

CLASSROOM 1

Hear It From Your Peers: Transition from Associate to Owner

Course #: EXP01
 Topic: Transitions
 Speaker: Lauren Camacho, Adam Schenck, Greg Pinkerton, and Matt McCarthy
 Time: 9:30 am - 10:30 am
 Fee: \$25
 Sponsor: Bank of America
 CE Hours: 1
 CE Type: None

Learning Objectives:

1. Hear success stories about those who made the leap into ownership from associate positions.
2. Identify the key members of your team to help make the process easier.
3. Learn the timelines and path of ownership whether you want to buy or start from scratch.

Becoming a practice owner can be scary and some of the best advice you can get is from dentists who have already taken that step and been successful. A panel of experts and recent first-time practice owners will answer all of your questions regarding the process and timeline.

Nuts & Bolts of Emergency Equipment in the Dental Office

Course #: EXP02
 Topic: Med Emergencies
 Speaker: Rose Dodson, MS
 Time: 11:00 am - 12:30 pm
 Fee: \$25
 Sponsor: Sedation Resource
 CE Hours: 1.5
 CE Type: Risk Management

Learning Objectives:

1. Learn what emergency equipment is required by the new Texas Nitrous and Sedation rules.
2. Discover cost effective ways to keep your emergency equipment simple yet effective.
3. Receive a demonstration of various equipment, including AEDs, backup suction, positive pressure oxygen, and more.

How much do you know about the emergency equipment that is in your office? You have an AED, but is it ready for use? Following an overview of the Texas rules regarding emergency equipment in the dental office, there will be a presentation of various options for the required equipment.

A First Principles Approach to Practice Overhead Management

Course #: EXP03
 Topic: Accounting
 Speaker: Brandon Parkhurst, CPA, CFP, CVA, CGMA & Kathryn Ward, MPA
 Time: 1:00 pm - 2:00 pm
 Fee: \$25
 Sponsor: Parkhurst Consulting CPA PC
 CE Hours: 1
 CE Type: None

Learning Objectives:

1. Define the problem-solving framework of “first principles.”
2. Determine the fundamental principles of increasing overhead
3. Application of the first principles framework to address hygiene overhead management.

In an increasingly uncertain economic environment and overall lower office production in most practices, everything needs to be reassessed. Specifically, rising hygiene wages are impacting the bottom line of practices. In this course, we will examine this problem through the lens of first principles. The first principles problem-solving framework comes from physics and aims to avoid biases by breaking down problems into their most fundamental principles & building creative solutions from the ground up. This mindset can be applied to devise solutions to the increased overhead from hygiene wages.

Unlocking the Leader Within You

Course #: EXP04
 Topic: Leadership
 Speaker: Edwin A. McDonald, DDS, FAGD, FICD
 Time: 2:30 pm - 4:00 pm
 Fee: \$25
 CE Hours: 1.5
 CE Type: None

Learning Objectives:

1. What are the biggest challenges in today's marketplace and economy?
2. What are the five most common leadership mind traps?
3. What are the three levels of leadership?

The most important person that you will ever lead, is yourself. The most difficult person that you will ever lead, is yourself. So how do you go about discovering and development the person and the leader that you were created to be? In this presentation, we will take a journey that begins with building your self awareness. Next, we will travel through mindsets and mind traps that keep you bound by self imposed restraints. Your mission is to tear down, destroy, climb over, or run past those barriers. Once you are on your way, how do you decide what to do with your one short life and what is required to live that life?

CLASSROOM 2

How Automating Your Practice Can Change Profitability

Course #: EXP05
 Topic: Automation
 Speaker: Robert McDermott and David Fianza
 Time: 9:30 am - 10:30 am
 Fee: \$25
 Sponsor: iCoreConnect
 CE Hours: 1
 CE Type: None

The word "automation" is increasingly creeping into conversations around running a practice. If the word sounds nebulous or even a little scary to you, you're not alone. This course was created to help you understand how automation can actually be a key factor in improving your practice's business workflow by freeing your staff from previously time-consuming drudge work. Integrating automated business software has the potential to improve patient care, increase staff performance and present opportunities for revenue growth.

