

# 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 Oklahoma Henry Schein Dental Team

Exclusive  
Vendor  
Promotions

15% off  
Early Bird  
Registration

Inventory  
Liquidation  
Sale

**SEPTEMBER 29, 2017**

**Cox Convention Center**

One Myriad Gardens, Oklahoma City, OK 73102

**Registration Time:** 7:30am

**Seminar Time:** 8:00am-4:30pm

**Registration Fee:** \$199 for doctors, \$99 for team members

**Registration Fees:** Registration fee includes breakfast, lunch, CE credits, vendor fair

15% off Early Bird Registration by July 31st.

#### TO REGISTER:

**Email:** [NIHSDEvents@henryschein.com](mailto:NIHSDEvents@henryschein.com)

**Phone:** Marcy Brand (918) 250-1419

**Online:** <http://hnrisc.hn/FEST6431>  
(Link is case-sensitive)

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 between a morning or afternoon session.

**ADA CERP®** | Continuing Education  
Recognition Program

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. 17DF7876

 **HENRY SCHEIN®**  
DENTAL



**FALL**  
*Festival*  
**2017**

**OKLAHOMA CITY 2017 FALL FESTIVAL**  
**SEPTEMBER 29, 2017 • OKLAHOMA CITY, OK**

Cox Convention Center



## A Total Health Approach to Dentistry

**8:00am-11:00am & 12:00pm-3:00pm**

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? If you answered yes, you need to attend this groundbreaking dental seminar.

### Objectives:

- The links between oral & systemic disease
- Risk factors and screening tools for systemic diseases
- Building infant, child, and geriatric total health programs

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

**3 CE**  
Credits



## Marketing that Moves

**Your patients ... Your team ... Your practice**

**8:30am-11:30am & 12:30pm-3:30pm**

This power-packed course teaches you how to drive patients to your office, motivate your team, and energize your practice.

### Objectives:

- LEARN key elements on how to successfully market in a highly competitive world that is trying to earn the coveted consumers' discretionary dollar.
- DETERMINE your brand.
- MAKE your marketing stand out.
- TRACK your marketing efforts successfully.
- SET yourself apart today with proven marketing concepts and a plan of action to help identify your practice in your community and bring new patients to your doorstep.

### Misty Absher Clark

Misty Absher Clark is Chief Revenue & Marketing Officer for Jameson Management, an international dental management, marketing, and hygiene coaching firm. Incorporating her expertise in branding, marketing strategy, social media, and customer service, Misty brings energy and information to dental practices nationwide. For more information on Misty, her webinars, or Jameson services, log on to [www.jamesonmanagement.com](http://www.jamesonmanagement.com) or call 877.369.5558.

**3 CE**  
Credits

## CPR Training - Basic Life Support (BLS) for Health Care Providers

**8:00am-12:00pm & 12:30pm-4:30pm**



The Basic Life Support (BLS) for Health Care 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

**8:30am-11:30am OR 12:30pm-3:30 pm**

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.

### Tasha Carpenter, Education Director at HPTC

Tasha Carpenter completed her Bachelor's Degree in microbiology from Michigan State University and obtained her Master's Degree as a PA from Pacific University. She has helped to author a variety of compliance training programs for the dental, medical, and veterinary professions. Tasha currently practices as a PA for the University of Michigan Health System, specializing in pre-operative medicine. She serves as the Educational Director for Compliance Training Partners.

**3 CE**  
Credits