
MASTERSHAUSEN (DE), April 23, 2026

Swiss orthodontist speaks at the International Speaker Slam on the strategic planning of complex treatment cases

Dr. med. dent. Marcel Frei positions himself as an expert for orthodontic treatment strategies and the coaching of younger colleagues.

Dr. med. dent. Marcel Frei, Specialist Orthodontist (CH), presented his expertise in the strategic planning of complex orthodontic cases at the International Speaker Slam 2026 in Mastershausen, Germany. In front of around 130 attendees from 18 nations, Frei spoke about one of the decisive yet often underestimated factors of successful orthodontic therapy: the treatment strategy between diagnosis and execution.

At the heart of his talk was the thesis that the outcome of an orthodontic treatment is not determined when the first bracket is bonded or the first aligner inserted, but already in the precise analysis and strategic planning of the individual case.

“The quality of a tooth alignment treatment is decided before the first clinical step,” Frei explained in his talk. The phase between collecting the records and therapeutic execution is, particularly for less experienced orthodontists, one of the greatest challenges.

As an international consultant, Dr. Frei supports dentists and orthodontic practices in the development of complex treatment strategies. His coaching approach is based on three central steps:

RECOGNISE – DECIDE – EXECUTE

He helps colleagues to analyse complex cases precisely, to make sound therapeutic decisions and to translate them consistently into successful treatment concepts.

The International Speaker Slam is regarded as a demanding stage format in which speakers must present their topic precisely and intelligibly within a few minutes. The jury particularly praised Frei’s ability to convey complex clinical context in a clear, practical and accessible way.

About Dr. med. dent. Marcel Frei

Dr. med. dent. Marcel Frei is a Specialist Orthodontist (CH) and works internationally as a consultant for complex orthodontic treatment strategies. Alongside his work in Switzerland, he supports dentists and practices worldwide on demanding therapeutic questions and has been engaged for 10 years in humanitarian missions in Kyrgyzstan for children with cleft lip and palate malformations.

His focus lies on the strategic analysis of complex cases, the development of sustainable treatment concepts and the coaching of young colleagues in clinical decision-making.

Press contact

Dr. med. dent. Marcel Frei • marcel.frei@smilecoach.ch • +41 76 515 95 63 • orthostrategy.world