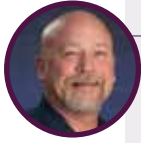


*Gurus, experts, aficionados—call them what you will. We've got speakers from every area of dentistry.*

## General Session



### ***Dentistry Uncensored with Howard Farran***

Join Dr. Farran to see him do what he does best: make you laugh, all while discussing how to perform dentistry faster and easier, with results higher in quality and lower in cost.

## Townie Talks

We are revamping the Townie Talks this year. They will still be short (18 minutes) inspiring lectures, but this year we will be featuring some of your favorite Townies from the Dentaltown message boards—maybe even you, yourself! Interested in presenting an inspirational story or some dental tips or tricks in 18 minutes or less? Visit [Towniemeeting.com/townietalks](http://Towniemeeting.com/townietalks) for more details on submitting a presentation for consideration.

## Breakout Sessions



### ***Tim Bizxga • Where Did the Bread and Butter Go?***

#### ***Avoiding hidden costs in your single-unit crown procedure***

The single-unit crown procedure represents the largest portion of an office's billable restorative procedures. As such, it is often referred to as the bread and butter of the dental practice. But is it always? Remakes, retakes, repairs, inefficiencies and more all eat into profitability and directly impact patient satisfaction and confidence. This breakout session has a goal to present tips and technique considerations to maximize the single-unit crown procedure for long-term clinical and practice success.



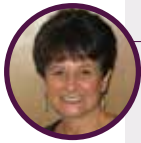
### ***Dr. Paul Caselle • Three Keys To Practice Success***

The variety and complexity of dental-practice management decisions can be overwhelming. This thought-provoking presentation will discuss the Three Keys To Practice Success. Dr. Caselle will share tips, techniques and tools from his more than 35 years of practice ownership experience to guide the practice owner and team in developing an action plan. Recommended for both the new dentist and the one looking to get to the next level.



### ***Ms. Linda Douglas • Caring for Patients with Eating Disorders***

Eating disorders have the highest mortality rate of all psychiatric illnesses, and dental professionals are in an ideal position to help improve outcomes for such patients. This course provides an overview of eating disorders and their oral and systemic warning signs, plus insight into their psychological, systemic and oral-health aspects. It includes suggested oral-care protocols to minimize complications, and communication strategies to facilitate disclosure and timely referral to therapists specializing in eating-disorder treatment. We will also discuss the ethical dilemmas we might face.



### ***Ms. Debbie Goldstein • Repair and Protect Enamel with Remineralizing Agents***

Caries is a dynamic disease process involving the cyclic demineralization and remineralization of the tooth structure. A key preventive approach is maintaining an oral environment favorable to remineralization. Fluoride's ability to promote remineralization is limited by the availability of calcium and phosphate in saliva. The four types of remineralizing therapeutics that attract calcium and phosphate will be discussed, as well as the caries process and CAMBRA.



### ***Dr. Eric Jones • New-Economy Cosmetics***

The days of cashing in your home equity for 20 porcelain veneers may be over, but elective dentistry is NOT dead. Learn new treatment options, tips, and strategies to reinvigorate the elective portion of your practice; do more meaningful dentistry; and even boost your bottom line. In this lecture, we will discuss how function now drives aesthetic case acceptance, and we'll present real-world examples of cosmetic dentistry for any budget: from simple ortho you can do tomorrow, to staging complex treatment.



### **Dr. John Kanca • *Adhesive Dentistry 2k16***

This course is a must for those seeking to place the finest restorations possible—with the fewest difficulties. Topics include the principles of adhesion, the best and easiest method for creating a properly wet-etched dentin surface, and precise instructions. We'll also cover sealing crown preparations, evaluation and treatment of tooth pain and postoperative sensitivity, placement techniques, current ceramics and bonding, activation lights, whitening, and the dental armamentarium.



### **Dr. Jeff Krupp • *Success in Endodontics***

This breakout session will illuminate an overview of the "Success in Endodontics" online course on Dentaltown.com. Various diagrams and animations will be used to give the participant further insight to this predictable, conventional endodontic technique course.



### **Dr. Bryan Laskin • *My Staff is Trying To Kill Me (And I Couldn't Be Happier!)***

Motivating office staff to work harder, faster and smarter isn't as difficult as you may think. By implementing the strategies for better communication outlined in this class, you will learn how effective communication among your team, your patients and your colleagues can skyrocket profitability while simultaneously elevating the quality of care you provide, and the patient experience. Definitely bring your staff to this class!



### **Dr. Mark McClure • *Current CEREC Applications***

This course will highlight the latest applications for the CEREC Omnicam, including CERC Ortho, Galileos integration for implant placement and any newly released uses.



### **Dr. Armen Mirzayan • *Confident Implant Placement Through Digital Planning***

Placing implants in your office can increase your office revenue, increase case acceptance and give your office the prestige that comes with performing better dentistry. Yet dentists still shy away from placing implants because of fears of liability, high costs to patients, a lack of technology and a lack of confidence. This course will teach you how you can gain control over the entire procedure, from precision fixture placement to the appropriate emergence profile. No specific implant product line is favored. Come learn how anyone can enter the field of guided implant surgery.