Learning Objectives:

1. Understand what automation means.
2. Identify practice inefficiencies to understand opportunities.
3. Learn how to implement automation to increase revenue.

How To Value Your Practice And Prepare For Selling

Course #: EXP06
 Topic: Practice Mangement
 Speaker: Tommy Newton
 Time: 11:00 am - 12:00 pm
 Fee: \$25
 CE Hours: 1
 CE Type: None

This presentation will provide educational information to dentists that are considering transitioning their practice within the next few years. Mr. Newton will discuss topics such as: how practices are valued, what makes a good buyer and what buyers want, the process and timeline of selling your practice, how to avoid common pitfalls, things you can do to your practice to increase the sales price and attract buyers, current market trends and what the future may hold.

Learning Objectives:

1. Learn how practices are valued.
2. Learn the selling process and timeline of selling your practice.
3. Learn about things you can do to your practice to increase the sales price and attract buyers.

Cybersecurity 101: Protecting Your Practice & Patients

Course #: EXP07
 Topic: Cybersecurity
 Speaker: Robert McDermott and David Fianza
 Time: 12:30 pm - 2:00 pm
 Fee: \$25
 Sponsor: iCoreConnect
 CE Hours: 1.5
 CE Type: Risk Management

Cybersecurity is about more than just keeping your patients' data safe. It's about securing your practice and its future while building and maintaining patient trust. HIPAA law requires you to put measures in place to ensure the safety and security of personal and private information as it relates to healthcare data, including how you send patient data electronically. In this course you will understand what cybersecurity threats exist and what to do to protect your practice and patient data.

Learning Objectives:

1. Understand the range of attack techniques.
2. Learn how to identify cybercrime tactics.
3. Learn best practices for cyber attack prevention.

Avoiding the Pitfalls of Patient Selection in Dentistry

Course #: EXP08
 Topic: Risk Management
 Speaker: Robert Thompson, RT, JD, MBA
 Time: 2:30 pm - 3:30 pm
 Fee: \$25
 Sponsor: MedPro Group
 CE Hours: 1
 CE Type: Risk Management

This claim-based educational program begins with an overview of the current dental malpractice claim environment, including claim data and issues specific to the state of Texas. Next, we discuss the prominent patient selection issues in dentistry. These include cosmetic patients, emergency patients/situations, second-opinion patients, new patients, non-compliant patients and disruptive patients. All of these topics have been indicated as claims drivers in the MedPro dental claim database, and we will discuss risk management based methods to avoid potential problems with these patients and situations.

Learning Objectives:

1. Recognize the current trends in dental malpractice.
2. List three scenarios in patient selection that can lead to potential problems.
3. Understand the most prominent issues with non-compliant patients.

CLASSROOM 1

The 3 C's of Periodontal Disease: Classification, Calibration, and Communication

Course #: EXP09
 Topic: Hygiene
 Speaker: Cathy Stewart, RDH, BS
 Time: 9:30 am - 11:00 am
 Fee: \$25
 Sponsor: Philips Oral Healthcare
 CE Hours: 1.5
 CE Type: Technical & Scientific

Implementing change is always challenging. Have you incorporated the current AAP Periodontal Staging and Grading system? We know periodontal diseases are biofilm related. It is critical that our patients understand the importance of biofilm management as it relates to their periodontal condition. This course will address team collaboration and confidence for effective conversations to gain periodontal treatment plan acceptance.

Learning Objectives:

1. Summarize and implement the current AAP Periodontal Disease classification system.
2. Review the need for calibration to establish consistent treatment protocols within your team.
3. Identify solutions that will improve daily biofilm management.

