

Metro Fall Festival 2016

Newark, New Jersey

Friday, October 28, 2016

Newark Liberty Int'l Airport Marriott

1 Hotel Rd., Newark, NJ 07114

7:00am - 8:00am Registration & Breakfast

7:00am - 4:00pm Vendor Fair - Grand Ballroom

8:00am - 4:00pm Educational Courses

11:30am - 2:00pm Lunch

Registration Information

\$199 DOCTOR \$99 STAFF

Registration + CPR Training

\$249 DOCTOR \$149 STAFF

Register online at:

<http://hnrisc.hn/FEST4906>

For questions or more information, please contact your

Field Sales Consultant or Sarah Plotycia at (973) 227-3533 x17

or sarah.plotycia@henryschein.com.

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.

The federal government imposes certain restrictions on, and requires public reporting of, transfers of value to a practitioner, including educational programs to the extent that less than a fair market value for such program is paid. Your Henry Schein representative can advise you of the reportable amount.

***All CE Credits are subject to State Guidelines**

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 will earn a fee for purchases of these products and services from vendor.

HSD1516

OCTOBER 28, 2016

FALL Festival

NEWARK, NJ

HENRY SCHEIN
DENTAL

COME JOIN US for a full day of educational seminars and meet our vendor partners. Discover the latest in Digital Dentistry including Digitalized Impression Workflow and the newest product offerings. Have one-on-one discussions with various dental manufacturers including Planmeca, Colgate, Kavo Kerr Group, A-dec and many more in our convention-style ballroom. PLUS, take advantage of our Exclusive Fall Festival specials. Sign up for the Metro Fall Festival Today!

Scott Hironaka

Effective PPO Management

Learn how to increase your revenue through effective PPO management, fee negotiations, contract optimization and more!

8:30am-10:30am Or 11:00am-1:00pm

Unitas will share with you their insight into the PPO market place as well as steps you can take to develop a PPO revenue strategy, prepare for and engage in meaningful negotiations, identify opportunities to participate with PPO insurance carriers at higher rates of reimbursement and effectively manage your PPO contracts.

2 CE Credits

At this seminar you learn:

- Understand the changes in the PPO insurance market place and issues many PPO providers are working to overcome
- Learn the first steps in developing your PPO Revenue Strategy, what internal analysis you should be complete and what factors may affect your level of insurance reimbursement
- Gain knowledge of the leased provider panel relationships between PPO insurance carriers and through umbrella Network companies that may offer alternate ways for you to participate and at higher levels of reimbursement
- Develop a plan for PPO fee schedule negotiations and effective PPO contract management
- Avoid PPO compliance issues



Scott Hironaka is the Vice President of Unitas Dental and currently oversees the team responsible for active insurance and business contract negotiations for Unitas Clients. For over 15 years Mr. Hironaka has worked in corporate negotiations in both the private and public sectors over a wide range of industries including healthcare, real estate, construction, banking, technology, education, municipal and state government. Mr. Hironaka resides with his wife and children in Gilbert Arizona and holds a bachelors degree in Business Management from the University of Lethbridge in Alberta Canada.

CPR Training Representative

CPR Training

Basic Life Support (BLS) for Healthcare Providers

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

The Basic Life Support (BLS) for Healthcare Providers Classroom Course is designed to provide a wide variety of healthcare 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. 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.

At this seminar you learn:

- Hands-on-practice
- Skill evaluation given at the end of the seminar
- How to use an AED
- Rescue Breathing & CPR Demonstrations (Automated External Defibrillator)

Dr. John R. Nosti

Treating Worn Smiles

9:00am-12:00pm

Participants will join a discussion regarding breakdown due to poor occlusions. Learn the ways to engage your patients and get them enrolled in their treatment, as well as review treatment protocols from start to finish on these complex cases. Participants will learn the fundamentals in assessing, diagnosis and appropriate treatment of worn dentition Chock full of real-life cases, before, after and post-treatment results.

3 CE Credits



Dr. John R. Nosti received his D.M.D. degree from the University of Medicine and Dentistry of New Jersey. Dr. Nosti holds Fellowships in the Academy of General Dentistry, Academy of Comprehensive Esthetics, and International Congress of Oral Implantologists. He currently practices full time with an emphasis on Functional Cosmetics, full mouth rehabilitations, and TMJ Dysfunction.

