At Directory of Dental Speakers, our goal is to make your job easier!

This resource has been created to help you find the ideal speakers for your dental meetings. Learn speakers’ presentation topics, professional background, previous as well as future speaking engagements, view demo videos and contact information.

Let us coordinate a “Call for Speaker Proposal” for you!

Wouldn't it be cool if you didn't have to dig to find great speakers that are available to speak on the day of your meeting, on the topics that you would like, and with honorariums that fit your budget? Utilize our Call for Speaker Proposal (CSP) program!

Here’s how it works:
- Provide us with the basic information about your event.
- We will notify our speakers of your program's needs via e-mail.
- Those speakers with presentations that are a good match will email a proposal.
- Contact those speakers whose presentations look like they may be a fit for your program.

We are here to make your job easier. And there is no charge to you!
Contact us today to learn how we can help.
Presentation Information

From the second generation of a family of businesses that have successfully opened over 500+ turnkey dental practices in the United States (without one ever closing in over 25 years). This course teaches you how to open a complete turnkey practice anywhere in the country. This course paves the way for Financing, Branding, Practice Financing, Insurance Processing, Marketing & Advertising, Human Resources & Payroll, OSHA-HIPAA Compliance, Insurance Credentialing, Lab Services, Material & Supply Chain, Hardware & IT Services, Search Engine Optimization in todays Social Media world, Debt Management, Insurance Processing, Payroll, OSHA-HIPAA Compliance, and Insurance Participation Negotiation.

One of the most important components of this turnkey course is the proven, detailed business and marketing plan to help ensure that each practice is successful and profitable day one. It explains how sophisticated demographics software programs help select the most desirable locations for new dental practices.

Biographical Information

R.J. Adolfi is one of the individuals responsible for the development of dental super-practices and the refinement of "retail medical care" in its initial twenty years. R.J.’s family opened their first dental offices in Syracuse New York in 1979 where he was immersed in the start-up process of design, construction, equipment procurement, staffing and operations until leaving home to pursue his professional hockey career. Upon his retirement from hockey, R.J. was called upon to run the overall operations and the widespread expansion of what was becoming a dental super-practice empire throughout the Northeast and beyond. He mastered the critical positions within the company including managing on site dental labs, processing insurance, handling accounts payable and receivable, building out new offices, managing multiple locations and dentist recruitment.

By the time his family chose to sell the burgeoning dental empire, R.J. was recognized throughout the dental industry as the ‘guru’ of this new multi-unit super-practice phenomenon. The purchasing group would retain him as CEO, and would become the industry giant, Aspen Dental. R.J. has gone on to start other successful brands as DentalSmart and DentalSense.

Rj has extensive knowledge in medial branding, site selection, office design, construction, staffing, training systems, day-to-day operations, supply chain and equipment purchasing. Expert knowledge of operations in the medical service industry.

R.J. developed innovative processes in the areas of site selection, human resource, doctor recruitment, medical marketing, billing systems, account tracking and short/long term development of multipliable location medical companies.

Past Presentations
- Virginia Commonwealth University; Richmond, VA
- UCLA School of Dentistry; Los Angeles, CA
- Louisiana State University School of Dentistry; New Orleans, LA
- University of Florida: College of Dentistry; Gainesville, FL

Future Presentations
- North Carolina Dental Board; Morrisville, NC
- Harvard University School of Dentistry; Boston, MA
- Medical University of South Carolina; Charleston, SC
- Georgia Regents School of Dentistry; Augusta, GA
Peter Auster

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Presentation Information

How to be Thrilled in Dentistry (for the first time?) The Aacd
Humanitarian of the Year and founder of the New York affiliate of
the Aacd, shares the pathway out of dentistry “doldrums” to a
happier, more fulfilling dental world
• New passions to change your dental life
• Breaking down complex cases and treating them confidently
• Phasing cases for any budget.
• Deprogrammers, lasers: profitable and changing lives Best
cosmetic materials, cements, AND LABS! for every case, 2016.
• What NO dentist should EVER be without.
• You MUST do this annually
• The Big Reveal, and cosmetic consults that excite
• 60 inexpensive cosmetic products, 2016 (and what NOT to buy)

80 Cosmetic Products and Pearls, 2016 for easier, more
efficient dentistry. In this quick paced seminar, Dr. Auster tells
you which ones are worth buying and using on Monday morning.
• Cheaper and better cosmetic products
• Easy Short-term ortho.....I said EASY!
• Should I buy that scanner, laser now? (Not what you expect to
hear)
• What NO dentist should EVER be without. And the best brands.
• Great cosmetic labs: I’ll name names
• What every dentist should do once per year.
• Using deprogrammers for profit, case perfection
• Winning cosmetic consults.
• The best material and cement for each case, 2016

Biographical Information

Dr. Peter Auster has thirty years of experience in
high quality dentistry in his private practice in
Pomona, N.Y. Dr. Auster is completing his second
term on the board of directors of the American
Academy of Cosmetic Dentistry and is very proud
of his selection as the Aacd 2015 Humanitarian
of the Year. He is founder and immediate past-
president of the New York Affiliate of the Aacd,
the Empire State Academy of Cosmetic Dentistry.
His seminars include “How to be Thrilled in
Dentistry (for the first time?)”, “Tackling
Complicated Cases” and, “100 Cosmetic Products
and Pearls”. He recently became a “Dawson
Scholar” and received a “Concept of Complete
Dentistry Award” from the Dawson Academy. Dr.
Auster’s volunteer work includes annual
volunteer dentistry in Jamaica; Give Back a Smile;
ADA Donated Dental Services, and Smiles for Life
in which his office has contributed over $40,000
to children’s charities in the past 3 years. He has
received a “Certificate for International Voluntary
Service” from the ADA.

Past Presentations
• Greater New York Dental Meeting; New York, NY
• Empire State Academy of Cosmetic Dentistry; White Plains, NY
• New York County Dental Society; New York, NY
• Philadelphia Dental Society

Future Presentations
• New York County Dental Society; New York, NY
• Maine Dental Association
• Mid Atlantic Academy for Advanced Dental Study; VA
• Topeka Dental Study Club
Presentation Information

Systematizing for Success: From Surviving to Thriving!
Learn the power, purpose, design, and implementation of efficient business systems. Designed to help assess and develop systems to take your practice to the next level.

The Boss/Leader/Business Owner Conundrum: Creating a Cohesive Team
Learn the strategies needed to re-energize the team and ensure a professional atmosphere for the practice. Attendees will gain the tools needed to manage people and lead with confidence.

Embezzlement in the Dental Office: What You Don’t Know CAN Hurt You!
Gain a thorough education on the causes and effects of embezzlement. Sandy provides safeguards so you can prevent, detect, and respond to suspicions of criminal behavior within your practice.

Biographical Information

With a Masters in Business Administration, over 35 years of hands-on dental management experience (and marriage to a dentist!), Sandy Baird has walked in your meeting attendee’s shoes. She understands how efficient, effective businesses organize and operate. She brings the experience and knowledge necessary to take attendees to the next level of success through presentations focused on systemization, leadership, embezzlement and more.

Sandy founded Baird Dental Concepts in 2005, a full-service consulting firm offering general dentists and their teams business, financial, and operational management services. She works with dental practices of all sizes, and has developed a niche with small community, rural dental practices. Sandy is passionate about sharing her knowledge and experiences through seminars, articles, and training sessions.

Past Presentations
- Wilson County Study Club; Mount Juliet, TN
- 8th District Study Club; Clarksville, TN
- Maryville Study Club; Maryville, TN

Future Presentations
- Millennium Study Club; Nashville, TN
- Maryville Study Club; Maryville, TN
- Virginia Commonwealth University, VA
Presentation Information

10 Top Management Tools for a Successful Practice
Learn the key systems and strategies for fine-tuning communication, monitoring your practice effectively, streamlining scheduling, increasing collections, building an enthusiastic team and generating infectious referrals.

High Impact communication:
Words to Use... and Words to Lose
Explore effective communication techniques for improving scheduling and reducing open time, increasing case acceptance, and fine-tuning financial arrangements. Learn protocols and systems for retraining the troublesome patient.

Anatomy of a Winning Team:
Building a Foundation for Success
Learn simplified systems and protocols for team development that will allow you to refine roles and clarify job descriptions in the practice. Discover concrete, positive solutions to reinvigorate your entire team and create contagious positive attitudes. Sometimes the solutions are right in front of you.

Playing the Insurance, Collections And A/R Game...
Your Way!
Learn how to motivate patients to pay, make successful collection calls, and reduce A/R. Create effective financial arrangements. Understand detailed narratives, patient record documentation, and use of dental coding systems.

Biographical Information

Lois Banta specializes in all aspects of dental practice management. Through Banta Consulting, she provides her expertise to dental practices, both large and small, across the country and internationally. Lois is a highly sought after speaker on the American Dental Association circuit and other popular venues. She has written monthly columns for several industry magazines and has been a featured author for numerous journals. Lois currently serves as the Executive Co-Director of the Speaking Consulting Network, is a member of the Academy of Dental Management Consultants, and maintains membership with the American Academy of Dental Practice Administration and American Dental Assistants Association.

Past Presentations
- Masters in Dentistry Conference; Sydney, Australia
- American Academy of Cosmetic Dentistry; Honolulu, HI
- Yankee Dental Congress; Boston, MA

Future Presentations
- American Dental Association; New Orleans, LA
- Chicago Midwinter Meeting; Chicago, IL
- Hinman Dental Meeting; Atlanta, GA
Presentation Information

Getting to "Yes!": New Patient Experiences that Lead to “Yes!”
From initial phone call to discussion of treatment through closing the sale, learn each team member’s role in ensuring a good first impression. Understand the role of the designated treatment coordinator. Explore methods which help the patients afford and accept treatment. Incorporate these time-tested tools and techniques into your practice and set yourself up for successful consultations and increased treatment acceptance and production.

Confessions of a Panicked Dentist
Designed for the average dentist at any stage of their career, this course provides practical answers to the hard questions that come up when planning for the last years of practice. These are systems that you can take home with you and start using Monday morning. Learn how Dr. Black’s Pinpoint Plan (The Revelation, The Road, and The Result) can work for you. Explore systems and techniques for increasing practice production and collection, attracting potential buyers, and receiving the maximum price when you sell your practice. Gain tips for saving early to avoid the end-game push.

Biographical Information

Dr. Black’s 43+ years of clinical experience, mentors such as Drs. Pankey and Dawson, and integration of information from four major consulting firms give Dr. Black expertise in a wide range of topics. He is certified in Waterlase and CEREC technology, along with the classic occlusal theory of the masters. He is a 1971 graduate of West Virginia University School of Dentistry, and continued with occlusal therapy and cosmetic continuums on an ongoing basis. He has published on various topics in dental journals and is an adjunct instructor for dental students and residents in local free clinics and a hospital-based residency program. He has helped spearhead local MOM programs, and represents the area component as board member to the Virginia Dental Association. His presentations will help you build immediate rapport with your patients by giving you skills to gain the patient’s trust, establish a relationship, create a need and urgency.

Past Presentations

• Roanoke Valley Dental Association; Roanoke, VA (multiple)
• Carilion Hospital Dental Residency Program; Roanoke, VA (multiple)
Presentation Information

Dr. Bregman's energized, thought-provoking style inspires audiences and readers nationally and internationally. Audiences benefit from his more than thirty years of experience leading a highly successful dental practice, and his years of experience as an effective speaker, author, teacher, and trainer. Attendees leave his presentations refocused, energized and with their own action list to implement these principles back in the office.

Presentations on Practice Management:
• Make Your Practice P.O.P to the Top!

Presentations on Oral Cancer:
• Reduce Risks, Save Lives, Grow Your Practice®
• Enhanced Oral Cancer Detection: A Hands-On Experience
• Dispelling The Myths About Oral Cancer

Presentations on Technology:
• The Future of Dentistry is NOW®
• Total Health Focus as Standard of Care in the 21st Century®

Presentations on Inspiration:
• Have You Bought Your Boat Yet?

Biographical Information

Dedicated to improving the dentist, team, and patient experience, Dr. Jonathan Bregman has a strong passion for educating dental professionals regarding early oral cancer detection, the oral-systemic connection and growing a practice from the inside. He utilizes facilitated-learning concepts and audience interaction to help attendees retain key concepts. Attendees leave his presentations refocused, energized, and with their own action lists to implement these principles back in the office.

A lifelong learner, Dr. Bregman easily relates to his audiences. He has walked in their shoes, sat in their chairs and understands their challenges. He has had conversations with thousands of audience members and has a finger on the pulse of the industry.

Dr. Bregman has personally led successful dental practices for more than 30 years. He also worked as an adjunct faculty member at the University of North Carolina School (UNC) of Dentistry and an attending doctor for the UNC Hospital Dental Clinic. Dr. Bregman has presented hundreds of programs on early oral cancer detection and practice management topics in 45 states and abroad. He is honored to have presented at all major dental meetings in the US, Canada and Puerto Rico in the past 7 years.

Past Presentations
• Journees dentaires internationales du Quebec
• Star of the South
• Mid-Continent Dental Congress
• Yankee Dental Congress

Future Presentations
• Hinman Dental Society
• Pacific NorthWest Dental Conference
• California Dental Society
• Michigan State Dental Hygiene Educators and Students Annual Meeting
Presentation Information

Meth Mouth: A State of Decay
Have you ever suspected that your patient is using meth or other illegal drugs? Did you feel comfortable discussing your suspicions with your patient? Discover why methamphetamine is the “hot” street drug and why users will give up their smile for a meth high. Learn how to become aware of methamphetamine use in your practice and how to communicate your concerns to your patients. Receive effective, safe, and realistic strategies for treating patients who have “meth mouth”. Recognize your professional responsibilities and your own personal boundaries in treating the “addicted” patient.

Evidence-Based Dentistry: A Paradigm Shift
Are you able to keep up with the amount of dental information that comes your way every day? Or, do you base clinical decisions and treatment recommendations on information learned in dental school years ago? Learn how to be a critical consumer of scientific information and obtain the most reliable data that will assist you in making treatment decisions and improve clinical outcomes for your patients. Long-standing opinions regarding implant placement, third molar extractions, dental crowding, and prophylactic antibiotics will be weighed against the scientific evidence on these topics.

Biographical Information

Dr. Brown is a dynamic, engaging, and influential presenter who captivates audiences with her experiences treating “meth mouth” patients at the Sonoma County Detention Facility. As a clinician, educator, and researcher, she brings a unique perspective to the topics of addiction and dentistry and helps audiences understand the impact of substance abuse on oral health and treatment outcomes. Her research on the effects of drug-use patterns on the severity of “meth mouth” has garnered national interest, was published in the Journal of the California Dental Association, and has positioned her as a leading national expert on “meth mouth”.

Dr. Brown is among a growing network of dentists nationwide who have been recognized as a “champion of evidence-based dentistry” by the American Dental Association. As a public health dentist and researcher, Dr. Brown promotes the application of scientific evidence to guide treatment decisions, enhance patient education, and improve clinical outcomes. She has provided more than a dozen expert opinions for the Dental Board of California (written reports) and has been an expert witness in administrative hearings for the Dental Board, rendering an opinion regarding standard of care based upon scientific evidence.

Past Presentations
- Academy of Cosmetic and Adhesive Dentistry
- Greater Bay Area Dental Society
- National Dental Association Centennial Convention
- University of California, Los Angeles, School of Dentistry (multiple)
Timothy A. Brown is the President and CEO of ROI Corporation and has served the profession since 1979. His broad experience in dental practice systems, including: appraisal, brokerage, leasing and practice management, together with a close scrutiny of a database of thousands of Canadian dental practices has given him an unequalled view on the many unique circumstances involved with dental practice ownership and transition.

Timothy's articles have been published in Ontario Dentist, Journal of the Canadian Dental Association and Dental Practice Management. He has delivered over 250 Continuing Dental Education seminars, including presentations at the faculties of dentistry of the University of Toronto, University of Western Ontario, Dalhousie University and McGill University.

Timothy is a Registered & Licensed Ontario Real Estate and Business Broker (Principal). He clearly understands dentists and has his finger firmly on the pulse of the dental practice marketplace in Canada.

Past Presentations
- Istanbul to Athens Cruise
- The Business of Dentistry seminar series (Vancouver, Dartmouth, GTA, Calgary and Edmonton)
- Iceland Dental Convention; Reykjavik, Iceland
- ODA Annual Spring Meeting; Toronto, Ontario

Future Presentations
- Business of Dentistry Seminar Series; London and Ottawa, Ontario
- Patterson Dental Symposium; Mississauga and Vancouver
Presentation Information

FINANCIAL DECISIONS THE DENTIST MUST GET RIGHT: Real World Answers to Dentistry’s Tough Financial Questions
In this content-rich, interactive course, learn proven formulas behind building wealth, tax strategies to improve cash flow, plus the short- and long-term benefits of various investment environments. Determine how your practice compares to similar practices, and evaluate how you’re tracking on the path to financial freedom.

SUCCESSFUL DENTAL PARTNERSHIPS: From Associate to Equity Partner
Developing a seamless partnership structure, however, requires great planning on the established doctors’ part as they lead the way, making a vast majority of the critical decisions and changes necessary to be successful. Discover how fair and equitable partnerships are formed in order to foster long-term success.

OWNING YOUR PRACTICE: The Key to Your Financial Future
Dentistry is changing rapidly! This high-energy lecture will leave all audience members fired up and crystal clear on why ownership is the way to go. We will weigh the risks, consider debt, and evaluate options associated with opening a practice, entering a partnership, buying an existing practice, or working as a partner in a corporate dentistry environment.

Biographical Information

Darrell Cain brings all aspects of the dentist’s financial life into account, including the dental practice and the financial opportunities that exist within it. Good counsel for a doctor’s personal and business finances dramatically increases practice success, from cash flow and lifestyle to the accumulation of wealth over time. The result is less stress and overall financial wellness.

Darrell is the founding partner of Cain Watters & Associates, a Dallas-area CPA/RIA firm providing tax and accounting services, ongoing financial monitoring, investments solutions, practice valuations and transition services, and estate planning. Mr. Cain received his BBA and MPA from Baylor University in Waco, Texas. He is a member of the Texas Society of Certified Public Accountants and an Investment Advisor Representative.

For more than 30 years, he has spoken to dental organizations, study clubs, associations, and investment symposiums across the country, as a recognized leader in the field. Mr. Cain’s deep understanding of the critical issues that dentists face has made him a sought after voice providing audiences with the answers and tools they need to move toward practice and personal financial success.

Past Presentations

- Academy of General Dentistry
- American Dental Association
- Thomas P. Hinman Dental Meeting
- Yankee Dental Congress
Leslie Canham
Leslie Canham & Associates
PO Box 542
Copperopolis, CA 95228
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Leslie@LeslieCanham.com
www.LeslieCanham.com

Presentation Information

Got OSHA? 6 Easy Steps to Office Safety
Meets annual OSHA training requirements.

Infection Control Teamwork: How to Meet CDC Guidelines
Motivate the dental team to strive for infection control excellence.

California Dental Practice Act & Infection Control
Meets the California license renewal requirements.

HIPAA Privacy and Security. It’s Easier Than it Looks!
Understand how to ensure HIPAA privacy and security compliance.

8 Hour Infection Control Course for Dental Assistants Accommodating Special Needs Patients
Understand how to remove obstacles that special needs patients encounter in a dental office.

Biographical Information

Leslie specializes in Infection Control, OSHA Compliance, Dental Practice Act, HIPAA regulations, and treating special needs patients. She is a Certified Speaking Professional whose fast paced, entertaining programs have earned her the reputation as an outstanding speaker in dentistry. In the dental field since 1970, Leslie has devoted the last decade to providing education for dental professionals on how to keep patients and the dental team safe. Leslie delivers up to date, accurate information that dental teams can relate to. For the 3rd year in a row, she has been listed as a “Leader in Consulting” by Dentistry Today.

Leslie helps dental teams navigate the sea of state and federal regulations. Her vast experience in dentistry, along with her OSHA knowledge, gives her a unique perspective on how dental practices can best meet compliance. Leslie is authorized as an OSHA Trainer and a PACE provider by Academy of General Dentistry.

Past Presentations
- American Dental Association; New Orleans, LA
- American Association of Orthodontists; Infection Control Webinar
- California Dental Association; Anaheim, CA
- American Association of Oral and Maxillofacial Surgeons; Orlando, FL

Future Presentations
- Texas Dental Meeting; San Antonio, TX
- Maine Dental Association; Rocklin, ME
- Academy of General Dentistry; San Francisco, CA
- Star of the North Meeting; St. Paul, MN
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Presentation Information

LASER DENTISTRY: The Future Is Now
Many dentists are reluctant to offer soft tissue procedures because of anticipated complications. Dr. Paul Caselle will highlight how lasers can be used in the dental setting to enhance the patient experience.

SHORT TERM ORTHODONTICS FOR THE GENERAL DENTIST
In this content rich presentation, Dr. Caselle illustrates orthodontic treatment modalities and systems that eliminate much of the uncertainty of treatment and can actually make limited orthodontic treatment fun and rewarding.

FIVE KEY ELEMENTS FOR A SUCCESSFUL PRACTICE
This thought provoking presentation offers an opportunity for practice owners and dental teams to discuss the five key elements that any successful dental practice must master: the office, hiring, technology, marketing, and management.

Biographical Information

Dr. Paul Caselle’s seminars encourage dental professionals to embrace feelings of uncertainty as they learn new systems and techniques, enabling them to incorporate these procedures in their practice and keep more production in-house. You don't have to have been at the top of your class to perform these procedures or incorporate these strategies! You just need the desire.

