

Speaker Lineup

Some of the best presenters and opinion leaders from every area of dentistry will educate and entertain

Wednesday, April 19

Noon–2 p.m.

No Dentistry Is Better Than No Dentistry—Really?

Dr. John Kois

To generate an appropriate treatment plan, clinicians must use a systematic approach to risk assessment by evaluating the patient's periodontal, biomechanical, functional and dentofacial characteristics. These parameters must be assessed to ensure that the existing and potential risks are identified and reduced or eliminated, within the most appropriate and cost-effective treatment plan. The risk of failure can be affected by biological or technical complications.



2:30–4:30 p.m.

Treating the Transgender Dental Patient

Dr. Anne Koch

A presentation that addresses all of the required aspects of transgender patient care, including a description of terms, how to create the proper office environment, and the medical challenges transgender patients face and how they may affect dental treatment. In addition to describing the aspects of transgender dental care, Koch will examine this phenomenon from the perspective of a patient, as well as an experienced health care provider.



Speaker Lineup

Thursday, April 20

9:15–10:30 a.m.

Making Patient Education Productive

Dr. Mac Lee and Joleen Jackson

Your patients don't go to the same seminars you do. This course shares tips for how to get your patients to want what they've always needed and to feel good about their decision. This course will also encourage every team member to be an educator and create value for your service.



1:30–3 p.m.

Stop Doing Fillings and Crowns

Dr. Tarun Agarwal

Agarwal discusses how fillings and crowns hold a practice back from its complete potential, and how he's moved the focus of his practice on implants, sleep apnea therapy and medical billing. This shift has allowed Agarwal to focus more on the procedures he likes, to add an associate to do restorative dentistry, and to take 8–10 weeks off each year, while his team members continue to grow and earn.



How to Make Infection Control "Sticky"

Leslie Canham

Breaches in infection control can spell disaster for any practice, so dental teams must constantly update and fine-tune their infection control knowledge and skills. Learn how to make team training memorable and fun. Hands-on experiences and training games compel "buy-in," which supports behavior changes in infection control practices. Motivate your team to keep infection control top-of-mind and "sticky."



Beginning with the End in Mind

Dr. Cory Glenn

This course will explore digital treatment planning and design to guide cases. It also will focus on the planning and preparation for doing larger implant and restorative cases, and using technology to drive them and how it all ties into over life goals and purposes. Glenn recently underwent eight months of chemotherapy from acute leukemia, and the change in perspective inspired a discussion about how many of the principles of "beginning with the end in mind" also can apply to overall life.



Drill 'Em, Fill 'Em and Thrill 'Em

Dr. Mark Hyman

In this fast-paced, ever-changing world, dental teams can benefit from learning from the past and creating a preferred vision for the future. This course will present steps for practice renewal and ways to wow your patients. Enjoy this fun-filled course that will supercharge your team.



3:30–5 p.m.

Minimal Intervention, Maximal Outcome

Dr. Arthur Volker

Minimally invasive is a hot topic in dentistry. It's easy to talk about taking away less tooth structure, but more difficult to apply this concept to achieve predictable aesthetic and functional results. This course aims to give clinicians the tools needed to successfully and immediately expand the use of minimally invasive dentistry in daily practice.



Get off the Dental Roller Coaster

Dr. Bruce B. Baird and Vicki McManus

We've all had the experience of feeling rich one month, and paying the piper the next. Financial stress as a dental owner does not have to be your reality. Productivity expert Dr. Bruce B. Baird and his partner, Vicki McManus, will share with you their secrets to running a multimillion-dollar dental practice. Most importantly, they'll explain how to accomplish this while decreasing stress.



Friday, April 21

9 a.m.–4 p.m.

Reach New Depths in Periodontal Therapy Workshop from Hygiene Excellence

Nancy Adair, RDH

Dentists and hygienists are invited to take part in this special workshop that includes three hours of science-based lecture and three hours of hands-on skill development. This course will incorporate structure and guidelines to enhance a periodontal approach in children, adult maintenance, implants and active periodontal therapy. Limited seating available.

Course fee: Hygienists \$295,* dentists \$495*

** In addition to Townie Meeting registration*



10:30 a.m.–noon

Engaging Evaluations: How Rethinking Employee Evaluations Can Re-Engage Your Team

Paul Edwards

Edwards, the CEO of CEDR HR Solutions, discusses how reinventing employee evaluations can energize your team and drive performance. You'll discover how to enact a forward-thinking Strategic Evaluation plan that invites each team member to set strategic personal and professional goals that involve them in their own success and builds you a metric for measuring their results. By the end of the course, you and your team will have a new tool that puts you on the path to positive change and growth, personal accountability, inspiration and motivation.



9–10 a.m.