What \$100,000 Risks Are Hiding In Your Lease?

11:00am-1:00pm Or 2:00pm-4:00pm

Whether you're starting a practice, renewing your office lease, buying or selling, retiring, transitioning or relocating, it's critical that the lease is set up to protect your investment and prevent landlords from gaining an unfair advantage. Join Cirrus for an important seminar about the dental office lease where you will learn how to identify the top risks in your lease, learn how to negotiate them out, lower costs and set up your lease for the long-term success of your practice.

At this seminar you learn:

- How to identify the top hidden traps in your office lease and convert them into tools that will save you hundreds of thousands of dollars
- How every time you sign a lease you are committing to \$1,000,000 or more in rent and expenses
- About lease negotiation tactics and how to use them to help lower costs
- How to structure your lease to minimize landlord interference when planning to sell your practice or renew your lease



Justin Ditekofsky is considered one of North America's experts in advising dentists on how to best setup, negotiate and manage what is considered the second biggest expense in their practice: the dental office lease. Justin leads Cirrus' renowned team whose primary focus is to support dentists nationwide. This team saves dentists over 10 million dollars a year in occupancy costs.

2 CE Credits

Douglas Sligting

Compete & Thrive in the Age of Corporate Dentistry

2:00pm–4:00pm

Today's dental industry is changing. An increased reliance on PPO's has resulted in reduced collections for the average practice. In this new reality dentists must see their marketing differently in order to survive as we move into the future. This seminar will focus on how to compete and thrive in this new dental economy by implementing strategic, comprehensive and smart marketing processes into your practice.

At this seminar you learn:

- Change the way you think about marketing.
- Shift the incorrect marketing paradigm from that of a "diet pill" short term approach to a comprehensive, strategic and long term approach.
- Compete and grow your practice in today's dental environment.
- Control perceptions correctly to control the quality and quantity of your patient base.
- Utilize the best tools to accomplish your growth goals



Douglas Sligting is the founder and CEO of Dental Branding, Doug's singular vision is to help dentists thrive in today's evolving dental industry by focusing on long-term, strategic practice marketing. In short, his method is different than how you're currently marketing your practice and that's a good thing.

Rob Suter

Understanding Dental Sleep Medicine and Airway Management.

Grow Your Practice and Save Patients Lives

8:30am–10:30am Or 2:00pm–4:00pm

At these seminars you learn:

- How to Grow your Practice with Dental Sleep and Airway Treatment
- New Developments in Dental Sleep, Cone Beam, Home Sleep Testing and Oral Appliances
- Secrets in Team Engagement
- Key Strategies for Dental Sleep Medicine Implementation
- Correlation Between a Team Unified and Treatment Acceptance



Rob Suter has over 11 years of respiratory, CadCam dental, home sleep testing and sleep experience. He is currently the VP of Sales for OSA University, an online education program that trains dental offices on how to implement and scale treatment for obstructive sleep apnea in their practices.

Dr. Bruce Seidner

Steps To Success" An Action Plan to a Multi-Million Dollar Dental Practice

11:00am–1:00pm

This workshop is a preview to our "prosperity In Dentistry" lecture and uses a proprietary approach to frame your mind for success! The biggest challenge in dentistry today is there are not enough clinical dentists: a doctor must acquire good patients and become an expert in the business of dentistry in order to operate a flourishing practice. After spending time with Dr. Seidner, you will learn the "science of the brain," how to program your mind for success, discover what is holding you and your practice back, realize self-mastery, learn some tools for success, and take action. Corporate dentistry is here to stay, and there is no need to fear it. Your practice can thrive and grow!



Dr. Bruce Seidner, CEO of WOW Effect Seminars, LLC, helps dentists around the country achieve their dream practice. This gifted communicator has taken his knowledge of his 30 years in dentistry and teaches it to dentists in a program that not only transforms their practices but also enriches their lives. His philosophy is simple: "Don't reinvent the wheel." What sets him apart is his amazing ability to sift through all the clutter and break it down for you in a very easy-to-understand formula. Once implemented, he believes you will be able to achieve great success.

Dr. Ryan C. Maher

Becoming a Dental Entrepreneur

Grow Your Practice, Start Your Next Location

8:30am–10:30am

This highly motivational course will give dentists the knowledge and confidence to open an office, build their existing office, and open multiple locations. With no business education in dental school, clinicians are sometimes prisoners of their own environment. Now is the time to take control of your office and your future.