Dr. Caselle's articles have been published in multiple leading dental publications. He is committed to learning and sharing the newest, leading-edge dental technology to provide the most up-to-date treatments in patient care.

Dr. Caselle opened his dental practice in Wilmington, Massachusetts over 35 years ago and has been providing the community with exceptional, cutting edge, family-oriented dental care ever since.
OMG! Office Management Guide®
Office management is an essential element of any practice. Practice owners, dentists and managers are expected to know all, be everywhere, and ensure a smoothly operating office every day. In this presentation, office management personnel will be given the tools necessary to manage a dental practice with confidence. This course is ideal for start-up offices as well as established practices.

Today's Dental Technology: Identify, Integrate, Embrace
Technology can improve the efficiency and effectiveness of systems within the dental office. Many dental practices don't maximize the technology in which they have invested. A lack of understanding and training can create situations where the technology is not utilized properly or at all.

In this informative session, we'll explore the technology that is essential for today's successful dental practice. Learn how to incorporate technology into your practice systems, increasing ease of use and productivity. Eliminate confusion and concern about taking your practice paperless. Participants will create an action plan that can be implemented immediately.

Past Presentations
- American Association of Dental Office Managers Webinar
- Dentrix Business of Dentistry (multiple)
- Henry Schein Practice Solutions (multiple)
- Professional Education Society Cruise

For Chris Ciardello, the dental industry was a family business. His grandfather was a dentist and his mom had made a successful career out of dental consulting — so Chris joined in and soon realized he loved it. He got his start as a practice manager of Dominion Dental Spa, where he also obtained his Registered Dental Assistant certification. In 2011, Chris became a Certified Dentrix Trainer, and continues to receive exceptionally high reviews from the offices he serves. Chris's natural rapport with people and his years in the trenches of practice management have helped him excel as a consultant and speaker with Global Team Solutions.
OMG! Office Management Guide®
Practice owners, dentists and managers are expected to know all, be everywhere, and ensure a smoothly operating office every day. In this presentation, office management personnel will be given the tools necessary to manage a dental practice with confidence.

Discover the “Secret Sauce” for Patient Retention
When the emphasis of the practice is placed on exceptional patient care, the team becomes an asset that will continue to grow over time. In this high energy, interactive session, learn the significance of creating greater patient satisfaction through a total team approach. Learn techniques for creating a practice environment that generates raving fans who happily refer.

Powerful Team Conversations: The Foundation of a Successful Team
Clear, empowering communication and self-directed leadership is the key to a motivated and cohesive team. Without it, there is frustration, disorganization and low expectations. In this interactive session, learn skills to build a great team and provide clear standards for their work. With an emphasis on leadership, problem solving, harmony and collaboration, productivity can be rejuvenated and maintained.

Denise Ciardello is co-founder of Global Team Solutions, a practice management consulting firm. A professional speaker and published author, her enthusiasm and knowledge about the dental profession have helped many dental teams. She brings experience, insight, and creativity into her management style, along with a sense of humor. She is a champion of change, and says the biggest challenge of working with practices is people who think they know it all or are resistant to trying new things. The best part of Denise’s job is those moments when clients “get it,” those a-ha moments that can put a practice on the track to serious success.

Along with her talent for business, Denise has gained numerous distinctions in her industry. She is co-author of OMG! Office Management Guide, the “bible” used in training workshops. She is the president of the Academy of Dental Management Consultants; member of the National Speakers Association and Toastmasters International.

Past Presentations
- Hinman Dental Meeting
- American Assoc. of Dental Office Managers (AADOM)
- Henry Schein Business of Dentistry Conference
- Third District Dental Society New York

Future Presentations
- NorthEast Dental Office Managers
- AADOM
- Henry Schein Practice Solutions Fall Festival; Dallas/Ft Worth
Presentation Information

Ready to stop wishing that your practice was more profitable, less chaotic and more rewarding? Take the first step toward a brand new life.

- Learn how to analyze and track your numbers to see the REAL story of how your practice is doing.
- Discover why your marketing has gotten stale and unresponsive...and how to fix it.
- Find out how to put patient acquisition on autopilot.
- Pinpoint productivity and time management techniques and get more done in less time.
- Establish protocols for providing a consistent and predictable “WOW”experience.

Learn more about Mark's most requested programs:

Cracking the Top 1%
Cash Flow and Overhead Control

The Top Habits of Elite Dental Practices
Operational Systemization

The Counter-Intuitive Approach to Case Acceptance
Case Acceptance/Patient Experience

Biographical Information

Discover the step-by-step processes and systems that allowed Dr. Mark Costes to build six successful dental practices in seven years during some of the profession's most challenging times. He credits much of his success to the fact that he made more mistakes in his first year of private practice ownership than most dentists make in an entire career. What separated him from the masses, however, was the fact that he viewed each failure and roadblock as a learning experience and an opportunity to improve his business and life.

Mark is founder of the Dental Success Institute where he coaches dentists and helps them to achieve their full potential, while recapturing their passion for dentistry. He is also the founder of the Horizon Schools of Dental Assisting which has experienced explosive growth and has expanded to nearly 150 locations throughout the United States.

The quality and content of Mark's presentations, as well as his ability to connect, provides conference attendees with the tools necessary for immediate improvement of their dental practices.

Past Presentations
- Elite Practice Mastermind (multiple)
- Spring Break Seminar; Destin, FL
- Marketing Dentistry; Melbourne, Sydney, Brisbane, Australia
- Capacity Academy Summit; Dallas, TX

Future Presentations
- Dental Success Summit '16; Scottsdale, AZ
- Dental Success Summit New Zealand; Auckland New Zealand
- Dental Success Summit Sydney; Sydney Australia
- Dental Success Mastermind Meeting; Portland, OR
Presentation Information

When Life Issues Crash into The Office — How to Ramp Up Emotional Intelligence in the Workplace and Get Back to Productivity

Kimberly Y. Culp, RDA, The JOB Life Coach, has a unique approach to getting things back in balance: Just. Operate. Better. In this workshop, she lays out practical, actionable, supportive, meaningful ways to help people in crisis (and those around them) establish a new normal, improve the emotional atmosphere in the workplace, re-establish regular routines, get back to regular attendance and performance, minimize dangerous mistakes, and re-focus on productivity.

With a pragmatic focus on coping skills, conflict resolution, and effective communication strategies, this workshop is especially appropriate for the tight-knit teams that make business offices work.

Biographical Information

Kimberly Y. Culp, RDA, is Founder of KYR Staffing agency and CULPing With Life Consulting, where she is The “JOB” Life Coach and a motivational speaker empowering those in the workplace with coping skills. Kimberly earned her RDA from Long Beach State College and Dental Assisting School in 1990, then she moved to Atlanta, GA, working with a variety of cosmetic dentists and traveling across the country learning best practices in dentistry. Kimberly also soared professionally, moving from clinical work to management, and served on the first board for the Dental Hygiene program at Atlanta Technical College.

Drawing from 11 years’ experience in personnel and client crisis management for two large plaintive law firms in the Atlanta area, Kim’s presentations offer real-world skills and solutions for coping, communication and conflict resolution. Her entertaining, fun, unique teambuilding workshops are full of hands-on, “real-life dental office experiences.”
Presentation Information

OMG! Office Management Guide®
Office management is an essential element of any practice. Practice owners, dentists and managers are expected to know all, be everywhere, and ensure a smoothly operating office every day. In this presentation, office management personnel will be given the tools necessary to manage a dental practice with confidence. This course is ideal for start-up offices as well as established practices.

Today’s Dental Technology: Identify, Integrate, Embrace
Technology can improve the efficiency and effectiveness of systems within the dental office. Many dental practices don’t maximize the technology in which they have invested. A lack of understanding and training can create situations where the technology is not utilized properly or at all.

In this informative session, we’ll explore the technology that is essential for today’s successful dental practice. Learn how to incorporate technology into your practice systems, increasing ease of use and productivity. Eliminate confusion and concern about taking your practice paperless. Participants will create an action plan that can be implemented immediately.

Biographical Information

Cindy Day Hauk always knew she wanted to help people. So when her boss was willing to teach her every aspect of the dental practice where she worked as an assistant, she embarked on a lifelong career. From dental assistant to office administrator to practice trainer and consultant, Cindy has spent more than 30 years in rewarding service. Today she is a certified trainer for Dentrix, Dentrix Enterprise, and Easy Dental. She is also excited to be part of the GTS team and work closely with practices to help them work more productively and profitably. She specializes in security, paperless processes, staff management and productivity, and also shares her expertise in dental insurance, clerical operations and clinical skills.

Past Presentations
- American Association of Dental Office Managers Webinar
- Dentrix Business of Dentistry (multiple)
- Henry Schein Practice Solutions (multiple)
- Professional Education Society Cruise
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(781) 572-1462  
amrdh@aol.com

Presentation Information

Dental Implants
A variety of dental implant programs, geared to all members of the dental team, reviewing basic implant systems, patient selection, surgical and prosthetic stages and implant maintenance.

Recognizing Childhood Developmental Delays
Signs /symptoms of developmental communication and motor delays and how dental teams can assist parents in their recognition. Discussion of the physically/mentally challenged child is not included.

Habits of Effective Offices: Do You Have What it Takes?
Learn ways to improve practice effectiveness and promote the overall dental experience.

Other Topics Include:
Documenting Your Patients and Yourself, TMD, Non-Surgical Periodontal Therapy, Taking Dental Hygiene to the Next Level

Biographical Information

Ann-Marie DePalma is a monthly columnist and feature writer for RDH Magazine/PennWell Publishing and a consultant dental hygiene examiner for NERB (Northeast Regional Board). She is currently a technology advisor for Patterson Dental. She presents continuing education programs for dental team members on a variety of topics. Ann-Marie has been employed as a business/clinical advisor for a national dental practice management company, a faculty member of a dental hygiene program and program chair of a dental assisting program after having been employed in clinical hygiene for 25+ years in periodontal and general practices. In addition to her monthly column, Ann-Marie has collaborated with various authors with chapters in textbooks for dental professionals.

Past Presentations
- Greater New York Dental Meeting; NY, NY  
- Yankee Dental Congress; Boston MA  
- Oregon Dental Conference; Portland, OR  
- Vermont Dental Hygienists' Association; Burlington, VT

Future Presentations
- North Shore Study Club; Boston, MA  
- Association of Dental Implant Auxiliaries Summer Symposium; Chicago, IL  
- RDH Magazine/PennWell Publishing Under One Roof; Chicago, IL
Teresa Duncan, MS
Odyssey Management, Inc.
5637 Barrymore Road
Centreville, VA 20120
(703-201-1845
Teresa@odysseymgmt.com
www.odysseymgmt.com

Presentation Information

- **Coding and Insurance Skills Workshop** – Beginner and intermediate level dental coding courses. Full/half day.

- **Buckle Up! Insurance Changes Are Coming!** – Learn about the coding trends that are coming our way and how we can best prepare for them. Half day.

- **The Office Manager: Your First Line of Defense** – Discover how dentists and managers work together to protect the practice. Half day.

- **Successful Systems for A/R and Insurance Management** – Insurance and collections systems are discussed and outlined for easy implementation in your practice. Full/half day.

- **Fearless Financial & Case Presentations** – Successful treatment presentations include both financial and clinical aspects. Learn how to present them both without fear. Full/half day.

- **Foundations of Dental Office Management** – Perfect for the new manager and new dentist/owner. Basic practice management principles will be discussed. Full/half day.

Biographical Information

With over 20 years of healthcare experience, Teresa Duncan addresses topics such as Insurance Coding, Office Manager Training and Revenue Growth and Protection. She is a Fellow and Educator for the Association of Dental Implant Auxiliaries and the American Association of Dental Office Management. Her memberships include the Association of Certified Fraud Examiners, National Speakers Association and the Academy of Dental Management Consultants. She was recently named one of the Top 25 Women in Dentistry. Teresa received her Master's Degree in Healthcare Management.

Past Presentations

- Yankee Dental Congress 2017; Boston, MA
- Star of the North 2017; St. Paul, MN
- American Dental Association; Denver, CO
- American Assn. of Dental Office Management; Boca Raton, FL

Future Presentations

- Dentrix Business of Dentistry; Las Vegas, NV
- Southwest Dental Conference; Dallas, TX
- Rocky Mountain Dental Convention 2018; Denver, CO
- Yankee Dental Congress 2018; Boston, MA
Presentation Information

**Leap from the Calculus Rut to the Wellness Track — Moving from Repair to Prepare**
Committed to seeing patients return healthy and with no calculus or bleeding? Though most hygienists want to help their patients achieve total-body wellness, many find themselves without enough time in the visit. In this practical, empowering, and actionable course, Cris Duval, RDH, reveals a groundbreaking model for professional transformation. Learn a failsafe set of practices that can uplift your daily interactions with patients. Instead of repairing damage since the last visit, work with patients preparing them for a healthier tomorrow.

Mix and match following components to create your customized presentation:
- Oral Cancer
- The Immune System
- Practice Building
- Overcoming Patient Objections and Obstacles to Treatment

Biographical Information

Patient-health advocate and wellness coach, **Cris Duval, RDH**, has spent more than four decades chairside. Her contributions to patient-centered dental hygiene have been recognized by such honors as an Award for Significant Contribution to Science and Patient Care from the International Association of Ozone in Healthcare and Dentistry; an Award of Excellence in Public Service from the Oral Cancer Foundation; and a Dental Lifesaver honor from the Oral Cancer Foundation.

Northwest regional coordinator for the Oral Cancer Foundation, Cris is also a founding board member of International Association of Ozone in Healthcare and Dentistry and a Specialty Hygiene Coach and guest speaker for the Richardson Group. A recognized expert on HPV oral cancer screening and RDH career development, she’s published numerous articles in such publications as the *Journal of Cosmetic Dentistry*, *RDH Magazine*, AAOSH Connect: The American Academy for Oral Systemic Health Newsletter, and *IneedCE.*
Presentation Information

HAVE THEM AT HELLO!™ Unscripted Telephone Skills for the Exceptional Practice

Throw out those scripts! In this high-energy presentation, Katherine will show you how to polish your telephone skills, convert more patients and still be YOU!

BREAK OUT OF THE PACK: Create and Deliver the Best Speech of Your Life!

Standing ovations, repeat engagements, better reviews, and increased sales are the goals of every speaker. Katherine will help you create a speech outline, improve your stage presence, and craft engaging stories to bring your presentation roaring to life.

LEADING YOUR PRIDE: Secrets from the Savannah for Building Powerful, Productive Teams

You’ll learn to lead, manage, and communicate in a positive way to improve your existing culture, team agreements, personal leadership and accountability.

GROWING YOUR CUBS INTO LIONS: Deliver Killer Trainings That Create Mastery, Accountability, and Independence for Your Team

Discover how to handle conflict and difficult personalities; how to reach and coach underperforming team members in a non-judgmental, authentic way; and how to empower adult learners to realize their full potential.

Biographical Information

Master speaker, trainer, and coach, Katherine Eitel Belt founded LionSpeak company in 1990. Today, along with a team of experienced coaches, Katherine provides customized coaching programs to hundreds of corporate, small business, healthcare, dental and veterinary teams worldwide. Recent clients include Henry Schein, Care Credit, LuLaRoe Fashion, Berecz and Associates Law Firm, Patterson Dental, Seattle Study Club, Philips Oral Healthcare, and Sirona Cerec.

Katherine Eitel Belt is considered The Unscripted Communication Expert in the US, Canada, and the UK. She is the creator of The Lioness Principle™, a unique leadership communication tool. This guiding principle along with several other easily replicable tools are what LionSpeak uses to help professionals communicate with more authenticity and effectiveness. The company specializes in a broad range of communication forums ranging from frontline telephone skills (including mystery shopper services), public speaking skills for executives and sales teams, media readiness, inter-team communications, adult learning techniques for trainers and educators, and personal leadership skills.

Past Presentations

- Hinman Dental Meeting; Atlanta, GA
- Chicago Midwinter, Chicago, IL
- California Dental Association; Anaheim, CA

Future Presentations

- American Dental Association; Orlando, FL
- Pacific Northwest Dental Conference; Seattle, WA
- Int’l Association of Comprehensive Aesthetics; Boston, MA
Presentation Information

Dental Speaking and Consulting 101:
Getting Booked (and getting paid!)
Have you ever sat in a CE course and wondered, “Could I do that?” Or perhaps you feel the desire to share your knowledge through consulting with practices/professionals to increase quality of care and success within their practices and are just not sure how to get started.

You’re not alone! Many dental professionals grow to a point in their career where they would like to give back to the profession while continuing to stretch themselves and create additional business opportunities in the process.

Learn how to get from here to there: With nearly two decades experience coaching and marketing dental speakers and consultants, Vanessa will share the tools, skills and resources required for launching a speaking and/or consulting business that gets you noticed, booked…and compensated!

Biographical Information

Vanessa Emerson frequently coaches speakers in product and business development and marketing skills. She has worked in the healthcare and speaking industries for ~ 20 years. Her graphic design services are in high demand, specializing in speakers materials and e-mail marketing services.

Vanessa’s e-book, entitled “The Dental Speaker”, is the ‘go to’ resource for detailed inside-the-industry information that helps speakers get booked consistently and meet their business goals. Vanessa is the founder of the online Directory of Dental Speakers (d.d.s).

Vanessa is frequently booked by dental organizations who would like to encourage their members to explore and expand their roles as speakers and consultants in dentistry.
Presentation Information

Diagnostic Considerations and New Treatment Options for Difficult Cases
Learn a unique approach to diagnosis and treatment planning that will offer the practitioner new options to help patients—including patients who are not candidates for sophisticated dentistry.

Fixed Bridgework for the General Practitioner
This course will present a simplified step-by-step approach to full coverage crown and bridgework, as well as a philosophical basis for the entire approach, which is based on sound engineering techniques. Additionally, learn a scientific approach to crown and bridgework that allows teeth that are often extracted to be saved.

Double-Tilt Precision Attachment Partial Dentures for Natural Teeth and Implants
Learn when it is appropriate to treatment plan for implant restorations and when it is appropriate to treatment plan for restorations on natural teeth. The use of fixed and removable bridgework will be covered for both implant and natural tooth abutments.

Biographical Information

Dr. Feinberg's presentations point out common pitfalls where practitioners experience difficulty with crown and bridgework. Many teeth that are being extracted in favor of implants can actually be saved. Dr. Feinberg's lectures include numerous cases from a library of more than 100,000 pictures and X-Rays taken on patients since 1950. Dr. Feinberg juxtaposes new cases with old cases to provide validation for his techniques.

A graduate of Tufts University, Dr. Feinberg has practiced Dentistry in Scarsdale, New York for 35+ years. He is the successor to a unique tradition of restorative dentistry and was trained by a master and pioneer in full coverage restorative dentistry, Dr. Elliot Feinberg.

He is a nationally recognized lecturer and a noted author of scientific and educational articles for dental publications and the textbook, The Double-Tilt Precision Attachment Case for Natural Teeth and Implants. He is also a reviewer for the Journal of Oral Implantology.

Past Presentations
- American Dental Association; Orlando, FL
- Oregon Dental Association; Portland, OR
- Philadelphia County Dental Society; Philadelphia, PA

Future Presentations
- Indian Dental Association; Queens, NY
- Chicago Midwinter Meeting; Chicago, IL
Presentation Information

**Practical Aspects of Periodontal Surgery for the Restorative Dentist**
A thorough analysis of the indications and guidelines for periodontal surgeries. This course will first review the full gambit of periodontal surgery techniques followed by a discussion of regenerative techniques with and without bone grafting and/or guided tissue regeneration. The essence of periodontal care is applying the proper approach to the situation at hand. The attendee will be exposed to a complete overview of periodontal surgery and how it impacts on the restorative treatment in question.

- Periodontal Flap Design
- Osseous Grafting
- Guided Tissue Regeneration
- Soft Tissue Grafting Techniques
- Retromolar Site Surgery
- Occlusal Adjustment of the Natural Dentition – Jankelson Technique

Available as a full-day or half-day course
(Half-day course is a combination of any two topics)

Biographical Information

**Dr. Ficara** is a Board Certified Periodontist performing both periodontal and dental implant surgery. He is a former Consultant to the Surgeon General, Department of the Army. He received his DDS from Fairleigh Dickinson University, Teaneck, New Jersey and completed his specialty training at Walter Reed Medical Center in conjunction with George Washington University where he received his Master of Science degree. He was founder and first Director of the graduate Periodontics Program at Fort Gordon in Augusta, Georgia in conjunction with Georgia Regents University, and more recently Clinical Director, Department of Periodontics, at Case Western Reserve University, School of Dental Medicine, in Cleveland Ohio from 1999 to 2004. He is a member of Omicron Kappa Upsilon and the Pierre Fauchard Academy. He was designated as a Board Examiner for the American Board of Periodontology in 2012 and has been an Adjunct Associate Professor, Department of Periodontics, at Case Western Reserve University, School of Dental Medicine since 2009.

Past Presentations
- North Coast Dental Study Club; Ashtabula, OH
- Ninth District Dental Association; Hawthorne, NY
- Redwood Empire Dental Society; Santa Rosa, CA
- Third District Dental Society of New York; Albany, NY

Future Presentations
- Case Western Reserve University, School of Dental Medicine; Cleveland, OH
Presentation Information

Whether it means more prosperity for your dental practice, greater impact for your organization or a healthier balance between your life and work, Dr. Bob Frazer’s presentations are designed to guide you in making your life the one you dream about.

