



# CUSTOMER FIRST 2018



**MARCH 22-23, 2018**

Delta by Marriott | Fargo, ND

# AGENDA



## THURSDAY, MARCH 22

4:00 p.m. - 7:00 p.m. Welcome check-in (main entrance)

5:00 p.m. Evening CE session begins

7:00 p.m. - 10:00 p.m. Customer reception with complimentary food and beverages (exhibit ballroom)

*Exhibit hours 4:00 p.m. - 10:00 p.m.*

## FRIDAY, MARCH 23

7:30 a.m. - 9:00 a.m. Welcome check-in (main entrance)

7:00 a.m. - 8:30 a.m. Breakfast

8:00 a.m. Morning CE session begins

11:30 a.m. - 12:30 a.m. Lunch

12:30 p.m. Afternoon CE session begins

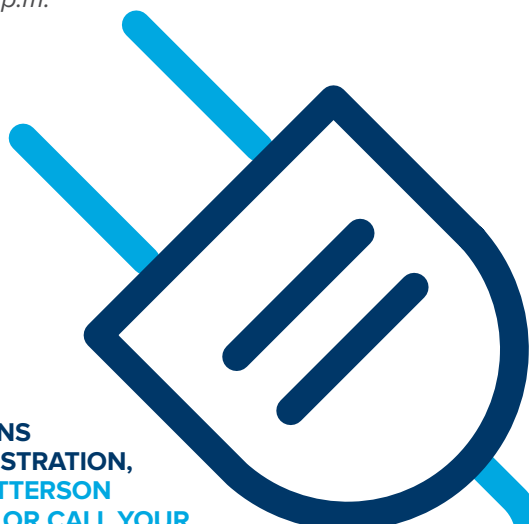
*Exhibit hours 7:30 a.m. - 2:00 p.m.*

Please visit  
[www.customerfirst2018.com](http://www.customerfirst2018.com)  
to register and sign up for  
your breakout sessions.

**IF YOU HAVE ANY QUESTIONS  
ABOUT THE EVENT OR REGISTRATION,  
PLEASE CONTACT YOUR PATTERSON  
REPRESENTATIVE DIRECTLY OR CALL YOUR  
LOCAL PATTERSON BRANCH AT 701.235.7387.**



**COURSE  
OFFERINGS**





Kevin Kwiecien

## EVERY CASE IS A BIG CASE: OCCLUSION REALLY IS THE KEY TO PREDICTABLE DENTISTRY

**Featured Speaker:** Kevin Kwiecien, DMD, MS | Director, Spear Online and Resident Faculty

**Sponsor:** Patterson Dental

CDE Credits: 3 (Lecture); Prerequisite: None

Date: March 22, 5:00 p.m. - 8:00 p.m. (250 seats available)

Understanding and integrating a systematic approach to evaluating and treatment planning every patient will help a practice evolve into a more health-centered and valued practice. It will empower and enable the dentist to work with specialists more efficiently and predictably for all cases. The foundation to visualizing the end is the occlusion, whether it be proving that long-lasting comfort can be created on an appliance or transferring the information to models.

### Learning objectives:

- Demonstrate the critical information to gather systematically during the exam
- Review the systematic approach to treatment planning every case
- Appreciate and understand the value of appliance therapy to help learn and deliver an occlusally solid final result

As a member of the Spear resident faculty, Dr. Kevin Kwiecien teaches several of the hands-on workshops, serves as director of Spear Online and is also a member of the Spear faculty. Before joining Spear Education full-time, he served as assistant professor of restorative dentistry at Oregon Health & Science University School of Dentistry, where his roles included director of the university's faculty dental practice. Dr. Kwiecien graduated from Oregon Health & Science University School of Dentistry in 1995 and holds a master's degree in healthcare administration. He has more than 20 years of private practice experience.

## COMPREHENSIVE DENTISTRY IN THE DIGITAL WORLD

**Featured Speaker:** Kevin Kwiecien, DMD, MS | Director, Spear Online and Resident Faculty

**Sponsor:** Patterson Dental and Dentsply Sirona

CDE Credits: 3 (Lecture); Prerequisite: None

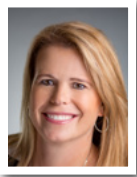
Date: March 23, 8:00 a.m. - 11:00 a.m. (250 seats available)

Can the digital workflow work for treating esthetic, larger and more comprehensive cases? The use of the CAD/CAM systems and model-free workflow is becoming an alternative to traditional techniques (like a facebow and articulator) more and more. A comparison of traditional and more modern digital techniques will be presented.

