

## FEATURED PRESENTATION

### Stay Out of Jail: Avoid Coding Errors & Excel in Insurance Administration

9:00 am–12:00 pm

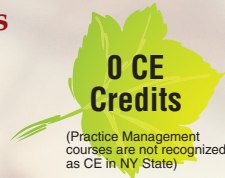
OR

1:00 pm–4:00 pm

2 Half-Day Courses; 3–4 Hours

Doctor's and Staff

Charles Blair, DDS



Coding errors are predictable in today's dental practice. Learn the top coding errors and how not to make them! You will also receive new, valuable information on some of the "hot" sections of the CDT code, which you can use to identify and "fix" coding problems that lurk in your practice. Most practices can expect legitimate new increases in cash flow immediately by learning how to do it right.

Based on several thousand dental practices studied, these common problems were identified:

- Consistent Coding Errors
- Clinical Protocol Issues
- Potentially Fraudulent Activities

Dealing with dental insurance is overwhelming but key strategies can save you time, prevent hassles, and keep you out of jail. You will receive essential tools to properly file dental insurance claims, and calculate primary and secondary insurance receipts. In addition, co-pay forgiveness, discounting, multiple-fee positioning, patient gifts, falsifying NPI numbers, and even PPO strategies will be discussed. Stop leaving money on the table, as PPOs dominate the marketplace – a tipping point!

#### OBJECTIVES:

- The participant will learn through predictive error correction, how to avoid typical coding errors.
- The participant will gain knowledge into co-pay forgiveness, discounting, multiple fees, NPI numbers, etc.
- The participant will gain knowledge in how to handle patient gifts, evaluate, and deal with PPOs.

Dr. Charles Blair is dentistry's leading authority on practice profitability, fee analysis, insurance coding strategies, and overhead control. He has individually consulted with thousands of practices, helping them identify and implement new strategies for greater productivity and profitability. Dr. Blair's extensive background and expertise makes him uniquely qualified to share his wealth of knowledge with the dental profession. A widely-read and highly-respected author and publisher, Dr. Blair offers two publications, *Coding with Confidence* and the *Insurance Solutions Newsletter*. Also, through his expertise, he has created the CDT Code Advisor through [www.practicebooster.com](http://www.practicebooster.com), which offers practical guidance for the real-world application of CDT Codes. He holds degrees in Accounting, Business Administration, Mathematics, and Dental Surgery.

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.

# Come Join Us

for a full day of seminars and meet our vendor partners.  
See the latest in dental technologies, the newest product offerings, and have one-on-one discussions with over 60 dental manufacturers in our convention-style ballroom.

#### REGISTER BY OCTOBER 23

Phone: 516-364-5314

Online: <http://hnrisc.hn/li2015fallfest>

Registration fees are \$129 for Doctor, \$109 for Auxiliary  
(Fee includes breakfast, lunch, CE seminars, and vendor fair!)

#### AGENDA

8:00 AM – 8:45 AM Registration & Breakfast

9:00 AM – 4:00 PM Seminars

11:00 AM – 2:00 PM Vendor Fair

12:00 PM – 1:00 PM Lunch

## 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®**  
DENTAL

# Fall FESTIVAL

October 30, 2015

**The Fox Hollow**  
**7725 Jericho Turnpike**  
**Woodbury, NY 11797**

**HENRY SCHEIN®**  
DENTAL

## FEATURED PRESENTATION

### Body Praxis: Physical Rehabilitation Program for Dental Professionals

2 Half-Day Courses; 3 Hours

Doctor's and Staff

9:00AM – 12:00PM

OR

1:00PM – 4:00PM

Richard Williamson, BS A.C.E. C.P.T.,

Certified Pilates Practitioner for Rehabilitation

3 CE  
Credits!



"The Prevention and Reversal of Musculoskeletal Disorders in Dentistry"

Are you among the growing number of dental professionals suffering from neck and back pain? Does your daily routine cause numbness and tingling sensations or chronic pain that impacts your ability to adequately treat patients? Body Praxis offers an exclusive structural redevelopment and wellness program

to address the serious musculoskeletal disorders that afflict many dentists, hygienists, and other team members. We will review clinical observations, muscle recruitment, spine segmental mobility, and breathing techniques to restore function and alleviate pain. A unique training regimen will be introduced to address specific injuries and dysfunction caused by repetitive workplace positions and movements. This session will include a live assessment of participants and offer tips to maintain a healthy, pain-free body.

#### Course Objectives:

- Develop self-postural assessment, stabilization, and realignment to ensure correct biomechanics when sitting, standing, reaching, etc.
- Learn advanced techniques and Pilates principles to retrain the body through oppositional movement patterning.
- Learn the importance of muscle recruitment and balance, spine segmental mobility, and breathing techniques.

