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SCHEIN  
EXPO 2012

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# SCHEIN EXPO 2012

D E T R O I T

— OCTOBER 5 —



Sponsored by  
**HENRY SCHEIN®**  
DENTAL

SUBURBAN COLLECTION SHOWPLACE  
DIAMOND CENTER

461100 GRAND RIVER | NOVI, MI 48374 | 248.348.6800

HSD0795



## Dr. Matthew Krieger **THE MILLION DOLLAR PPO**

### SEMINAR #1

6 CE credits | Registration 8am | 8:30am-3:30pm  
\$179 Dentist, \$89 Team Member

Fee for service Dentistry has long been considered the gold standard in private practice.

Dentists still boast about not “taking” insurance or “not participating” when discussing their practices. But, as the economy shifts, and patients become more insurance conscious, the need and incentive to participate in preferred provider organizations becomes more evident. For those of us who have chosen to participate, there is a systematic, stress-free way to create a thriving, and profitable practice that provides high quality care and value added services.

This seminar will provide a detailed blueprint of such a practice. It will take you from the initial patient phone call through the recare system with predictable and repeatable results. Dr. Krieger will take the attendees through a step-by-step process with all of the forms and systems that are used in his practice.

#### You will learn:

- What is a PPO and what are you agreeing to when you sign up
- How to build the right team for a PPO practice
- Why you cannot be both a fee for-service and a PPO practice at the same time
- How to collect 100% of what you produce without sending statements
- How to eliminate cancellations and no shows without using confirmation calls
- The myth of the low overhead, low production practice
- 3 inexpensive and predictable ways to get 5 new patients per month
- Why pre-determinations are unnecessary
- How to maintain an overhead below 60%
- How to properly process claims so that you get paid quickly
- Which technology and equipment you must have to maintain efficiency
- What type of marketing works and what doesn't
- Key stats to monitor



## Dr. Howard Glazer **WHAT'S HOT & WHAT'S GETTING HOTTER!**

### SEMINAR #2

4 CE credits | Registration 8am | 8:30am-12:30pm  
\$159 Dentist, \$89 Team Member

Dr. Glazer will present a potpourri of materials and techniques that will make your day at the office easier, more productive and fun! Your entire team will benefit from learning about the latest products provided for you and your patients.

#### Topics may include:

- Composites for esthetic fillings, not just white ones
- ICON infiltration technique for minimally invasive procedures
- Provisional materials
- Lasers: simple, easy and quick with great results
- Endodontic instruments
- Cements
- Tissue retraction & fluid control: the essentials of clear fields
- Reducing sensitivity with topical paste application & fluoride varnishes
- Matrix bands for perfect, predictable contacts
- Oral cancer prevention: dentists can save lives!
- Biodentine: dentine in a capsule!
- Thermoplastics
- Patient communication
- Going digital: simple, easy and soon to be a must!

#### You will learn:

- About different types of materials in various product categories
- What is faster, easier and better
- How to evaluate product claims and merit
- The necessity of oral cancer prevention



Dr. Gene Heller

## EMERGENCY EXIT STRATEGIES

### SEMINAR #3

3 CE credits | Registration 12:30pm | 1pm-4pm  
\$110 Dentist & Spouse

Do you have an exit strategy? Does your family know what to do in the event of an unforeseen tragedy affecting the dentist? Will you have the necessary financial resources for a successful retirement? Where does your practice sale fit into your estate planning? What is your practice worth? What can you do to increase your practice value and saleability, whether planned or unplanned? What will the best transition option be for your practice?

**These are the questions we will answer as we discuss the following topics:**

- Practice Values
- Family Letter's of Instruction
- Financial Planning
- Best Practice Value Enhancements
- Understanding Transition Options
- Your Transition Plan

*This program is for dentists and their spouses only (spouses are strongly encouraged to attend).*



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## TOTAL HEALTH BEYOND THE MOUTH



Wendy Briggs

## HYGIENE EXPLOSION 2.0

### SEMINAR #4

6 CE credits | Registration 8am | 8:30am-4pm  
\$159 Dentist, \$89 Team Member

Would you like to transform your hygiene department and drastically increase your overall practice profitability in just 8 weeks? With Hygiene Explosion 2.0, your hygienists will learn how to HELP your patients make the best decisions about their treatment! The increased production naturally stems from the superior service and higher efficiency your office will experience!

**Learn how to to have:**

- More quality restorative patients
- More satisfied and educated patients
- Increased productivity
- Lower hygienist turnover
- Hygienists excited about their roles
- Less burn-out for you and your staff
- More time for you
- More money



Dr. Richard Nagelberg

## PATIENT HEALTH, NOT JUST ORAL HEALTH

### SEMINAR #5

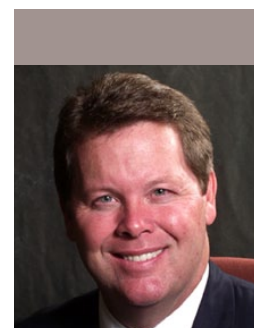
4 CE credits | Registration 12:30pm  
12:30pm-4:30pm  
\$110 Dentist, \$79 Team Member

This presentation discusses current concepts of periodontal disease development and progression, including, biofilm, bacterial invasion of the gingiva, the immuno-inflammatory response, and risk factor

identification and management. The interconnections between periodontal disease, atherosclerosis, cardiovascular diseases, and diabetes are also examined. The presentation concludes with a discussion of salivary diagnostics and the incorporation of research findings into daily practice to enhance patient care.

**You will learn and understand:**

- The impact dental professionals have on patient health beyond the oral cavity
- The mechanism of periodontal disease development and the immuno-inflammatory response
- Risk assessment to maximize clinical outcomes
- Interconnections between oral and systemic diseases and their clinical relevance



Kerry Straine

## PATHWAYS TO HEALTH AND WELLNESS FOR YOUR PATIENTS, YOUR TEAM, AND YOU

### SEMINAR #6

3 CE credits | Registration 8am | 8:30am-11:30am  
\$110 Dentist, \$79 Team Member

**You will learn:**

- How to own and operate a business that values, organizational health as much as oral health
- That a path of wellness for your patients, staff and you starts at the top, culturally and clinically
- How to effectively communicate the ideal and most beneficial treatment plan to your patients that everyone will embrace
- How to attract, develop, and retain quality patients and quality staff in your practice
- How your own unique vision and mission can provide you with a lifetime of fun, fulfillment, and financial rewards you desire and deserve

## REGISTRATION FORM

Novi, Michigan · October 5, 2012

**To register:**

To expedite your registration, please register by email.

**Email:** ceseminars@henryschein.com

**Phone:** 800-686-4200 x3608

**Fax:** 1-414-290-2557

**Mail:** Henry Schein Dental, Attn: Sheryl Dayler,  
10920 Lincoln Ave, West Allis, WI 53227

Doctor's office: \_\_\_\_\_

Contact phone number: \_\_\_\_\_

**Attendees:**

(Attach additional sheets if necessary)

	Doctor	Team Member	Attending Lunch	Seminar #s
Name: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
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**Billing and cancellation policy:** A \$25.00 administration fee will be applied to cancellations received within 14 business days prior to the seminar. All seminars will be billed at time of registration.

