



Overcoming I'll Think About It 8:00am-12:00pm

4 CE Credits

Tired of investing time and energy into a treatment presentation only to have the patient say, "I'll think about it"? In today's economy, money is the dental professional's primary obstacle for a patient to move forward with recommended treatment. Have you found this to be true in your practice? Are you finding that no matter how great your dentistry is, you just can't seem to get your patients over the financial hurdle? If so, discover, develop, and implement the techniques and skills needed to get patients to say YES to treatment. Each member of your team plays an important role in getting the patient to accept treatment they NEED and WANT! This course provides you and your team with the know-how to do just that.

Objectives:

- Learn the art of the New Patient Experience
- Surround yourself with dental professional superstars! Learn how to create a culture in your practice that empowers, inspires and reflects true professionalism and well-managed systems
- Communication! Communication! Communication! Develop the skills necessary for effective listening and speaking
- Practice makes perfect! Learn techniques necessary for successful case presentation
- What are my options? Find out how to make financial arrangements and how to find financial options that work for your patients and your practice
- First impressions count! How to create an ambiance inside your practice and throughout your community that reflects the quality of dentistry you wish to provide

Marketing that Moves 1:00pm-4:00pm

3 CE Credits

This power-packed course teaches you how to market in a way that moves patients to your office, motivates your team, and energizes your practice. You'll 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 ad stand out. Learn internal and external marketing strategies. Successfully track your marketing efforts. And much more. You'll even discover in-depth ways to think outside the box. 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!

Objectives:

- Learn the difference between brand and logo and why it matters
- Internal marketing strategies that get your patients to talk about you
- External marketing strategies and what you can expect
- Social media and other online strategies to track marketing's effectiveness

Carrie Webber

Carrie Webber is Chief Communications Officer and co-owner of Jameson, a dental management, marketing, and hygiene coaching firms that helps dentists and teams become more productive, more profitable, and more fulfilled in their practicing. Carrie creates customer service and business development opportunities, as well as internal and external marketing initiatives and social media strategies. Webber is a contributing author to several publications and blogs on the topics of marketing, customer service, and business development.



Dental Landscape: Strategies for Success

3 CE Credits

8:30am-11:30am & 1:00pm-4:00pm

The ADA predicts patient spending on dentistry will be flat for the next 10 years. Insurance reimbursement and the shift of PPO plans has put new pressures on insurance profitability. In 2013, corporate dentistry generated 27 million patient visits. Dentists face rising taxes from changes to Medicare, FICA, and the medical device tax. These are just a few of the changes in dentistry that are promoting a reevaluation of the paths to success in this profession. This presentation will delve into the macro influences on dentistry, your options for thriving in this new environment, key metrics to analyze your practice, and how to create a compelling brand.

John Chatham

John Chatham is Vice President of Global Sales Leadership and Development, Henry Schein. John is responsible for sales development and educating Henry Schein Field Representatives in helping dental practitioners run a more efficient and profitable business. Throughout his 30 years of experience in the dental industry, John has personally consulted with hundreds of dentists to increase their income and reduce their stress. With the many changes dentists are facing now and in the future, John's experience and leadership provides valuable insights and solutions for practitioners.

Equipment Maintenance & Handpiece Repair 12:30pm-3:30pm

3 CE Credits

This workshop will demonstrate easy and effective ways to maintain and repair a variety of mechanical office equipment. Areas to be covered include: compressors, vacuums, sterilizers, ultrasonic cleaners, handpieces, chairs, and lights. We will show proper ways to maintain the above equipment, thus eliminating costly service repairs and down time. Training will be provided by local service technicians from Henry Schein Dental.

Objectives:

- Proper maintenance techniques
- Maintenance prevention



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 Omaha Henry Schein Dental Team

Exclusive
Vendor
Promotions

NOVEMBER 3, 2017

Hilton - Downtown Omaha
1001 Cass Street, Omaha, Nebraska 68102

Registration Time: 7:00am
Seminar Time: 8:00am-4:30pm

Registration Fee: \$199 for doctors,
\$189 for privileges member, \$99 for team members
Registration fee includes breakfast, lunch, CE credits,
vendor fair, parking, customer appreciation hour,
charity gift basket raffle and group photo booth.

TO REGISTER:

Email: NIHSDEvents@henryschein.com
Phone: Ciarra Doty 515.331.0092
Online: <http://hnrisc.hn/FLFST6400>
(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 C-ERP® | 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. 17DF7877

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DENTAL



SECOND ANNUAL NEBRASKA FALL FESTIVAL
NOVEMBER 3, 2017 • OMAHA, NE

Hilton - Downtown Omaha



Doctor's Internet - Website Do's and Don'ts

8:00am-10:00am & 12:30pm-2:30pm

Dr. Joshua Gindea, a practicing dentist for more than 3 decades, is uniquely qualified to train health practitioners in the proper use of their website and tools that should be utilized to increase their internet marketing and acquire great numbers of new patients.

