

Susan Maples DDS, MSBA

BIOGRAPHY



For Dr. Susan Maples, success has always been about passion, forward-thinking, and never settling for “good enough.” She bought her dental practice upon her graduation, at the age of 25. After seven successful years in general practice, she decided to pursue her master’s degree in business, where she developed her passion for organizational behavior, executive leadership, and target marketing. After earning that degree, she began studying with some of the top clinicians in restorative dentistry and medicine.

That’s when it all came together—the business insights, the clinical mastery, and her realization that she might help inspire a paradigm shift in dentistry.

Susan climbed from being an effective, busy clinician doing tooth-based dentistry, to an accomplished and fulfilled total health and advanced restorative dentist, performing at the forefront of her profession. Her insurance-independent practice nestled in a small town in Michigan (the center of the bullseye of economic decline in the U.S.) continued to flourish. Meanwhile, Susan recognized first-hand the declining health

trajectory in America, and wanted to help. She saw that patient’s mouths provided plenty of telltale signs of systemic disease, putting her preventive team in a perfect position to help patients turn things around and reclaim their health, happiness and positivity. Spearheading the Total Health (or Integrative Dental Medicine) has become her passion.

As a recognized expert in mouth-body connections, Susan most enjoys educating on cardiovascular disease, airway and sleep disorders, diabetes, acid reflux, HPV oropharyngeal cancer, pediatric airway, lip/tongue-ties, and the list goes on.

She has become a sought-after speaker for her ability to inspire just about anyone—medical and dental professionals, business executives, and team members—to reach new levels of personal fulfillment and professional success.

She is a proud executive board member for the American Academy of Oral Systemic Health, Fellow of the American College of Dentists, Fellow of the International College of Dentists, and member of the American Academy of Pediatric Dentistry, American Academy of Dental Practice Administration, Michigan Dental Association, American Dental Association, International College of Oral Implantology, American Academy of Physiological Medicine & Dentistry, and the RL Frazer National Study Club.

Learn more about Dr. Susan: www.DrSusanMaplesSpeaker.com • www.TotalHealthPractice.net • www.DrSusanMaples.com

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ADDITIONAL ACHIEVEMENTS AND AWARDS:

- Developer and chief educator for Total Health Academy, a robust online learning curriculum for dental teams to develop a Total Health Dental Practice.
- Author of BlabberMouth! 77 Secrets Only Your Mouth Can Tell You to Live a Healthier, Happier, Sexier Life.
- The developer of the Hands-On Learning Lab™ kit, an interractional science-based learning program for pediatric dental patients.
- The developer of SelfScreen.net, an educational screening tool for patients and clinicians to uncover signs of illness such as Pre-Diabetes/Diabetes, Obstructive Sleep Airway Disorders, Acid Reflux, Caries, Periodontal Disease, and Chronic Systemic Inflammation.
- Co-investigator in an award-winning diabetes research study entitled Diabetes Detection in the Dental Office.
- In 2012 Dr. Susan Maples was named one of the top 25 women in dentistry and one of the top 8 innovators (“disruptors”) in dentistry.
- In 2016 Susan received the Lucy Hobbs Mentor Award. (Lucy Hobbs was the first female dentist.)
- An honorary member of the International College of Dentistry and American College of Dentistry.

“Disrupting the status quo with a heap of creativity and genuine humanism is what she is about. Prepare your smile muscles for a workout and be sure to carry a tissue because Susan believes learning should be a full-contact sport!”

Seeing in the Mouth with Super-Powered Eyes: Total Health Dentistry and Practice Profitability

6 to 16 hours CE or 1-hour keynote

Target Audience: All dental team members for general and pediatric practice

COURSE DESCRIPTION:

Would you like to position your practice as a leader in your community and reduce your dependency on insurance? Would you like to inspire patients toward a lifetime of dental and overall health?

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. Systemic disease screening, intervention and facilitation are possible, right in the dental chair. This program will help you add new sources of revenue, lift your morale, attract quality new patients, and build physician referral relationships.