Dr. Frazer’s presentations draw from actual experiences in his highly successful dental practice coupled with the best literature in the field. Dr. Frazer teaches his audiences how to adopt a transformational mindset in addition to showing them practical, high benefit “how-to’s” for success.

- Creating Powerful Practices — Elevating Emotional Intelligence
- Dentists and Teams that Get Results — Unleashing the Power of Emotional Intelligence
- The Totally WOW New Patient Experience! — Dramatically Increase Treatment Acceptance Regardless of 3rd Party Influence
- The Art and Science of Designing Your Future — Applied Strategic Planning For Your Life and Practice
- Building the Thriving Relationship Based Practice for the 21st Century — An Assessment and Exploration of Seven Essential Parameters

Biographical Information

An innovative leader in the world of dentistry, Dr. Frazer is a sought-after speaker, coach and consultant for dentists and their organizations for more than 30 years. He has conducted over 1,000 presentations and workshops across North America and Europe and is a member of the National Speakers Association.

In addition to being an entertaining and content rich presenter, through his consulting firm, R.L. Frazer & Associates, Inc., he offers dentists a range of transformational services including strategic planning, performance coaching, E.I. training, wilderness leadership adventures, and an inner circle National Study Club for Evolving to Exceptional Leadership.

Recognized as the foremost authority in strategic planning and management in dentistry today, he has led dentists, associations, dental schools, manufacturers, and countless private practices across North America to become strategic thinkers achieving the highest levels of success, significance, fulfillment and profitability.

Dr. Frazer led a successful comprehensive care group dental practice for more than 30 years.

Past Presentations
- Hinman Dental Society; Atlanta, GA
- Rocky Mountain Dental Convention; Denver, CO
- American Dental Society of Europe, Lugano, Switzerland
- Seattle Study Club International Symposium and multiple clubs

Future Presentations
- Calgary Prosthodontics Seminar; Calgary Canada
- ICD USA Section Foundation Fellows; Washington, DC
- University of Washington Alumni Association; Seattle, WA
- Sullivan Dental Center; Baton Rouge, LA
Presentation Information

Make Your Patients Members of “AA”
Create patients that are Ardent Admirers: they stay, pay, and refer 80 percent of your total referrals. Learn the three “E's” that referral-seeking practices must provide to patients: Exceptional Experiences, Education, and Excellence.

How to Get It All Done Without Losing Your Mind
Discover the secrets of highly productive and successful entrepreneurs and business people. Explore the primary daily activities that can transform your life, reduce stress, and maximize your impact at home and in the office.

Predictable and Profitable Invisalign Strategies to Help the General Practitioner Succeed
Many doctors want to add Invisalign to their repertoire but feel held back. Learn strategies for immediately integrating Invisalign into your general dental practice.

Predictable and Profitable Invisalign Strategies to Grow Your Orthodontic Practice
Gain the skills and understanding to confidently treat the most challenging teen and adult cases. Learn how to explain Invisalign financing to prospective patients, as well as scheduling strategies to increase case acceptance and maximize profits.

Biographical Information

A board-certified orthodontist, writer, and teacher, Donna has been in private practice for over 30 years and has grown her practice to be one of the top 1 percent in revenue in the United States in that time. For over 20 years, she has practiced alongside her husband, with whom she owns four orthodontic specialty offices in Northern California. She is a member of the Keynote Speaker’s Collaborative and has been named one of America’s Premier Experts in orthodontics and Invisalign.

Dr. Galante graduated from the University of Pennsylvania School of Dental Medicine, where she received both her dental degree and her specialty certification in orthodontics. She spent eight years as a clinical instructor at the University of Pennsylvania Department of Orthodontics, where she was voted Instructor of the Year twice. She and her husband have been interviewed by USA Today, Newsweek, The Wall Street Journal, and Sacramento’s FOX News 40.

She is currently a clinical instructor and faculty member for Align Technology, the makers of Invisalign, and has lectured to over 20,000 doctors and team members all over the world. Over the course of her career, she has started six practices from scratch, bought four existing practices, and sold three practices.

Past Presentations

- American Association of Orthodontists (multiple)
- Yankee Dental Congress
- South Asia Invisalign Forum
- The Invisible Orthodontist Group (ANZ)
Richard Garofolo, II
The Practice Mechanic
347 West Main Street, Suite 201
Birdsboro, PA 19508
(888) 367-1322 ext. 700
Rick@RickGarofolo.com
www.RickGarofolo.com
www.PracticeMechanic.com

Presentation Information

OSHA Compliance for the Dental Practice
In this informative and inspiring course, OSHA-Approved Outreach Trainer Rick Garofolo breaks out the OSHA requirements that apply specifically to dental offices and how to ensure you are compliant.

HIPAA Compliance for the Dental Practice
You will learn what technical, physical and procedural safeguards must be put into place, and how to put them in place in your busy dental office with the minimum level of headache, still remaining within the rules of reasonable and acceptable.

Billing and Coding to Maximize Patient Benefit and Practice Bottom Line
Learn immediately implementable, proper codes and techniques of billing and coding so your office can grow its profits, maximize your patients' insurance benefits and decrease the risk of an insurance audit.

Driving Your Dental Business – Lessons Learned While Teaching My Daughter to Drive
Learn the basics of accounting, marketing, HR, management techniques and many other dental business topics in this interactive, fun course designed for dentists, front desk staff and office managers.

Biographical Information

Many dentists and practice managers aren't aware of current OSHA and HIPAA standards or business management techniques and systems. Through his speaking and consulting programs, Richard Garofolo, II shares his 20+ years' experience in the management, marketing and growth of dental practices, including OSHA and HIPAA compliance, program creation and staff training.

As the President and CEO of The Practice Mechanic, Rick has contributed to the business of dentistry through proper accounting techniques, recall and follow up system creation, proper treatment plan presentation and more than 20 other systems. Rick shares practice management techniques to grow dental practices' bottom lines by an average 80% per year.

Working as a practice management and OSHA/HIPAA compliance consultant for dentists, Rick develops site specific plans and business systems for dental offices around the country, including state specific plans. This allows them to concentrate on working ON their business instead of working IN it, creating increased opportunities for profit and allowing dentists and practice owners to sleep well.

Past Presentations
- Greater Long Island Dental Meeting; Melville, NY
- Workshop; Boston, MA
- Seminar; Denver, CO

Future Presentations
- Seminar; Baltimore, MD
- Workshop; Orlando, FL
- Study Club; Boston, MA

Presentation Topics
- Business / Financial
- OSHA
- Practice Administration & Management
Presentation Information

**The Hot Stuff: The Dangers of Oral Inflammation**
Explore the science behind the oral-systemic connection. Integrate salivary diagnostic testing, implement the latest adjunctive therapies, and master effective communication skills to educate patients for improved case acceptance. Understand nutritional needs of periodontal patients, review the anti-inflammatory diet, and identify targeted nutritional supplements.

**Oral Cancer: Three Minutes to Save a Life**
In this interactive workshop, distinguish the risks of oral cancer and recognize those people at highest risk. Master a spa-like, comprehensive examination to set your practice apart. Review protocols for the management of cancer treatment side effects. Acquire verbal skills to enhance patient education, increase acceptance, ease patient concerns, and maximize patient follow up.

Biographical Information

**Kathryn Gilliam's** interest in the medical side of dentistry led her to years of advanced study into the oral-systemic link, including graduating from the prestigious Bale Doneen Preceptorship. Her company, PerioLinks, LLC, was born out of her desire to train dental teams to transform their practices to care for the total health of their patients through comprehensive periodontal treatment.

Kathryn has been on the front lines of early detection of oral cancer throughout her career. Kathryn teaches an elegant and thorough head and neck cancer exam that both relaxes patients and raises their awareness of the importance of regular cancer screening. She is an active volunteer for The Oral Cancer Foundation and Oral Cancer Cause.

Kathryn delivers impactful presentations to both small and large groups across the country and internationally. She is a graduate of the Lioness Principle Advanced Transformational Trainer and Inspirational Speaker programs. She has published continuing education courses for ineedce.com and Dr. Bicuspid.com, and Kathryn's articles have been featured in: The Journal of the Academy of General Dentistry, AGD Impact, Dental Economics, RDH Magazine, Dentistry Today, and Modern Hygienist.
Presentation Information

The Comprehensive Process: Health, Function & Aesthetics
The mouth is the gateway to the body. Too often patients approach the care of their mouths independently from the rest of their bodies. Empower patients to advocate for their health through a comprehensive and “wholistic” approach to dentistry while simultaneously increasing your value and their perception of dentistry. From increased production and collections, to improved administrative and clinical team morale, and greater service excellence, the Principles of Health, Function, and Aesthetics are the key to practice growth and define the role of dentistry in healthcare.

In this fast-moving, transformative course, attendees will learn the Health, Function and Aesthetics Process while expanding on the business of dentistry and the role of the team in communication, treatment presentation and case acceptance. We will evaluate the perception and history of dentistry as a branch of medicine. Emphasis is given to understanding the total health of the patient, how the systems function and always staying mindful of aesthetics.

Biographical Information

Committed to advancing the perception of oral health, Dr. Hazel Glasper founded a national oral health campaign, Teach Me Dental, and The Comprehensive Dental Continuum (TCDC), a consulting agency for dentists. Dr. Glasper's training programs demonstrate methods to effectively educate patients, enabling a more complete approach to care and better patient experiences.

Dr. Glasper’s post-graduate work has included training with some of today’s most renowned restorative and cosmetic dentists. Dr. Glasper’s practice, Revive Dental, has been listed numerous times as a Top Doctor by Baltimore Magazine. On her crusade to change the perception of dentistry, she is frequently featured in the media and has appeared on CNN, Fox News, NBC, ABC NEWS Digital, PBS, and multiple radio shows, including Sirius XM and the Tom Joyner Show.

For more than 20 years, Dr. Glasper has inspired patients and audiences to be their own healthcare advocates through a comprehensive, holistic approach to dentistry. Her authentic, high-energy presentations encourage and guide professionals to achieve deeper personal satisfaction while embracing their ability to transform lives through comprehensive care.

Past Presentations
- Alpha Phi Sorority Red Dress Gala Keynote; University of Maryland
- American Heart Association; Panelist
- 1st Women of Dentistry; Washington, DC
- Fortis College Hygiene and Dental Assisting Program; Landover, MD
Paul Goodman, DMD
Philadelphia, PA
(609) 462-6926
PaulGoodmanDMD@gmail.com
www.DrPaulGoodman.com

Presentation Information

Dental Implants: The EXPANDING Role of the General Dentist
Learn the PPRMP Method: Planning, Placement, Restoration, Maintenance and Profit. Explore a decision making protocol for predictable implant restorations. Discover a simple 15-minute “missing tooth consultation” that helps patients say “Yes!” to implant dentistry. Embrace the team approach and learn techniques for working harmoniously with your surgical specialist. Develop your customized plan to start doing more implant cases tomorrow.

Strategies and Tips for the Dentist that Dreads Practice Management
Learn how to manage the financial expectations of small, medium and large cases, as well as supply management skills for lowering every day spending. Gain tips for managing both the schedule and your practice reputation. Attendees will learn communication and leadership skills for reducing team challenges, maximizing patient relationships, decreasing stress and increasing practice revenue.

Biographical Information

Paul Goodman, DMD's courses offer chairside and behind the scenes, easy to implement techniques and strategies that decrease stress and increase practice revenue. From cutting edge implant technology to practice management skills and techniques, participants gain a roadmap for improving patient health and satisfaction, practice profits, and their personal joy.

While chief dental resident during his general practice residency and hospital fellowship at Albert Einstein Medical Center, Dr. Goodman received advanced training and also placed and restored 150 dental implants. He has been a faculty member for Hiossen Dental Implant Training Program for the past 10 years and has helped over 100 general dentists place their first dental implants.

Additionally, he teaches dental residents at Albert Einstein Medical Center lecturing to dentists on placing and restoring implants. A graduate of the University of Pennsylvania School of Dental Medicine, Dr. Goodman has been practicing dentistry for over 10 years and works with his brother in two locations in Mercer County, NJ.

Past Presentations
• AIC Basic, Intermediate and Advanced Implant Course Instructor, Sponsored by Hiossen (2007-2016)
• Academy of General Dentistry National Meeting
• Greater New York Dental Meeting (multiple)
• Philadelphia Dental Society Meeting
**Presentation Information**

**Effective Dental Social Media Marketing in 2017**

Progressive practices use social media marketing to attract new patients, raise top-of-mind awareness and referrals, decrease attrition, increase case acceptance, and strengthen patient relationships. But effective social media isn’t something you “have”—it’s something that you “do”! Remarkable, share-worthy social media content helps your complete digital marketing strategy—including SEO. Social media is no longer an adjunct to some other marketing plan. So how do you navigate and benefit from this dynamic environment with the limited time and resources you have to spend on marketing?

**Learning Objectives:**

- Understand the ways practices attract new patients using Facebook.
- Start creating the 5 types of content that engage your audiences.
- Understand how social media and reviews affect SEO.
- Modify proven, successful campaigns for use in your own practice.
- Learn how to “sell” dental services without selling.

**Past Presentations**

- Greater New York Dental Meeting; New York, NY
- American Association of Orthodontists Annual Meeting; San Francisco, CA
- American Academy Of Cosmetic Dentistry; San Francisco, CA
- Southwest Dental Conference; Dallas, TX

**Future Presentations**

- American Association of Orthodontists (AAO); San Diego, CA
- AADOM Triangle North Carolina; Raleigh, NC
- The William F. Slagle Dental Meeting 2017; Memphis, TN
- 24th Annual Ted Weclew Memorial Lectures; Chicago, IL

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**Biographical Information**

**Jack Hadley** teaches Social Media Marketing to MBA students at Brigham Young University’s Marriott School of Management. He is also a partner at My Social Practice, an agency providing social media marketing ideas, content, strategy, and support to dental, orthodontic, and dental specialty practices worldwide. He is the former CEO at Lava7, an agency focused exclusively on social media marketing solutions for businesses.

Jack is an award-winning copywriter, epiphany catalyst, and former ad agency Creative Director with a rich background in all aspects of the creative process. As a corporate storyteller Jack has helped scores of businesses cut through the clutter by distilling and clarifying their marketing messages. Jack is an very engaging speaker who is frequently asked to address business, education, civic, and dental groups about creativity, corporate messaging, and social media marketing.
Presentation Information

Selling Dentistry
Ethically ~ Elegantly ~ Effectively
Selling can carry negative connotations for dental professionals, but it doesn't have to. Today's dental teams must give patients enough information to make well informed decisions that result in treatment acceptance. Janet shares proven sales principles that are founded on a commitment to patient care. Learn how to manage this concept in an ethical, elegant, non-intimidating manner that creates value for your patients and makes you feel great about what you have to offer.

Meetings Make Money
...and Productive, Patient Centered, Profitable Practices
In this informative, interactive and entertaining presentation, Janet shares systems and step-by-step guidance for creating effective practice meetings. From huddles and team meetings to the hygiene “gold line” meeting, learn how to set agendas, facilitate effectively, engage the entire team, and end on time! Watch your practice grow by utilizing Janet's easy to implement meeting strategies.

Biographical Information

Janet Hagerman, RDH, BSDH delivers powerful, game-changing presentations that enrich, enlighten and empower.

Janet is an international speaker, author and consultant. A graduate of the Medical College of Georgia, Janet is a dental industry thought leader known for her creative expertise in communication, leadership and motivation. Janet's experience includes over 20 years of clinical experience, 15 years coaching experience with both private practices and small to large group practices, past corporate Dental Hygiene Director, PennWell Editorial Advisory Board member, and author of the book Selling Dentistry as well as numerous articles and courses. Janet's focus on creative communication and leadership empowers health professionals worldwide providing them with proven, effective and easy to implement strategies for success.

In her other life, as a floral designer, she has been featured on Atlanta's Peachtree Morning and Noonday television as well as the Discovery channel. Janet's creative talents and presentation style make her programs come to life.

Past Presentations
- Chicago Midwinter; Chicago, IL
- Masters of Dentistry; Melbourne, Australia
- California Dental Association; Anaheim, CA
The full-day **Abra-Code-Dabra** course will take the difficulty out of dental-medical cross coding. Through this introduction to cross coding, attendees will be provided with the know-how to help their dental practices take the leap into cross coding and become part of the latest trends in cutting-edge modern dentistry. Attendees will learn how to determine medical necessity and which dental procedures can be filed medically, how to work with different types of medical plans, and how to work with medical codes and forms. This course examines the **WIN-WIN of implementing cross coding** as both a benefit to our patients and also to our practices. With increased case acceptance due to cross coding, profitability will increase.

Marianne Harper is the owner of “The Art of Practice Management”, a dental practice management consulting company. Marianne’s specialty is training dentists and staff members in implementing dental-medical cross coding. Her other specialties areas are business office systems, business forms, and the implementation of systems to lower accounts receivable.

Marianne Harper blends training with support and offers many resources to dental practices to support their implementation of cross coding. She is the author of an updatable dental-medical cross coding manual for dental practices titled “CrossWalking –A Guide Through the CrossWalk of Dental to Medical Coding” as well as an eBook series titled “Abra-Code-Dabra” that deals with submitting medically necessary dental procedures to medical insurance plans for specific types of dental procedures. The series consists of a sleep apnea eBook, a TMD eBook and a trauma eBook. Marianne is also a published author of dental practice management articles and is a well respected speaker and trainer. Marianne also offers a support service to dental practices that cross code.
**Presentation Information**

**How to Steal From a Dentist**
David Harris is the CEO of the world’s largest dental embezzlement investigation firm. In this presentation, he uses noteworthy cases from his company’s files as teaching tools to provide a fascinating inside peek into the mind of the embezzler that is not available elsewhere.

Attendees will learn how to assess the probability of embezzlement in their office, the limits of conventional protective strategies, and what actually works to control embezzlement. David will provide his audience with proven anti-embezzlement tools that can be put to work immediately.

**Biographical Information**

Overcoming a troubled adolescence, David Harris has become the world’s leading expert on dental office embezzlement.

He is the CEO of Prosperident, the world’s largest dental embezzlement investigation firm. Prosperident’s team of specialized investigators is consulted on hundreds of frauds annually committed against dentists. David has had the distinct pleasure of hearing cell doors slam shut on many embezzlers. David is a Certified Fraud Examiner and licensed private investigator. He has a graduate degree in applied business mathematics and possesses a professional accounting designation.

David has been interviewed on embezzlement by many leading dental publications. He is also a prolific writer and authors a dozen or more articles annually. He has lectured at several US and Canadian universities in the faculties of business, law and dentistry.

David is a highly entertaining and engaging speaker who draws on a vast amount of experience in his field.

**Past Presentations**

- Star of the North
- Western Regional Dental Convention
- American Association of Orthodontists
- Canadian Dental Association

**Future Presentations**

- American Association of Endodontists
- Pacific Coast Society of Orthodontists
- Southern Association of Orthodontists
- American Academy of Dental Group Practice
Laura Hatch
Front Office Rocks
Janelle Storck
10755 Scripps Poway Parkway
(800) 914-3595 ext. 102
Janelle@FrontOfficeRocks.com
www.FrontOfficeRocks.com

Presentation Information

Build a Front Office Team that Rocks!
Learn the communication skills and procedures that create the ultimate customer experience. Reduce cancellations/no-shows, set production goals and guarantee the schedule meets those goals, maximize treatment coverage and increase case acceptance. Understand why/how to ask for online reviews and referrals. Experience a happier, higher producing team. Improve and master the essential systems.

Grow the Leader Within: Create the Practice that Rocks!
Learn how to be more approachable, provide the resources your employees need, how to recognize and train your employees, and lead by example. Discover how to hire the right employees from the start and how to give employees the necessary training they need to become valuable assets to your practice. Empower yourself and your team to be passionate and competent leaders in your practice and the dental industry.

Transform Your Team and Perform to Your Highest Potential
Learn the skills and protocols needed to implement effective systems, enhance communication and build a high functioning, cohesive team. Empower team members to improve performance and keep focus on the principals of a successful practice. Learn how to deal with one of the biggest issues in the dental office: cancellations/no-shows. Learn how to get your patients to appoint, pay, and show up for their appointments!

Past Presentations
• DC Mid Atlantic Dental Meeting; Washington, DC
• Sioux City Dental Society; Sioux City, IA
• Townie Meeting; Las Vegas, NV
• AADOM; Nashville, TN

Biographical Information

Laura Hatch helps dental professionals who want to be better at what they do gain the training they need through online video courses, live seminars and coaching. With a bachelor’s in human resources and a master’s in organizational leadership, Laura Hatch has committed years of study to learning how to manage and empower team members.

Laura partnered with her husband to build and manage two fee-for-service dental practices. Twelve years later, she founded Front Office Rocks, which offers web-based, on-demand front of office training for dental practices. As the leading authority on virtual dental front of office training, Laura has developed training methods that consist of established ideas and practical training that can be easily implemented into any of office.

Laura has been published in Dental Assisting Digest, Dentaltown, and Dentistry IQ. She is also a fellow of the American Association of Dental Office Managers, a national and international speaker on dental practice management for leading dental authorities, state and local dental societies, study clubs, and an advisor to several companies within the dental community. She is a member of the National Speakers Association and the Speaking Consulting Network. Laura was recognized as one of DPR’s Top 25 Women in Dentistry in 2016.

