

The lineup

Townie Meeting is the perfect meeting for your entire team. We have some of the best presenters and opinion leaders from every area of dentistry to educate and entertain. Our entire course lineup begins below, and you can always visit towniemeeting.com/schedule for the most current schedule of events.

Wednesday, April 11



Sandy Pardue:
Front Office Mastery

This course teaches doctors and team members how to organize their front office systems. Attendees will learn how to create productive days with less stress and better control of the phones; how to increase new patient numbers and reactivate patients; how to improve communication skills and increase treatment acceptance; how to predict and control broken appointments; and how to excel in other activities that will result in increased income.



Jeff Tonner:
Risk Management and Record Keeping

Dentists can expect three to five legal actions in a career. This course explores a proactive approach to preventing legal actions. The profile of a typical dental malpractice patient will be discussed, as well as the four areas where dental malpractice insurance companies pay out the largest settlements. This course is an essential educational tool for dentists who are serious about reducing their malpractice risks.



Dr. John Nosti:
Disillusioned by Dentistry? How to Avoid the Dreaded Regret of Choosing Dentistry as Your Profession

Learn how to define the areas of dentistry you most enjoy and build them to epic proportions. Also, discover how to develop strategies that reduce your dependence on insurance companies and also simplify your materials stocklist and labs. Finally, wrap up with actionable advice on how to surround yourself with the ideal team and coaches. By putting these plans into action, you can decrease debt, keep more of what you earn, and make more time for life.



Thursday, April 12



Dr. Gordon Christensen:
Successful Practices Have Highly Motivated and Competent Teams

This presentation demonstrates how dental assistants, hygienists, front desk team members, technicians and dentists can work together to make a fantastic practice. Christensen will discuss expanded clinical functions that produce revenue; expanded functions that save time; and techniques, concepts, devices and materials that successful practitioners value most.



Drs. Andonis Terezides and Sundeep Rawal:
Digitally Driven Dentistry: From Technology to Therapy

Computers are changing the processes used to treat patients, from treatment planning to design of definitive restorations. These innovative design and manufacturing technologies make treatment protocols more efficient and less time-consuming, especially for complex fixed and removable implant therapies. Along with this shift in technology are new surgical treatment concepts that offer viable implant-based solutions for edentulous (or soon-to-be edentulous) patients that produce shorter treatment time, higher case acceptance and immediate patient satisfaction. This suite of treatments allows for the easiest way to deliver restorative excellence to our patients.



Colin Receveur:
Become a Magnet for Big Cases and Double Your Practice

This course will teach the essential strategies to attracting big-case patients. As a bonus, you'll hear from other dentists who have successfully implemented these systems and now enjoy a consistent flow of big cases to their practices. Where could you be in the next 12 months if you attracted less "drill and fill" cases and more big cases?



Dr. David Maloley:
The Relentless Mind

You have health and life insurance policies, and maybe a disability policy and overhead insurance. But what do you have to protect yourself from the emotional pitfalls that occur while owning and operating a dental practice? Maloley shares his life experiences and the wisdom he has gathered from interviewing many of the most influential minds in dentistry as the host of *The Relentless Dentist* podcast. He will deliver a formula to help you and your practice perform at peak levels despite life's inevitable challenges.



Carrie Ibbetson, RDH:
It's Not What You Say, It's How and When You Say It!

Knowing the science and technology of dental hygiene helps you connect the dots as a practitioner, but it rarely helps you explain the benefits that treatment provides the patient. Reframing and resequencing some of your everyday questions and tasks can help you connect with patients in a way that gets them motivated to take on the challenge of obtaining and maintaining oral health, and coaching them through small steps creates big wins for everyone.



Dr. Barry Glassman:
Bruxism, Occlusion and Parafunctional Control

For years, dentistry has been dominated by occlusal concepts that were initially presented in the 1960s. Despite the lack of evidence for the role of "interferences to centric" and "pterygoid spasms," these concepts remain at the heart of our dental model. As a result, great confusion has led to occlusal "camps" dominated by belief systems rather than science, and to the prevention of integration of critical muscle and joint concepts into general dentistry. Glassman exposes these myths. You and your patients will benefit immediately as the role of function and parafunction, and the methods of parafunctional control, are explored.



Travis Frederickson:
From Disney to Dentistry

Walt Disney was not just a great visionary; he also guided and led an organization that has inspired billions. Frederickson will bring Disney's brilliance alive in ways to develop your practice. Leadership originates with a guiding vision, which motivates and inspires the team while establishing expectation in the hearts and minds of patients. Learn the importance of discovering and aligning your practice with your vision, as Disney did with Disneyland and Walt Disney World.



Laura Hatch:
Build a Front Office Team That Rocks!

Learn the communication skills and procedures that create the ultimate customer service experience for your patients. Improve and master the essential systems to reduce cancellations and no-shows; set production goals and a schedule to meet those goals; increase case acceptance; and experience a happier, higher-producing team.



Linda Douglas, RDH:
Innovations in Saliva-Based Diagnostics and Xerostomia Management

This presentation provides an overview of developments in saliva-based diagnostics for oral and systemic disease, and the latest therapies for management of xerostomia and associated complications. A hands-on segment will be included.