YOU WILL LEARN TO:

- Connect the many links between oral disease and systemic disease
- Identify risk factors and screening tools for systemic diseases
- Transition from pharmaceuticals to food for health
- Begin Facilitating lasting health change behavior in children and adults
- Build infant, children, teen & geriatric systemic health programs
- Grow your network by turning Physician referrals into strong co-referral relationships
- Become a niche market by building a Total Health dental practice in your community

Infant Oral Health: Caries, Nutrition and Airway for General Dentists

6 to 8 hours CE or 1-hour keynote

Target Audience: All dental team members general and pediatric practice

COURSE DESCRIPTION:

One third of U.S. three-year-olds have tooth decay and 8% of two-year-olds. That's why the ADA, AAPD and the AMA and the recommends each child has a first dental visit between 6 months and a year old. Pediatricians have been actively informing parents that their child needs to establish a dental home during their first year of life, but general dental offices have been slow to accept that invitation. This module will make you a new patient magnet in your community, and at the same time help you develop the necessary elements for an outstanding infant oral health visit.

YOU WILL LEARN TO:

- Build a good infant exam checklist for your total team approach
- Prevent (yes PREVENT) caries disease
- Predict and Preempt airway obstructions and sleep disordered breathing (SDB)
- Prevent obesity and Type 2 diabetes in our youth
- Establish 8 food rules that will teach young parents how to raise healthy kids
- Complete a “knee-to-knee” exam

Sleep Tight: Integrating Practices for Sleep-Disordered Breathing and OSA from Cradle to Grave

4 to 7 hours CE or 1-hour keynote

Target Audience: All dental team members for general and pediatric practice

COURSE DESCRIPTION:

Supporting healthy airways have become the dentists' privilege and responsibility! It's true that for every 100 Americans, 26 will have Obstructive Sleep Apnea and only 4 know it. But it doesn't start with OSA. There is usually a progression from healthy breathing to OSA that includes many factions of disordered breathing, midface insufficiency and muscle incoordination.

Learn to recognize risk factors, screen, diagnose and treat breathing disorders from infancy to elderly. Your patients' health depends on it. The disease implications of oxygen-starved and sleep-deprived conditions include cognitive dysfunction, ADHD, depression, anxiety, heart disease, acid reflux, obesity, erectile dysfunction and more.

YOU WILL LEARN TO:

- Effectively screen for SDB and OSA in patients from newborn to elderly
- Differentiate from physical signs and reported symptoms
- Set up clear communication strategies for interdisciplinary care with appropriate medical professionals
- Advise a CPAP or mandibular advancement device, orthodontics or corrective surgery
- Intervene for babies and toddlers to predict and preempt SDB/OSA
- Approach new advances in habit correction and interceptive orthotropis/orthodontics
- Recognize the role of tissue restrictions such as tongue ties and how to correct them
- Weave in the critical role of the oral myofunctional therapist toward lasting solutions

Breath Well, Little One: Pediatric Airway from Cradle to Commencement

3 to 6 hours CE or 1-hour keynote

Target Audience: All dental team members for general and pediatric practice

COURSE DESCRIPTION:

Approximately 25% of adults have sleep-related breathing disorders such as UARS and OSA and we now know it's mostly preventable. This course will teach you how to recognize risk factors and the progression of breathing disorders at every age. And how to improve the health trajectory of airway disordered children. Bring your whole team, as they will leave truly inspired to help build a successful pediatric airway practice as well as an interdisciplinary team in your community.

YOU WILL LEARN:

- Why a good latch matters, and how lip- and/or tongue-tie release is a game-changer
- How to be differentiating between parent reported symptoms and clinical signs of sleep-disordered breathing (SDB) and OSA.
- What you can do to help create a broad, flat palate—long before the orthodontist initiates RPE
- When and how we make strong referrals for removal of tonsils and adenoids
- The risk factors influencing the underdeveloped midface
- Why and when myofunctional therapy makes a difference
- How to create an Interdisciplinary Pediatric Airway Team in your community
- How to establish a practice of esteemed distinction around general and pediatric airway health

Perio, Diabetes, and CVD: Connections and Collaborative Treatment in the Dental Office

4 to 7 hours CE or 1-hour keynote

Target Audience: All dental team members for general and pediatric practice

COURSE DESCRIPTION:

The old-school paradigm of treating periodontal disease with a sharp instrument and a string is gone for good. Now we recognize the root causes of this disease are multifactorial including the individual bacteria makeup of the biofilm, hyperglycemia, tobacco, food sensitivities, fungal infections and more. Plus, chronic inflammation and bacterial infiltration now have a proven causative relationship with a heart attack and stroke. It's our turn to become sophisticated diagnosticians and learn the new paradigm of individualized treatment planning for full mouth disinfection.