Future Presentations
• Smile Study Club; Jacksonville, FL
• DC Mid Atlantic Dental Meeting; Washington, DC
• Toronto Study Club; Toronto, Canada
Presentation Information

Cutting Edge Dental Products for Clinical Success is a fast moving day dedicated to the products that make dentistry more enjoyable for clinicians and better for patients. It highlights current CR research, Gordon Christensen techniques, and over 25 areas in dentistry. The entire dental team will find it informative and helpful.

Innovative and Helpful Concepts for Dental Hygiene reviews the most recent dental hygiene products from CR evaluations. Clinical tips in 16 areas of Dental Hygiene are discussed.

Infection Control that is effective and practical will help the entire dental team understand useful infections control with effective products and procedures.

Biographical Information

Derek K. Hein is COO of CR, the non-profit foundation started by Drs. Gordon and Rella Christensen. He oversees publication of Gordon J. Christensen CLINICIANS REPORTS and CR operations. Derek has conducted independent dental product evaluations since 1990, is a member of IADR, and has published on resins, inlays/onlays, crowns, bleaching, and dental unit water. He has co-presented the “Dentistry Update” course with Gordon and Rella Christensen, and has been featured in Dentistry Today’s “Leaders in Continuing Education” for 15 years. Derek has presented over 250 courses in 11 countries. Derek's hobbies include his wife, children, skiing, biking, and gardening.

Past Presentations

- Thomas P. Hinman Dental Meeting; Atlanta, GA
- Texas AGD; Houston, TX
- Pacific Dental Conference; Vancouver, BC Canada
Kevin Henry
Longmont, CO
(918) 613-1188
Kevin@KevinSpeaksDental.com
www.KevinSpeaksDental.com

Presentation Information

Defy Gravity: Don’t Let the Demons of Dental Assisting Get You Down
In this fast-moving and interactive course, dental assistants will learn how to identify the issues that can “get under their skin” and how to deal with them.

Solving the Three Most Common Battles between the Front and Back Office
In this energizing course, Kevin and Dayna Johnson share systems that strengthen respect, clarify expectations, remove roadblocks and leave both teammates and patients feeling better about the interaction.

The Top 10 Mistakes Dental Practices Make... and How to Avoid Them
Learn how to avoid the mistakes these practices made in this fast-paced, informative lecture that will have audiences thinking about the way they do business.

Insider Perspectives: State of the Dental Industry
Co-presented with Teresa Duncan
Industry experts Kevin Henry and Teresa Duncan bring insight and help attendees understand what’s really happening in dentistry and what trends should be taken note of ... and which can be ignored.

Biographical Information
An advocate of today’s dental assistant, Kevin Henry speaks to dental audiences across the nation on topics that empower dental assistants, helping them recognize the leadership role they hold in the practice.

With 16 years in the dental publishing industry, Kevin is the former group editorial for UBM Medica’s dental division, consisting of: Dental Products Report, Modern Dental Assistant, Dental Practice Management, Digital Esthetics, Modern Hygienist, Modern Dental Business, and more. He was named as one of the top five influential voices in the industry on Twitter (@kgh23).

In Kevin’s former life, he was a public relations director for NAIA, a national small college sports organization. He is currently a beat writer for the Colorado Rockies and the Denver Nuggets. Living in Colorado, Kevin loves to be outdoors whether it be hiking, skiing or white water rafting.

Past Presentations
- Buffalo Niagara Dental Meeting
- Charter Oak (Connecticut State) Dental Meeting
- Oregon Dental Conference
- Western Regional Dental Convention

Future Presentations
- Rocky Mountain Dental Convention
- Yankee Dental Congress
- Pacific Northwest Dental Conference
SUPERCHARGE YOUR PRACTICE: Occlusion in Everyday Practice

Few dental students leave their dental training with a clear understanding of when and how to routinely apply basic principles of dental occlusion in their dental practice. Dental occlusion today is not just about how teeth should fit together; is about the normal anatomy, physiology and biomechanical function of the entire masticatory system. Dr. Higdon will present the masticatory system as a marvelously elegant, highly complex system and how to incorporate this knowledge into your practice.

TMJ PATIENTS IN YOUR PRACTICE: Who Are They? How Do You Recognize Them? What Can You Do For Them?

Most dentists acknowledge feeling less than confident and often quite confused about two subjects; Dental Occlusion and Temporomandibular Disorders. Dr. Higdon’s presentation will explain in very clear language the fundamentals of understanding both normal and abnormal function of the masticatory system, how to recognize factors that may contribute to abnormal function, and what it necessary to maintain and restore functional homeostasis to the system. The nature of TMJ disorders will be thoroughly addressed and the fundamentals of TMJ treatment will be presented.

Speakers packet available upon request.

Dr. Higdon is a graduate of the University of Missouri, School of Dentistry. For over 30 years Dr. Higdon’s practice has been devoted entirely to the non-surgical management of temporomandibular disorders including dental occlusal and other functional problems of the masticatory system, the most broadly misunderstood areas of dental responsibility. Dr. Higdon is the author and illustrator of “Anatomy of the Temporomandibular Joint in Function / Dysfunction” originally published in 1983 and now in a much expanded 2nd edition. This patient/doctor educational aid can be seen at TMJAnatomy.com.

Dr. Higdon is the co-developer of the educational website, DrawbridgeDDS.com, designed to provide current information related to masticatory function and temporomandibular disorders for both health care providers and for patients.

Very few in the health care community have been in a position to provide more than limited treatment for patients with these problems. Dr. Higdon's experience has involved the successful treatment of thousands such patients.

Past Presentations
- C.O.A.S.T. Symposium; Bend, OR
- Southern Willamette Dental Study Group; Corvallis, OR
- Midwest Dental Conference; Kansas City, MO

Presentation Information

Biographical Information
Kristine A. Hodsdon, RDH, MSEC
Dental Influencers, LLC
1027 Elsmore Drive
Matthews, NC 28104
(603) 765-6633
kristineahodsdon@gmail.com
www.kristineahodsdon.com

Presentation Information

Change is the new Black: 7 Implementation Skills for ROI
Whether you are getting ready to introduce a new marketing program, practice, up-leveling systems, investing in technology and or preparing to only use varnish, you probably are agitated by mental pictures of practice changes that have failed. This program will identify the processes, tools and techniques to manage the team-side of change to achieve a profitable ROI.

Profitability Must 1.0
Based on the popular article series, Profitability Must (DentistryIQ), this fast paced program will give you the proven and easy to implement action steps to increase production and profitability.

Remove Your Blocks So Your Practice and Team Rocks
Inherently, we know men and women lead, manage and carry out tasks differently. This humorous, fast-paced session will explore the needed knowledge, skills and abilities in leadership, team dynamics, and communication, so you and your team can identify your styles and embrace the best of both for improved performance and profitability.

Biographical Information

Here’s a little about the professional me:

- I am passionate about coaching proven strategies into action that will support practice owners make their offices and teams more engaged and profitable
- An award winning international speaker
- Website www.kristineahodsdon.com
- My company is Dental Influencers, LLC
- I’ve held the position of Director of Dental Services within a healthcare organization managing $2M operational budgets and a team of 30 dental providers
- And as a dental sales consultant and educational manager for a Global Fortune 500 Company delivering presentations and trainings for international audiences
- Since 2004, I’ve been the Director of the RDH eVillage, PennWell publication an on-line newsletter reaching over 60,000 opt-in subscribers
- And authored and published 100’s of articles, the book Demystifying Smiles: Strategies for the Dental Team and authored a chapter in the textbook, Mosby’s Dental Hygiene: Concepts, Cases, and Competencies, 2nd Edition

Past Presentations

- RDH Magazine’s Under One Roof; Chicago, IL
- Californian Dental Association; Anaheim, CA
- Greater New York Meeting; New York City, NY
- Yankee Dental Congress; Boston, MA
Presentation Information

Case Acceptance for Complete Dentistry Series
Based on three of Paul's books, these series are the leading case acceptance workshops in dentistry today.

- Level One – Case Acceptance for Everyday Dentistry
  - A Non-Sales Approach to a Healthier
- Level Two – Making It Easy for Patients to Say “Yes”

Just Because You’re An Expert…Doesn’t Make You Interesting: *Inspiring people to take action*
This communication workshop is designed to help you connect with the people you seek to influence, and for experts who seek to influence during face-to-face situations and telephone conversations, or addressing small groups, large audiences or internet based events.

Biographical Information

Dr. Paul Homoly, CSP leads Homoly Communications Institute and leverages his 20 years of highly successful dental practice history – combined with another 20 years of helping general dentists and specialists grow their practices – in the art of case acceptance, profitability/fee management, communications, marketing and team leadership.

He has authored several books and holds the highest earned designation in professional speaking – Certified Speaking Professional (CSP). Fewer than 10% of all professional speakers are distinguished at the CSP level. Paul is the first and only dentist in the world to earn this designation.

Paul presents either a one-day lecture or two-day, hands-on workshop for thousands of dental meetings, associations, universities and study clubs.

Past Presentations

- American Academy of Cosmetic Dentistry; Dana Point, CA
- Connecticut State Dental Association; Uncasville, CT
- The American Academy for Oral Systemic Health; St. Louis, MO
- Yankee Dental Congress; Boston, MA

Future Presentations

- Charles R. Jerge Dental Meeting; Myrtle Beach, SC
- Atlantic Coast District Dental Association, West Palm Beach, FL
- Georgia Academy of Cosmetic Dentistry; Atlanta, GA
- Patterson Dental; London, Ontario
David Hornbrook, DDS, FAACD, FACE
Clinical Excellence through Education, Inc.
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La Mesa, CA 91942
(800) 509-9251
Cassie@Hornbrook.com
DavidHornbrook.com

Presentation Information

“Creativity with Ceramics”—Optimizing Your Success

Today's ceramic systems are no longer limited by strength, marginal integrity, or necessary destruction of tooth structure. The creative, artistic and astute clinician now has the opportunity to master restorative dentistry like at no other time in the history of our profession. Join Dr. Hornbrook as he discusses the new ceramic systems available and why the elimination of metal in our practices is a more viable option than ever before, and one that should be adamantly pursued by every practicing clinician.

Dr. Hornbrook will explore the advantages and indications of all the systems including Zirconium dioxide, the new translucent ZrO2, lithium disilicate, and leucite reinforced ceramics. The new metal-free systems are more durable, more aesthetic, more bondable, and more conservative and have better wear compatibility than metal-based restorations of the past. Dentistry has always been in search of a replacement for metal-supported dentistry and the time is now to start exploring the options. This presentation will cover what's available, when to use what, creative treatment planning, and recommendations of the cementation systems that will optimize results.

Biographical Information

David Hornbrook, DDS, FAACD, FACE, a gifted clinician and product researcher turned mentor, guides meeting participants to the realization that they, too, possess the ability to practice aesthetic dentistry at the very highest level. He is one of dentistry's most famous faces and one of the pioneers of live-patient, hands-on clinical education, as the founder and past director of LVI, Pac-live and the Hornbrook Group. He has been a guest faculty member of the post-graduate programs in Cosmetic Dentistry at Baylor, Tufts, SUNY at Buffalo, UMKC, and the UCLA Center of Cosmetic Dentistry. Dr. Hornbrook lectures internationally on all facets of aesthetic and restorative dentistry and has published articles in all of the leading dental journals. A prolific researcher and materials enthusiast, he consults with numerous manufacturers on product development and refinement. Dr. Hornbrook's warm and engaging style earns him the highest possible marks from participants and meeting sponsors.

Past Presentations
- Middle East Laser Dental Academy; Dubai, United Arab Emirates
- Ivoclar/Vivadent International Expert Symposium; Madrid, Spain
- New England Academy of Cosmetic Dentistry; Boston, MA
- American Dental Association Annual Event; Denver, CO

Future Presentations
- Greater New York Dental Meeting
- Chicago Midwinter Meeting
- American Academy of Cosmetic Dentistry Annual Event; Las Vegas, NV
- Western Regional Dental Convention Annual Event; Phoenix, AZ
Presentation Topics

- Communication
- Image / Self-Esteem
- Patient Experience
- Practice Administration & Management

Janice Hurley
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www.dentistryimageexpert.com

Presentation Information

YOUR IMAGE – YOUR BRAND – YOUR SUCCESS!
Learn what it takes to put your best foot forward and make the first and lasting impression of your practice be the best impression.

VIVA LA VIDEO!
The use of video on your website, during treatment presentations and on social media is a must. Learn to impact others through technology that is effective but inexpensive.

THE NEW PATIENT INTERVIEW
Crucial to your practice success is developing a standard operating procedure for your new patient interview. Learn how to design your new patient paperwork to uncover your patients’ wants and needs.

HOW TO LOOK LIKE A MILLION WITHOUT SPENDING IT
This interactive course is filled with real-world examples and solutions to the challenges we face in our closets every day.

CLINICAL ETIQUETTE
Be a charismatic success with your patients and other team members. Understand the top 5 ways we undermine ourselves with our patients without knowing it.

Biographical Information

Janice Hurley is dentistry's expert on personal presence and professional success. Audiences describe her as profoundly articulate, gracefully charismatic and powerfully entertaining. She has been honored for 14 years as one of the top speakers in dentistry by Dentistry Today. A noted authority on treatment presentation and effective in-office systems, Janice consults and coaches “hands-on” and through articles published in Dental Economics, Dentistry Today, The Progressive Dentist and others. Dental hygiene schools use Janice's written protocol standards for both image and effective communication.

Janice earned her degree in Organizational Behavior from the University of San Francisco and has invested 25 plus years as a dental consultant helping her clients gain higher treatment acceptance and attract better quality patients. An international author and speaker, Janice’s goal is for everyone to use their professional energy for personal success. Audiences leave her courses as raving fans ready to re-energize their lives and practices.

Past Presentations
- Hinman; Atlanta, GA
- Carestream Global Oral Health Summit; Las Vegas, NV
- Fortune Management Platinum Circle; Honolulu, HI
- Midwestern University – Dental School; Glendale, AZ

Future Presentations
- Hinman; Atlanta, GA
- Chicago MidWinter; Chicago, IL
- Arizona Dental Association – Western Regional Dental Conference; Phoenix, AZ
- American Academy of Cosmetic Dentistry – AACD; Las Vegas, NV
Presentation Information

It takes knowledge, flexibility and effective systems to successfully navigate a challenging economy, advancing insurance dominance, and fluctuating patient populations.

Cindy Ishimoto is passionate about cultivating self-directed leaders who help their practices flourish. She wants her audience members to know that they CAN make a change and grow as a professional, a leader, and self-directed individual. Cindy’s presentations focus on helping practices establish systems that balance serving patients, profitability and enjoyment of the profession. Her enthusiasm, expertise and energy make her one of the most influential speakers and consultants in dentistry today. Cindy understands that repetition is the key to learning, and her creative presentations ensure this happens.

Presentations:
- Creating Practice Excellence: A Total Systems Approach
- Field of Dreams: Key Players, Stars and Superstars
- The Generational Divide: Linking the Generations
- Spouses in the Practice: To Be or Not To Be

Biographical Information

Cindy Ishimoto is passionate about cultivating self-directed leaders who help their practices flourish. She wants dentists and teams to know that they CAN make a change and grow as professionals and leaders.

With 35 years of dental consulting and speaking experience, Cindy has worked in all specialties, small practices, very large group practices, with new practitioners and those transitioning out of dentistry. Her focus is on helping practices establish systems that balance serving patients, profitability and enjoyment of profession. She is well known for her expertise in the business, financial management, motivational and team building systems of the practice. Cindy has been named a Leader in Consulting by Dentistry Today from 2006-2017.

Cindy’s enthusiasm, expertise and energy make her one of the most influential speakers and consultants in dentistry today. Cindy understands that repetition is the key to learning, and her creative presentations and coaching sessions ensure this happens.

Past Presentations
- American Association of Endodontists Annual Meeting; Honolulu, HI
- Rocky Mountain Dental Conference; Denver, CO
- World Aesthetic Congress; London, UK
- UCLA Hawaii Esthetic Dentistry and Periodontics Continuum; Maui, HI

Future Presentations
- Pacific Northwest Dental Conference
- Cariboo Dental; British Columbia, CANADA
- UCLA Hawaii Aesthetic Continuum; Kaua’i, HI
- Hawaii Dental Association
Laura Jamison
Jamison Consulting
711 S. Rome Avenue
Tampa, FL 33606
(813) 251-6401
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www.JamisonConsulting.com

Presentation Information

Inspecting Your Indicators
Learn to compare expenses to industry norms and implement a monthly action plan to get on top of the game.

Say This.. Not That!
Learn verbal and nonverbal communication skills and how to improve your message.

Exceeding Patient Expectations
Learn how every point of contact allows you to create a raving fan.

Attitude in the Workplace
Attendees learn how they relate to and work with others.

Team Building
Learn how to attract good prospects, setup a professional training program, improve team meetings, and communicate better as a group.

Past Presentations
• Florida National Dental Conference (multiple)
• American Association of Dental Office Managers (multiple)
• Seattle Study Club Program Coordinator’s Meeting
• West Coast District Dental Association Leadership Series; Tampa, FL (multiple)

Future Presentations
• ICOI/ADIA Winter Meeting
• Oregon Dental Association
• Summit Institute Study Club
• Finerman's Women's Study Club
Janice Janssen, CFE, RDH
Global Team Solutions
1336 Briarchase Dr.
Lake St. Louis, MO 63367
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www.GTSgurus.com

Presentation Information

OMG! OFFICE MANAGEMENT GUIDE®
Practice owners, dentists and managers are expected to know all, be everywhere, and ensure a smoothly operating office every day. In this presentation, office management personnel will be given the tools necessary to manage a dental practice with confidence.

DEFENDING THE DENTAL PRACTICE AGAINST EMBEZZLEMENT
Fraud or embezzlement occurs in 3 out of 5 dental offices. We are likely to see these odds increase given the state of the U.S. economy. This course will teach you how to recognize the tactics of fraudsters and give you the tools to safeguard against it. You will get an inside look into the embezzler’s mind and learn their hidden techniques.

BUILD A FORTRESS OF TRUST AND TEAMWORK WITHIN YOUR PRACTICE
Unfortunately dental teams are met with difficult situations all the time. Understanding the impact and how to handle these situations is key to any practice.

Biographical Information

When it comes to working at a dental practice, Janice Janssen has seen and done it all. Since her introduction into the field as a teen, she has worked as a dental hygienist and in other roles including office management, insurance billing, and collections. As co-founder of Global Team Solutions (GTS), Janice enjoys consulting because it allows her to share her techniques with the doctors, hygienists, and office staff who are on the front line every day. She became a Certified Dentrix Trainer in 2004, and was named Dentrix Instructor of the Year in 2013. She is also a member of the Academy of Dental Management Consultants (ADMC), and is a Certified Fraud Examiner (CFE), which positions her as an expert dental practice fraud and embezzlement.

Past Presentations
- OMG! Office Management Guide Workshop; St. Louis, MO
- Hinman Dental Meeting; Atlanta, GA
- OMG! Office Management Guide Workshop; Dallas, TX
- Henry Schein’s Business of Dentistry Conference; Orlando, FL

Future Presentations
- Professional Education Society; Cruise to the Bahamas
- Virtual Study Club; AADOM, online
- NEDOM (Northeast Dental Office Managers); South Portland, ME
- OMG! Office Management Guide Workshop; Chicago, IL

VIEW DEMO VIDEO →
Presentation Information

TMD UPDATE: Diagnosis and Treatment of Occlusomuscle/TMJ Disorders
This program will explain how to definitely diagnose an occlusomuscle/TMJ disorder and what treatment options are available, including appliances for immediate pain relief and those used for definitive treatment. In addition, we will discuss when occlusal treatment will work predictably and how to improve your success with TMD splint therapy/bruxism appliances.

COMPREHENSIVE DENTISTRY: The Pursuit of Excellence
This program will provide ideas and techniques for implementing the broad vistas of new technologies into everyday dental practice to diagnosis and deliver exceptional comprehensive care. We will assist dentists and their teams in establishing a philosophy of excellence at every level to create a successful practice that continues to prosper, in more so in today’s tough times.

Biographical Information

Dr. Warren Jesek received his dental degree from Loyola University in 1979 and maintains a private general practice in Decatur, Illinois. Unique to the area, his practice houses a crown and bridge laboratory focusing on CAD/CAM technology. Dr. Jesek continued in training at the Pankey Institute in 1986 and is a current member of the L.D. Pankey Foundation and the Dawson Alumni Association. He has presented at national meetings for the Academy of General Dentistry, American Dental Association, American Equilibration Society, and the American Academy of Pain Management. His articles have been published in Dentistry Today, Dental Economics, and the Pankeygram.

Past Presentations
- University at Sea Greek Isles and Turkey Cruise Conference
- Jesek Seminars (self-sponsored); Decatur, IL

Future Presentations
- Jesek Seminars (self-sponsored); Decatur, IL
Pam Jett, CSP
Jett Communication Training, Inc.
PO Box 7385
Mesa, AZ 85216
(866) 726-5388
Pamela@JettCT.com
www.JettCT.com

Presentation Information

Communicate to Keep ‘em:
Use strategic communication tools to be the kind of leader others want to work with and for. Enhance employee engagement and reduce turnover. Maximize influence, credibility, and impact.

Communicate, Lead, Succeed:
Master the art of positive communication for enhanced buy-in and commitment. Leverage future-focused communication to drive results. Discover proven communication strategies to handle conversation and people – even the most difficult.