Rick Williamson, a personal trainer and nationally recognized Pilates practitioner for rehabilitation, developed the Body Praxis system after successfully rehabilitating numerous dentists from the pain associated with musculoskeletal disorders. Rick has been involved in the fitness and rehabilitation industry for over 25 years. He is a certified Pilates rehabilitation practitioner who trained at the University of Miami and Long Island University. An active member of the American College of Sports Medicine and the Pilates Method Alliance, he is certified by the American Council on Exercise and Senior Fitness Association. He earned a Bachelors of Science in Biomechanics from the Alternative Medicines Research Institute (Canada) and is a PMA Certified teacher. Rick has served on the board of Alternative Therapies at the Erie County Medical Center and was a steering committee member of the 50 Plus Fitness Campaign at Degraff Memorial Hospital. He was a guest speaker at the First Alternative and Complimentary Therapies conference held at the State University of New York at Buffalo and is a regular speaker at the Buffalo Mitochondrial Disease Foundation.

Rick is a frequent author of dental articles on Dental Ergonomics and has been published in *Dental Products Report*, *Inside Dentistry*, *Atlanta Dental Journal*, and has done video presentations for Dentistry IQ

## FEATURED PRESENTATION

### Ways to Increase Patient Flow, Cash Flow, & Profitability: The Most Successful Dental Practices Grow From The Inside Out

Full-Day Course • Doctor's and Staff

9:00AM–3:00PM

Kerry Straine

0 CE  
Credits

(Practice Management courses are not recognized as CE in NY State)



In today's stressful economy, dental practice owners constantly face external, as well as internal, economic challenges. At this seminar, Kerry Straine will address the external economic climate, and also the internal economic challenges practice owners face, and how to develop a strategy to accomplish owning the practice of your dreams.

At this seminar you will:

- Learn how to develop a step-by-step protocol that will guide your team in the implementation of your periodontal philosophy.
- Learn how to manage multiple hygienists, enabling more patients to receive the treatment they want and need, and ensuring a more continuous flow in the doctor's schedule.
- Learn how many patients each hygienist can manage without compromising your standard of care.
- Learn how to develop a plan to transition from a "prophy palace" to a periodontal-driven hygiene department.
- Learn the significance of managing your patient count every day.

Kerry K. Straine, Certified Professional Behavioral & Values Analyst, holds a Bachelor of Science in Business Administration with a concentration in Accounting and has been in business and financial management for more than thirty years. It was Kerry's education and experience in accounting that led to the development of The Straine Management System™, the premier platform that provides strategic planning, leadership and team development, policy and management system design, training, monitoring and coaching for dental professionals throughout the United States and Canada. Kerry's contribution to the dental industry earned him the award for Best Practice Management Consultant in the nation in 2012. The mission of Straine is to advance the understanding, practice, and development of leadership for the benefit of all professionals in the dental industry.

## FEATURED PRESENTATION

### Everyday CAD/CAM for the Everyday Dentist

2 Half-Day Courses; 3 Hours

Doctor's and Staff

9:00AM – 12:00PM

OR

1:00PM – 4:00PM

Dr. Richard Schmidt, DDS

3 CE  
Credits!



The impact of today's economy has changed the dental landscape. Technological advancements have enhanced the practice of dentistry. Join us for an overview of the science, clinical indications,

## FEATURED PRESENTATION

### Patient Acceptance Powerhouse: Workshop for Dentists and Hygienists to learn how to work together to move patients to YES

2 Half-Day Courses; 3 Hours

Doctor's and Staff

9:00AM – 12:00PM

OR

1:00PM – 4:00PM

Wendy Briggs, RDH

3 CE  
Credits!



Many dentists would like their Hygiene Department to sell more dentistry. Yet hygienists may lack confidence, fear saying the wrong thing, or don't want the patient to feel pushed. This workshop helps the dentist and hygienist get on the same page and become a Powerhouse in Patient Acceptance. Learn 'what' to say and 'how' to say it, building value for services in language simple enough for patients to understand.

Learn how to use diagnostic tools effectively and save both hygienist and doctor time in the long run. Moving the patient to YES, and helping improve patients lives made easy.

#### Course Objectives:

- How to empower the hygiene team as "ambassadors" for the practice, driving more quality dentistry into your restorative schedule.
- Verbal skills for simplified case presentation with language patients understand.
- How to use diagnostic tools and stay on time.

Wendy Briggs, RDH is a top producer within the field of clinical hygiene. She has coached countless other hygienists to do the same. As a consultant and speaker she has successfully worked with practices internationally as well as some of the largest organizations in the United States. She shares real-world solutions to common hygiene headaches: How to create an exceptional first and final impression at each patient visit.

materials and techniques of current and emerging technologies. Each participant should walk away with valuable knowledge to benefit their practice.

#### Course Objectives

- Assess clinical indications and material options
- Learn how to successfully integrate CAD/CAM dentistry in today's economic climate
- Discuss best practices for same-day dentistry
- Discover the capabilities of chairside CAD/CAM systems

Dr. Richard Schmidt is a Sde practitioner from Skokie, IL who integrated the technology over 3 years ago and utilizes the technology in all facets of his restorative dentistry including: single unit restorations, quadrant dentistry, multiple unit anteriors, and bridges & implants.