Friday, April 13



Dr. Terry Shaw:

See What You Can Do with Composite

Shaw will present cases showing everything from full-mouth composite rehabilitations and composite bridges to some out-of-the-box restorations. Opening occlusion with the Dahl Technique will also be discussed.



Tim Lott:

Buying a Dental Practice: There Is More to It Than Price

Part II of a series that began at Townie Meeting 2014, when Lott discussed the purchase of a dental practice. That presentation provided a general overview of the financial due diligence process, including the assessment of the asking price and practice performance, and this year's discussion will dive into specific red and green flags that buyers need to be aware of when going through this process. (See Part I at dentaltown.com/LottCE.)



Chris Moriarty:

Behavioral Economics: How to Predictably Produce More and Be a Better Leader, Tomorrow

Why will some people pick a BMW but never consider a Mercedes? Why Nike, but not Adidas? Why will people drive 50 miles or more for C- dentistry, when they have access to A+ density right down the road? Behavioral economics is the intersection of psychology and consumer behavior. Fortune 500 companies have used specific strategies to influence consumer spending patterns for decades. This course explores those same tactics to give each member of the dental team specific approaches to attract and engage patients.



Dr. Dawn Grimes-Kulongowski:

Stress Management and Mindfulness Practice for Dental Professionals

Stress is part of life. There's no escaping it, and as busy professionals managing many things simultaneously, it's easy to be overwhelmed by it. This course examines stress and its effects, and will discuss techniques to minimize the hold it takes on our lives. The foundation will be meditation and mindfulness practice, which when integrated into our lives can make us more effective, engaged and focused leaders, both at the office and at home.



Dr. Chris Griffin:

Laid-Back Leadership: The Art of Empowering People

Don't believe the lie that you must work more or become a tyrant to achieve success. You already have everything you need; the challenge is getting rid of the things you don't. Unlock the potential of a stress-free, laid-back style of leadership that empowers your team and restores balance through a fresh perspective and strategic approach. Take control and enjoy practice again.



Deborah Levin-Goldstein, RDH:

Oral Diseases Associated with Children and Adolescents

This course is the third in a series of oral pathology presentations emphasizing common diseases prevalent throughout a patient's life span. Levin-Goldstein will discuss the etiologies, clinical manifestations, symptoms and treatment options for conditions and diseases associated with children and adolescents.



Dr. Manor Haas:

Endo for GPs: Better, Faster and Safer Root Canals

This practical course will discuss how nowadays you can perform root canals better, faster and safer. Many honest clinical tips and tricks will be demonstrated and tailored to novice and experienced general dentists who may want to perform more root canals with less stress.



Dr. Daniel Pompa:

Actions and Algorithms for Medical Emergencies: How to Save a Life (Including Your Own)

Many potential medical emergencies can be prevented, but a crisis situation can—and likely will—occur sometime in your practice. Gain a comprehensive command of the essential knowledge and skills needed to handle a life-threatening medical crisis. Pompa will discuss the prevention, recognition and management of medical emergencies, as well as the preparation to reduce their overall risks through simple, noninvasive critical tests.



Judy Mausolf:

Attitudes, Breakdowns and Conflict Resolutions

Discover how to elevate your communication to a level that inspires open discussion, prevents breakdowns, resolves conflict and builds trust and respect, resulting in high-performing team and patient relationships. Learn the skills to communicate positively and effectively with different—and even difficult—personalities.



Dr. Howard Farran:

Dentistry Uncensored Live

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 teach you how to control your account receivables with bonuses, and cover the three things you manage: people, time and money. These practices will ultimately turn patients into raving fans.

Saturday, April 14



Dr. Ryan McCall:

Make It Rain Dentures

This course will discuss how to attract, convert and manage patients who need dentures. Learn how to use social media to navigate multiple platforms—Facebook, Snapchat, Instagram and more—to have patients stampeding to your door. McCall will reveal some of his secrets to success in attracting new patient phone calls and turning them into patient advocates. (Come for the social media, stay for the great dentures.)



Mr. Tom Limoli:

It's the Patient's Plan, Not Yours

Patient dental benefit plans are continually changing. Are you and your team? Reimbursement is no longer an issue that affects only the administrative team. Grow with and profit from the ever-changing reimbursement environment. More of today's cost-conscious patients are emotionally driven to consider only in-network doctors. Learn to work with and understand the patient's benefit plan restrictions and limitations.

The Get-It-Done Day

Renewing compliance for CPR and OSHA and HIPAA training is required by law ... and made easy with the Get-It-Done Day track featured at this year's Townie Meeting. This dental practice training event was created to condense all the tasks, trainings and licensure requirements that need to be completed into one energized, team-building day included as part of the meeting tuition.

Sponsored by OperaDDS.



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Looking to open a new practice?

The Startup Practice Blueprint workshop will teach you the best, proven methods for successfully opening a new practice. Add on this exclusive two-day course—Friday, April 13, and Saturday, April 14—to your registration for \$799.

Sponsored by Dentistry's Ideal Practices.