### Learning objectives:

- Review the flow of traditional analog data gathering and treatment planning flow and compare to current trends in the digital world
- Understand the benefits of moving toward the digital world, as well as the current shortcomings
- Evaluate restoration design, provisionalization and fabrication for predictable esthetics and occlusal outcomes, including wear cases, full-mouth rehabilitation or just one tooth





Laura Hatch

## **GROW THE LEADER WITHIN: CREATE THE PRACTICE THAT ROCKS!**

**Featured Speaker:** Laura Hatch, MS, FAADOM

**Sponsor:** CareCredit and RevenueWell

CDE Credits: 3 (Lecture); Prerequisite: None

Date: March 22, 5:00 p.m. - 8:00 p.m. (100 seats available)

This high-energy, interactive course is geared toward doctors, office managers and team leaders. Drawing on Laura Hatch's years of experience co-owning and managing two successful practices, learn how to be more approachable, provide the resources your employees need, recognize and train your employees, and lead by example. Discover how to hire the right employees from the start and how to give them the necessary training they need to become valuable assets to your practice.

### **Learning objectives:**

- Learn ways to discover and develop your innate leadership skills
- Explore essential practice systems and how they lead to growth
- Analyze communication strategies for leading with clarity and inspiration
- Learn how to enhance effectiveness and overall performance, no matter the challenge
- Identify the steps to finding and keeping effective employees
- Learn how to initiate in-office training that improves staff performance and the work environment

With a bachelor's degree in human resources and a master's in organizational leadership, Laura Hatch has committed years of study to learning how to manage and empower team members. With her husband, she built and managed two fee-for-service dental practices. Twelve years later, she founded Front Office Rocks, which offers web-based, on-demand front office training for dental practices. Laura has been published in *Dental Assisting Digest*, *Dentaltown* and *Dentistry IQ*. She is a fellow of the American Association of Dental Office Managers and was recognized as one of DPR's Top 25 Women in Dentistry in 2016.

## **BUILD A FRONT OFFICE TEAM THAT ROCKS!**

**Featured Speaker:** Laura Hatch, MS, FAADOM

**Sponsor:** CareCredit and RevenueWell

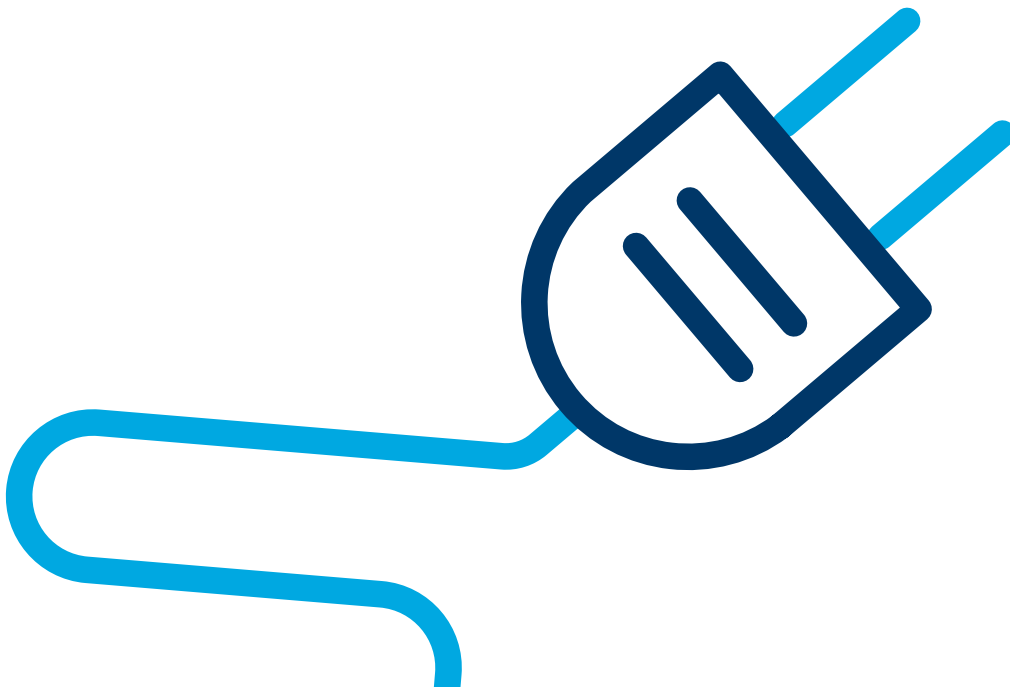
CDE Credits: 3 (Lecture); Prerequisite: None

Date: March 23, 9:00 a.m. - 12:00 p.m. (100 seats available)

This high-energy, interactive course focuses on real-world, easy to implement training for every team member, from the receptionist to the office manager. As founder of Front Office Rocks online front office training and a dental office manager herself, Laura teaches the communication skills and procedures that create the ultimate customer experience for your patients. Learn how to reduce cancellations and no-shows, set production goals and guarantee the schedule meets those goals. Maximize treatment coverage and increase case acceptance. Understand why and how to ask for online reviews and referrals from patients. Experience a happier, more productive team. From the first phone call through asking for the final review, learn how to improve and master the essential systems in the dental office.

