

REGISTRATION INFORMATION

Fall Festival 2016 • Wisconsin Dells • November 11

Wilderness Resort - Glacier Canyon Conference Center

511 E. Adams St. Wisconsin Dells, WI 53965 | (800) 867-9453

7:00 am Registration Opens

7:00 am – 8:30 am Breakfast

11:00 am – 1:00 pm Lunch in Grand Ballroom

3:30 pm Wine & Cheese Hour in Grand Ballroom

10:00 am – 4:30 pm Vendor Fair

Fisher House of Wisconsin will be hosting a **Theme Basket Raffle** with all proceeds going to their Milwaukee location. Anyone can purchase tickets for the raffle.

\$199 DOCTOR \$99 STAFF

Fee includes meals, CE seminars, Vendor fair & Parking! Take advantage of our \$99 discounted overnight room rate for Thursday, November 10th at The Glacier Canyon in The Wilderness Resort.

Register online at: <http://hnrisc.hn/WFF4413>

PRIVILEGES MEMBERS DISCOUNT!

REGISTER BY AUGUST 31 & SAVE! \$179 DOCTOR

For questions or more information contact your **Field Sales Consultant** or **Jennie Mann** at 414-290-2551 or Jennie.mann@henryschein.com.

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.

The federal government imposes certain restrictions on, and requires public reporting of, transfers of value to a practitioner, including 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.

***All CE Credits are subject to State Guidelines**

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.

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

HSD1516

NOVEMBER 11, 2016

FALL Festival

WISCONSIN DELLS, WI

HENRY SCHEIN[®]
DENTAL

COME JOIN US for a full day of educational seminars and meet our vendor partners. Discover the latest in Digital Dentistry including Digitalized Impression Workflow and the newest product offerings. Have one-on-one discussions with over 50 dental manufacturers including Midmark, 3M, Sunstar, Demandforce, GC America and many more in our convention-style ballroom. PLUS, take advantage of our Exclusive Fall Festival specials. Sign up for the Wisconsin Fall Festival Today!

Dr. Susan Maples

Total Health

Patient Health & Practice Profitability

8:00 am – 11:00 am

Or

12:00 pm – 3:00 pm

Shrinking reimbursements have made profitability in an insurance-based practice significantly harder to achieve. An alternative to PPOs is to rebrand your practice to attract patients who value and prioritize their health, and are willing to pay for health services and personal care. Learn how the trends in lifestyle related illnesses such as obesity, diabetes, heart disease, sleep apnea and acid reflux closely intertwine with periodontal disease, caries, and oral cancer. This program will help you add new sources of revenue, lift your morale, attract quality new patients, and build physician referral relationships.

At this seminar you learn:

- The many links between oral disease and systemic disease
- Risk factors and screening tools for systemic diseases
- Facilitating lasting health change behavior in children and adults



Dr. Susan Maples

Maples leads a successful, insurance-independent dental practice. She brings to you preventive and restorative dental expertise, a passion for mouth-body total health, a master's degree in business/marketing, and 30 years of experience in private practice.

Dr. Matt Krieger

Million Dollar PPO

The Corporate Proof Practice

8:30 am – 11:30 am

Or

12:30 pm – 3:30 pm

This lecture will provide an overview of "corporate dentistry," as well as advice on how to avoid falling prey to it, how to join it, or perhaps even how to beat it!

At this seminar you learn:

- What is corporate dentistry?
- What is a DMSO?
- How prevalent are they and how fast are they growing?
- Why does multiple practice ownership work, and why is it so attractive to investors and wall street?



Dr. Matt Krieger

over the last 5 years has increased his practice by 30%, while maintaining an overhead below 60%. His coaching company has been successful in helping hundreds of dentists throughout the country to change, and grow and thrive through embracing PPO's, not resisting them!

Bert Triche

Hygiene Diamonds

Double Your Production Tomorrow

8:30 am – 11:30 am

Or

12:30 pm – 3:30 pm

If you are a Dentist seriously interested in adding additional profit to your bottom line while building a practice that your patients rave about, then this is a MUST ATTEND program!

