



Double Your Production Tomorrow

8:00am-12:00pm

Presented by Wendy Briggs, Hygiene Diamonds can help you transform your hygiene department into a productive part of your practice. A profitable hygiene center is essential to practice growth. Many successful dental professionals have incorporated the Hygiene Diamonds structure and seen incredible results, a minimum of 70% growth in hygiene in just the first three months!

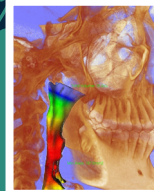
The Hygiene Diamonds course provides the following:

- The SECRET to serving PPO patients without losing money
- The foolproof way to fill holes in your schedule
- How to maximize the 3 Critical roles of hygiene and why neglecting these roles is costing you over a hundred thousand dollars a year
- Three simple ways to increase service to your patients, and increase hygiene production by \$100,000 in the next 12 months
- Why now...more than ever...you MUST have a FOOLPROOF way to give patients what they want or they will simply choose another Dentist
- A simple trick that enables you to add 30% to your daily production
- The BIGGEST mistake doctors make when trying to implement same-day dentistry in their practice and how you can easily avoid this!
- The 9 words to ensure immediate acceptance of your treatment plan

Wendy Briggs

Wendy Briggs, RDH is a top producer within the field of clinical hygiene. She has coached countless other hygienists to do the same. As a consultant and speaker she has successfully worked with practices internationally as well as some of the largest organizations in the United States. She shares real-world solutions to common hygiene headaches.

4 CE Credits



3D Cone Beam Technology in Today's Dental Practice

1:00pm-3:00pm

Join us as we discuss how Cone Beam Imaging Technology is enhancing the dental industry.

What you'll learn:

- Myths vs. facts regarding 3D Cone Beam Technology
- Learn how 3D X-ray benefits patient diagnosis and treatment planning for Orthodontists, Oral Surgeons, Periodontists, and GPs
- Improve the health of your patients and bring in extra dollars each month to your practice
- Reimbursement facts and resources
- The secrets to marketing 3D in your practice
- How to increase your referral source
- Creative ways to increase "word of mouth" advertising for your practice
- Learn about CBCT and its relevance in the exciting new emerging market for treating sleep apnea in the dental practice

Ty Ramsey

Ty Ramsey is the Southwest Director of Sales for Imaging Sciences International (i-CAT), a division of KaVo Kerr Group. Ty has been with i-CAT for over 7 years and in the dental industry for ten years. During his tenure with i-CAT, Ty has implemented more than \$42,000,000 of CBCT systems in the United States and he received the "lifetime achievement" award in 2014. Ty is one of the most experienced authorities in the United States with regard to CBCT technology and often lectures at dental shows and study clubs.

2 CE Credits



Equipment Maintenance: How to Keep Your Office Up and Running

9:00am-11:00am

This workshop will demonstrate easy and effective ways to maintain a variety of mechanical office equipment. Areas to be covered include: compressors, vacuums, sterilizers, chairs and lights. We will show proper ways to maintain the above equipment thus eliminating costly service repairs and downtime.

Leon Reynolds and Shawn Vickers,
Henry Schein Equipment Service Technicians

2 CE Credits



Infection Control - "Just Tell Me What I Need to Do!"

1:00pm-3:00pm

This course uses excerpts taken directly from the 2003 CDC Dental Guidelines, the 2016 CDC Dental Update, and the OSHA Bloodborne Pathogens Standard to clarify the misconceptions and outdated information that many offices are working with in regards to infection control. It will help your office to understand what the CDC and/or OSHA requires you to do and will show you the various options available to meet the requirements.

What you'll learn:

- The recommendations in the 2016 CDC Dental Guideline Update
- The 2003 CDC Dental Guidelines and the OSHA Bloodborne Pathogens Standard
- Common pathogens encountered in the dental office, and how to break the chain of infection
- Ways to safely and efficiently reprocess dental instruments and manage infectious waste
- Dental unit waterline testing and treatment
- Common infection control violations

Sheridan Phillips

Sheridan Phillips is one of SciCan's Regional Infection Control Trainers as well as their South Texas and Southern Louisiana Sales Representatives. She consults with dealer representatives and dental offices on infection control, instrument reprocessing, occupational safety, and sterilization area design. Sheridan is an active member of the Organization for Safety, Asepsis, and Prevention (OSAP) which focuses on promoting safety for both practitioners and patients in oral health care.

2 CE Credits

HENRY SCHEIN®
SERVICE

Join us!

Come join us for a full day of CE seminars and meet 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!

