



G.O.L.D. PROGRAM – Graduates of the Last Decade

Course Fr500 | Friday, March 22 | 8:30 a.m. – 3 p.m.

Fee: \$95 Dentists, No Fee for Dental Students and Residents

If you've been in dentistry for ten years or less, or if you are currently in dental school, this program is a must. Our renowned speakers provide clarity on the state of dentistry as a profession and as a business, give concrete advice on how to define your objectives and establish the right path for a deeply rewarding career.



8:30 – 9:15 a.m.



Dr. David Rice

Pathways to Practice

The game of dentistry has changed...drastically! As a young dentist, there are multiple pathways to practice success. You can go to work in a DSO. You can associate in a traditional practice. You can

purchase. You can even start from scratch. Is it confusing? Overwhelming? Do you know the strengths and challenges of each? How about why, whether you're ready today...tomorrow, or five years from now, ownership stands strong as your very best opportunity?



9:15 – 10 a.m.

Ms. Anastasia Turchetta

Whose Brand Is It Anyway? Three Ways to Ignite Your Brand's Social Success in Health Care

It is not about how much experience you have as it is the experience you create. Health care has

a unique advantage to cultivate brand loyalty. It's fueled with high octane content providing transparency, community and profitability. Get behind the wheel for an improv style course to ignite your brand's story, influence your team and your tribe. Create your brand's story into an experience, pick a lane for your message and thrive in it; and pass a crash course on brand protection.



10:45 a.m. – 12 p.m.



Dr. Brad Bale and Dr. Michael Gelb

America's No. 1 Killer: Your Role in Reducing Cardiovascular Deaths

We now live in a wonderful era in which cardiovascular disease can be removed from the No. 1 spot for death, disability and cost. Many common conditions associated with increased heart attack and stroke risk will be reviewed. The exciting technology and knowledge which makes possible generating a clinical guarantee of establishing and maintaining the health of arteries will be discussed. Oral health will be presented as a critical element in the guarantee of arterial wellness. Published clinical data will be shown illustrating the effectiveness of the Bale Doneen

Method. Participants in this course will be able to translate what they learn into a program to enhance their own and their patients' arterial health. Dr. Michael Gelb will address the necessity of screening patients for airway health, and the associated connections between airway health, cardiovascular disease and dementia. Screening is a must. Treatment is optional. The ADA recently passed a resolution stating that dentists should screen their patients for airway issues.



10 – 10:45 a.m.



Ms. Ragan Hartman

Building the Unstoppable Team

This topic includes how to create a shared vision where the staff members have more ownership in the practice and how to establish specific lines of accountability for each area of the practice.

Participants will learn techniques for empowering their team members and strengthen morale short term and long term, as well as how to formulate solutions to any challenge facing the practice. If you are looking to take your practice to the next level, this is the course for your entire team.



1 – 2:15 p.m.

Dr. Lee Ann Brady

Clinical Failures: How to Fix Them and Avoid Them

It's often said we learn more from our failures than from our successes. But failures in patient care are frustrating and expensive. Dr. Lee Ann Brady is a Master Dentist. She performs and teaches dentistry at the highest level. She's also a giving clinician, whose goal is to help others practice the best dentistry possible. Today she will share the failures, and solutions, that have carried her to the top levels of the profession, with the goal of giving attendees a jump start toward their future.

>> Lunch and Video Testimonials from 12 to 1 p.m. <<



Morning coffee provided by:

Doctors Disability Specialists
A Team of Living Legacy Financial Group
Booth 1313

2:15 – 3 p.m.

Closing with Dr. David Rice