At this seminar you learn:

- The 9 words to ensure a 99% acceptance of your treatment plan
- Why your current set-up may be costing you \$\$\$ without you even knowing
- A simple trick that enables you to add 30% to your daily production



Bert Triche is a registered hygienist with over 32 years' experience in dentistry. She is a practicing hygienist and is currently

coaching and training for The Team Training Institute, focused on increasing practice profitability and improving hygiene systems.

Dr. Ed Suh

The Digital Dentistry Puzzle

Building a Profitable Practice in Today's Market

8:00 am – 11:00 am

Hear from Dr. Ed Suh as he discusses the much efficiency of a digital workflow and how it will enhance patient experience and your practice on multiple levels. Greater precision, fewer remakes, less chair time and improved workflow to complete clinical procedures, faster are among the many benefits.

At this seminar you learn:

- Review the systematic approach to integrating Digital Dentistry into your practice
- Increase your standard of care in the most profitable way
- Review new contemporary materials and their impact on patient care



Dr. Ed Suh's down to earth, real life approach to systematically implementing contemporary techniques into the

private practice is what has made him highly sought after as a speaker. From esthetic principles, simplifying complex adhesive protocols to streamlined practice management, the topics covered are true to life and have resulted in many success stories both here in the US and Internationally.

Jim Philhower

Tips & Tricks to Improve Your Practice

12:00 pm – 3:00 pm

Dental practice owners are under greater financial pressure than ever before. Lower reimbursements, fewer new patients and few patients covered by insurance, as well as the current economic climate, all make for challenging times. The number one concern for dentists today is not enough new patients. Reduced fees are directly correlated to the next concerns for dentists—increasing overhead and decreasing profitability!

At this seminar you learn:

- Strategies for practice growth and tips to effectively market your practice
- Proven techniques to increase new patient flow
- How to increase production & profitability



Jim Philhower is the Director of North America Dental Sales Leadership & Development for Henry Schein. Jim is a 30-year veteran of the dental industry. His career includes six years as a Regional Manager and 12 years as a Field Sales Consultant.



CPR Training Representative

CPR Training

Basic Life Support (BLS) for Healthcare Providers

8:00 am – 12:00 pm

Or

12:30 pm – 4:30 pm

The Basic Life Support (BLS) for Healthcare Providers Classroom Course is designed to provide a wide variety of healthcare professionals the ability to recognize several life-threatening emergencies, provide CPR, use an AED, and relieve choking in a safe, timely and effective manner. The focus of this event is to train dental teams so all can work together during a medical emergency that might occur in the dentist's office. The American Heart Association will issue two-year certifications at the end of the seminar upon completion of the class and passing the skills evaluation.

At this seminar you learn:

- Hands-on-practice
- How to use an AED (Automated External Defibrillator)
- Rescue Breathing & CPR Demonstrations
- **Includes CPR Training Certificate**



Tasha Carpenter

OSHA/HIPAA

Compliance & Infection Control Made Easy for Dentistry

8:00 am – 11:00 am

Or

12:30 pm – 3:30 pm

OSHA requirements include an annual retraining session for all employees. This course will help fulfill these requirements and will update participants on the latest from OSHA, including the Globally Harmonized System (GHS) for Hazard Communication and the Bloodborne Disease Pathogens Standard. In addition the course covers the Centers for Disease Control and Prevention Infection Control Guidelines for Dentistry.

Information will also be provided on how to react to an OSHA inspection of your office and how to assign tasks to key staff members so that they can assist you in achieving compliance.

At this seminar you learn:

- Means of egress
- Ionizing radiation
- Hazardous materials
- Ventilation
- Recordkeeping
- Electrical safety, fire safety, & first aid
- **Includes OSHA/HIPAA Compliance Certificate**



Tasha Carpenter has helped to author a variety of compliance training programs for the dental, medical and veterinary professions. Tasha currently practices as a PA for the University of Michigan Health System, specializing in pre-operative medicine.



