by the global organisation. The new parent company asked to organize plans for an annual user-conference by and for the company. This was to be the first user-conference this company has ever organized.

WHAT WAS THE CHALLENGE?

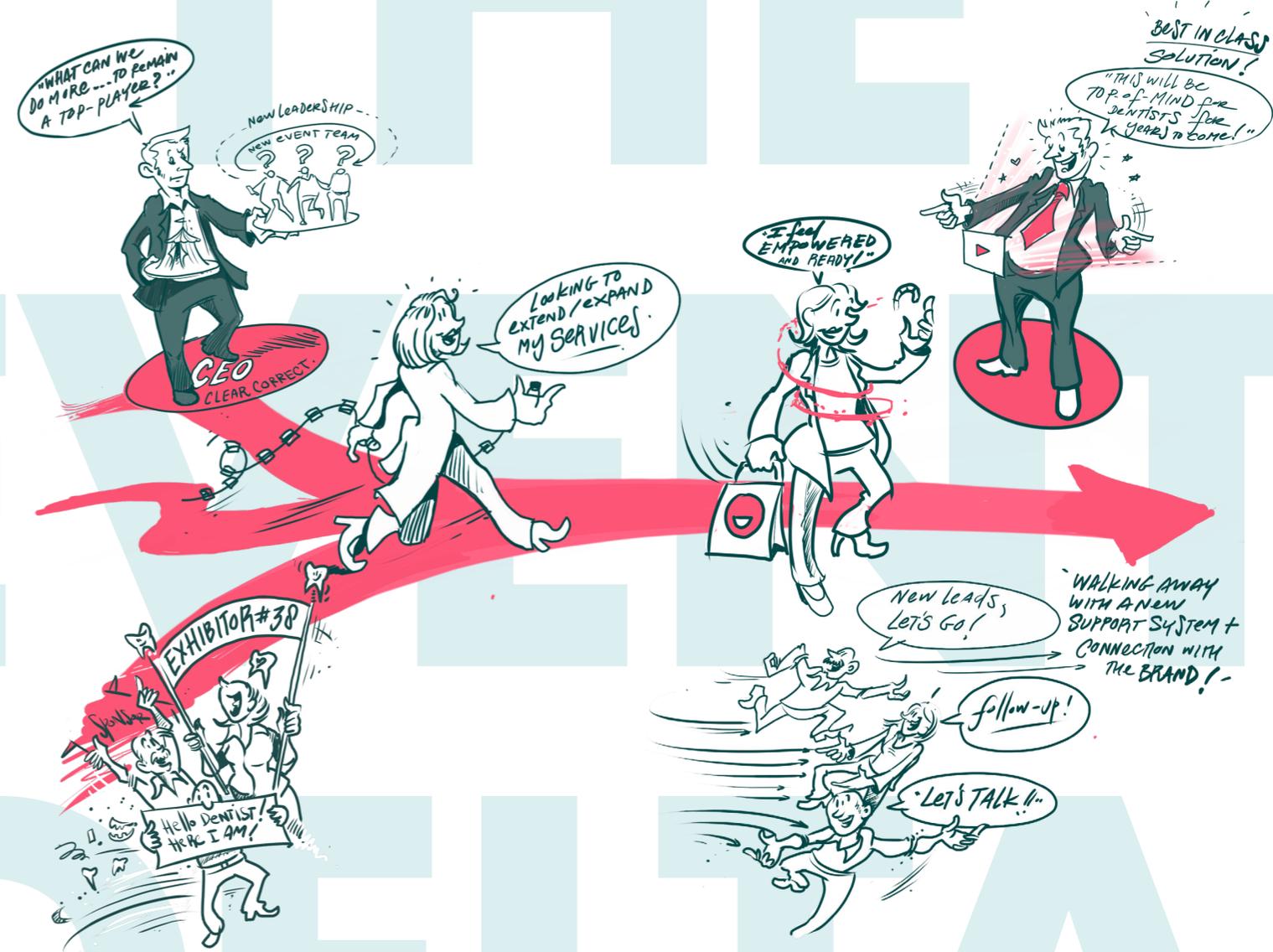
In order to remain a top player in the industry ClearCorrect needed to up its game and establish better relationships with their users (dentists and orthodontists) and community. ClearCorrect is a bootstrapped company that was looking to approach it's dentists in a different way. As a company that enables to give people the smile they always wanted. They wanted to do that very thing for the education and relationship building with their practitioners away from the traditional industry conferences and trade shows.