-Your South Texas Henry Schein Dental Team

Exclusive Vendor Promotions

Inventory Liquidation Sale

20% off Early Bird Registration

SEPTEMBER 8, 2017

Embassy Suites by Hilton
San Marcos Hotel Conference Center & Spa
1001 E McCarty Ln., San Marcos, TX 78666

Registration Time: 7:00am
Seminar Time: 8:00am-4:00pm

Registration Fees: \$199 for Doctor, \$99 for Team Members
20% off Early Bird Registration by June 30, 2017

Fee includes breakfast, lunch, CE seminars, vendor fair, and Parking!
Customer Appreciation Hour
Please join us for wine and cheese

TO REGISTER:

Email: Christine.Sikazwe@henryschein.com

Phone: Christine Sikazwe 210-545-3147 * 240-4519

Online: <http://hnrsc.hn/FEXPO6141>

Please be sure to choose which CE Seminar(s) you would like to attend at the time of registration. Seminars with multiple times listed have a choice

ADA CERP® | Continuing Education Recognition Program between a morning or afternoon session.

Henry Schein Dental is an ADA CERP Recognized Provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. Henry Schein Dental designates this activity for the specified amount of continuing education credits.

The federal government imposes certain restrictions on, and pursuant to the Sunshine Act requires public reporting of, transfers of value to a practitioner. Participation in this event may qualify as a reportable transfer of value under the Sunshine Act provisions of the Patient Protection and Affordable Care Act. Your Henry Schein representative can advise you of the reportable amount. © 2017 Henry Schein, Inc. No copying without permission. Not responsible for typographical errors. 17DF6055

HENRY SCHEIN®
DENTAL



SEPTEMBER 8, 2017 • SAN MARCOS, TX

Embassy Suites by Hilton San Marcos Hotel Conference Center & Spa



Patient Health & Practice Profitability: A Total Health Approach to Dentistry

8:00am-12:00pm

4 CE Credits

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?

Shrinking reimbursements have made profitability in an insurance-based practice significantly harder to achieve. An alternative to PPOs is to rebrand your practice to attract patients who value and prioritize their health, and are willing to pay for health services and personal care.

Learn how the trends in lifestyle-related illnesses such as obesity, diabetes, heart disease, sleep apnea, and acid reflux closely intertwine with periodontal disease, caries, and oral cancer. Systemic disease screening, intervention, and facilitation are possible, right in the dental chair.

This program will help you add new sources of revenue, lift your morale, attract quality new patients, and build physician referral relationships.

Objectives:

- The many links between oral disease and systemic disease
- Risk factors and screening tools for systemic diseases
- Shifting from drugs to food for health
- Facilitating lasting health change behavior in children and adults
- Building infant, children, teen and geriatric systemic health programs
- Networking with physicians for awareness and co-referrals
- Niche marketability of the Total Health dental practice in your community

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. 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. She is the author of BlabberMouth! and is an internationally recognized health educator.



Solving Clinical Challenges Materials, Methods & Techniques

12:00pm-4:00pm

4 CE Credits

Learn how you can improve the information given to the lab for every case. Providing better fitting crowns and shortening every crown seat appointment. Also learn the Pearls for your Restorative Practice:

Better adhesion and cohesion in our practices. Bonding anterior and posterior teeth and a perfect finish surface and predictable longevity each time.

You will learn:

- Improving the fit and seat for every crown we do
- Simplifying our temporaries for both teeth and implants
- Prosthetic-driven implant treatment and reconstruction
- Building a bite with accurate transfer and reproduction
- Porcelain repair adhesion and conservative dental care for each patient

Dr. Stace Lind

Dr. Stace Lind received his D.M.D. degree from the University of Louisville, KY and has been in private practice for 21 years in Centennial, Colorado. He has accomplished a diplomat status in Implantology, a certificate in Perio/Tissue Grafting, completed an advanced cosmetic dentistry program at LSU, and a three-year Prosthodontic program at the University of Oregon.



Dentrix Tips & Tricks - Helpful Hints to Make Your Dentrix Day a Breeze and Achieve the "Ah Ha" Moment

1:00pm-3:00pm

2 CE Credits

As the world's leading practice management software provider, Dentrix is striving to develop products that meet the evolving needs of every dental office. At times it may be challenging to keep up with the new and improved functionality. It's easy to get stuck always doing your tasks the same way because, "we have always done it this way" — and sometimes it seems scary to try something new or update to the newest version Dentrix software because we are uncomfortable. These tidbits and helpful hints will help take away those feelings.

You will learn:

- Increase productivity through effective scheduling and production
- Pull all critical reports including daily huddle and practice advisor
- Increase communication and leadership at all levels (doctor and team)

Patty Allen

Patty Allen has been in dentistry for over 35 years. She has been a Certified Dentrix trainer since 2006 and has used Dentrix for more than 17 years. She is also a Certified Trainer for Dentrix Ascend and Easy Dental. Ms. Allen has worked as a Practice Administrator for 27 years for the same dentist here in San Antonio. She is currently training offices on all three practice management systems.