Dr. Stance Lind

Solving Clinical Challenges 2016

Materials, Methods & Techniques

8:00 am – 12:00 pm

Learn how you can improve the information given to the lab for every case. Providing better fitting crowns and shortening every crown seat appointment. Also learn; the Pearls for your Restorative Practice: Better adhesion and cohesion in our practices. Bonding anterior and posterior teeth and a perfect finish surface and predictable longevity each time.

At this seminar you learn:

- Improving the fit and seat for every crown we do
- Simplifying our temporaries for both teeth and implants
- Prosthetic driven implant treatment and reconstruction
- Building a bite with accurate transfer and reproduction
- Porcelain repair adhesion and conservative dental care for each patient



Dr. Stance Lind received his D.M.D. degree from the University of Louisville, KY and has been in private practice for 21 years in Centennial, Colorado. He has accomplished a diplomat status in Implantology, a certificate in Perio/Tissue Grafting, completed an advanced cosmetic dentistry program at LSU, and a three year Prosthodontic program at the University of Oregon.



Donna White

Dentrix Tips & Tricks

Helpful Hints to Make Your Dentrix Day a Breeze and Achieve the "Ah Ha" Moment

1:00 pm – 3:00 pm

As the world's leading practice management software provider, Dentrix is striving to develop products that meet the evolving needs of every dental office. At times it may be challenging to keep up with the new and improved functionality. It's easy to get stuck always doing your tasks the same way because, "we have always done it this way" - and sometimes it seems scary to try something new or update to the newest version Dentrix software because we are uncomfortable. These tidbits and helpful hints will help take away those feelings.

At this seminar you learn:

- Increase productivity through effective scheduling and production
- Pull all critical reports including daily huddle and practice advisor
- Increase communication and leadership at all levels (doctor and team)



Donna White has been a Dentrix Certified Trainer since 2005 and a Dentrix user for more than 17 years. She is a Dentrix and Easy Dental Certified Trainer as well as becoming a Certified Dentrix Ascend Trainer in 2014.



Henry Schein Technician

Equipment Maintenance & Handpiece Repair How To

9:30 am – 11:30 am

Or

1:00 pm – 3:00 pm

This workshop will demonstrate easy and effective ways to maintain and repair a variety of mechanical office equipment. Areas to be covered include: compressors, vacuums, sterilizers, ultra sonic cleaners, handpieces, chairs and lights. We will show proper ways to maintain the above equipment thus eliminating costly service repairs and down time.

At this seminar you learn:

- Proper maintenance techniques
- Preventive maintenance



Lisa Marie Spradley

Let's Talk...Stepping Out from Behind the Front Desk

9:00 am – 12:00 pm

Engage Patients, Build Relationships, & Enjoy a Successful Career. New patient phone calls shouldn't start with a script. **Converting calls to appointments** is as easy as making an excellent first impression. A motivated, well trained front office team is crucial to providing the best first impression possible. Use the Front Desk Lady's Tools to help your dental team Communicate, Coordinate, and Collect your way to success!

At this seminar you learn:

- Communications skills to exceed expectations
- Coordinate tasks to maximize time management
- Collect information to be the best at what you do



Lisa's Dental Office Management Round Table is a great follow-up to this seminar!

Lisa Marie Spradley

Dental Office Management Round Table

1:00 pm – 4:00 pm

Join your peers in this fun, interactive, roundtable event where dental practice management professionals share best practices with one another in an informal discussion. Share ideas and learn from others who do what you do! The roundtable will be professionally facilitated and is beneficial to both novice and experienced practice administrators and business leaders.

At this seminar you learn:

- Share best practices with peers
- Tap into peer resources to solve current challenges you face in practice management
- Brainstorm with other practice management professionals for ways to make your practice more efficient
- Discuss team building opportunities
- Network with practice management professionals in your area



Lisa Marie Spradley, FAADOM, the Front Desk Lady, has worked in the dental front office for 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.

