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## **2017 PTCA Annual Conference Agenda**

### **Friday August 25, 2017 –**

7-8am – Breakfast and registration, sponsor tables open

8-8:30 –Welcome, Intro PTCA Board, Who and what is the PTCA?

8:30-10 – **Dr. Cyndi Nguyen, DDS, FAGD, OMS**, Private practice Louisiana, Attending Physician Cooper University Hospital Oral and Maxillofacial Surgery, Assistant Professor Rowan University Medical School

#### **"Avoiding Related Complications in the Office Setting"**

Review OMSNIC & Medical Protective Company anesthesia case related fatalities, discuss adequate pre-anesthetic evaluation, discuss patient selection for in office Anesthesia, discuss adequate monitoring, discuss presurgical timeout protocol, discuss poor anesthetic management, discuss post operative recovery discharge, discuss the importance of team training and support

10-10:15 – Break, Sponsor Tables Open

10:15-12:15 – **Cris Duval RDH, Lifeguard, Patient Coach, and Founder of the Lifeguard Initiative**

#### **"The Lifeguard Initiative"**

The LifeGuard Initiative creates predictably higher levels of health and wellness in today's dental patient by educating and empowering the dental team. Learn how to shift and focus your thinking, your message and your clinical skills to PREPARING your patients for health and wellness. This course includes information on ground breaking research critical to your patients' health by the Bale/Doneen Method.

12:15-1:30 – Learning lunch: Chris Suchanek w/Firm Media

1:30-1:45 – Sponsor Showcase

1:45-3:45 – **Heidi DuBois RDH, Director of Innovation and Strategy with Thommen Medical, a Practice consultant with HDR Dental Solutions and a Life Coach**

#### **"Lunch and Learn palooza including Peri Implantitis and Maintenance"**

In today's changing dental climate not only is it a struggle to stay on top of what is trending and remain current, it is our responsibility to keep our referrals informed. Lunch and Learns are the ideal platform to spread the knowledge and gain return on your relationships. We will explore several topics that can be

shared in a lunch and learn format. Peri- implantitis is an issue we all are facing more and more in our offices. Heavy emphasis on this topic and implant maintenance will be included.

4:00-5:30 – **Greg Tice, Managing Director of Seattle Study Club**

#### **“Secrets to Study Club Success”**

We have all seen study clubs that start with a bang, but fizzle out after a year or two. Yet there are other clubs that have flourished for 15, 20 or even 25 years, providing substantial benefits to the clinicians and practices that participate in the programming. What separates these two types of clubs?

Greg Tice, the Managing Director of Seattle Study Club (insert TM) will explain what creates longevity and ongoing success in our clubs and educational programs. Greg will discuss the core principles behind the Seattle Study Club model, what makes an effective educational program and what steps can you take to ensure your study club and your referral relationships are as “sticky” as possible.

6:00-7:00 Cocktail hour for PTCA members with sponsors and speakers

#### **Saturday August 26, 2017 –**

7:00-7:30 – Breakfast sponsor tables open

7:30-8:00 – Intro to Day 2: Board announcements/call to action/surveys

8-9:45 – **Dr. Josh Packard, Sociologist, Professor and researcher at the University of Northern Colorado, Executive Director of the Social Research Lab.** Studies institutional participation in America with a focus on professional, religious, and voluntary associations.

#### **“Insight from Outside Dentistry”**

Learn how the greatest market disruption facing your industry right now is not technical, it’s social. It stems from a loss of trust across all institutional sectors. Understand which social forces affecting your industry can be controlled and which ones can only be managed. Develop a plan for increasing your relational authority with your clients.

9:45-10 – Sponsors Showcase

10:00-10:15 – Break, Sponsor Tables Open

10:15-12:15 - **Katherine Eitel Belt – Lioness Learning**

#### **“Leading your Pride: Secrets from the Savannah for Building Powerful, Productive Teams. Inspired, aligned, accountable, and unstoppable! It’s the leader we all want to be. It’s the team we all want to be on.”**

Does your team struggle with turnover, low performance, negativity or petty conflicts?

A total team transformation is easier and faster than you think! Katherine Eitel Belt, the Unscripted Communication Expert, believes personal leadership and high-performing teams are created with two basic things: clarity and inspiration. In this engaging presentation, she adamantly rejects stale methods of leadership thinking and canned scripts and shares a fresh, instinctive approach to building a team that thrives. Using The Lioness Principle, you’ll learn to lead, manage, and communicate in an intuitive way to

improve your existing culture, team agreements, personal effectiveness, and productivity. Discover the four tools you'll need to create the practice and life of your dreams. You and your team will never be the same again. No more excuses... and no more limits.

12:15-1:30 – Learning Lunch with Mits Kantaria w/ConsultPro

1:30-4:00 - **Katherine Eitel Belt (continued)**

4:00-4:30 – Wrap up and Q&A