Words Matter: Crucial Conversation Tools for High-Caliber Leaders:
Use emotional intelligence to manage difficult conversations, situations, and people. Master language patterns for crucial conversations – no more winging it! Discover the words to choose and the words to lose for enhanced cooperation and commitment.

Snipers, Steamrollers and Chronic Complainers:
Discover the #1 reason difficult people are difficult and what a leader can (and cannot) do about it. Master communication strategies to deal with toxic people and toxic behaviors. Enhance emotional control and intelligence in emotionally charged situations.

Biographical Information

Pamela Jett is a leadership and communication skills expert who knows words matter! She moves beyond communication theory into practical strategies that can be implemented immediately to create the kind of results her clients want. ... And get! Her high-content programs are energetic, fun, and memorable. These programs have helped leaders around the globe enhance employee engagement, manage tough conversations, and drive results.

After graduating from San Diego State University with a degree in Speech Communication, Pamela went on to earn her Master’s degree in Communication. It was while pursuing her PhD at the University of Utah that her love of teaching adults powerful success skills was kindled. In 2007, Pamela earned the coveted certified speaking professional designation from the National Speakers Association.

Pamela is the author of several learning resources, including the popular book Communicate to Keep ‘Em and the audio programs What to Say? and Communicate with Confidence Credibility, and Influence.

Past Presentations
• Maxtermind Dental Mastermind Group; Dallas, TX
• South Australian Dental Service; Adelaide, Australia
• Eagle River Orthodontics; Eagle River, AK
• Academy of Nutrition and Dietetics; Atlanta, GA

Future Presentations
• Association for the Hospital Environment; Dallas, TX
• Indiana Youth Institute; Indianapolis, IN
• Midwestern University Dental Medicine; Glendale, AZ
• American Bus Association; Louisville, KY
Dr. Steven Katz
Kelly Fox-Galvagni
Smile Potential
116 Broadway
Malverne, NY 11565
(519) 599-0214
Coaching@SmilePotential.com
www.SmilePotential.com

Presentation Information

Pump Up Your Practice! A Team Approach to Improved Treatment Acceptance
Learn to implement strategies and systems to make practicing dentistry rewarding and fulfilling by developing a belief system geared towards making a difference in peoples’ lives through dental care.

They Didn’t Teach Us That in Dental (or Hygiene) School... Team Strategies for Practice Success
In this high energy, fast moving presentation, Dr. Steven Katz and Kelly Fox-Galvagni expand on the integration of leadership, business prowess and people skills to drive the success of any practice, even in a challenging economy.

Make a Difference—A Keynote Address for Dental Professionals
Dr. Katz relays the events from his practice’s depths of despair to being in a position to change patients’ lives through dental care. This presentation teaches and inspires as attendees ride along on the roller coaster of laughter and sorrow leading to emotional triumph.

Biographical Information

Dr. Steven Katz and Kelly Fox-Galvagni teach dentists and their teams about the amazing potential that they and their team members have to change lives. “They” don’t teach that in Dental School. Nor do “they” teach dentists and their teams how to have fun or to be successful in their chosen career. A full time dentist and auxiliary team member with over 50 years of dental practice experience between them, Dr. Katz and Kelly have never worked in the same office! With a unified vision and direction, however, they bring both sides of the approach to their presentations, inspiring dentists and team to find a greater sense of purpose and become successful practitioners, while having fun along the way.

Past Presentations
- TBSE (The Best Seminar Ever); Las Vegas, NV
- Greater New York Dental Meeting; New York, NY
- Woody Oakes Spring Break Seminar; Destin, FL
- Florida State Dental Meeting

Future Presentations
- Connecticut State Dental Association Annual Session; Mohegan Sun, CT
Sheri Kay, RDH, BS
SKY Dental Practice Coaching
202 Central Ave
Black Mountain, NC 28711
(440) 864-4232
Sheri@SheriKay.com
www.SheriKay.com

Presentation Information

It Takes a Team! This is a highly engaging all team program that promises to help team members appreciate their individuals roles in practice success.

The Gift of Connection: This creative program is a fresh approach to how it is possible to relate to each other as team members as well how to best connect with patients. Participants will explore concepts of listening, presence, and personal impact on others.

The Restorative Partner in your Practice: Finally a program for team members and Drs that is specifically designed to encourage patient engagement and co-discovery. This interactive program demonstrates how all team members can take active roles in helping patients make healthy choices through advanced listening and communication skills.

Biographical Information

Sheri Kay RDH, BS is a published author and was voted one of the Top 25 Women in Dentistry by DPR magazine in 2011. As owner of Sky Dental Practice Coaching, Sheri has worked with hundreds of practices and takes pride in having the ability to help team members maximize their contributions to the team. Sheri has experience in every aspect of the dental practice and continues her studies in Neuroscience, Psychology, and Organizational Development. Her methods for practice development are creative and effective, and her ability to initiate change is remarkable. One thing is certain: when Sheri Kay presents a program, your whole team will be engaged, involved, and inspired!

Past Presentations
- UMKC Alumni meeting; Kansas City, MO (multiple)
- Pankey Institute; Key Biscayne, FL
- SKY Summit; Black Mountain, NC

Future Presentations
- Pankey Annual Meeting; Ft Lauderdale, FL
- Wisconsin Study Club; Milwaukee, WI
- SKY Summit and 4 SKY Hosted Event; NC
- Thomas P. Hinman Dental Meeting
John Kempton, DDS, FACD
Extraordinary Practice
P.O. 378
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jkdds@extraordinarypractice.com
www.ExtraordinaryPractice.com

Presentation Information

Launch Oral Systemic Medicine
Someone dies of a cardiovascular event every 45 seconds. About 50% of cardiovascular events have oral pathogens at their epicenter. The evidence connecting periodontal pathogens to chronic disease is firmly established. Yet most dental teams have not implemented the clinical practices which mitigate both the local and systemic distribution of high risk pathogens. We must consider the pathogens that have left the mouth and are creating breakdown at other systemic locations when our patients walk in the door. Despite organized dentistry not yet advocating the treatment of periodontal disease with systemic antibiotics, we have strong evidence that responsible stewardship practices can be embraced when translocated micro-biomes are mitigated with antibiotics in high-risk patients.

Take the learning deeper with emphasis in these areas:
- Stewardship: A Threat to Patient Wellness
  Using Metrics to Establish Risk/Benefit Aspects of How to Best Treat Periodontal Disease
- Dentistry is Medicine: We Are Primary Care Providers
  Getting Comfortable with the Medical Implications of Periodontal Pathogens

Biographical Information

Dr. John Kempton's mission to treat high-risk pathogens in high-risk patients is driven by passion and personal experience. His life and practice took on a new direction and urgency when a patient who had been referred for extractions by a cardiologist died of a heart attack a week later. Another patient told him shortly thereafter that her husband had died under similar circumstances six months earlier. These events changed his focus in dentistry and posed a question he now issues as a challenge to every other professional in the field: “What are ‘we’ going to do about it?”

Dr. John's expertise and qualifications come from decades of success in clinical dentistry, extensive research and knowledge in the relationship of high risk pathogens to chronic disease, and a rare passion and commitment to elevate dentistry to its rightful position as primary care amidst a chronic disease crisis in this country.

Past Presentations
- Yankee Dental Congress; Boston, MA
- American Dental Association
- Thomas P. Hinman Dental Meeting; Atlanta, GA
- Chicago Midwinter Meeting; Chicago, IL

Future Presentations
- Thomas P. Hinman Dental Meeting; Atlanta, GA
- American Dental Association
- Utah Dental Association; Salt Lake City, UT
- Ontario Dental Association; Toronto, Canada
Presentation Information

Stuff Worth Knowin’ about Business, Practice and Life
Consider life’s challenges and benefit from Dr. Kerr’s personal experiences – both good and bad! Examine stress management and life planning techniques. Learn ways to improve your chance for financial success, and consider the needs of loved ones as the years pass.

Tips, Tricks and Techniques for Practice Success!
Examine the challenges that dental teams face daily and uncover solutions which enhance clinical skill, improve chair side efficiency, and empower the business team to build patient perceived value to the practice. In the accompanying workshop, attendees learn from each other as they resolve clinical and practice management ‘Now What?!’ scenarios!

Building a Booming Business!
Dentists are typically well prepared to care for their patients through excellent clinical training, but are grossly underprepared to own or operate a small business. Learn valuable real life lessons in this program which will touch on many of the factors necessary to operate your practice successfully.

Biographical Information

Wayne Kerr earned a Mastership in the Academy of General Dentistry, and was honored by the Academy in 2011 with its presentation of the Life Long Learning and Service Recognition Award. He has also been awarded Fellowship in both the American and International Colleges of Dentistry, as well as the Pierre Fauchard Academy. Additionally, he is a member of the Hinman Dental Society, an Honored Fellow of the Georgia Dental Association, and has been recognized by state and local organizations as Dentist of the Year, Small Business Person of the Year, and Citizen and Professional of the Year.

Dr. Kerr has been a Field Evaluator for CR Foundation since 1992. He established a clinic for free dental and medical care in 1994, and continues to lecture to senior dental hygiene students in preparation for their national board exam.

Past Presentations
- Yankee Dental Congress; Boston, MA
- American Dental Association
- Thomas P. Hinman Dental Meeting; Atlanta, GA
- Chicago Midwinter Meeting; Chicago, IL

Future Presentations
- Thomas P. Hinman Dental Meeting; Atlanta, GA
- American Dental Association
- Utah Dental Association; Salt Lake City, UT
- Ontario Dental Association; Toronto, Canada
Presentation Information

**Surgical/Restorative Workshops on Crown Lengthening and Soft Tissue Grafting**

While these are “Perio” courses, they are geared to helping the General Dentist get improved restorative results. Workshops offer the opportunity to practice surgical techniques on pig jaws. In addition, there is a thorough review of all biologic principles for each procedure, as well as a study of indications and contraindications. Both courses include two video presentations of the surgical procedures, as well as a comprehensive workbook. Interactive treatment planning sessions to review key concepts are part of each workshop as well. They can also be offered as lectures only.

**Antimicrobial Treatment for Periodontal Disease – Lecture**

This presentation will discuss a scientifically sound, and evidence based, approach for effective control of moderate to advanced periodontal disease using minimally invasive surgical intervention, or scaling and root planning and no flap surgery at all. Both indications will be explained and you will see why Periodontal Surgery or SCRP may fail without using these principles. It is appropriate for both Hygienists and Dentists.

Biographical Information

Jim has practiced Periodontics for over 35 years, plus has over 20 years experience teaching and lecturing. He now devotes his time to helping General Dentists learn about surgical procedures that will directly enhance their restorative and esthetic results. He teaches either a hands-on workshop where participants practice surgery on pig jaws, or lecture-only presentations. These have been presented to a wide range of State and Regional dental association meetings and are offered regularly for the Perio Institute all over the US and Canada. In addition, he provides guest lecture presentations at the Harvard School of Dental Medicine.

Past Presentations

- American Dental Association Annual Session; Denver, CO
- Chicago Midwinter Meeting; Chicago, IL
- Yankee Dental Congress; Boston, MA
- California Dental Association; Anaheim, CA

Future Presentations

- Perio Institute Workshops *(multiple in US & Canada)*
- Pacific Dental Meeting; Vancouver, BC
- Greater NY Dental Meeting; New York, NY
- Chicago Midwinter Meeting; Chicago, IL
Presentation Information

Ms. Lauren shares a one-of-a-kind true story that cannot be found elsewhere. She intertwines her gut wrenching story, educational experiences as a dental office manager, humor and inspiration. When Ms. Lauren speaks, the room is silent. No one can move as they become captivated by the sincerity and the truth behind her story. You won't regret inviting Ms. Lauren to intrigue your audience as her lecture will surely impact and inspire their lives for years to come.

The Covered Smile – Captivating account of the Author surviving childhood dental neglect and wearing dentures at 13 years of age. Inspirational, educational and a lecture you will not soon forget!

1. The Psychology behind The Covered Smile
2. Dealing with the Angry Patient, and Not Losing Your Cool or Smile
3. Treatment Planning Without Guilt
4. I Am Just A Dental Assistant-Not!
5. Stopping the Gossip Wheel Before It Spins Out Of Control

Biographical Information

Ms. Lauren presents a one of a kind true story that cannot be found elsewhere. She intertwines her gut wrenching story, educational experiences, humor, inspiration and a profound compassion and respect for professionals working within dentistry.

When Ms. Lauren speaks, the room is silent, no one can move as they become captivated by her presentation, the sincerity of her lecture, and the truths of her story. You won't regret inviting Sonja to intrigue your audience, her lecture will impact and inspire years to come.

Born in West Virginia, now living in Richmond Virginia, Sonja is the author of "The Covered Smile", a captivating speaker who shares her true story of childhood abuse, dental neglect, recovery, and triumph. At the age of twelve years old, dentists wrote "Situation-Hopeless" on her dental records and proceeded to extract all of her teeth leaving her to begin wearing dentures at age of thirteen.

Past Presentations

- Rocky Mountain Dental Convention; Denver, CO
- University of Texas, San Antonio; San Antonio, TX
- Third District Dental Society; New York, NY
- Piedmont Dental Society Annual Session; Roanoke, VA

Future Presentations

- Utah Dental Hygienist Association Annual Session; West Valley City, UT
- Buffalo Niagara Dental Meeting; Buffalo, NY
- Mind the Gap: The Women's Dental Summit; Boston MA
- Alliance of the American Dental Association Conference, Feature Speaker; Cleveland, OH
Lorne Lavine, DMD
The Digital Dentist
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DrLavine@TheDigitalDentist.com
www.TheDigitalDentist.com

Presentation Information

Six Steps to a Paperless Practice: How to Avoid a $50K Mistake
Dr. Lavine provides attendees with the tools and techniques needed to transition their practices efficiently and effectively. Attendees will learn a 6-Step “Treatment Plan” for deciding which technology to add and when, as well as how to integrate and sequence the technologies into the practice, involve the team and avoid costly mistakes.

HIPAA: the Good, the Bad ...and Compliance
Recent changes to HIPAA rules have clarified the potential fines and penalties for non-compliance up to as much as $1.5M. Many practices that have had to report breaches have lost upwards of 25% of their patients immediately. Dr. Lavine walks attendees through a step-by-step game plan which details the policies and procedures that practices must implement to move toward full compliance.

Biographical Information

Implementing technological tools is one of the best ways to increase dental practice revenue and efficiency. Without the right expertise, however, it is easy to stumble on costly pitfalls and obstacles. Adding to the challenges are Federal laws such as HIPAA and HITECH that add technical, physical, and administrative burdens on dentists.

Dentists need someone who not only understands technology but also the unique needs of dental practices.

Dr. Lorne Lavine, a former periodontist, is known as the leading authority on technology in the dental practice. Founder of The Digital Dentist, he has extensive hands-on experience with most practice management software, image management software, digital cameras, intraoral cameras, computers, networks, and digital radiography systems. Dr. Lavine has over 30 years invested in the dental and dental technology fields.

Dr. Lavine's timely and practical lectures empower and guide participants through the potentially confusing technological maze of running a dental office in the 21st century.

Past Presentations
- American Academy of Periodontology; Washington, DC
- California Dental Association; Anaheim, CA
- Yankee Dental Congress; Boston, MA
- Music City Dental Conference; Nashville, TN

Future Presentations
- Sao Paulo Dental Conference; Sao Paulo, Brazil
Pat Little, DDS, FAGD, CFE

(706) 263-4450
Pat@PatLittle.com
www.PatLittle.com

Presentation Information

The Walletectomy: Embezzlement in the Dental Office
While internal controls are useful and important, they have limitations and may not be as effective as the doctor thinks. Many doctors fail to discover fraud and embezzlement until significant damage has occurred. Learn how to mitigate damages by recognizing important warning signs associated with embezzlement and fraud and by understanding the characteristics and behaviors of an embezzler. In this eye-opening, fast-paced course, attendees gain techniques and tools to help protect financial assets in the practice and bring greater peace of mind.

Optimize Your Practice for Sustainable Growth
Dentists and their teams take great pride in the quality of clinical care they deliver. Operationally, though, it is often a different story. All too often, “trial and error” becomes the default learning process, resulting in frustration, chaos, openings in the schedule and a gold mine laying dormant in existing patient charts. Join Dr. Pat Little for this fast-paced, informative seminar to learn organizational and productive solutions to break the cycle. Dr. Little also shares the financial processes that maximize documentation, maintenance, and accurate reporting of financial data. Designed for the entire team, attendees gain guidelines for building a self-motivated team that is invested in maximizing both the patient experience and practice financial health.

Biographical Information

As both a former practicing dentist and accountant, Dr. Pat Little brings a unique blend of skill and experience to his presentations which focus on strategies for optimizing practice growth.

Pat began his dental career in private practice shortly after dental school and over the next 30 years launched two successful practices, starting each from “scratch.” After leaving clinical practice due to a cervical vertebrae condition, Pat completed his accounting and general business education. While working with a dental CPA firm, he developed a deep interest in the area of fraud and embezzlement. Pat joined Prosperident as a Senior Fraud Examiner and earned the Certified Fraud Examiner credential. Through Prosperident, Pat conducts embezzlement examinations on behalf of dentists and advises them on matters related to fraud and embezzlement. While maintaining his close relationship with Prosperident, Pat joined Dental Team Performance where he works with dentists and their teams in identifying key production drivers and optimizing practice performance.

Past Presentations
- American Dental Association (multiple)
- Chicago Mid-Winter Meeting (multiple)
- Thomas P. Hinman Dental Meeting (multiple)
- Yankee Dental Congress (multiple)
Presentation Information

FINANCIAL DECISIONS THE DENTIST MUST GET RIGHT: Real World Answers to Dentistry’s Tough Financial Questions
In this content-rich, interactive course, learn proven formulas behind building wealth, tax strategies to improve cash flow, plus the short- and long-term benefits of various investment environments. Determine how your practice compares to similar practices, and evaluate how you’re tracking on the path to financial freedom.

SUCCESSFUL DENTAL PARTNERSHIPS: From Associate to Equity Partner
Developing a seamless partnership structure, however, requires great planning on the established doctors’ part as they lead the way, making a vast majority of the critical decisions and changes necessary to be successful. Discover how fair and equitable partnerships are formed in order to foster long-term success.

OWNING YOUR PRACTICE: The Key to Your Financial Future
Dentistry is changing rapidly! This high-energy lecture will leave all audience members fired up and crystal clear on why ownership is the way to go. We will weigh the risks, consider debt, and evaluate options associated with opening a practice, entering a partnership, buying an existing practice, or working as a partner in a corporate dentistry environment.

Biographical Information

Charles Loretta travels extensively throughout the year across the U.S. teaching dental school students to established doctors how and when to transition a practice, while optimizing for their long-term financial goals. His finger is on the pulse of the next generation of dentists, having spoken to more than 17,000 students and residents over the course of his career in the field. His audiences range from study clubs to major conferences and everything in between. He offers guidance to dentists at all points in their career on practice management topics and the many financial decisions they face. Additionally, Mr. Loretto reviews and consults on dental practice valuations, advising selling and buying doctors toward fair, equitable and rewarding agreements.


Past Presentations
- Academy of General Dentistry
- American Dental Association
- Hinman Dental Meeting (Featured Speaker)
- Seattle Study Club National Symposium
Presentation Information

**Triage Traumatic Dental Injuries**
Provides an evaluation approach for treating traumatic dental injuries and how to understand differences in treating permanent vs primary teeth injuries.

**Hygienists and Assistants Make Pediatric Dentistry Fun**
Covers ways to improve staff confidence when treating pediatric patients and how to enhance rapport with parents.

**All Things Crown: Stainless Steel & Cosmetic Crowns for Primary and Permanent Teeth**
Reviews treatment options for stainless steel crowns and full cosmetic restorative coverage on primary and permanent teeth.

**Bumps and Weird Teeth: Pathology for Children**
Presents strategies to diagnose and treat most of the common lesions present in children.

Biographical Information

**Kaneta R. Lott, DDS**, Board Certified Pediatric Dentist, has helped to shape the smiles of hundreds of children since 1984 in her Atlanta Practice. She formed LottSeminars in 1999 through which she lectures on Pediatric Dentistry and Dental Traumatology. Dr. Lott, a renowned national speaker and motivator, is one of the most respected experts in pediatric dentistry in the United States. She gives lectures to dentists and dental staffs throughout the United States and abroad. Dr. Lott is a consultant for the Georgia Board of Dentistry and has served as a consultant for Johnson and Johnson, Listerine Smart Rinse.

Past Presentations
- Chicago Dental Society Midwinter Meeting; Chicago, IL
- Rutgers School of Dental Medicine; Newark, NJ
- Maryland State Dental Association; Ocean City, MD

Future Presentations
- Texas Meeting, Texas Dental Association; San Antonio, TX
- Western Regional Dental Convention; Phoenix, AZ
- Virginia Academy of General Dentistry; Richmond, VA
Presentation Information

Innovative Periodontics: Creating Success in Today’s Dental Practice (lecture)

Managing the Difficult Periodontal Patient (lecture)

Incorporating Quality Periodontics into Comprehensive Restorative Dentistry (lecture)

The “New” Periodontal Disease: Inflammatory and Risky (lecture)

Enhance the “Bottom Line” through Effective Periodontal Maintenance (lecture)

Managing Dental Conditions of a “Boomer” Generation

Utilizing Laser Technology in a Periodontal Environment (lecture and workshop)

The Art & Science of Advanced Micro-Thin Ultrasonic Instrumentation in Periodontal Therapy (workshop)

Gain Perio/Restorative Access: Flaps and Lasers (workshop)

Biographical Information

Dr. Sam Low provides dentists and dental hygienists with the tools needed for successfully managing the periodontal patient in general and periodontal practices.