The Digital Dentistry Puzzle Building a Profitable Practice in Today's Market

8:00am-11:00am

3 CE Credits

Hear from Dr. Ed Suh as he discusses the efficiency of digital workflow and how it will enhance the patient experience and your practice on multiple levels. Greater precision, fewer remakes, less chair time, and improved workflow to complete clinical procedures, faster are among the many benefits.

You will learn:

- Review the systematic approach to integrating Digital Dentistry into your practice
- Increase your standard of care in the most profitable way
- Review new contemporary materials and their impact on patient care

Dr. Ed Suh

Dr. Ed Suh's down-to-earth, real-life approach to systematically implementing contemporary techniques into the private practice is what has made him highly sought after as a speaker. From esthetic principles to simplifying complex adhesive protocols to streamlined practice management, the topics covered are true to life and have resulted in many success stories both here in the U.S. and Internationally.



A Team is Many Voices With a Single Heart

8:00am-12:00pm

4 CE Credits

One Is Too Small A Number To Achieve Greatness,
Only A Team Can Fulfill Your Dream.

Four Hours With Kerry Straine That Will Transform Your View
Of Ownership Forever!

- Learn the emotional intelligence competencies that enable you to perceive, evaluate, control, and manage yours and others' emotions
- Learn about social intelligence, that humans are literally wired to connect, and the scope of capacities that can enrich your relationships, like empathy and concern
- Learn the principles of teamwork that govern success and incorporate them into your daily activities
- Learn how to develop your most appreciable assets, each team member
- Learn how to orchestrate your team for maximum effectiveness guided by a proven and predictable management system

Kerry Straine - CEO & President of Straine Consulting

Voted #1 Consultant in the USA, 2012

Kerry Straine has been in business and financial management for over 35 years. His education and experience in accounting led to the development of The Straine Management System™, the premier platform for dental professionals on strategic planning, leadership and team development, policy and management system design, training, monitoring and coaching. Kerry also created the innovative Straine Practice Analysis™, which established industry-wide standards and formulas for analyzing alignment of patients, facility, people, and profitability.

CPR Training - Basic Life Support (BLS) for Healthcare Providers



12:00pm-4:00pm

The Basic Life Support (BLS) for Healthcare Providers Classroom Course is designed to provide a wide variety of health care professionals the ability to recognize several life-threatening emergencies, provide CPR, use an AED, and relieve choking in a safe, timely, and effective manner. The focus of this event is to train dental teams so all can work together during a medical emergency that might occur in the dentist's office. It is a 4-hour class with one instructor for every 10 students. The American Heart Association will issue two-year certifications at the end of the seminar upon completion of the class and passing the skills evaluation.

Objectives:

- Hands-on-practice
- How to use an AED (Automated External Defibrillator)
- Skill evaluation given at the end of the seminar
- Rescue Breathing & CPR Demonstrations



OSHA Compliance & Infection Control Made Easy for Dentistry

8:00am-11:00am OR 12:00pm-3:00 pm

3 CE Credits

OSHA requirements include an annual retraining session for all employees. This course will help fulfill these requirements and will update participants on the latest from OSHA, including the Globally Harmonized System (GHS) for Hazard

Communication and the Bloodborne Disease Pathogens Standard. In addition, the course covers the Centers for Disease Control and Prevention Infection Control Guidelines for Dentistry. Information will also be provided on how to react to an OSHA inspection of your office and how to assign tasks to key staff members so that they can assist you in achieving compliance.

HIPAA Unraveled: Understanding the Health Insurance Portability and Accountability Act

This course has a target audience of dentists, dental hygienists, and all members of the dental team. The course is designed to educate all participants on the training requirements for HIPAA compliance in dental facilities. Topics include the Electronics Transactions Standard, Privacy Rule, Security Rule, Breach Notification Rule, Enforcement Rule, the HIPAA Omnibus Rule, and the HITECH Rule. In addition, attendees will learn about the use/need of consent forms, authorization forms, business associate agreements, and the performance of a needs assessment/gap analysis for their facility.

Julie Shaffer

Julie Shaffer currently serves as Training Director for Compliance Training Partners, the leading company in the health care professions for training in the areas of OSHA, HIPAA, and infection control. Her experience encompasses all aspects of OSHA. She provides the expertise and guidance needed to achieve excellence in compliance and safety. Julie is a professional educator with extensive experience in adult education. She holds a bachelor's degree (B.S.) in education from Michigan State University as well as a master's degree (M. Ed) in Instructional Technology from Wayne State University. Julie is a member of ASTD and OSAP.