WHO ARE THE MAIN STAKEHOLDERS?

The Event Owner is the CEO of ClearCorrect. Besides the staff team at ClearCorrect, the core stakeholders are the doctors (Dentists and Orthodontists and their teams) and Exhibitors (producers of medical devices like scanners in support of the dentist practice). The majority of its customers are general dentists, who are served directly in North America or through sales agents in Australia, Israel, New Zealand and the UK. Having built its business with an internal sales team only, the company recently began to establish a field force to target new customers actively. At the time, ClearCorrect employed a staff of approximately 300. The exhibitors are other companies in the supply chain that have an interest in meeting the doctors in relation to the prescription of the clear aligner product.

THE EVENT DELTA

Before the event the CEO and staff of the company invest time and resources to design and deliver the user conference in order to build a better relationship with their doctors and practices. By meeting them in person together with other business partners who are also part of the community, the three stakeholders have time to focus on the products, practices and share what the benefits and outcomes are for the patients. That joint goal creates a bond to learn, share and document these best practices for this specific clear aligner product. By sharing the origin stories of the product, a feeling of being part of the family culture of the company will be experienced together. A shared level of achievement and commitment to learn how to best operationalize this in their daily practice will result in better utilization results for all three stakeholders to delight.



THE DESIGN PROCESS

Based on the initial Event Owner's question, the marketing manager was keen to design an event to match the needs of the key stakeholders. Something completely different from the traditional approach of exhibiting at industry conferences. Over a span of several months, by using the Event Design using the Event Canvas methodology, a team was involved in the creation of this brand-new user event.

Using the Event Canvas framework, they synthesised inputs from the internal team and from there, were able to identify three core Stakeholder groups to delight, mapping out needs, goals, and metrics for each of them. They ultimately built out the narrative of a bespoke Annual User Conference unlike any the world of dentistry had come across before.

The narrative of this Event Design was also used at subsequent representations of the brand at live interactions with these same stakeholders. It positioned ClearCorrect as a partner for the practice's success and the education for the team in the practice which optimized utilization rates and retention and a sense of community.

THE BRAIDING POINT

It's no surprise that clear aligners are one of the fastest-growing sectors in orthodontics. With a low barrier to entry and fast return on investment, clear aligners are an excellent way to expand your practice by offering treatment that patients actively seek. Clear aligners can be used to address a wide variety of oral problems, and because of their aesthetic appearance, patients are more likely to wear them.

Teeth misalignment is a common problem that dentist and orthodontists deal with and new approaches beyond braces have a large impact on their practice. To correct the teeth misalignment, a growing number of patients and doctors prefer clear aligners to traditional wires and brackets, due to advantages. They are nearly-invisible, and do not require dietary restrictions. For the patient there are no obstructions to flossing or brushing and the dentist can monitor the movement remotely over time.

Leadership was acutely aware that their company at the time was one of only two major companies offering this product for the last 10 years. In that very year many new competitors could be launching competing products and they needed to do more to remain a top player. Stake-

holders (dentist, orthodontist and others in the industry) could potentially perceive them as being behind the curve. They needed to show them that they are innovating and developing more tools and services for them to utilize.

There was a need to convert the stakeholders to be advocates of this company reducing the chances of them looking to other companies for similar solutions. Although they have thousands of dentists and orthodontists who provide their product, the average utilization was below what was expected. There was a need to better educate their dentists and orthodontists and ensure they have everything they need to be successful.

This prompted the ask to organize a user-conference to be held within the year. The CEO asked "Do you think it's possible to design an event to build better relationships with our dentists and orthodontists, increase their knowledge of our products and services, therefore increasing their overall utilization rate?"

After some digging the Event Design team discovered that the CEO wants to show the industry that they are indeed a leader. The event should excite, educate and make others feel completely confident in the company, the new