### **Learning objectives:**

- Recognize and develop guidelines for producing the ultimate patient experience
- Explore techniques for setting and achieving production goals
- Gain tips and tools for increasing collections
- Identify time management issues and solutions
- Break down the schedule and learn to manage issues as they arise
- Understand how to design the schedule for ultimate productivity
- Learn communication skills and protocols for eliminating cancellations and no-shows
- Refine the communication skills for gaining patient reviews and referrals





Tami Wanless

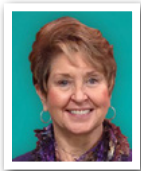
## KEEP YOUR EDGE – SHARPENING SICKLE SCALERS AND CURETTES

**Featured Speakers:** Tami Wanless, RDH, MEd, and Sherry Burns, RDH, MS

**Sponsor:** Hu-Friedy

CDE Credits: 3 (Participation); Prerequisite: None

Dates: March 22, 5:00 p.m. - 8:00 p.m.; March 23, 8:30 a.m. - 11:30 a.m. and 12:30 p.m. - 3:30 p.m. (48 seats available)



Sherry Burns

This relaxed, informal and interactive workshop highlights some of the latest and greatest new sharpening stones, aids and automated sharpeners that can be used to achieve sharp cutting edges on scalers and currettes. Participants will be guided through a series of hands-on exercises, which will actively focus on:

- Simplification of various manual sharpening techniques
- Utilization of various traditional and contemporary sharpening stones, guides and aids
- Implementation of an automated power device

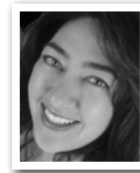
All necessary materials and supplies for use during the workshop, including dulled currettes and sickle scalers, Arkansas stones and oil, ceramic stones, a powered sharpener and an acrylic test stick will be provided for each participant. A variety of sharpening guides and powered devices will be discussed during this session.

### Learning objectives:

Participants will leave this workshop with a strong sense of assurance and confidence as a result of their newly acquired perspective and attitude toward sharpening. Individualized instruction and observation will enhance mastery of the skills required to accomplish this critical task quickly and easily.

Tami Wanless is a professional education manager at Hu-Friedy Mfg. and an adjunct faculty member at the College of DuPage in Glen Ellyn, Ill., where she is a clinical educator as well as a didactic and laboratory instructor for dental hygiene courses. She has a master's degree in adult education from Northern Illinois University and nearly 30 years of experience in clinical practice and training. She writes and presents on dental hygiene topics, predominantly instrument sharpening and public health issues.

Sherry Burns' professional career includes experience as a private practice clinician, educator, researcher, author and community health dental hygienist. She has gained international recognition as an expert on instrument design, sharpening and clinical techniques, and has been involved with the concept and design of numerous instruments including the After Five® currettes, the Swivel™ Ultrasonic Insert and the Gracey 17/18 curette. She has a bachelor's degree in dental hygiene from the University of Michigan and a master's degree in dental hygiene education from UMKC.



Karen K. Daw

## 2018 ANNUAL OSHA & INFECTION CONTROL TRAINING

**Featured Speaker:** Karen K. Daw, MBA

**Sponsor:** Crosstex and SciCan

CDE Credits: 2 (Lecture); Prerequisite: None

Dates: March 22, 5:00 p.m. - 7:00 p.m.; March 23, 9:00 a.m. - 11:00 a.m. and 12:30 p.m. - 2:30 p.m. (100 seats available)

Overwhelmed by rules and regulations? Buried by unnecessary recordkeeping? Unsure of what is required by the Occupational Safety and Health Administration (OSHA) or the Centers for Disease Control and Prevention (CDC)? Karen Daw, "The OSHA Lady," provides infection control and safety training in a fun, funny and informative format. This presentation is designed to help you understand federal laws and guidelines as they pertain specifically to dentistry. (Please note: In order to fulfill OSHA's Annual Training requirement on this day, the entire dental office must be in attendance.) Included in the presentation:

