



October 14, 2016 | King of Prussia, PA

FALL FESTIVAL

Vendor Fair

The vendor fair will provide an in-depth look at the best products and services for the dental profession. Manufacturer partners will be ready to share new information, technical equipment and their expertise.

Be sure to plan some time to visit all of them as they will prove to be of great interest to you and can add value to your practice.

FALL FESTIVAL



hsdbps.com



**DoubleTree by Hilton,
Philadelphia - Valley Forge**

The Corporate-Proof Practice



**Million Dollar PPO
Dr. Matt Krieger
Seminar #1
9:00 AM - 3:00 PM**

Dr. Krieger has increased his practice by 30% over the last 5 years, while maintaining an overhead below 60%. He practices less than 30 hours per week, and collects more than 1.4 million dollars. He does all of this at an average fee 35-50% lower than the usual and customary fees in his area. His coaching company has been successful in helping hundreds of dentists throughout the country to change, grow, and thrive through embracing PPOs, not resisting them! Don't miss this opportunity to hear his story, and to learn how Million Dollar PPO Coaching and Consulting can help you!

Thriving in the New Normal, rising costs and reduced profits have become a concern for dentists everywhere. Despite one of our countries most significant recessions, Dr. Matthew Krieger has collected more than one million dollars, working 3.5 days per week, in each of the last six years, with 30% growth. Last year he collected over \$1,500,000. He has maintained an overhead of 57%, and has done all of this while participating with PPO insurance plans. Fundamental to the continued success of his practice and a core philosophy of Million Dollar PPO's coaching program is maximizing efficiency in order to drive productivity, and increase profitability.

Objectives:

- Learn why our practice is much more like The Gap than a medical office
- Understand the dramatic PPO shift in dentistry and what it means to you
- Understand the classic inefficient model of practice vs. the new and highly efficient model
- Develop an effective case presentation method
- Learn how to dramatically reduce no shows and cancellations
- Using same-day dentistry and single-visit dentistry
- Learn what a "Perfect Schedule" really looks like The 5 Factors Affecting Efficiency and Profitability Getting the New Dental Consumer to say YES! or Effective Case Acceptance Strategies in the New Normal

From Risk to Results: Periodontal Instrumentation for the Advanced Practitioner



**Dentsply Professional
Theresa Johnson
Seminar #2 | 5 CE Credits*
9:00 AM - 3:00 PM**

This course is based on current scientific literature and will provide the clinician evidence based tools and strategies for comprehensive patient care. The Evidence-based Decision Making (EBDM) process will be discussed with regard to periodontal risk assessment protocols, salivary diagnostics, and progressive treatment planning. Advantages of ultrasonic instrumentation will be examined as demonstrated in the current research for obtaining successful clinical outcomes.

The non-surgical intervention of incipient carious lesions has become the standard of care in modern dental therapy. Re-mineralization of these lesions is the most noninvasive of all dental procedures and can result in the maintenance of the integrity of the definition. From risk assessment to implementing therapy, this course will provide the needed information to implement conservative caries management in the dental practice.

Theresa Johnson is a Clinical Educator for DENTSPLY Professional, serving the Southwestern United States. Theresa received her degree in dental hygiene from Shawnee State University, a Bachelors of Technical and Applied Sciences from Ohio University and her MBA in Healthcare Administration from Mount Vernon Nazarene University. A practicing clinician in Texas and Ohio for more than twenty years. Theresa has given many lectures across the United States and Europe. She uses her own clinical experiences to enhance and provide insight in her programs.

Theresa's experience in dentistry includes clinical practice, education and dental office practice management. Theresa has served as a delegate to the Texas Dental Hygienists Association for the Austin-Dental Hygiene Association and is actively involved in her component. She has helped develop orientation and mentoring programs with new team members in a number of practices. Theresa's focus is to provide dental professionals with current scientific research and information to assist them in implementing effective and efficient evidence based treatment protocols in their clinical practice.

Mastering the Metrics that Matter



Cindy Sipes

Seminar #3 | 2 CE Credits*
9:00 AM - 11:00 AM

In today's economic climate, staying on top of your practice's financial health is imperative. Now more than ever it is critical to track key performance indicators and make adjustments when needed to enhance patient care as well as practice efficiencies and profitability. In this session, Cindy Sipe will show you how to analyze practice data to identify your practice's strengths, challenges, and opportunities.