### **Dr. John Nosti • *Keys to Your Success***

Dr. John Nosti is a full-time practicing dentist in Atlantic County, New Jersey, an area of recent economic hardship. Dr. Nosti will discuss the keys to his success, and concepts that have allowed his practice to perform with less than 50 percent overhead. Topics: treatment-plan presentations, from single-unit crowns to full-mouth reconstructions. Case fees vs. per-unit fees. Dental insurance: friend or foe? Provide comprehensive care and cosmetic dentistry on PPO fees. Learn the one procedure that can increase your production significantly. Increase new patients, increase referrals, and so much more! Bring your excitement and questions for a fun group-participation section!



### **Dr. Jason Olitsky • *The Power of Presentation with DSLR Photography and Video***

Supercharge your practice by understanding the power of presentation in communication, sales and esthetic visualization. Dr. Olitsky will demonstrate methods of case presentation and case sharing, utilizing high-quality photography for both clinical views and portraits. He will also demonstrate how DSLR video can be best utilized in treatment planning, communication and case presentation. Find out how to improve your case acceptance for cosmetic dentistry and consistently improve your results by integrating cutting-edge DSLR photography and video into your practice workflow.



### **Ms. Sandy Pardue • *Inside Secrets to Grow Your Practice***

This course will teach steps to help you gain control and grow your practice. Learn what it takes to avoid practice management blunders and myths that may be working against you. Learn the systems that top producing practices use to increase efficiency, productivity and profitability. Overcome the most common blind spots and missed opportunities in your practice. This presentation will provide tools to close the back door so that new patients stay and existing patients get back in the chair.



**Ms. Sandy Pardue • *Front-Office Mastery***

This is a comprehensive course that will teach 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, increase new patient numbers, reactivate patients, improve communication skills, increase treatment acceptance, predict and control broken appointments, and excel in other activities that will result in increased income.



**Dr. Tuan Pham • *Success, Profitability and Destiny Begin with You***

In this course, you will learn to see that through the principle of reframing, each and every problem and issue in your life is an opportunity to find success. You will see how vision is important, and that every decision that you make will guide you toward your ultimate goal—and how a lack of vision leads to missteps. You will learn that technical dentistry is not actually your main job, and that it is secondary to your job of educating and imparting value—which, in turn, leads to increased treatment-plan acceptance and profits. You will further learn how likability and the creation of likability are crucial to the success of your business because of the shift in public perception. You will see how education and the implementation of nonclinical skills are crucial to your business growth and long-term profitability.



**Dr. Jay Reznick • *Improving Your Confidence and Competence in Office Oral Surgery***

This presentation will cover the basics of oral surgery for the general practitioner. This course aims to increase the dentist's knowledge and comfort level with surgical procedures. Topics include: evaluation of the patient's medical history, management of the patient on anticoagulants, antibiotic prophylaxis, informed consent, presurgical planning, local anesthesia, design and use of surgical flaps, handpieces and hand instruments, atraumatic extraction instruments and techniques, classification of third-molar impactions, surgical techniques for impacted teeth, management of the surgical site, biopsy indications and techniques, and management of complications.



**Mr. HanH Tran • *Anybody Can Paint a Cow***

The course covers a broad range of topics that will include in-depth discussions relating to: balancing esthetics and functionality in designing your office; why designing to code can make your building project less costly; what professional services you should have and why; and why planning for your end vision can save you future anguish.



**Dr. Delia Tuttle • *Follow the Pink-and-White Dental Marathon—Tips and Tricks***

When treatment planning full-mouth rehabs or the simplest cases, soft-tissue management is key. This course will review some tips and tricks that Dr. Tuttle has found very easy to follow for successful treatment planning, case acceptance and excellence in dentistry.



**Mr. Jason Wood • *Associateships, Partnerships, Acquisitions, Oh My...***

The course begins with dissecting the associate position and reviews the differences between employee vs. independent contractor, compensation structures and the impact on the associate's pay, California law pertaining to associates, issues of concern in an associate contract, associate buy-in opportunities, as well as other relevant issues. The course then reviews dental partnerships: how they are created, proper vs. improper models, CA regulations pertaining to partnerships, compensation formulas that work/don't work, buy-in/out formulas, death/disability issues, management concerns, and other unique partnership issues. The final phase of the course takes an in-depth view of starting a dental practice and/or acquiring an existing dental practice.



**Dr. Josh Wren • *Pediatric Dentistry: The Diary of a Madman***

Attendees will learn why pediatric dentists love what we do. With a firm foundation and the right approach, our job is simply much easier than that of the general dentist. Behavior management and prevention are the foundation on which our job is set—the attendees will learn Dr. Wren's approach to these two critical topics. When treatment needs arise, the dentist needs to feel confident and comfortable in his or her approach and techniques—whether that's for an intra-coronal restoration, stainless-steel crown, pulpal therapy or extraction. A lot has changed in our field over the past five to 10 years, including new advances in alternative treatment modalities, which will be discussed in this course.