YOU WILL LEARN:

- Etiologies of periodontal disease including genetics, diabetes, nicotine addiction, occlusion and bacterial assay
- Pathogenesis from chronic periodontal inflammation to cardiovascular disease
- The bi-directional relationship between Type 2 Diabetes and periodontal disease
- When and how to monitor HbA1C for successful periodontal therapy
- How to test for and interpret pathogen saliva testing and how to support full mouth disinfection with antibiotic specificity
- What it takes for a successful tobacco cessation program in conjunction with full mouth disinfection

The HPV and Oral Pharyngeal Cancer Epidemic: It's our turn to talk and act!

1 to 3 hours CE

Target Audience: All dental team members for general and pediatric practice

COURSE DESCRIPTION:

Recognizing that HPV is our number one sexually transmitted disease is one thing but dealing with the upsurge in oropharyngeal cancer (HPV-OPC) is another. Most of us are still stuck on the traditional oral cancer screening, even though 70% of today's oral pharyngeal cancers will never be seen with our eyes. Most HPV-OPC lurks in the back of the throat, veiled by the tonsillar pillars and the base of the tongue.

YOU WILL LEARN TO:

- Have a conversation with confidence and ease about HPV-OPC
- Detect persistent HPV infection in saliva
- Create optimal health to clear an HPV infection before it becomes cancerous
- Discuss the 9-valent HPV vaccine, and how it can help protect patients from this potentially deadly cancer
- Support your HPV-OPC patients through chemo and/or radiation treatment

Diabetes Epidemic and Periodontal Disease in the Dental Office

*1 to 3 hours CE or 4 hours keynote; includes hands-on A1C testing training
Target Audience: All dental team members for general practice*

COURSE DESCRIPTION:

Evidence suggests that active periodontal disease is the first clinical manifestation of Diabetes.

Given the bi-directional relationship between periodontal disease and undetected diabetes—each making the other worse—it's critical that we detect diabetes chairside BEFORE we render a periodontal treatment plan.

Given there are 30.2 million Americans with diabetes, 7.2 million with undiagnosed diabetes and 86 million in the pipeline with pre-diabetes, the time is right for dentistry to help.

YOU WILL LEARN TO:

- Identify pertinent risk factors for Prediabetes and Type 2 Diabetes
- Facilitate health change behavior
- Integrate HbA1C analysis chairside
- Complete full-mouth disinfection safely in conjunction with salivary diagnostics, and antibiotic coverage
- Build a collaborative interdisciplinary medical team to support glycemic control and periodontal stability simultaneously

Creating Powerful Co-Referral Relationships with Medical Professionals: Becoming a Practice of Distinction

1 to 2.5 hours CE

Target Audience: All dental team members for general and pediatric practice

COURSE DESCRIPTION:

Medical referrals to your dental practice might be the biggest untapped resource for attracting health-valuing (and health spending) new patients, that dentistry has ever known!

The mouth gives us hundreds of telltale signs of metabolic and infectious disease from which we can predict and preempt our patients decline. If your dental practice is already delving into the many connections between the mouth and the body, you must know how to communicate your findings and suspicions to medical professionals. Likewise, you will want these providers to learn better how to navigate the mouth, looking for telltale signs of oral disease and refer back to you. After this seminar your whole team will be organized and energized to create a collaborative community of co-referral health professionals that will positively impact your patients' lives and significantly improve your productivity.