Objectives:

- How to analyze practice data and identify strengths, weaknesses, and opportunities
- Track and monitor key performance indicators
- Active Patient Base: Your most important number and ways to help ensure your patients keep coming back
- How to make a daily huddle work for your practice
- Important and effective goal setting techniques

Developing a Plan to "Go Chartless or Paperless"



Cindy Sipes

Seminar #6 | 2 CE Credits*
1:00 PM - 3:00 PM

Have you already decided you want to go chartless or paperless? If so, you know that you'll need to make a plan, set a timeline, and train your team. You also know you'll need to invest in new technologies such as document scanners, electronic signature pads, and a secure data backup system. But you may still be wondering, "Where should I start? Which clinical and practice management processes should I change first? And, how can my practice management software help me?" This course will introduce a practical phased approach for creating a chartless or paperless practice using the features in your practice management software

Cindy Sipe has an extensive background in consulting and office management, having managed a multi-million dollar Periodontal office for six years and a large multi-location General Practice for five years. She is also a Dentrax and Easy Dental trainer who is expert in guiding offices toward profitability.

Digital Impression & CAD/CAM Workshop



Sherri White

Seminar #4
9:00 AM - 11:00 AM | 2 CE Credits*
Limited to 15 attendees
Seminar #7 (REPEAT)
1:00 PM - 3:00 PM | 2 CE Credits*
Limited to 15 attendees

Attendees will follow instructor step by step marking margins and designing a restoration on a model (no opposing or bite). The attendees will stain and glaze a pre milled restoration with Ivoclar. They will leave with their restoration.

Sherri White is a national CAD/CAM integrator and trainer. She helped structure and implement the CDD (Certified in Digital Dentistry) program for auxiliaries and technicians and was instrumental in beta testing of the original E4D Dentist system. Sherri is a leading clinical demonstrator, advanced training educator and as well as a mentor of Planmeca's CAD/CAM Clinical Integrator Team. Voted one of the Top 25 Women in Dentistry in 2010 by DPR magazine, Sherri continues to educate and motivate dental practices by optimizing workflow, training new team members, and increasing speed and efficiency using digital technologies.

Employment Compliance for Dentists

Bent Ericksen & Associates

Seminar #8
1:00 PM - 3:00 PM

Employment Compliance issues are a stark reality in today's business environment and will exist even in the best and most stable practices. The challenge is not to let them interfere with your practice goals and patient care. That means having your practice in Employment Compliance and staying in Compliance. Compliance is easy to achieve with some basic knowledge and awareness.

Objectives:

- Your degree of personal & professional exposure
- Comprehensive human resource guidance and materials
- Improve morale & job performance
- Increase hiring success & reduce turnover
- The steps for properly handling: terminations, pregnancy leave, seminar pay, reference checking and record keeping

Compete & Thrive in the Age of Corporate Dentistry



Douglas Slighting

Seminar #5
9:00 AM - 11:00 AM

This Dental Branding seminar is intended to help you understand the correct way to market your practice to compete and succeed in the current and ever changing environment.

Objectives:

- Change the way you think about marketing
- Shift the incorrect marketing paradigm from that of a "diet pill" short term approach to a comprehensive, strategic and long-term approach
- Compete and grow your practice in today's dental environment
- Control perceptions correctly to control the quality and quantity of your patient base
- Utilize the best tools to accomplish your growth goals

Special Reservation Rates Available!

A block of rooms have been reserved at the **DoubleTree by Hilton Hotel for October 13, 2016 - October 14, 2016.** The special room rate will be available until October 5th or until the group block is sold out, whichever comes first. Reserve your room by calling **610-337-1200** and using the **Group Code HSF.**

ADA CERP® | Continuing Education Recognition Program

Henry Schein Dental is an ADA CERP Recognized Provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.

October 14, 2016

DoubleTree by Hilton Philadelphia - Valley Forge

301 West DeKalb Pike
King of Prussia, PA 19406
(610) 337-1200

Registration 8 AM - 8:45 AM | Seminars 9 AM - 3 PM
Continental Breakfast and Lunch will be provided.

\$199 Doctors | **\$99** Team Members

REGISTER ON-LINE DISCOUNT

\$179 Doctors | **\$79** Team Members

REGISTER TODAY!

Please register online at <http://hnrisc.hn/FLFEST4872>

For questions, please contact

ROSEMARIE CIALINI at (610) 358-1905 Ext. 240-4770

Billing and cancellation policy: A \$25.00 administration fee will be applied to cancellations received within 14 business days prior to the seminar. All seminars will be billed at time of registration. A full refund will be issued if contact prior to 14 days in advance or for any emergency situations.

The federal government imposes certain restrictions on, and pursuant to the Sunshine Act requires public reporting of, transfers of value to a practitioner. This includes educational programs to the extent that less than a fair market value for such program is paid. Your Henry Schein representative can advise you of the reportable amount.

Henry Schein will earn a fee for purchases of these products and services from vendor.