Social Media for Dentists: What You Need to Know Now

Dr. Ed Zuckerberg

In a changing economy, competition among dentists requires the use of the latest technologies and best media for connecting to existing and potential new patients. Attendees will learn how to best utilize Facebook, the leading platform in social media. Advanced technologies will be presented for increasing subscriber base, engaging with and promoting increased utilization of services to existing customers, and efficient use of limited budget dollars for internal and external marketing.



Successful Endodontics with the Final Restoration in Mind

Dr. Martin Trope

Treatment outcomes for endodontic treatment are based on the health of the apical periodontium and long-term survivability of the tooth. The basic requirements for endodontic success haven't changed, but technological advances now allow us to achieve these them without unnecessarily removing dentin and weakening the tooth. This lecture will present, explain and demonstrate new technologies that allow superior cleaning in all dimensions of the canal with minimal removal of unnecessary dentin. The canal is then filled with a bonded bioceramic material that both seals and strengthens the root.



10:30 a.m.–noon

Special-Needs Patients—Deaf, Hard of Hearing and Autism

Leslie Canham

Thirty-six million people report some degree of hearing loss. At age 65, one out of three people has a hearing loss. Learn how to recognize obstacles that deaf and hard-of-hearing patients encounter in the dental office. Dental treatment for patients with autism requires extra time and special care. Equipped with the tips, tools and a game plan, the dental team can provide a positive experience for patients with special needs.



Friday's sessions
continue on next page.

Speaker Lineup

Friday, April 21 (continued from p. 81)

2–3:30 p.m.

Same Day Smiles: Delivering What Patients Want

Dr. Bruce Baird

This presentation will demonstrate how to do a new smile with 10–12 veneers or crowns in one day using Cerec while taking care of your regular schedule. This presentation will also discuss how to market Same Day Smiles so dentists are doing four to six cases per month.



Creativity with Ceramics

Dr. David Hornbrook

A discussion of the new ceramic systems available and why the elimination of metal is a more viable option than ever before—one that should be adamantly pursued by every practicing dentist. The most expensive thing you provide from your lab for your patients is a metal base restoration. Dentistry has always been in search of a replacement for metal-supported dentistry, and this presentation will cover what's available, when to use what, how to optimize predictability, effective lab communication, reducing remakes and cementation systems.



Strategic PPO Contracting for the Solo Dentist

Sandi Hudson

Whether your practice is heavy PPO or you're strictly fee-for-service, this presentation will educate about the insurance trends in the dental industry, how third-party administrators are affecting PPO contracting choices, when a dentist should consider adding or terminating a contract, how insurance negotiations work, and how solo dentists can strongly compete with corporate/DMOs by strategizing wisely with PPO contracting.



Frustration: The Breakfast of Champions!

Vicki McManus

Addressing frustration head-on is a cornerstone of massive success. Think about it: Who's more frustrated, the janitor who cleans your building or the team delivering high-quality care? McManus, a certified emotional intelligence coach and CEO of two award-winning companies, shares an array of firsthand experience dealing with frustration.



Take a break—enjoy a drink!

Your final chance to socialize with exhibitors at the 2017 Townie Meeting is our Exhibit Hall Happy Hour, which runs from 3:30 to 5 p.m. For more, see page 84.

5–6:30 p.m.

Late Night with Dr. Howard Farran

Dr. Howard Farran

This course will provide the tools you need to help build a rewarding, meaningful and profitable dental office. Applying these tools provides you with the ultimate staffing formula to create high energy for performance under stress, while still achieving daily goals. In addition, Farran will discuss how to control accounts receivable with bonuses, and cover the three things you manage: people, time and money. These practices will ultimately turn patients into raving fans.



Saturday, April 22

9:30 a.m.–12:30 p.m.

The Thriving 2017 Fee-for-Service Practice

Dr. Steve Rasner

Discover the protocols and foundations that can elevate a dental practice to extraordinary levels of success, and practice management strategies that skyrocket case acceptance, increase cash flow and decrease the bumps in your day. (These leadership principles that have kept Rasner's staff of 21 together for an average of 17 years without going broke.) Lastly, learn how superachievers can give back to the world and not miss out on the most important part of the journey—a full life.



Dental Sleep Medicine, From Getting Started to Billing

Dr. Mark Murphy

This course surveys the current landscape of medical and dental treatments for sleep apnea, including marketing, physician communication, basic treatment philosophies, appliance choices, medical billing and the financial and emotional impacts on your practice and team. Sleep medicine has progressed in the diagnosis and treatment protocol as well as the outcome predictability. Murphy's course is an overview to help dentists determine if they want to treat sleep medicine patients; it is not a substitute for full training in sleep dentistry.



Find the entire 2017 schedule online

To view the full day-by-day Townie Meeting agenda—including speakers, sessions, coffee breaks and social events—go to towniemeeing.com/schedule.subscribe to be notified whenever she adds a new one.