As an associate faculty member of the L.D. Pankey Institute for 20 years and Professor Emeritus, University of Florida, College of Dentistry, Dr. Low's many years' experience training dental professionals is evident in his straightforward, informative, and entertaining teaching style.

Dr. Low's presentations focus on creating positive interactions between dentists, periodontists, and dental hygienists through communication skills and continuous quality improvement to enhance esthetics, tooth retention, and implant placement.

Past Presentations

- Hinman Dental Meeting; Atlanta, GA
- Annual Greater New York Dental Meeting; New York, NY
- American Dental Association Annual Meeting; Washington, DC
- Academy of General Dentistry Annual Meeting; San Francisco, CA

Future Presentations

- Yankee Dental Congress; Boston, MA
- Chicago Mid-Winter; Chicago, IL
- American Dental Association Annual Meeting; Denver, CO
- California Dental Association Annual Meeting; Anaheim, CA
Pam Marzipan  
**DDS, FAGD, LVIF, ICCMO** 
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Success@DrPamMarzban.com  
www.DrPamMarzban.com

**Presentation Information**

**Simple Talk: The Empowered Team's Guide to Higher Cosmetic Treatment Acceptance**
Dr. Marzban shares communication techniques that walk the patient through the discovery process and guide them to predictable options in obtaining the smile they’ve always wanted. This visual and interactive learning experience draws from cosmetic dentistry case studies to teach teams how to think and communicate with patients. Gain the confidence to queue up treatment discussions that the dentists can step in to finish.

**It’s About U: Unified Vision + Unleashed Team = Unequivocal Success**
In this high energy, interactive presentation, attendees learn tips and techniques for creating a poignant, clearly defined vision and determine strategic goals for both professional and personal life. Learn how to recognize the right people for your team and unlock their potential to realize true synergistic success.

**Biographical Information**

Take ownership towards the success of your business! Every action and human interaction affects business growth. **Dr. Pam Marzban's** presentations teach the entire team about simple, effective, genuine styles of communication, how to implement technology to gain treatment acceptance, and how to incorporate a strong vision and achieve practice goals.

In private practice for 16 years, Dr. Marzban is also Assistant Professor for Department of General Dentistry at Virginia Commonwealth University School of Dentistry. For many consecutive years, her office has been recognized by peers, as well as local and national publications, as a “top dentist”.

Dr. Marzban’s clinical work with TMD rehabilitation and full mouth rehabilitation has been recognized and awarded internationally. Her complex aesthetic full mouth rehabilitation cases have been published in industry journals.
Presentation Information

Communication Solutions: *Attitudes, Breakdowns & Conflict Resolutions*
Create a culture of appreciation and celebration with positive and effective communication to resolve conflicts and prevent breakdowns.

R.I.S.E. to Success: *Systems & Strategies That Build High Performing Teams*
Implement systems and strategies that build successful relationships to raise team and practice performance.

Delivering W.O.W. Service: *People Will Forget Everything Except How You Made Them Feel*
Deliver exceptional service that makes your patients feel special and sets you a part from your colleagues!

TA-DAH! *Bridging the Gap between Potential & Performance!*
In every team there is a gap between what their performance is now and what it could be. That gap is their untapped potential and caused by lack of engagement! Implement the TA-DAH Philosophy and harness the power of passion, joy and celebration to raise job satisfaction, patient service and the bottom line!

Biographical Information

Judy Kay Mausolf is a dental practice management coach, speaker and author with expertise in helping others get happier and more successful! She coaches teams how to grow their practices by becoming better leaders, working together better and delivering service with more passion and fun. She provides teams with what they need to know on how to communicate positively, effectively and have a better attitude on a daily basis. She teaches you how to get the team re-engaged and accountable by building relationships based on trust and respect.

She is Past President of National Speakers Association (Minnesota Chapter), Director of Sponsoring Partners for the Speaking Consulting Network, and a member of the National Speakers Association and Academy of Dental Management Consultants. She is author of two books; “Ta-Dah! And “Rise & Shine!” and a contributing author for many dental magazines. She also publishes a monthly newsletter entitled “Show Your Shine”.

Past Presentations
- American Academy of Cosmetic Dentistry; Orlando, FL
- California Dental Association Meeting; San Francisco, CA
- Hinman Dental Meeting; Atlanta, GA
- Greater New York Dental Meeting; New York, NY

Future Presentations
- Chicago Midwinter Dental Meeting; Chicago, IL
- Texas Dental Association Meeting; San Antonio, TX
- Yankee Dental Congress; Boston, MA
- American Dental Association Annual Session; Denver, CO
Presentation Information

What Every Dental Practice Needs to Know about Online Marketing: Website Optimization, SEO, PPC, Social Media, Online Reputation, Videos, and More!

Most dental practices understand marketing is important, but lack a solid understanding of what to do, and how to do it. Ian’s courses provide much needed understanding into a wide range of topics. His teaching style explains the complexities of marketing in easy to understand courses with case studies, and interactive Q & A sessions.

Ian offers a variety of subjects covering all aspects of online and traditional marketing including:

- Website optimization
- SEO and PPC
- Social Media
- Online Reputation / Patient Reviews
- Videos
- Marketing Plan Development
- How to Measure ROI (Return on Investment)

Download Ian's speaker packet here. Courses can be customized based on the length and interest of the association or organization.

Past Presentations
- Chicago Midwinter Conference; Chicago, IL
- Nobel Biocare North American Symposium; Las Vegas, NV
- Seattle Study Club Annual Symposium; Amelia Island, FL
- Seattle Study Club Director’s Summit; Seattle, WA

Future Presentations
- ADA Annual Conference; Denver, CO
- CDA Anaheim; Anaheim, CA
- The Texas Dental Conference; San Antonio, TX
- Numerous study clubs throughout the USA

Biographical Information

Ian McNickle is a nationally recognized marketer, writer, and speaker. He has developed significant expertise in online marketing, website optimization & conversion, search engine optimization (SEO), pay-per-click marketing (PPC), social media, video marketing, online reputation management, marketing strategy, and related topics.

Ian lectures all over North America at dental conferences, study clubs, dental societies, and conducts numerous seminars and webinars. His teaching style breaks down the complexities of dental marketing in an easy to understand approach that the non-marketer can comprehend and implement.

Ian is a Co-Founder and Partner at WEO Media, a best in class dental marketing firm. Under his leadership WEO Media has grown quickly to become one of the most widely respected dental marketing firms in the United States, and has garnered an impressive list of industry endorsements.

Ian has a BS in Mechanical Engineering from Washington State University, and an MBA from the University of Washington.
David Moffet
UltimatePatientExperience.com
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Turramurra NSW
2074 Australia
(011) 614 1922 7757
David@theUPE.com
www.UltimatePatientExperience.com

Presentation Information

Creating Perfect Seamless Dental Handovers
Does your practice suffer from low patient retention? Do patients leave, business drops off and you don’t know why? In this presentation, Dr. Moffet shares the principles he utilized to build a successful practice while charging high fees in a low fee suburb. Learn how to give your customers a reason for always returning for treatment, and a reason for asking to come in sooner.

There is No Such Thing As A “Shopper” Call
In this groundbreaking workshop, Dr David Moffet explains how to “romance” a price enquiry call into a motivated and accepting New Patient appointment. Dr Moffet’s simple yet effective processes show how to identify the real concerns of a price enquirer, and lead them to not only make an appointment but also be convinced that your Dental Office is the ONLY place in town for them to have their Dentistry done.

Biographical Information

Dr. Moffet and his team grew a small two room dental office into a successfully producing premier practice in a low-income suburb of Sydney, Australia. His practice has grown from a one dentist/assistant team with production at $120K/year into a $3M/year booming business. What was originally produced in a month, is now produced in a day. In Dr. Moffet’s presentations, he shares the protocols and success principles used to predicate and sustain this growth.

Dr. Moffet’s business success stems from his belief that ‘dentistry is a people business’. By understanding customer service concepts and mastering communication skills, your practice can replicate this success. Dr. Moffet’s presentations share the inside scoop on the unique systems his practice utilizes for exponential growth.

Dr. Moffet was an elected member of the Australian Dental Association New South Wales Branch Council and Executive. He is Past-President of The Hills Dental Study Group. He is a member of the Speaking Consulting Network.

Past Presentations
- Secret Service Summit; Cleveland, Ohio
- Team Training Institute Annual Meeting; Dallas, TX
- Madow Brothers TBSE Meeting; Miami, FL
- Sydney Inner West Dental Study Group Dinner Meeting

Future Presentations
- Ultimate Patient Experience Full Day Workshops (multiple)
Presentation Information

Recare System
- To pre-appoint... or not?
- Tips and tricks to keeping your schedule together!
- Block scheduling that ensures timely appointments for new hygiene patients
- Communication mediums to use (phone, email and snail mail)
- Reports to run – and when – to ensure a full hygiene schedule
- Strategies to discourage cancellations and no shows

Treatment planning and case acceptance
- Drastically improve case acceptance by utilizing four technological tools
- Understanding why patients deny treatment and appropriate follow up
- Ensuring that patient financial estimates are accurate
- Reports to run – and when – to ensure a full schedule for the dentist
- Importance of specialist referral follow up
- Getting treatment out of the chart and onto the schedule

Accounts Receivable/Patient Responsible
- Achieving 100% collection percentage... or better!
- Eliminating 90 day past due accounts
- What to do with delinquent accounts... it's not a collection agency
- Effective posting techniques for maximizing accounts receivable
- When to run statements and effective prompts for timely payment
- Reports to run – and when – to ensure a healthy accounts receivable

Insurance System
- New patient phone calls that build relationships while getting the details
- Questions to ask the insurance company prior to patient appointment
- Tips for fee schedule negotiation, faster claim payment and denial prevention
- Developing a schedule for follow up with insurance companies
- Reports to run – and when – to ensure prompt insurance payment
- Adjusting techniques that keep money in the bank... and patients appreciate!

Biographical Information

Dana Moss shares the systems of today’s highly effective and lucrative PPO practices and the technology needed to remain on the cutting edge of current dentistry trends. Her years of experience in leading PPO practices bring firsthand knowledge of what it takes to be successful. Her presentations share proven solutions that can be implemented immediately to become a profitable PPO practice without sacrificing quality of care.

Dana has worked as a front office coordinator, insurance specialist, practice administrator and is a registered dental assistant. Her presentations share the technology that is needed, language skills to promote, and systems to ensure a successful business.

Past Presentations
- American Association of Dental Office Managers; Orlando, FL
- AADOM – Speakers Showcase Winner; Scottsdale, AZ
- Denver Study Club; Denver, CO
- Toledo Dental Society; Toledo, OH
Presentation Information

KNOW GROW SCALE:
Top 3 Elements for Empire Building
As an Entrepreneur, Strategist and Dentrepreneur®, you will get real “ground war” perspective not just “air war” perception to benefit you now! Understand why you may or may not want to pursue this dream, how to change and create your management and mentoring model a sustainable enterprise that shouts “Excellence” without giving up what makes you GREAT!

DENTISTRY RE-DESIGNED: 21st Century Momentum for the Solopreneur and Dentrepreneur®!
Solutions, strategies and specific answers to your “now” role, as well as your “future” option to practice dentistry in the 21st Century ahead. As a Clinician, Leader and/or Dentrepreneur® this two part presentation will inspire you to develop a design thinking mind-set, get creative and use innovation in your role as a Dentrepreneurial force in the future of dentistry.

Biographical Information

Rhonda Mullins is CEO and Managing Partner of Dentrepreneur® Solutions, an Atlanta based consulting firm for Dental Entrepreneurs. As one of the TOP dental advisors in dentistry today, she is an innovative, creative consultant to Solo, Multi, and Independent Large Group dental practices across the United States.

Rhonda has cultivated a “Design Thinking” approach. Her expertise closes the gap between Research Evidence-Based Dentistry and Optimum Patient Care Delivery. She enhances your business processes for success and sustainability within dentistry's shifting landscape.

Rhonda's accomplishments and connectivity to clinical excellence and business operations benefits her audiences and clients like no other. She has proven case studies, that show the first 90-120 days. Her approach to business profitability is care driven and culture centric. That is her distinction in practice development at all levels.

Past Presentations
- The Kois Center; Seattle, WA
- American Academy of Management Consultants; Denver, CO
- AACD; Seattle, WA
- Hinman Dental Society; Atlanta, GA

Future Presentations
- AACD 2017; Las Vegas, NV
- Advance Esthetics; New York City, NY
- ASDA; Austin, TX
- KOIS Atlanta Study Club; Atlanta, GA
Presentation Information

**How to Build a Successful Dental Medicine Practice**
Learn how to successfully implement dental sleep medicine from the industry's leading experts and educators. Discover why so many practices are praising this as a must-have seminar in their dental sleep medicine education.

**Pinpoint the Pain**
Understand the neuroanatomical relationship with in the cranio-cervical area that can complicate the diagnosis of a simple toothache or other orofacial related pain. Pain referral patterns can render misdiagnosis, potentially leading to unnecessary or ineffective treatment.

**Sleep Medicine for the Sleep Dentist**
Make connections in the sleep community by providing a solid understanding of sleep that goes beyond the normal dental sleep medicine course curriculum. This knowledge will help maximize the value of referral relationships from different specialties and provide excellent patient care.

**The Hygienist Role in Dental Sleep Medicine**
Hygienists are in the opportune position to screen general dental patients for sleep breathing disorders, increasing the amount of sleep cases organically. Having the hygienists efficiently trained in their role can grow your dental sleep medicine practice from within while you build referral relationships with the sleep community.

Biographical Information

Dr. **Mayoor Patel** received his dental degree from the University of Tennessee in 1994. After graduation he completed a one-year residency in Advanced Education in General Dentistry (AEGD). In 2011 he completed a Masters in Science from Tufts University in the area of Craniofacial Pain and Dental Sleep Medicine. Dr. Patel has earned a Fellowship in the American Academy of Orofacial Pain, Craniofacial Pain, International College of Craniofacial Orthopedics and the Academy of General Dentistry. He also holds Diplomates with the American Board of Dental Sleep Medicine, Orofacial Pain, Craniofacial Pain and Craniofacial Dental Sleep Medicine.

Dr. Patel serves as a board member with the Georgia Association of Sleep Professionals, the American Board of Craniofacial Dental Sleep Medicine and American Academy of Craniofacial Pain. He also has taken the role as examination chair for the American Board of Craniofacial Dental Sleep Medicine.

Dr. Patel has served as Director of Dental Sleep Medicine for FusionSleep from 2008-2014 and as Adjunct Faculty Member at Tufts University from 2011-2014. He presently is an Adjunct Faculty member with Georgia Regents University and The Atlanta School of Sleep Medicine.

Past Presentations
- AGD San Diego Chapter; San Diego, CA
- Sleep Medicine for the Sleep Dentist; Atlanta, GA
- Dental Sleep Medicine for the NP and PA, Atlanta Sleep School; Atlanta, GA
- Dental Sleep Medicine for Dental Hygienist; Alpharetta, GA

Future Presentations
- How to Build a Successful Dental Medicine Practice, Jupiter, FL
- Pinpoint the Pain, San Diego, CA
- Sleep Medicine for the Sleep Dentist, Atlanta, GA
- The Hygienist Role in Dental Sleep Medicine, Atlanta, GA
Presentation Information

Creating the Perfect Team
Learn communication and leadership skills that will help you improve workplace morale, retain quality team members, and increase patient care and satisfaction along with practice productivity and profitability.

Customer Service Excellence
This thought provoking presentation introduces fail-safe processes designed to ensure a consistent standard of care and a practice culture which generates both loyal patients and dedicated staff.

Marketing from the Inside Out
Producing loyal patients is your best marketing strategy, and it starts with hiring and developing team members. Jane Peck shares powerful tools and tips for internal and external marketing success.

Biographical Information

Drawing from her 25+ years’ experience in healthcare and dental practice management, Jane Peck, RN, MBA, FAADOM is an expert in creating a workplace culture that reduces employee stress and improves moral, creating a sense of ownership by supporting individual strengths and respectful communication in both personal and professional relationships.

In her role as practice administrator, Jane developed vision, set direction, refined and coordinated the practice of Endodontic Specialists from a two-doctor, single location business to a high-tech, seven doctor, three location practice serving a multi-state area, helping to obtain national recognition as a company that puts excellence in customer service. Jane has led the organization to earn the Better Business Bureau Excellence in Customer Service Award five times and recognition as Best Companies to Work For in Colorado.

A trainer with Professional DynaMetric Programs since 2000, Jane has extensive experience motivating and developing teams, reducing conflicts and improving performance. Awarded the title, Fellow of the American Association of Dental Office Managers (FAADOM) in recognition of her commitment to continuing education, Jane was also recognized as an Office Manager of Distinction (2014).
Kristin Pelletier
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www.KristinPelletier.com

Presentation Information

Case Acceptance: Getting to ‘YES’
Patients don’t buy root canals, crowns and fillings. Instead, they buy dentistry that ensures they’re not waking up with a toothache, or a procedure that improves their self-esteem or their overall health. While we as dental professionals believe that most treatment plans presented to our patients are a priority, the patient does not automatically agree. Help your patients see why it’s important that they invest in the dental procedures that improve their confidence and their oral health.

Gain tools, techniques and communication skills that allow you and your team to improve case presentation skills, immediately resulting in increased treatment acceptance. Specific critical steps on the ‘Path to Case Acceptance’ are identified for both the clinical team and the business team. Through collaboration, role-playing, and individual as well as group exercises, you will discover the strategies that will transform your mindset and inspire your patients. Because healthy patients equal a healthy practice.

Biographical Information

Kristin Pelletier understands the barriers to case acceptance and is passionate about helping dental professionals transform their mindset so they can improve this critical practice goal. Her career in dentistry encompasses a broad range of experience in all aspects of managing a successful dental practice, from assisting, to office management, to software training as a certified Dentrix trainer.

Today, as a dental management consultant, Kristin’s comprehensive services are bringing success and transformational change to a long list of clients through her one-on-one consulting programs as well as group workshops.

Kristin is certified with human resources specialists Bent Ericksen & Associates as an Employment Law Compliance Advisor, and is a member of the Speaking Consulting Network and Academy of Dental Management Consultants.

Past Presentations
- Oklahoma Dental Association; Tulsa, OK
- Oklahoma County Dental Society; Oklahoma City, OK
- Dentsply, On Demand Webinars and Video Training Series (multiple)
- Konikoff Dental Education Event to benefit Pierce Phillips Charity; Tulsa, OK

Future Presentations
- American Academy of Dental Office Managers Chapter; Hartford, CT
- Burkhart Dental Annual Meeting; Tulsa, OK
- Academy of Dental Management Consultants; Washington, DC
- KP Consulting Private Client Event; Tulsa, OK
Presentation Information

**Presentation Topics**
- • Conflict Resolution
- • Human Resources
- • Practice Team Development
- • Team Building

**Presentation Information**

**Profits, Productivity & Peace: Discover the rewards of eliminating disrespectful workplace behavior**

When employees respect each other and get along, productivity and morale increase and employees are more courteous to customers. Learn proactive and preventative measures that employers can take to create a positive workplace culture and eliminate workplace disrespect.

**Control Freaks, Queen Bees and Workplace Terrorists: Preventing, Managing and Eliminating your Workplace Bully**

Workplace bullying causes costly and wide-ranging impacts to your organization – if there is a bully in your workplace, your staff, teams and culture are dysfunctional. Learn proactive and preventative measures to prevent, manage and eliminate workplace bullies.

**Inclusion in your Workplace: Create an environment of Respect, Involvement and Connection**

The value of an inclusive workplace is undeniable – when employees feel supported, respected and included, their levels of engagement, creativity and loyalty go up. Learn how to harness the benefits of diversity and inclusion to improve your workplace culture and employee morale.

**Biographical Information**

**Paul Pelletier** is a corporate attorney, international public speaker, and business executive with over 25 years experience in senior roles in government and industry. He is a regular presenter and workshop provider at global conferences and other events. He is also a published author, blogger and webinar presenter.

An expert in workplace respect, diversity, bullying, leadership and ethics, Paul uses his extensive background in corporate law, team management and project/program management to help organizations establish respectful workplace and diversity policies, training, programs, and processes for safely, fairly, and effectively addressing disrespectful behavior, conflicts, and inclusion challenges.

His new book, *Workplace Bullying – It's Just Bad for Business*, is designed to help organizations and their staff prevent, manage and eliminate workplace bullying.

**Past Presentations**
- • Dubai International Project Management Forum; Dubai, UAE
- • PMI Global Congress Europe; Middle East and Africa; London, UK
- • PMI Global Congress North America; Orlando, FL
- • Leadership Institute Meeting; Phoenix, AZ

**Future Presentations**
- • BAWorld Conference; Toronto, ON, Canada
- • PMI Global Congress North America; San Diego, CA
- • Human Resource Management Association; Vancouver, BC, Canada
- • PMI Global Congress Europe, Middle East and Africa; Barcelona, Spain
Presentation Information

How to GET Them IN the Door and Guide Them to YES!
This interactive, fast-paced program is tailored for dentists and their teams wanting to attract more new patients and increase case acceptance without wasteful marketing expenditures. Learn how grass roots marketing and a dental savings plan can help you tap into an unlimited supply of fee-for-service new patients and increase practice revenue exponentially. Explore the principles of influence and persuasion and learn how to tailor your presentation style to meet the needs of each patient. Learn how to utilize external, internal and grass roots marketing to survive the corporate tsunami that is engulfing the dental landscape today.