The Value of Whitening: Basics and Beyond

Course #: EXP10
 Topic: Hygiene
 Speaker: Cathy Stewart, RDH, BS
 Time: 11:30 am - 12:30 pm
 Fee: \$25
 Sponsor: Philips Oral Healthcare
 CE Hours: 1
 CE Type: Technical & Scientific

Whitening is a critical element in the dental hygiene process of care and it is also one of the most requested treatments in dental practices. This evidence based seminar fosters critical thinking as it prepares participants to accurately determine which whitening options are appropriate on a case by case basis. We will discuss the fundamentals of shade assessments and whitening product recommendations.

Learning Objectives:

1. Gain insight on techniques that prepare a patient for whitening treatment.
2. Learn the evolution of whitening and basic chemistry principles.
3. Understand and implement the process of proper stain diagnosis.

The Top 10 Things You Now Need to Know About ePrescribing

Course #: EXP11
 Topic: Electronic Prescribing
 Speaker: Robert McDermott and David Fidanza
 Time: 1:00 pm - 2:30 pm
 Fee: \$25
 Sponsor: iCoreConnect
 CE Hours: 1.5
 CE Type: Technical & Scientific

ePrescribing all medications, not just controlled substances, can significantly speed up the process and increase the quality of patient care. Leverage software and technology advancements to turn multiple steps using multiple resources into prescribing in seconds with drug directory, history, and patient information at your fingertips. This course will explore the key aspects of ePrescribing every dentist should know and understand.

Learning Objectives:

1. Understand the scope of electronic prescribing and how it works.
2. Gain a clearer picture of the differences between ePrescribing and traditional methods.
3. Learn to discern among the range of software on the market.

CLASSROOM 2 (CONT.)

The Truth About Patient Monitors

Course #: EXP12
 Topic: Sedation
 Speaker: Rose Dodson, MS
 Time: 9:30 am - 11:00 am
 Fee: \$25
 Sponsor: Sedation Resource
 CE Hours: 1.5
 CE Type: Technical & Scientific

Learning Objectives:

1. Review the basics of patient monitors, including what is required by the New Texas Sedation rules and regulations.
2. Discover options for monitoring and documenting respiration rate.
3. Learn the pros and cons of various pulse oximeter sensors and how to get the most out of the sensor you currently use.

This straightforward discussion about patient monitors will give insight into the current requirements for monitoring in the dental office and the equipment necessary to meet those requirements. Discover various options for monitoring and documenting respiration rate. What should you expect from a pulse oximeter sensor? These options will be discussed and illustrated with tips for extending the life of your equipment.

Dental Real Estate Preparation and Planning

Course #: EXP13
 Topic: Practice Mangement
 Speaker: Santee Hathaway
 Time: 11:30 am - 12:30 pm
 Fee: \$25
 Sponsor: Xite Real Estate
 CE Hours: 1
 CE Type: None

Learning Objectives:

1. How to use data to select a location for start ups, additional locations, and commercial land.
2. Learn the real estate process and timeline.
3. What to expect to pay for construction costs for interior and ground up.

This course will provide educational information to dentists that are considering opening their practice within the next few years. Santee will discuss topics such as: site selection for start ups; additional locations and purchasing raw land to build and own a building; the real estate process; understanding competition demographics; the process timeline; and construction costs for interior and ground up.

Avoiding the Pitfalls of Patient Selection in Dentistry

Course #: EXP14
 Topic: Risk Management
 Speaker: Robert Thompson
 Time: 1:00 pm - 2:00 pm
 Fee: \$25
 Sponsor: MedPro Group
 CE Hours: 1
 CE Type: Risk Management

Learning Objectives:

1. Recognize the current trends in dental malpractice.
2. List three scenarios in patient selection that can lead to potential problems.
3. Understand the most prominent issues with non-compliant patients.

This claim-based educational program begins with an overview of the current dental malpractice claim environment, including claim data and issues specific to the state of Texas. Next, we discuss the prominent patient selection issues in dentistry. These include cosmetic patients, emergency patients/situations, second-opinion patients, new patients, non-compliant patients and disruptive patients. All of these topics have been indicated as claims drivers in the MedPro dental claim database, and we will discuss risk management based methods to avoid potential problems with these patients and situations.



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