Objectives:

- Website Design Do's and Don'ts
- Search Engine Optimization
- Listing your practice/business across the internet
- Social media management and maps listings
- Search engine submission
- Generating reviews and monitoring online reputation
- Pay-per-click advertising

Dr. Josh Gindea

Dr. Joshua Gindea is an honors graduate from the Combined Degree BA-DDS program at New York University. Dr. Josh Gindea has practiced in New York City for over 3 decades. With three practices, he and his partners have been able to combine professional skills with business acumen to create a successful business model.

2 CE Credits



Differentiate Yourself and Your Practice - A Future Focused Health-Centered Approach to Dentistry

8:30am-11:30am

In an era of "quick fixes" and instant gratification, the pressure to deliver fast, single tooth, emergency-type dental care is stronger than ever. Often, dentists find themselves attending CE courses with the desire to provide more for their patients, but lack the time and simple strategies of how to do so. By choosing to implement a health-center approach to dentistry, you will learn to differentiate yourself from the competition and help your patients achieve and maintain successful dental futures. This individualized model puts the doctor-patient relationship in the driver seat rather than insurance and/or reactive care.

Objectives:

- Simple practice management strategies for implementing a health-centered approach
- Co-diagnosis and communication tools for increased case acceptance and practice profitability
- Branding techniques to define yourself and your practice
- Practical, relatable case studies detailing the new patient appointment through full mouth restorative care

Stephanie Vondrak, DDS

Dr. Stephanie Vondrak's enthusiasm for health-centered dentistry has earned her recognition as an entrepreneur and made her nationally sought after speaker. Credentialed by the American Academy of Craniofacial Pain, her scope of practice includes TMD, dental facial orthopedics, and full mouth rehabilitation. She brings to you an approach that demonstrates how to redefine your practice, reach your goals, and stand out from the competition.

3 CE Credits



HIPAA Compliance: Understanding HIPAA for Dentistry

8:30am-11:30am & 1:00pm-4:00pm

This course is targeted to dentists and dental team members. The course provides education on the training requirements of HIPAA for dental practices. Included in this course is: HITECH and Omnibus Rule, basic regulatory requirements of the Privacy Rule, Security Rule and Breach Notification Rule, computer best practices, consent and release forms, business associate agreements, and the requirement for an annual HIPAA Risk Analysis. In addition, information on breach response and reporting will be provided.

Objectives:

- Develop an understanding of HIPAA compliance best practices
- Creating a culture of compliance within the dental practice
- Importance of employee commitment to compliance and the protection of patient information
- Are you confident in your HIPAA compliance?

Katie Lay

Katie Lay is the cofounder and Chief Business Development Office for CAEK™, Inc. Since cofounding CAEK™, Inc., Ms. Lay has provided HIPAA Security compliance information and education for medical associations, insurance brokerage firms, public health agencies, educational seminars, and content for Medical Economics and Physician's Practice magazines. She is coauthor of the Texas Medical Association publication *HIPAA Security: Compliance and Case Studies*.

3 CE Credits



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

8:00am-12:00pm

Would you like to position your practice as a leader in the 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 & 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 preventative 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 ("disrupters") in dentistry. She is the author of *BlabberMouth!* and is an internationally recognized health educator.

4 CE Credits



Double Your Production Tomorrow

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

If you are a Dentist seriously interested in adding additional profit to your bottom line while building a practice that your patients rave about, then this is a MUST ATTEND program!

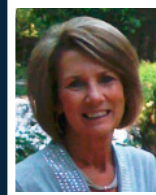
Objectives:

- The 9 words to ensure a 99% acceptance of your treatment plan
- Why your current set-up may be costing you \$\$\$ without you even knowing
- A simple trick that enables you to add 30% to your daily production
- Why the ability to uncover the hidden profit is THE most important skill you can learn this year
- The BIGGEST mistake doctors make when trying to implement same-day dentistry in their practice and how you can easily avoid this!
- To avoid the BIGGEST mistake most practices make with a new patient's first visit — this can cost you at least one patient a day
- The SECRET to serving PPO patients without losing money
- The fool-proof way to fill holes in your schedule

Bert Triche

Bert Triche is a registered hygienist with over 32 years' experience in dentistry. She coaches and trains for Hygiene Diamonds with a focus on increasing practice profitability and improving hygiene systems. Bert is a proven top producer in the field and coaches hygienists to see more productive results. She has worked in all aspects of the dental practice: hygienist, chairside assistant, front desk manager, treatment coordinator, marketing director, and most recently office manager.

4 CE Credits



So You Think You Know Dentrix!

9:00am-11:00am & 12:30pm-2:30pm

Did you know the average practice utilizes only 15-20% of Dentrix? Just think what you're missing! This course will take the skills you already have and advance you to the next level in your knowledge of Dentrix.

Objectives:

- Learn how to treatment plan effectively, so your patients say Yes to treatment
- Which reports are hiding an untold wealth of production? We'll show you
- Q&A - Bring your questions

Suzy Cook, Certified Dentrix Trainer

Suzy Cook worked in the dental field for more than 20 years, managing dental practices before becoming a Dentrix Instructor. She has been a certified Dentrix and Easy Dental Instructor for more than 5 years. She was the 2013 Spirit of Dentrix Award Recipient, which demonstrates her passion for delivering the ultimate training experience to her offices. Suzy also works as an advisor to offices, offering insights into practice building and staff management

2 CE Credits