Ethical Principles of Persuasion for Dentistry
The success of any business is measured by the team's ability to accomplish goals. Those goals are met by ethically persuading and inspiring others to share a vision and pursue a common purpose. We live in a world where those who are the most persuasive are the most prosperous. How successful we are in our professional and personal life depends on our ability to influence others. This interactive, fast-paced course tailored for dentists and their teams addresses their distinct issues and challenges with patients, potential patients, staff, and even the competition. This unique course combines the science of influence with its profitable and ethical applications.

Biographical Information

Christopher Phelps, DMD, CMCT works with professionals across the country in identifying their marketing hurdles and showing them how to succeed and grow in an otherwise tough, competitive economy. An entrepreneur and author, Chris is also a general dentist practicing in Charlotte NC. In his first seven years of practice Chris grew his practice revenue by a factor of 10X: growing from one practice location to four.

Chris writes frequently for industry publications such as Dental Economics, Dental Practice Management, Dental Products Report, Dentistry IQ ad Remin Media. He is the author of Grow Your Practice with Wine & Cheese and also published a CE article in Contemporary Esthetics Magazine.

In addition to being a Kolbe Certified Trainer, a key opinion leader to several large dental companies, and understanding how to get new patients in the door, Dr. Phelps is also an expert in the Science of Influence and Ethical Persuasion. He has studied under the authority in this field, Dr. Robert Cialdini, and is the only dentist in the world to be named a Cialdini Method Certified Trainer (CMCT). Chris uses Cialdini's Principles to ethically steer patients to more referrals, decreased no shows and higher case acceptance.

Past Presentations
- American Academy of Dental Practice
- Metamorphosis Dental Study Club; London, England
- Sydney Dental Study Club; Sydney, Australia
- Syracuse Dental Study Club
Presentation Information

Case Presentation for “YES”-“One Inch at a time”
The art and science of case acceptance is not easy, however it can be SIMPLE using tried and true tactics the entire team can learn.

The Ultimate Synergistic Team—“1+1=3”
An empowered and highly motivated “Team” is the key to a successful practice. The average dental team only accesses 10% – 15% of its potential.

21 Irrefutable Laws of Dental Practice—“Proven Success”
The dental journey includes fundamental foundational laws that guarantee success regardless of the dental practice type or setting.

Possibility Hygiene—“Power from Within”
Dental hygiene is the lifeblood of a dental practice; it contributes to 80% of the doctor’s schedule in the future 4-6 weeks.

Top 5 Ways to Grow Your Practice
Who doesn’t want a practice where our patients understand and comply with their recommended recare schedule, remain loyal to the practice and refer their friends and family?

Biographical Information

Lisa Philp, RDH is the CEO of Transitions Group North America, a full service coaching company for dentistry. Her career began with clinical hygiene in United States and Canada to the creation of a periodontal disease management program in which she coached thousands of dental professionals. She is currently a leader, author, and coach and highly sought after North American speaker.

Lisa is committed to being an eternal student in the areas of personal growth, leadership, change management, human capital potential, adult learning, advanced training techniques and communication skills. Her mission is to make dentistry simple and fun allowing dental professionals to achieve personal and professional fulfillment in the workplace.

Past Presentations
- Seattle Study Club Coordinator’s Conference; Seattle, WA
- University of Detroit, Mercy School of Dentistry
- Winnipeg Dental Society; Winnipeg, MB
- Rocky Mountain Dental Convention; Denver, CO

Future Presentations
- Yankee Dental Congress; Boston, MA
- Southwest Ohio Seattle Study Club; Fairfield, OH
- American Academy of Cosmetic Dentistry; Toronto, ON
- Ontario Dental Association Annual Meeting; Toronto, ON
Daniel G. Pompa, DDS

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Presentation Information

An Oral and Maxillofacial Surgeon, Dr. Daniel Pompa shares new and proven clinical approaches while expanding problem solving and analytical skills. He delivers high energy, interactive, multimedia presentations. Dr. Pompa consistently receives exceptional reviews and repeat engagements. Content is based on 30 years of experience as an Oral and Maxillofacial Surgeon supported by a thorough review of the most recent evidence-based dental and medical literature. From handling a medical emergency to deciding on an alternative treatment plan when cases take an unexpected turn, attendees will benefit from Dan's courses.

MEDICAL TOPICS:
- Actions and Algorithms for Medical Emergencies: How to Save a Life (Including Your Own)
- The “Top 10 List” for Essential Drugs in the Emergency Drug Kit
- The Role of the Dental Professional in the Treatment of the Diabetic Patient

SURGICAL DENTAL TOPICS
- To Pull or Not to Pull: Periapical Surgery vs. Implant Replacement
- The Single Tooth Implant: The Ultimate Esthetic Challenge
- Updates on Implantology and Prosthetics: From the Surgeon and General Dentist's Perspective

Biographical Information

Dr. Daniel Pompa is a Fellow in both the The American Association of Oral and Maxillofacial Surgeons and in the International Congress of Oral Implantologists. Dr. Pompa has been a guest speaker at Columbia University College of Physicians and Surgeons and New York University College of Dentistry. He is now a guest speaker at NYU College of Dentistry and the University of Florida College of Dentistry.

Dr. Pompa is a Seminar Series Speaker and Consultant for the ADA and recently a Colgate Speaker.

Dr. Pompa is also an author, having published in JADA. He has recently been published in the Winter 2014 NYSAGD Winter Journal: "Update of Basic Physical Diagnosis". In addition, he has published in Dentistry Today where he has been listed as a "Leader in Continuing Dental Education".

Also an inventor, a U.S. Patent has been issued for Dr. Pompa’s innovative work in the field of Dental Implantology (U.S. Patent # 5,320,529).

Past Presentations
- Academy of General Dentistry (multiple)
- Greater New York Dental Meeting (multiple)
- Texas Dental Association (multiple)
- Seattle Study Club (multiple)
Presentation Information

Exit Strategies — The Race Is Over And The Rats Didn’t Win!

Co-Ownership — Getting In, Staying In and Getting Out: The Good, The Bad And The Tax!

Entering Practice — Make the First Choice the Right Choice!

Hiring and Retaining Quality Employees

Practice Operations and Personal Planning

Each three hour program educates the dentist or dental specialist on all business, legal and tax aspects of practice exit and entry choices, co-ownership, associateships, valuations, hiring and retaining quality employees, retirement plan funding and personal planning.

Biographical Information


Bill is a past Chair and currently Vice Chair, Professional Practices, of the Closely Held Businesses Committee, American Bar Association, Section of Taxation, and also serves on the Editorial Board of The Practical Tax Lawyer. Finally, Bill has been appointed as a Fellow, American College of Tax Counsel.

Past Presentations

• Chicago Dental Society Midwinter Meeting; Chicago, IL
• American Association of Orthodontists; Philadelphia, PA
• American Association of Endodontists Annual Session; Seattle, WA
• Virginia Dental Association Annual Meeting; Norfolk, VA

Future Presentations

• American Bar Association, Section of Taxation Meeting; Washington, DC
• Medina County Dental Society; Medina, OH
• Case Western University, School of Dental Medicine; Cleveland, OH
• American Dental Association; Denver, CO
Sherry Priebe, RDH, BDSc, MSc

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Presentation Information

Oral Cancer and Superheroes: Understanding the Effects of Cultural Oral Habits

The incidence of oral cancer is rising. The course describes how the oral health professional’s awareness of cultural oral habits is integral to human wellness and global health. It illustrates how geographically remote populations with their unique habits can eventually have a profound effect on local dental practices as populations immigrate worldwide. The audience will be powerfully engaged through a PowerPoint of cultural oral habit research from Vietnam. Audience interaction is invited as to the crisis on oral health in the dental practice and to motivate preventive solutions.

Biographical Information

Sherry Priebe has been impacting the lives of people around the world with her life focus to “assist people to attain optimum oral health through research, education and clinical practice”. Sherry is a UBC graduate with a Masters in Science doing research in Vietnam. Sherry was awarded the ‘World Dental Hygienist Award in Research’ at the International Symposium on Dental Hygiene in 2010. She has volunteered and presented her research on cultural oral habits and oral cancer in Africa, Asia and Canada. She has published articles nationally and internationally. Sherry is an independent contractor dental hygienist in Kelowna, BC.

Past Presentations

- Pacific Dental Conference; Vancouver, BC
- International Federation of Dental Hygienists Conference; Cape Town, South Africa
- Canadian Dental Hygienists Association, “Explore”; Victoria, BC
- National Hospital of Odonto-Stomatology; and University of Odonto-Stomatology, Faculty of Medicine and Pharmacy; Ho Chi Minh City, Vietnam
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Presentation Information

CONFLICT: BE GONE!
Creating a Team of Self-Motivated Leaders
Re-ignite the passion and commitment of your team. Learn how to lead your team out of conflict. Find out why timing is everything. Create a culture of cooperation and collaboration by “untangling” the disputes and setting preventative guidelines in place. Learn techniques and strategies for more effective patient and team communications, inspiring others to action, and eliminating negative attitudes for good!

LET THE NUMBERS BE YOUR GUIDE
Learn how to bring clarity to your business financials and turn your worry into joy. Attendees will learn the process of annual planning and how to forecast expenses for the upcoming year. Simplify your practice overhead figures and understand healthy ranges for each category. Make major practice decisions with confidence, knowing that your overhead is covered.

Biographical Information

Shelley Renee believes we can each be the designer of our own experience. Her presentations clarify the strategies and systems that maximize the team approach, where each team member thinks and communicates as a leader. Organizing teams, implementing systems, and achieving goals are part of the overall solutions she provides for creating peaceful, productive and profitable teams.

Shelley Renee has over 30 years’ experience in managing dental practices. The knowledge and skills gained through hands-on experience have shaped her current success as a practice management speaker and consultant.

Shelley is a member of the Academy of Dental Management Consultants, Speaking Consulting Network, Dental Speakers Bureau, Directory of Dental Speakers, Dental Consultant Connection, and American Association of Dental Office Managers. She is a program advisor for Care Credit and is certified by Bent Ericksen as an HR employment compliance consultant. She is also a graduate of The Consulting U, a highly respected masters training program for dental practice management consultants.

Past Presentations
• 3rd District Dental Society; Albany, NY
• Dental Specialist Study Club; Ottawa, CA
• Syracuse AADOM Central New York
Presentation Information

Endodontic Pain: Prevention, Causes, Diagnosis and Treatment
Treating patients with similar teeth, comparable medical / dental histories, and using the same clinical approach, may not result in a common outcome. While one patient may experience absolutely no pain the other may have severe pain and swelling. Often the clinician assumes that the problem is due to a procedural error. However, that may not be the complete answer. Pain is affected by a number of well-defined demographic, socio-cultural, psychological and biological variables.

The educational goal of this evidence-based translational presentation is to broaden the participant’s understanding of biological and clinical factors associated with pain from pulp/periapical pathosis and endodontic treatment. This knowledge will enable the clinician to utilize a biologically based pain preventive strategy as well as select appropriate treatment for the patient in pain.

Biographical Information

Dr. Paul A. Rosenberg provides dentists with the tools to successfully prevent or manage pain in the endodontic patient. He is the recipient of the Distinguished Teaching Award at New York University, which is its highest honor for teaching. He served as Professor and Chair of the Department of Endodontics and Post-Graduate Director at NYU College of Dentistry for over 25 years.

Dr. Rosenberg has published extensively in journals and textbooks. His new book, *Endodontic Pain: Diagnosis, Causes, Prevention and Treatment*, was recently published by Springer.

Past Presentations
- American Dental Association
- Harvard School of Dental Medicine
- University of Texas Health Science Center at San Antonio
- Abu Dhabi Dental Society

Future Presentations
- Italian Dental Study Club; Rome, Italy
- Langham Endodontic Study Club; London, England
A Healthy Mouth Approach to Total Body Wellness
Extensive oral/systemic research has revealed the devastating effects of periodontal disease. Without proper diagnosis and treatment, this complex disease can lead to life-threatening conditions including heart attack, stroke, high blood pressure, diabetes, Alzheimer's disease, pregnancy complications, cancers and more.

In this interactive workshop, Dr. Lisa Marie Samaha shares the evidence-based, multi-faceted and leading-edge non-surgical protocol for diagnosing and treating periodontal disease that has been developed within her clinical practice and through her Perio Arts Institute. The ultimate outcome for patients is Total Body Wellness through complete health dentistry. The ultimate outcome for the practice is a healthier, more vibrant and profitable culture.

Take the learning deeper with one or more Add-on Topics:
- Blood Testing
- Periodontal Nutrition – Healing from the Inside Out
- DNA Testing to Determine Periodontal and Systemic Vulnerability
- Phase Contrast Microscopy
- State-of-the-Art Laser Therapy
- Ozone Therapy

Past Presentations
- Academy of General Dentistry, Peninsula Meeting
- American Academy for Oral Systemic Health
- Centers for Dental Medicine Seminar
- Dental Concierge Oral Systemic Symposium

Future Presentations
- Academy of General Dentistry, Peninsula Meeting
- Centers for Dental Medicine Seminar
- Commonwealth of Virginia, Health and Medical Science Conference
- Dental Influencers Empowerment Series — Dentistry's Luminaries
Presentation Information

From “To Do” … to Done: Implementing Change in the Dental Practice

Many teams struggle when juggling tasks, protocol changes AND focusing on providing the best treatment possible for patients. All are critical to the success of the practice. Geared toward anyone in the dental practice who wants to make a positive impact, this course will explore the four key elements to implementing change and getting stuff done in a dental practice.

Learn how to ensure that behind the scene tasks are being completed so team members can focus on patients and strengthen the practice. Gain the keys needed to successfully incorporate new skills and education into the practice to save time and money, as well as reap the rewards of implementing the changes.

Roll up your sleeves and join Implementation Coach, Jennifer Schultz, for this fast-moving, heavy-hitting workshop. Learn what it takes to incorporate a project management system and change the speed of implementation, increase communication, easily manage projects and team accountability, and transform your practice into a more productive and enjoyable work environment.

Biographical Information

Implementation Coach, Jennifer Schultz, searched for the answer to this question and discovered four key elements that separate those that “do” from those that “don’t”: Vision, Plan, Communication and Accountability. Jennifer’s speaking and consulting programs provide the strategies and tools to help dental teams incorporate these key elements, become more productive and facilitate change so they can achieve more.

After 20 years working in the dental industry as a practice management consultant, software trainer and a clinical hygienist (15 of those years), Jennifer started Virtual Dental Office. VDO provides virtual assistance to dentists nationwide to help front office teams run more efficiently and give them the time to focus on an exceptional patient experience.

Jennifer has been published in AADOM Observer, AGD Impact and Dentistry IQ. She is BOP Certified through Bent Ericksen & Associates. Jennifer has studied adult education/training concepts and is a graduate of the Lioness Learning trainers and speakers workshops.
Presentation Information

“I Only Want What’s Covered”: How to Win at the Insurance Game
This interactive workshop focuses on the skills necessary for achieving diagnostic excellence, sequencing treatment, billing for legitimate reimbursement, eliminating claim rejections, increasing cash flow and protecting the practice through proper documentation.

Records Roulette: Don’t Gamble with Your Practice
To protect the practice and provider from audit, lawsuit and risk of incarceration, patient records must be documented thoroughly to meet the standard of care. Gain the understanding and skills required to protect the clinical and financial integrity of the practice.

HIPAA: Highlights, Hoopla and Hooey
Putting together a comprehensive HIPAA protocol and policy program can be a daunting task. Gain a deeper understanding of the steps required to achieve compliance and protect both patients and the practice.

Past Presentations
- Career Express Dental Assisting School Courses (multiple); Modesto, CA
- California Safety Radiation Courses; Modesto, CA
- CEA Dental; San Diego, CA

Biographical Information

Theresa Sheppard’s presentations provide the tools and systems necessary to become skilled in insurance billing practices, risk management and patient/practice protection.

Her passion for dentistry and love of teaching merged when she became the Owner and Director of Career Express Dental Assisting School, as well as being an instructor for the California Radiation Safety Course. Theresa is a Registered Dental Assistant with experience in all clinical and management aspects of the dental office. This, coupled with her extensive hands-on, front lines experience of over 30 years, uniquely qualifies her to train dental teams.

Theresa utilizes experiential learning techniques and a workshop environment to ensure participants are empowered and able to implement the learning when returning to the office.
Presentation Information

New dentists need to be not only skilled and competent clinicians but capable and efficient business owners. It is important for them to be familiarized as early as possible with the tools needed to run a dental practice.

This course offers an entertaining and informative look at the ever changing world of private practice dentistry. Learn what to consider when buying or starting a new practice, what to look for in an associateship, practice ownership and management principles, office design and build out concepts, marketing tips, technology to consider, choosing a dental laboratory, referring to specialists, financial planning concerns, and risk management.

This course also highlights some of the unexpected things, both clinical and administrative, that a new dentist may encounter along the way. Attendees will appreciate the pearls of wisdom shared and common mistakes avoided when they apply Dr. Simon's lessons and position themselves for a successful career in dentistry!!

Biographical Information

New dentists are graduating with little or no idea of how to get a good job or how to run a dental practice. They are mired in debt, fear, and uncertainty. Over the course of Dr. Bill Simon's 30 year career, he grew to become the sole owner of 2 highly successful multi-doctor practices. His experience includes 6 build outs, 9 locations, 4 space-sharing arrangements, 1 practice acquisition and over 25 associates. He experienced a lost lease, an embezzlement scheme and a major fire, after which, his office was a traveling road show working out of 3 offices then settling into an abandoned dental office while they rebuilt. The fourth month after the fire they had the best production month in the history of the practice.

Dr. Simon's presentations inspire new dentists with the knowledge and hope they need to allay their fears and facilitate their success.

Past Presentations
- American Association of Dental Office Managers; Scottsdale, AZ
- Carestream Users Meetings (multiple)
- Star of the South Dental Meeting; Houston, TX
- Academy of Dental Management Consultants; San Antonio, TX

Future Presentations
- Carestream Dental Summit Meeting; Atlanta, GA
- Thomas Hinman Dental Meeting; Atlanta, GA
- American Academy of Dental Practice Administration (AADPA); Beverly Hills, CA
Presentation Information

Upside Down Leadership: Building a Team of “Owners” that Take Everyone to the Top
Stress, frustration and contention are chronic in dentistry today. Change these dynamics by creating a framework for participation and growth, establishing clear expectations and showing genuine appreciation. Enlist, engage, and empower team members to create a culture of high performance and loyalty.

100% YES! The Total Team System for Maximizing Case Acceptance
Learn a total team, skills-based approach to case acceptance where every encounter is an opportunity to lead patients with warmth and rapport to ultimately convert their needs into wants. Learn a straight forward patient care and co-diagnosis formula which leads patients to “own” their treatment and understand the urgency – preventing much greater costs and discomfort later.

Associate and Partnership Transitions: Dentistry’s Unseen Graveyard
Learn a process oriented (vs. project oriented) transition model, focusing on creating partnerships instead of just a contract. This facilitative approach utilizes a transition quarterback managing the process while maintaining a long-term relationship with the providers.

Biographical Information
Would you like to gain the skills and understanding to transform employees into a team, and a team into colleagues? Utilizing a system of Transfacilitative Leadership™ and coaching that taps into the answers within each of us, Bob provides the framework by which those answers can be looked at, prioritized and acted upon. Bob has 25+ years’ experience in transformational leadership, business finance, business strategy and management. His business and healthcare consulting firm specializes in team and leadership development, strategic planning, business transitions and communication/conflict resolution coaching.

Bob has been published in Dental Economics, The Progressive Dentist, The Progressive Orthodontist, Dental Products Report, AADGP Contact and the AADOM Observer. He has been both a hospital and surgical center CEO, and is a former adjunct member of the Health Care Administration faculty at BYU-Idaho.

With just the right mix of humor and heart combined with great story telling, simple truths and exceptional expertise, he is able to impact his attendees, ramp up a meeting and create a buzz afterward.

Past Presentations
- American Association of Dental Office Managers; Scottsdale, AZ
- Carestream Users Meetings (multiple)
- Star of the South Dental Meeting; Houston, TX
- Academy of Dental Management Consultants; San Antonio, TX

Future Presentations
- Carestream Dental Summit Meeting; Atlanta, GA
- Thomas Hinman Dental Meeting; Atlanta, GA
- American Academy of Dental Practice Administration (AADPA); Beverly Hills, CA
Lisa Marie Spradley, FAADOM

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Presentation Information

STRATEGIES, SKILL SETS, AND SMILES
– The Front Desk Lady’s Tools
Consistently converting calls to appointments is as easy as making an outstanding first impression. Daily traffic through the front office may seem like a distraction from responsibilities like confirming appointments and processing incoming mail. However, these tasks are a by-product of excellent patient care. Learn techniques for executing daily tasks and the communication skills necessary to create an exceptional patient experience and grow the practice building lasting relationships that focus on the patient.

STEPPING OUT FROM BEHIND THE FRONT DESK
Successful practice administrators never stop learning and are constantly seeking new ways to help the dental practice grow. Learning new skills is a must to help our team and ourselves stay informed. Discover how you can step out from behind the desk to learn more, stay in touch with what’s happening around you, and be more active in your practice’s growth.

