

FALL FESTIVAL SEPTEMBER 27TH 2013

COME JOIN US for a full day of seminars and meet our vendor partners. See the latest in dental technologies and the newest product offerings and have one-on-one discussions with over 50 dental manufacturers in our convention-style ballroom. Who knows? You may have the winning ticket for a fabulous prize and much more.

AGENDA

Registration will be open from 8AM to 9AM. Continental Breakfast will be served from 8AM to 9AM in the lower level. The Vendor Exhibit Hall will be open from 11AM to 3PM, with lunch served from 12PM to 2PM. All attendees will receive 1 raffle entry!

REGISTRATION

Registration fees are \$109 for Doctor, \$89 for Auxiliary. Fees include breakfast, lunch, 1 raffle ticket, CE courses, and seminars. Must register by September 20, 2013. CE Credits will be issued and mailed or emailed, to your office after you have signed in and attend a seminar. Please call Melissa Conti at 516-364-5314, ext. 10.



JOIN US...
Friday,
September 27, 2013
Melville Marriott
1350 Old Walt Whitman Road
Melville, NY 11747
631.423.1600
For more information,
please call Melissa Conti
at 516-364-5314, ext. 10.

FALL FESTIVAL FRIDAY, SEPTEMBER 27TH 2013



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FALL FESTIVAL 2013

FRIDAY, SEPTEMBER 27TH

"7 Simple Social Steps to Grow Your Practice"

Dave Kerpen
2PM-5PM

3 CE
Credits!

Open to Doctors

In an ever-evolving social world, Dave Kerpen will explore various ways to grow your practice in the 21st century. From listening to storytelling and responding to advertising, Dave will demonstrate how dentists everywhere can use simple social media steps to drive measurable results.

Dave Kerpen is the CEO of Likeable Local, a social media software startup for small businesses, as well as the chairman and former CEO of Likeable Media, an award-winning social media and word-of-mouth marketing firm with triple-digit revenue growth for 4 consecutive years.

"Building a Profitable Practice: Tips and Techniques to Improve your Practice"

Kim Diamond & Jason McKnight
9AM-12PM

3 CE
Credits!

Open to Doctors & Staff

Dental practice owners are under greater financial pressure than ever before. Lower reimbursements, fewer new patients and fewer patients covered by insurance, as well as the current economic climate, all make for challenging times. In this seminar you will learn:

- Strategies for practice growth and tips to effectively market your practice
- Proven techniques to increase new patient flow
- How to increase production and profitability
- Techniques to improve patient referrals
- The only way to effectively lower practice overhead

Kim Diamond has spent over 20 years as a dental professional. Kim is a graduate of Rutgers University with a BS in Computer Information Systems. Her degree, combined with 6 years of managing dental offices, have been vital in her role in consulting hundreds of dental offices in the theories and practices that have helped make her clients successful in implementing these many revenue-building techniques.

FALL FESTIVAL 2013

"Enrich Your Practice & Increase Your Profits by Making Laser Assisted Periodontal Therapy Part of Your Hygiene Practice"

6 CE Credits!

Janet Press, RDH

9AM-5PM

(2-hour break 12PM-2PM)

Open to Hygienists & Doctors

In this program, you will learn the specifics of laser fiber-optic delivery and discover the delicate nature of using a laser device.

- Learn the benefits of using a diode laser in conjunction with conventional SRP in the reduction of bacteria in periodontal pockets.
- Interpret laser tissue interaction, power settings, and the various techniques used to obtain optimal clinical outcome with periodontal therapy, recall, medically compromised patients, and difficult-to-manage areas.
- Learn how to minimize inflammation for at-risk patients.
- Achieve the demands of patient health and wellness through expanded laser recall management protocols.
- Successfully implement clinical decisions and apply protocols that increase productivity through guaranteed patient treatment acceptance.

Janet Press, RDH, is a member of the Fellow Academy of Laser Dentistry. She has been in general and specialty practice for 36 years, with 16 years clinical experience in soft tissue lasers. Ms. Press holds ALD Standard Proficiency in both Diode and Nd-YAG lasers. She was previously co-director and clinical faculty for the Dynamic Team and laser certification programs at the Las Vegas Institute for Advanced Dental Studies.

"Advanced Dental Billing and Coding & Medical Cross Coding"

6 CE Credits!

Christine Taxen

9AM-5PM

(2-hour break 12PM-2PM)

Open to Office Managers & Doctors

Have you updated to the 2013 codes? Do you know how to utilize them for high collections? Updating your coding skills leads to better insurance reimbursement and treatment acceptance. In this course you will learn:

- Establish knowledge of dental benefits and wellness benefits
- Understand the new insurance form
- Know the importance of learning diagnostic codes
- Learn how to properly utilize 2013 updated and revised dental codes
- Establish the S.O.A.P. format for guidance on the legalities of documentation and narrative writing
- Gain tips on electronic interaction
- Specific procedures: sleep apnea, neuromuscular, TMD, periodontal disease & trauma
- Writing a narrative

Christine Taxen has over 20 years experience as a consultant. Her passion is improving practice performance and increasing profitability through communication, team training, and goal setting. Christine is a member of the Speaking Consulting Network and the Academy of Dental Management Consultants.

FRIDAY, SEPTEMBER 27TH

"The "E4D Dentist" Scan, Design and Mill for Excellence"

6 CE
Credits!

*James M. Stein, DMD &
Sherri White, RDH, CDD, CIS*
9AM-5PM
(2-hour break 12PM-2PM)

Open to Doctors & Assistants

This course is intended for the experienced E4D Dentist technology users to evaluate the clinical performance and material knowledge of the dentist and dental assistants beyond the basics. Single and multiple teeth as well as implant-supported restorations will be emphasized as well as exporting STL file data. Topics that will be covered include:

- Advanced simple design for fit, esthetics, and strength: how to do it faster and better
- Material selection and utilization for maximum strength
- Problem solving
- Staff utilization and division of labor

James M. Stein, DMD, graduated from Boston University with a BA degree in Psychology. He received his DMD degree and completed his post-doctoral specialty training in Prosthodontics at Boston University. Dr. Stein maintains a private practice in Boston, MA, and he is an assistant clinical professor in Prosthodontics at Tufts School of Dental Medicine, where he focuses on the clinical integration and research of digital CAD/CAM dentistry. Dr. Stein has lectured and published both nationally and internationally on restorative, implant, and CAD/CAM dentistry.

"You Can't Always Get What You Want! Or Can You?"

3 CE
Credits!

Marvin A. Fier, DDS, FASDA
9AM-12PM

Open to Doctors Only

In clinical practice, patients can present with situations far from ideal and yet, we are called upon to treat them. This presentation will take you on a journey with multiple patients that had challenging cases which easily could have shown up in your office. Diagnosis, treatment planning, case presentations, using some of the newest materials and how excellent results were obtained from challenging beginnings will be discussed. This is real-life dentistry that we all must face in our practices.

Dr. Marvin A. Fier is a practicing clinician. He received his DDS degree from NYU in 1971. He is a highly respected lecturer in the U.S. and internationally on aesthetic and restorative dentistry.