



A Total Health Approach to Dentistry

with Dr. Susan Maples
at **Veramendi D**
2 Options:
8:00 AM - 11:00 AM
1:00 PM - 4:00 PM
CEs: 3

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? If you answered yes, you need to attend this groundbreaking dental seminar!

Learning Objectives:

- The links between oral & systemic disease
- Risk factors and screening tools for systemic diseases
- Building infant, child, and geriatric total health programs

Dr. Susan Maples

Dr. Susan 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. She is the author of BlabberMouth! and is an internationally recognized health educator. Dr. Maples believes that helping people individually forge commitments to health can change the face of generations to come. In 2012 Dr. Maples was named one of the top 25 women in dentistry and one of the top 8 innovators ("disruptors") in dentistry.



Effective PPO Management

with Mike Adler, Unitas
at **Veramendi B**
8:00 AM - 10:00 AM
CEs: 2

Learn how to handle fee negotiations, credentialing, contract optimization and insurance billing issues in order to increase practice revenue and patient focus evaluation.

Learning Objectives:

- How to address common PPO revenue problems
- How to analyze your current fees, utilization and delivery Costs
- How to Optimize your PPO and Network Participation
- How to Negotiate your PPO Reimbursements
- How to analyze your Insurance Contract Language
- The benefits of shared PPO Management expertise with Unitas



Friday, September 7, 2018

**Embassy Suites by Hilton San Marcos
Hotel Conference Center**

1001 E McCarty Lane
San Marcos, TX 78666

Registration: 7:00 AM - 8:00 AM

Please arrive 30 minutes prior to your first seminar start time to register.

Seminar: 8:00 AM - 5:00 PM

Lunch will be served.

\$199 Doctors

\$119 Staff

Register online at:

<http://hnrjsc.hn/FEST7270>

Link is case sensitive

For more information please call

Christine Sikazwe at 210-545-3147 x240-4519

Come join us for a full day of CE seminars and meet a few of our vendor partners. Discover the latest trends in dentistry and tips from nationally recognized Key Opinion Leaders in maximizing efficiency and profitability all while providing the best patient care. The Henry Schein Fall Festival will be a special time to reinvigorate your practice. It represents a celebration of incredible advancements in modern dentistry. We look forward to seeing you there!

Space is Limited.



Henry Schein, Inc.
135 Duryea Road, Melville, NY 11747

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**Fall Festival
2018**



**SEPTEMBER 7, 2018
San Marcos, TX**



Aesthetic Overhaul from Basic to “Cutting Edge”

with Dr. Robert Lowe
at **Spring Lake A**
8:00 AM - 4:00 PM
CEs: 7

Technologies and techniques that will change your practice.

In this seminar, you will learn:

- Techniques and materials used to place morphologically precise direct anterior and posterior composite restorations.
- What’s the latest on “bulk fill” composite materials and “sonic” delivery of composite materials?
- Aesthetic Crown and Bridge Techniques
- Use of all ceramic systems and ceramometallic restorations in various clinical situations
- Learn about Captek as a perio option for prosthetic tooth replacement, Zirconium milled crowns for posterior teeth and the versatility of lithium disilicate (IPS e.max)
- Learn about no preparation options for aesthetic veneers as well as a lower cost option to porcelain for aesthetic cases...Pearlfect Smile!
- Master Impressions & Temporization
- Get it right the first time, every time
- Use of the doublecord technique and “cordless” impressions – a new standard for perfect impressions
- Learn how to manage soft tissues for the most challenging clinical situations
- Treatment Planning Options



Equipment Maintenance and Handpiece Repair

with Shawn Vickers, Leon Reynolds, and Adam Rose
at **Veramendi A**
2 Options:
10:30 AM - 12:30 PM
1:30 PM - 3:30 PM
CEs: 2

This hand on 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. Training will be provided by local service technicians of Henry Schein Dental.



Helpful Hints to Make Your Dentrax Day a Breeze and Achieve the “Ah Ha” Moment

with Patty Allen, Dentrax
at **Veramendi A**
8:00 AM - 10:00 AM
CEs: 2

Learning Objectives:

- 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



Discover the Hidden Practice within Your Practice

with Kerry Straine, Straine Consulting
at **Spring Lake B**
8:00 AM - 12:00 PM
CEs: 4

When treatment plans and business plans align, you will replace chaos and fear with clarity and financial freedom.