Biographical Information

Lisa Marie Spradley, FAADOM, the Front Desk Lady, has worked in the dental front office for nearly 20 years and understands the struggle to put the patient’s needs first while still taking care of the business of the front office. As a consultant and speaker, she trains the dental team to focus on the patient which leads to more production and increases in-office referrals. Lisa is a published author having written articles for industry publications such as Dentistry IQ, The Dental Geek, AADOM Observer, and AGD Impact. She is an active, lifetime member, Fellow and Ambassador of the American Association of Dental Office Managers (AADOM), and in 2014 she was voted the AADOM Office Manager of the Year. Lisa’s experience as an office manager led her to develop The Tools of the Front Desk Lady – in-office consulting programs that offer proven, patient first techniques and a common sense approach to help teams systemize administrative tasks, strengthen leadership and communications skills, and focus more on the patient.

Past Presentations
• MidWinter Dental Conference, Billings, MT
• New England Dental Office Managers Study Groups, Boston, MA and Portland, ME
• SMILES Study Group, Jacksonville, FL

Future Presentations
• Dental Study Group, Buffalo, NY
• New England Dental Office Managers Study Groups, TBA
• Connecticut State Dental Association Dental Meeting
Presentation Information

**LEVEL 1: Advanced Dental Billing & Coding**
*Cutting-Edge Dental Billing and Coding: Maximizing Patient Care and Profitability*

Many practices find it a challenge to remain compliant with insurance rules and regulations. In this interactive, informational course Christine Taxin shares the ins, outs, and secrets of dental insurance.

**LEVEL 2: Medical/Dental Coding**
*Billing Medical in your Dental Practice: Maximize Practice Revenue with New Services and Procedures*

Understanding of medical insurance is the key to getting paid! Take charge of your practice's billing through this informative hands-on workshop! Optional areas of focus: Sleep Apnea, CT Scans, Oral Surgery, TMD.

**Evolve Your Dental Practice into a Wellness Center**
*Add the Health/Medical Dimension to Your Practice*

Dental practices can add new diagnostic tools and treatments to support the general health of patients and increase profits. Learn recommended documentation techniques to support diagnostic and treatment decisions, as well as to prevent problems with medical and dental benefit plans.

**Maximize Practice Revenue with Accounts Receivable Tools and Tricks**

In this course, gain knowledge of accounting practices, truth in lending rules and tracking systems. Participants learn how to overcome misgivings about raising fees and how to determine where they should be set, as well as “secrets” of insurance and how to navigate dental benefits so that the practice produces and collects all it can.

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Biographical Information

Coding and fee positioning errors are predictable in today's dental practice. Learn the top errors - and how not to make them! Increase practice cash flow immediately by learning how to do it right!

Christine Taxin's workshop and lecture attendees benefit from her expertise in advanced dental billing, dental to medical cross-coding, administrative and wellness systems. Her company, Links2Success, is approved as a PACE continuing education provider through the Academy of General Dentistry.

Prior to starting her own management consulting company, Christine worked for a large New York City hospital as administrator of a critical department, managed an extensive practice and worked with Coaching Solutions and Dynamic Administrators consulting companies. She has trained in management at LVI. She has been awarded “Leader in Consulting“ for the past four years in Dentistry Today.

Christine serves as an adjunct professor at the New York University (NYU) Dental School and Resident Programs for New York City Programs.

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Past Presentations
- New York County Dental Society
- Patterson Dental Program
- Henry Schein Fall Festival

Future Presentations
- Greater New York Dental Meeting; New York, NY
Presentation Information

Confidence: The Secret Sauce to Improving Performance
At work, home, or in our community, we have a deep sense that things could and should be better. Confidence is our secret sauce, and it's often the difference between success and failure.

After years of research and discovery, Dr. Barry Thompson—the leading expert in the field of confidence-driven performance—takes audiences into the little known yet vital world of CONFIDENCE. Discover what it is and isn't, how to get it and how to lose it, but more importantly how YOU can improve your performance and gain that margin that gives you an edge.

These dynamic and interactive courses provide individuals and teams with the essential tools and strategies to perform better, communicate effectively, resolve issues, integrate fully, and become a powerful influence. Learn how to manage or work within a diverse population by understanding others’ motivation and cultural differences. Participate in the interactive case study review where confidence principles are reinforced. Leave empowered to take your performance to a new level.

Biographical Information

A sought-after expert on the subject of employee and leadership performance optimization, Dr. Barry Thompson advises leaders of growing organizations how to effectively improve their own performance and that of their employees. For over 10 years, Dr. Thompson has been advising, training and coaching leaders in both the for-profit and non-profit markets. He has extensive international experience after spending over 25 years in the EMEA (Europe, Middle East and Africa) market.

From Alaska to Africa, Dr. Thompson has addressed thousands of ordinary people seeking to be more confident. With advanced degrees from Liberty, Oxford and Colorado, his humorous and folksy style make him a perfect fit for all audiences, for whom he lectures on leadership, ethics, communication, and multi-generations in the workplace. As the author of Confidence-Driven Living, a powerful storyteller and motivational speaker, Dr. Thompson has received numerous awards for his teaching and speaking.

Past Presentations
- Rocky Mountain Dental Hygienist Study Club
- IBM Global Support Services
- Northern Colorado Orthodontic Services
- Spine Correction Center of the Rockies (multiple)
Presentation Information

Embezzlement: Can’t Happen to Me! ...Or Can It? Proven Business Systems for Increased Protection and Profit in Your Practice

How lucky do you feel? Six out of ten practices are victims. Two of those will be hit more than once. It’s not possible to stop embezzlement, fraud, waste and abuse entirely. However, practice owners can (and should) learn techniques for risk reduction, how to recognize the early warning signs, action steps to take, and how to act on concerns.

Drawing from 20+ years’ experience, Bryant Truitt, CFE shares insights into the critical situations that can affect the business side of the practice(s) that should be reviewed to determine the next action steps before experiencing a loss. Attendees will receive a Vulnerability Index for assessing risk factors and will review techniques that can be implemented in the practice to lower risk.

Biographical Information

Certified Fraud Examiner Bryant Truitt is founder/CEO of Brytan & Associates, a professional team of IT, HR, coding, legal, and investigative experts who work with nonprofits and owners of private pay, Medicaid, and Medicare dental and medical practices in the USA and Canada.

A well-known healthcare practice management speaker, Bryant has presented programs and webinars to thousands of dental and healthcare professionals focusing primarily on major practice issues: reducing vulnerability, identifying profitability problems caused by internal and external actions and missteps, and how to provide accurate due diligence necessary to sell a practice.

A member of the Speaking Consulting Network and the Directory of Dental Speakers, Bryant has taught and worked with thousands of practitioners and practices over 20+ years and can help your attendees protect their reputation, efficiency, and profits.

Past Presentations
- American Academy of Periodontology Annual Meetings (multiple)
- American College of Dental Group Administrators
- Texas Dental Association
- Star of the North Annual Meeting

Future Presentations
- Texas Society of CPAs, Austin Chapter
Thomas Viola, R.Ph., C.C.P.

Thomas Viola
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Burlington, NJ 08016
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Presentation Information

The Phantom of the Operatory: An Overview of Basic Dental Pharmacology and Therapeutics

The Chamber of Herbal Secrets: Patient Herbal Self-Medication and Dental Care Considerations

I Wanna New Drug: Newly Approved Prescription Medications and Dental Care Considerations

Hurts So Good!: Management of Dental Pain and Patient Care Considerations

The Sweet Tooth Ironies: Treatment of Diabetes Mellitus and Dental Care Considerations

Street Smarts for Patient Charts: Illicit and Licit Substance Abuse and Dental Care Considerations

Making Local Anesthesia Stick: Review of Pharmacology and Therapeutics of Local Anesthetic Agents

Dead Bones Walking: Osteoporosis, Its Treatment, and the Link to Osteonecrosis

Biographical Information

In addition to his practice of the profession of pharmacy, Thomas Viola also serves the professions of dentistry, dental hygiene and dental assisting as an educator, author and speaker. Tom is a faculty member at eight colleges and universities throughout Pennsylvania and New Jersey, where he also serves as a consultant to the State Board of Dentistry. Tom is a regular contributor to dental journals, with columns in AGD Impact and RDH Magazine, and serves as Subject Matter Expert for Mosby’s Dental Drug Reference. Tom has presented hundreds of continuing education courses to practicing dental professionals, both nationally and internationally.

Past Presentations

- Midwest Dental Conference; Kansas City, MO
- International Dental Professionals of Switzerland; Zurich, Switzerland
- Liberty Dental Conference; Philadelphia, PA

Future Presentations

- Dental Hygienists’ Association of the State of New York; Verona, NY
- Tufts University School of Dental Medicine; Boston, MA
- Big Apple Dental Meeting; Mahwah, NJ
Presentation Information

Ceramic Restorations From Start To Finish: Making Predictable Happen
The world of dental ceramics can be difficult to navigate. Drawing from his on-going research in the physical properties of dental ceramics, Dr. Volker takes the attendee from treatment planning and sequencing to cementation and maintenance in this comprehensive course.

Minimal Intervention, Maximal Outcomes:
Improving Esthetics and Function Combining old school concepts with new school technology, Dr. Volker presents a unifying approach which includes proportional analyses, orthodontic techniques, and direct/indirect restorations. Additionally, the importance of uncommon – yet proven – restorative techniques will be covered.

POWERLooking: Strengthening The Dental Eye:
A Guide to Assessing Esthetic Smiles Dr. Volker shares the principles of smile design, proportion analysis and color elements. The fundamental mathematical concepts associated with beauty are presented. Effective communication skills for explaining the desired result with the laboratory are discussed. Attendees will learn what to look for as they develop and exercise their ‘dental eye’.

Biographical Information

Dr. Volker is the Chairman of the New Dentist Committee and a member of the Continuing Education Committee for the New York State Academy of General Dentistry. Dr. Volker is a Diplomate of the World Congress of Minimally Invasive Dentistry, and is a Fellow of the Academy of General Dentistry and the American College of Dentists. He is a clinical attending at the Coler – Goldwater Specialty Hospital and Nursing Facility on Roosevelt Island, NY. Dr. Volker has published articles and lectures on such topics as cosmetic dentistry, minimally invasive dentistry, dental materials and dental implants.

Dr. Volker is a Key Opinion Leader for several dental manufacturers, and has been involved in the testing and development of dental products and materials. He has also served as a consultant to dental laboratories. Additionally, Dr. Volker is involved in dental materials research, particularly in the field of ceramics and dental implants.

Past Presentations
- World Congress of Minimally Invasive Dentistry; Las Vegas, NV
- Fialkoff Dental Study Club; Bayside, NY
- Spokane District Dental Society; Spokane, WA

Future Presentations
- ADA New Dentist Conference; Kansas City, MO
- All Dent Learning Center; Glen Cove, NY
Presentation Information

The Practice Rx: Tired, burned out, frustrated and feeling like the business side of your practice is killing the passion you once had? Out of all the courses you were required to take to earn your degree, did you ever wonder why a course on how to actually run a business, manage a team, balance your personal life and keep your own peace of mind was not one of them?

Taken from the pages of his #1 International Best Selling book, The Practice Rx, with his highly entertaining and energetic speech, Dino Watt has created that course. Audiences discover the roadmap to quickly becoming a better leader, getting more productivity from your team, creating a referral minded clientele and most importantly creating more peace, freedom and profit in your life by understanding the power of relationships. With his honest stories, inspiring examples and action-step based information, your audience will laugh, cry, and will think it’s better than Cats!

Biographical Information

#1 International Best Selling Author, Dino Watt, The Relationship Expert, is a captivating, entertaining and award winning professional speaker who inspires and delivers high levels of training to your audience! However, if you are looking for just someone to “motivate” your audience, that is not what he does. Using personal stories, actionable ideas and accelerated learning techniques, Dino takes his message from motivation to actual transformation. Dino’s ability to authentically connect with the room and engage the audience to take action in their lives makes him one of the most memorable people to speak on any platform. Your guests will be ecstatic that you invited Dino Watt to train at your event!

Past Presentations
- Schulman Study Group; Austin, TX
- Pitts Progressive; Austin, TX
- Living Wealthy Event; Salt Lake, UT
- SJ Networking All-Stars; South Jordan, UT

Future Presentations
- Sheffield Orthodontics; Brentwood, CA
- Martin Orthodontics; Forest Lakes, CA
- The Cure; Pocatello, ID
Presentation Information

FINANCIAL DECISIONS THE DENTIST MUST GET RIGHT: Real World Answers to Dentistry's Tough Financial Questions

In this content-rich, interactive course, learn proven formulas behind building wealth, tax strategies to improve cash flow, plus the short- and long-term benefits of various investment environments. Determine how your practice compares to similar practices, and evaluate how you're tracking on the path to financial freedom.

SUCCESSFUL DENTAL PARTNERSHIPS: From Associate to Equity Partner

Developing a seamless partnership structure, however, requires great planning on the established doctors' part as they lead the way, making a vast majority of the critical decisions and changes necessary to be successful. Discover how fair and equitable partnerships are formed in order to foster long-term success.

OWNING YOUR PRACTICE: The Key to Your Financial Future

Dentistry is changing rapidly! This high-energy lecture will leave all audience members fired up and crystal clear on why ownership is the way to go. We will weigh the risks, consider debt, and evaluate options associated with opening a practice, entering a partnership, buying an existing practice, or working as a partner in a corporate dentistry environment.

Biographical Information

Dan Wicker is managing partner at Cain Watters & Associates (CWA), a Dallas-area CPA/RIA firm providing tax and accounting services, ongoing financial monitoring, investments solutions, practice valuations and transition services, and estate planning. At CWA, he has designed financial plans for hundreds of dental professionals across the country helping them take full advantage of their earning power. Additionally, Dan oversees operational and organizational aspects of the firm's business.

After graduating with a Business Administration – Accounting degree from Kansas State University, Dan began his career at international accounting firm KPMG before joining CWA. He is a Certified Public Accountant, Investment Advisor Representative and holds an AICPA Personal Financial Specialist designation. He is a member of Vistage International, American Institute of Certified Public Accountants, and both Texas and Missouri Society of CPAs.

Dan regularly lectures to dental organizations, study clubs, associations, and investment symposiums nationally and writes for industry publications on dentistry trends as well as business and financial challenges dentist face daily. His hardhitting, high-energy style, infused with intimate knowledge of the business systems that make practices successful, resonates with audiences, equipping and empowering them to move their practice and personal financial goals forward.

Past Presentations

- American Orthodontic Society
- Rocky Mountain Dental Convention
- Seattle Study Club National Symposium
- Washington State Society of Periodontist
Presentation Information

**Social Media Marketing Success Strategies**  
Learn what top dental practices are doing to successfully grow their practices with social media. Rita will focus on specific tips and techniques to boost your Facebook marketing efforts. She will also show you how to create a simple—yet powerful—social marketing plan. You'll walk away with secrets to grow your practice with some of the hottest dental marketing techniques today!

**Social Media Marketing, Beginners to Advanced**  
Customized Facebook, Google Plus or Twitter seminars, workshops and interactive programs for dentists, teams or corporate clients at any social media skill level.

Biographical Information

**Rita Zamora** is an international speaker and published author on social media and online reputation management. Her advice on managing your online reputation was published in the American Dental Association’s *Practical Guide to Expert Business Strategies*.

Her extensive speaking experience includes the prestigious Hinman Dental Meeting, The American Dental Association Annual Session, The American Dental Association’s New Dentist Leadership Conference, and The British Academy of Cosmetic Dentistry.

Rita understands the inner workings of dental teams, with over 18 years experience working in many aspects of dentistry—including treatment coordination and marketing for a periodontal and implant practice which she helped grow from solo to four doctor practice. She also graduated magna cum laude from the University of Colorado with a bachelor’s degree in business and marketing.

Rita and her team offer experienced social media training, mentoring, and support to professional and corporate clients across the United States and internationally.

Past Presentations
- Hinman Dental Meeting; Atlanta, GA
- American Dental Association Annual Session; San Francisco, CA
- Greater New York Dental Meeting; New York, NY
- Chicago Midwinter Meeting; Chicago, IL

Future Presentations
- Academy of General Dentistry Annual Meeting; San Francisco, CA
- ICOI/ADIA Implant Prosthetic Symposium; San Francisco, CA
- North Carolina Society of Oral and Maxillofacial Surgeons; Charlotte, NC
- Yankee Dental Congress; Boston, MA
Presentation Information

Cosmetic Pearls for the General Practitioner
Designed to help dentists who want to include more cosmetic dentistry procedures in their practices, this lecture gives many tips on how to do cosmetic dentistry better and more efficiently. Subjects covered include adhesive and microdentistry techniques to eliminate all sensitivity in posterior composites, zero sensitivity bleaching, invisible restorations of fractured incisors, undetectable porcelain onlays, smile design, cementing and opaquing tips, porcelain veneers, laboratory communications, natural looking bridges with ovate pontics, and patient communications for success.

Often we defer doing cosmetic procedures because we don’t know how to fix potential problems, so several suggestions have also been included on what to do when things go wrong. Many quick tips and techniques are also incorporated to help select the best products and how to use them to get predictable successful results.

Course goal: to raise the dentist’s confidence in doing and presenting cosmetic dentistry.

Biographical Information

Marty Zase was a clinical instructor in restorative dentistry at Tufts. He now lectures at several dental schools, is well-published, has served on the editorial or review boards of several dental magazines, and lectures internationally on cosmetic dentistry.

He is one of about a dozen dentists in the world to have both a Mastership from the Academy of General Dentistry and an Accreditation in Cosmetics from the American Academy of Cosmetic Dentistry. A Past President of the Aacd, he also serves on their Board of Accreditation Examiners. Dr. Zase was honored with the 2015 AACD Lifetime Achievement Award. He is President of the New England Academy of Cosmetic Dentistry.

Having developed numerous techniques and instruments currently used in modern cosmetic dentistry, he was awarded several fellowships (FACD, FADFE, FPFA) and the AGD’s Lifelong Learning and Service Award for his contributions to dentistry and dental education. Dr. Zase practices in Colchester, Connecticut.

Past Presentations
- Chicago Midwinter; Chicago, IL
- Greater New York Dental Meeting; New York, NY
- Yankee Dental Congress; Boston, MA
- American Academy of Cosmetic Dentistry Annual Scientific Session (multiple)

Future Presentations
- Cincinnati Dental Society; Cincinnati, OH
- New Orleans Dental Conference; New Orleans, LA
- Ontario Dental Association; Toronto, ON, Canada
- TBSE (The Best Seminar Ever); Las Vegas, NV
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Nancy@NancyZelno.com
www.NancyZelno.com

Presentation Information

Accounts Receivable: Take Control or Be Controlled
This course offers instantly actionable ideas and tools, from solid financial practices to how to work old accounts and knowing when to use a collection agency.

Healthcare Risk Management: Gain the Protected, Profitable and Peaceful Practice
Designed for the doctor and management team, this course provides you with the tools you need to protect your practice and get you to where you can exhale.

Take Hold of Your Practice and Profits with the Right Systems
This workshop takes you deep into the systems and strategies that enable a high standard of care and practice profitability.

Take the learning deeper with these specific areas of focus:
- Social Media and Internet Marketing for Today’s Practice
- Team Building and Internal Communication
- Case Presentation to 99% Closing Rate

Biographical Information

Nancy Zelno, author and leader in healthcare practice improvement, shares the strategies and systems to help your practice improve. Her long history of creating winning results for healthcare teams stems from holding every position in a practice (aside from provider), which has given her a comprehensive understanding of the entire practice.

After 15 years in the dental and medical fields and eleven years in corporate settings such as Reader's Digest and IBM, Nancy set out to help numerous healthcare practices master success by helping them organize their practices, stressing the need to work smarter and not harder.

Since 2001, when she founded Dynamic Administrators, Nancy's unique approach to practice development has helped her clients to create effortless and fulfilling lives and to grow their practices using a "team-first" approach. She has brought her lively, enlightening presentations to consulting and meetings across the country.

Past Presentations
- 9th District Meeting of the Minds; Tarrytown, NY (multiple)
- AADOM West Hartford, CT (multiple)
- CareCredit Workshop for Dentists (multiple)
- Medicare Requirements Workshop (multiple)
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Case Acceptance

Collaboration
Communication
Comprehensive Dentistry
Cone Beam CT/3D Dental Imaging
Conflict Resolution

Demographics
Dental Auxiliary / Staff
Dental Hygiene
Dental Laboratory
Dental Law Dental Materials
Dental Sleep Medicine
Dental Volunteerism
Digital Records / Recordkeeping
Doctor – Technician Collaboration

Emergency Medicine
Emotional Intelligence
Endodontics
Ergonomics / Chairside Efficiency
Esthetic Dentistry
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General Dentistry
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Hands-On Workshops
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Image/Self-Esteem
Implant Dentistry
Infection Control
Inspiration / Motivation
Insurance / Collections
Internet Defamation

Laser Dentistry
Leadership
Local Anesthesia: Pharmacology/Technique
Loss Prevention

Marketing
Medical Emergencies
New Dentists

Occlusion/TMD/Orofacial Pain
Office Lease Negotiations
One of a Kind True Story
Oral Cancer

Oral Systemic Connection
Orthodontics
OSHA

Patient Experience
Pediatric Dentistry
Performance Coaching
Periodontics
Pharmacology
Practice Administration & Management
Practice Relationship Management
Practice Team Development
Practice Transition
Prosthodontics

Recare Solutions
Restorative Dentistry
Risk Management

Social Media
Stress Management

Team Building
Technology
Treatment Planning
Trends

Women’s Topics