At these seminars you learn:

- Dental Office Infrastructure
- Running an office and not letting it run you
- The Dental Team
- How to open a dental office
- A Healthy Practice Model
- Additional dental office locations



Dr. Ryan C. Maher graduated from UMDNJ (Rutgers) in 1997. He is a member of the ADA, NJDA, PCDS, ICIO, AAID, and AACO. Dr. Maher has owned practices in Montclair, Hawthorne, Paterson, and Nutley and currently owns offices and practices in Totowa, Sparta, as well as Hackensack, New Jersey.

Dr. James Stein

Planmeca Fit Seminar: How CAD/CAM Dentistry can work for your Practice

8:30am–11:30pm

Follow the procedures and workflow to utilize digital dentistry and CAD/CAM restorations on both natural teeth and implant-supported restorations. The use of diagnostic CBCT, intraoral digital-impression scans and computer guided surgical planning to design a milled surgical guide for "incision-free" implant placement will be simplified. This presentation will demystify each of the above steps while integrating these new technologies in a practical way to benefit the patient.

At these seminars you learn:

- Learn the digital workflow for implant therapy, from planning to placement.
- Understand the digital data required for a preoperative surgical guide.
- Learn the benefits of guided vs. "free hand" implant surgery.
- Learn the benefits of chairside CAD/CAM-milled restorations for complete control and predictable success.



Dr. James Stein graduated from Boston University with a BA degree in psychology. He received his DMD degree and completed his postdoctoral specialty training in prosthodontics at Boston University. He maintains a private practice in Boston. Dr. Stein is an assistant clinical professor of prosthodontics at Tufts School of Dental Medicine, where he focuses on the clinical integration and research of digital CAD/CAM dentistry, and has lectured and published both nationally and internationally on restorative, implant, and CAD/CAM dentistry.

Karson Karpenter

OSHA/HIPAA

8:30am–11:30am Or 1:00pm–4:00pm

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. **HIPAA:** 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.

Compliance Training Partners is a company dedicated to OSHA, HIPAA and infection control training for the healthcare professions. The company was founded in 1988 and focuses on providing in-office as well as online training for its client base which includes dentists. In addition to training, Compliance Training Partners provides a wide variety of instructional manuals, safety products and testing devices—all designed to meet the regulatory requirements of office based healthcare facilities.

Dr. Stace Lind

Solving Clinical Challenges in 2016

Materials, Methods and Techniques

9:00am–12:00pm Or 1:00pm–4:00pm

Learn how you can improve the information given to the lab for every case. Providing better fitting crowns and shortening every crown seat appointment. Also learn: the Pearls for your Restorative Practice: Better adhesion and cohesion in our practices. Bonding anterior and posterior teeth and a perfect finish surface and predictable longevity each time.

At this seminar you learn:

- Improving the fit and seat for every crown we do
- Simplifying our temporaries for both teeth and implants
- Prosthetic driven implant treatment and reconstruction
- Building a bit with accurate transfer and reproduction
- Porcelain repair adhesion and conservative dental care for each patient



Dr. Stace Lind received his D.M.D. degree from the University of Louisville, KY and has been in private practice for 21 years in Centennial, CO. He has accomplished a diplomat status in Implantology, a certificate in Perio/Tissue Grafting, completed an advanced cosmetic dentistry program at LSU and a three year Prosthodontic program at the University of Oregon.

Dr. Dean Vafiadis

Total Digital Connection

9:00am–12:00pm Or 1:00pm–4:00pm

In this course you will discuss digital solutions for your dental practice and how you can create the Total Digital Connection. You will also discuss digital solutions for private practice scan to completion, specifically, aesthetics, implants, and occlusion. Additional topics that will be covered are digital scanning, digital protocols for teeth and implants, implant surgical planning, anterior aesthetic restorations, anterior implant provisionals, and full arch digital impressions.



Dr. Dean Vafiadis received his dental degree and Prosthodontic specialty training at New York University College of Dentistry. He is currently the Director of the Full-Mouth Rehabilitation CE course at NYU and is an Associate Professor of Prosthodontics at NYU College of Dentistry. He has lectured nationally and abroad for the NYU Continuing Education department. Dr. Vafiadis publishes and lectures on various topics such as Aesthetics, Implant designs, Computer restorations, Ceramic materials, and Occlusion.