YOU WILL LEARN:

- Six easy screening tools to help you uncover signs of disease and communicate them to medical professionals
- About the role of the Health Relationship Coordinator—a liaison between your patient and their medical team
- The best way to educate medical professionals about mouth body connections through personal patient advocacy
- To build a database of reproducible paragraphs to communicate individual risk factors and findings to medical providers
- How to establish a Wellness and Prevention Study Club of like-minded medical professionals in your community

Dying to Quit: Smoking Cessation in the Dental Office

1 to 2 hours CE

Target Audience: All dental team members for general practice

COURSE DESCRIPTION:

“Periodontal health” and “tobacco addiction” don’t even fit in the same sentence, let alone in clinical reality. Yet most of us treat periodontitis without coordinating effective smoking cessation. Learn why, how, and when to integrate the most effective quit methods for your patients who are *dying to quit!*

YOU WILL LEARN:

- The neurology of tobacco addiction
- How to facilitate habit change behavior with productive outcomes
- The most effective quit methods we can offer
- About planning periodontal therapy in conjunction with quitting
- How to be a “rock star” total health dental practice in your community

Slaying Dragons: Acid Reflux and Diabetes Detection in the Dental Office

*1 to 3 hours CE or 4-hour keynote; includes hands-on A1C testing training
Target Audience: All dental team members for general practice*

COURSE DESCRIPTION:

Out of the backdrop of America's declining health emerge two fire-breathing dragons that destroy tooth and bone: Acid (Airway) Reflux and Insulin Resistance/Diabetes. This presentation will help you recognize the oral ramifications of these two conditions. More importantly, Susan will challenge our acceptance of conventional "treatment" methods (i.e. medication) and inspire the dental profession to accept a more profound role in root cause analysis and facilitating health change behavior.

YOU WILL LEARN TO:

- Identify the patterns of tooth loss from Acid Reflux
- Understand the "silent" symptoms of reflux that precede heartburn
- Uncover root causes of both, Acid Reflux and Type 2 Diabetes
- Recognize the bi-directional relationship between uncontrolled Diabetes and active Periodontal Disease
- Understand the pathology of Insulin Resistance and its progression to Prediabetes and finally to Type 2 Diabetes
- Accept your role as facilitator and coach for preventing and/or improving lifestyle-related systemic disease

Fatten Up your Patient Base and Skinny Down your Kids

2.5 to 6 hours CE or 1-hour keynote

Target Audience: All dental team members for general and pediatric practice

COURSE DESCRIPTION:

Addressing the losing battle against caries, childhood obesity, diabetes and heart disease. Inspire your team & patients to make lasting behavior changes that affect their oral and systemic health with Hands on Learning Lab™ and it's benefit as a valuable reference tool that will make yours a practice of distinction.

YOU WILL LEARN TO:

- Integrate into your practice a scientific and super fun learning lab
- Discover which kinesthetic experiences create lifelong learning in the fight against caries, weight gain and diabetes
- Attract, in a super fun way, new patients focused on total health
- Expand your impact in your community, schools and science fairs
- Conduct a self-prophy
- Become part of the solution to our healthcare epidemic through our youth

Strategic Target Marketing in Private Practice: Choosing your Best Patients Before They Choose You!

3 to 6 hours CE or 1-hour keynote

Target Audience: All dental team members for general and pediatric practice

COURSE DESCRIPTION:

Say goodbye to the high cost and low return of mixed media marketing. Instead, say hello to a whole-team approach to relationship-based target marketing. Learn how to determine and identify your “target” patients, then discover how and why they might choose you for their dental care. This strategy is especially helpful for building around your perfect niche! (Remember, a niche can make you rich.) Whether you are looking for a total practice transformation, more (and better) new patients, or hope for a brighter future in private practice, this day will be unforgettable for you and your team.

YOU WILL LEARN:

- The relationship between “patient satisfaction” and “loyalty”
- Determinants of the “right” versus the “wrong” patients for your practice
- A clear picture of the demographics of your particular target market
- How to rely on ‘feedback loops’ to drive effective change in your business
- A strategy for leveraging relationships with your target patients to become apostles to your practice
- Thirteen affordable and effective team strategies for partnering with your target patients
- How to brand and grow a niche’ market in your community
- How to unravel the mystery in social media and mixed media marketing