



Hinman 2017 Offers Courses for the Entire Dental Team

- ALL-DAY PROGRAMS, SPECIALTY COURSES & NEW PRODUCT SHOWCASES/FORUMS PROVIDED -

ATLANTA (Jan. 25, 2017) – The Thomas P. Hinman Dental Meeting -- the nation’s leading dental meeting and comprehensive source of continuing education in dentistry – announces the return of all-day programs for dental hygienists, assistants and office staff. Hinman 2017 will also host several exciting new product courses so attendees can compare new products in an informative, obligation-free way.

“Hinman 2017 is the perfect opportunity for all dental professionals to learn about the latest product innovations and developments in dentistry,” said Dr. Jane Puskas, General Chairman of the Thomas P. Hinman Dental Meeting. “Dental hygienists, assistants and office staff can choose from more than 250 quality continuing education courses and attend professional networking and fun-filled social events, as well as visit an exhibit hall featuring more than 400 companies.”

Courses for Entire Dental Team

Designed for dental assistants, the new Dental Assistant Product Showcase (Fr139 and Fr140) will be held on Friday, March 24 from 9:30 a.m. – 12:30 p.m. and 1:30 – 4:30 p.m. Also featuring new products, 18 companies will present the latest products and services during the New Product Forum (Fr340), also held on March 24, 9 a.m. – 12 p.m. and open to all attendees at no fee.

In addition, Hinman offers courses on Thursday and Saturday for the entire dental team, which include:

- **Dental Hygiene:**
 - “Understanding the Business of Hygiene: Uncovering Opportunity for Growth” (Th334), Ms. Rachel Wall, 12 – 3 p.m.
 - “The Relationship of Environment and Human Health” (Sa291), 1 – 4 p.m.
- **Dental Assisting:**
 - DANB Forum (Th319), 10 – 11 a.m. & (Th320), 1 – 2 p.m.
 - “Be the Best Assistant You Can Be” (Th337), Ms. Jen Blake, 12:30 – 3 p.m.
 - “Hands-On Dental Sleep Medicine” (Sa165), Dr. Jamison R. Spencer, 1 – 4 p.m.

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- **Front Office:**

- “Delivering W.O.W. Service! People Will Forget Everything Except How You Made Them Feel” (Th207), Ms. Judy Kay Mausolf, 8 – 11 a.m.
- “Dynamic Branding and Marketing: Bringing Your Story to Life” (Sa288), Ms. Laci L. Phillips, 9 a.m. – 12 p.m.

Based upon attendee feedback, Hinman also is bringing back its popular all-day educational tracks designed for hygienists, assistants and office staff.

Prevention Convention

Hinman's Prevention Convention (Fr234) is designed primarily for dental hygienists, but is open to others as well. Held on Friday, March 24 from 9 a.m. to 4:30 p.m., this all-day track is \$150 for dentists and \$90 for all others, and includes the following sessions:

- “Creating the Ultimate Doctor-Patient Hygiene Exam,” Ms. Karen Davis, 9 – 10 a.m.
- “Dental Dynamics: An Ergonomic Approach,” Dr. Tim Pendergrass, 10 – 11 a.m.
- “Understanding the Business of Hygiene – Uncovering Opportunity for Growth,” Ms. Rachel Wall, 11 a.m. – 12 p.m.
- “The Myths, Legends and Realities of OTCs,” Ms. Judy Bendit, 1:30 – 2:30 p.m.
- “Hot Topics in Infection Control,” Ms. Nancy Dewhirst, 2:30 – 3:30 p.m.
- “Great Cases with New Faces,” Dr. John Svirsky, 3:30 – 4:30 p.m.

Dental Assisting Extravaganza

Hinman's Dental Assisting Extravaganza (Fr232) is designed primarily for dental assistants, but is open to others as well. Held on Friday, March 24 from 8 a.m. to 3:30 p.m., this all-day track is \$150 for dentists and \$90 for all others, and includes the following sessions:

- “A Day in the Life of a Top Gun Dental Team,” Dr. Mark Hyman, 8 – 9 a.m.
- “Between a Roar and a Purr: Communicating with Clarity and Inspiration,” Ms. Katherine M. Eitel Belt, 9 – 10 a.m.
- “The Standard of Care for Infection Control,” Ms. Jessica Wilson, 10 – 11 a.m.
- “W.O.W. Service for the Dental Assistant,” Ms. Judy Kay Mausolf, 12:30 – 1:30 p.m.
- “Become the ‘Awesome’ Dental Assistant,” Dr. Lori Trost, 1:30 – 2:30 p.m.
- “The Passion-Centered Practice,” Mr. Gary Zelesky, 2:30 – 3:30 p.m.

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Business Office Bonanza

Hinman's Business Office Bonanza (Fr233) is designed primarily for dental office staff, but is open to others as well. Held on Friday, March 24 from 9 a.m. to 4:30 p.m., this all-day track is \$150 for dentists and \$90 for all others, and includes the following sessions:

- "Playing the Insurance and Accounts Receivables Game... Your Way," Ms. Lois Banta, 9 – 10 a.m.
- "Igniting the Leader in You," Mr. Robert F. Spiel, 10 – 11 a.m.
- "Have Them at Hello™: Four Steps to Exceptional New Patient Phone Calls," Ms. Katherine M. Eitel Belt, 11 a.m. – 12 p.m.
- "Optimal Image Impact," Ms. Janice Hurley, 1:30 – 2:30 p.m.
- "The Art of Building a Great Team," Ms. Laci L. Phillips, 2:30 – 3:30 p.m.
- "R.I.S.E. to Success – Systems and Strategies that Build High Performing Teams," Ms. Judy Kay Mausolf, 3:30 – 4:30 p.m.

To register and learn more about Hinman, held March 23-25, 2017, visit www.hinman.org.

THE HINMAN TRADITION

The Hinman Dental Meeting is designed with a commitment to quality and professionalism and a high regard for the value of continuing education. The meeting is sponsored by the Hinman Dental Society, a non-profit organization, and all excess revenue is invested and gifted in the form of individual scholarships to dental, hygiene, assisting and lab tech students and contributions to institutions that foster dental education. For additional information about the Thomas P. Hinman Dental Meeting, visit www.hinman.org or contact Ms. Sylvia Ratchford, Executive Director, at (404) 231-1663.



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Media contact: Kim Ryan
The Thomas P. Hinman Dental Meeting
(404) 822-7087 / kimryan@bellsouth.net