In this seminar, you will learn:

- To discover opportunities you are motivated to pursue by review of your Henry Schein Practice Analysis
- How to calculate the current patient capacity of your practice
- The management processes that will bring you and your team into alignment
- The Five strategies that generate predictable growth
- How your practice results ultimately drive your personal goals

Kerry Straine

Kerry Straine, CEO and President, Certified Professional Behavioral & Values Analyst, has been in business & financial management for more than 35 years. It was Kerry’s education & accounting experience that led to the development of The Straine Management System™, the premier platform that provides strategic planning, leadership & team development, policy & management system design, training, & coaching for dental professionals throughout the US & Canada. Kerry also created the innovative Straine Practice Analysis™ more than 25 years ago, which established standards & formulas that analyze the alignment of patients, facility, people & profitability.



Clinical Records Prevent Criminal Records - Do Dentistry, Not Time

with Dr. Roy Shelburne
at **Spring Lake B**
1:00 PM - 5:00 PM
CEs: 4

Dental practice owners are under greater financial pressure than ever before. 80% of all dental plans sold being PPOs, making it tempting to participate in multiple plans. We typically see a 20-30% discount from a doctor’s full fee schedule after participating in these plans, which is correlated to the next concerns: increasing overhead & decreasing profitability!

Learning Objectives:

- Strategies for practice growth and effectively marketing 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

Roy Shelburne, DDS

Dr. Roy Shelburne opened a private general practice in Pennington Gap, Virginia, in 1981. In March 2008, he surrendered his dental license after being convicted of healthcare fraud and spent 19 months in Federal Prison and 2 months in a halfway house. Dr. Shelburne is a nationally known speaker/writer/and consultant who openly shares his mistakes, what he learned as a result, and how to avoid those career ending errors.



Double Your Production Tomorrow

with Bert Triche, Hygiene Diamonds
at **Veramendi C**
2 Options:
8:00 AM - 12:00 PM
1:00 PM - 5:00 PM
CEs: 4

Many dentists would like their Hygiene Department to be more productive. This program helps the dentist & hygienist get on the same page & become a Powerhouse in Patient Service. Build value for services in language simple enough for patients to understand. Learn how to use diagnostic tools effectively to drive acceptance to care.

Learning 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.
- Focusing on Points of Contact to improve the New Patient Experience.
- Financial consultations that work! No longer are financial concerns an obstacle.
- Mystery patient videos. See what is really happening during the New Patient Experience.
- Streamlining the Exam: How to provide a quality exam in under 8 minutes!
- The top ten service secrets for each Hygiene appointment.
- Audits that ensure maximum levels of productivity, efficiency and effectiveness



Compete & Thrive in the Age of Corporate Dentistry

with Douglas Sligting, Dental Branding
at **Veramendi B**
11:00 AM - 1:00 PM
CEs: 2

Today’s dental industry is changing. An increased reliance on PPO’s has resulted in reduced collections for the average practice. This decline in profitability and cash-flow has created an environment where many dentists are now willing to sell their practice and join the ever-growing corporate collective. In this new reality, dentists must see their marketing differently in order to survive as we move into the future. This seminar will focus on how to compete and thrive in this new dental economy by implementing strategic, comprehensive and sound marketing processes into your practice.

Learning 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



OSHA/HIPAA

with Julie Shaffer, HTPC
at **Spring Lake C:**
8:00 AM - 12:00 PM
CEs: 4

OSHA Compliance

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

HIPAA Compliance Made Easy for Dentistry

This course is designed for all members of the dental team. The course is designed to educate participants on the training requirements for HIPAA compliance in their facilities.

Topics include:

- Privacy Rule
- Security Rule
- Breach Notification Rule
- Hardware/software components
- Inspections
- HITECH Amendment



Create the Unstoppable Dental Team

with Ali Oromchian, HR for Health
at **Spring Lake C**
1:00 PM - 4:00 PM
CEs: 3

Do you love dentistry, but get overwhelmed by all of the staff management issues? Do you ever wish your team would be more proactive and accountable for finding solutions to challenges rather than waiting for you to tell them how to solve the problem? This is the course you have been waiting for. Learn the secrets to building and leading a high performance dental team.

Learning Objectives:

- Implement employee hiring and management strategies to “Keep the Heroes” and “Lose the Zeroes.”
- Create team ownership within the practice.
- Establish a set of operating principles that serve to further the fulfillment of the practice goals.
- Use powerful communication techniques that empower the team.
- Implement strategies that create immediate and long term growth.
- Increase productivity from each and every employee.

Ali Oromchian

Mr. Ali Oromchian is one of the nation’s leading legal authorities on topics relevant to dentists. Since its creation, the Dental and Medical Counsel PC law firm has been regarded as one of the preeminent health care law firms devoted exclusively to healthcare professionals.