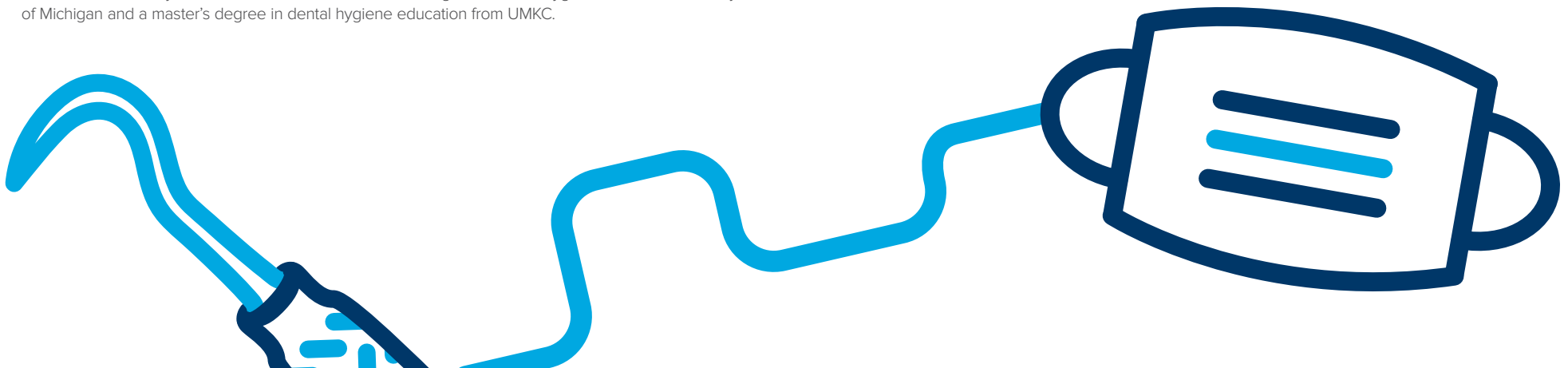
- How to ensure compliance with newsworthy topics like dental unit waterline safety and proper sterilization and disinfection
- Global Harmonized System training, mandatory for all dental offices as of 2013
- OSHA "Top Ten" – it's not what you think!

### Learning objectives:

At the conclusion of the course, participants will be able to understand:

- The top 10 OSHA dental citations and how to avoid them
- Training elements of OSHA's Bloodborne Pathogens Standard and how it intersects with CDC Infection Control guidelines
- How to conduct a Personal Protective Equipment assessment with a mask fitting demonstration
- Contents of an Exposure Control Plan and Post Exposure Protocol as the heart of the OSHA binder
- How to test and maintain dental unit waterlines

Karen K. Daw received her bachelor's degree from The Ohio State University and after graduation stayed on at OSU as the assistant director for the Sterilization Monitoring Service and then as the clinic health and safety director. She continued her education by earning an MBA with a focus on management and healthcare administration, applying principles of lean processes to safety in the dental field. Ms. Daw is an authorized OSHA trainer with 20 years of experience as a writer, speaker and consultant providing dental continuing education courses in a relatable and engaging format.





Matthew Hallas

## CLINICAL APPROACHES FOR IMMEDIATE IMPLANT PROVISIONALIZATION

**Featured Speaker:** Matthew Hallas, DMD

**Sponsor:** Nobel Biocare

CDE Credits: 3 (Lecture); Prerequisite: None

Date: March 23, 12:30 p.m. - 3:30 p.m. (100 seats available)

This course is designed for dentists who have surgical background and a basic knowledge of implant dentistry. The program will combine multiple surgical and prosthodontic procedures to help enhance the participant's knowledge in both the restorative and surgical aspects of immediate implant dentistry. This unique course will feature immediate implant techniques following tooth removal with emphasis on evaluation, classification and treatment guidelines. Parameters to be assessed include gingival biotype, buccal plate status, number of bony walls affected, implant stability and chairside provisional techniques.

### Learning objectives:

At the conclusion of the course, participants will be able to understand and develop:

- Diagnosis and treatment planning of the edentulous patient
- Basic restorative and surgical planning skills
- Rationale and scientific basis for using the concept of immediate implant therapy
- Techniques in extraction and immediate implant placement
- Restorative techniques for immediate provisionalization

Dr. Matthew Hallas received his DMD degree from Tufts University School of Dental Medicine in Boston, Mass. After graduation, he continued his education at University of Illinois at Chicago (UIC) College of Dentistry, completing a 36-month residency in Prosthodontics during which he received extensive training in restorative and surgical therapies. Dr. Hallas practices at Bay Lakes Center for Complex Dentistry, located in Green Bay, Wis., and the Upper Peninsula of Michigan.



Jeff Smith

## THE ADVANCED ART OF STAIN AND GLAZING OF ANTERIOR RESTORATIONS WITH E.MAX (HANDS-ON)

**Featured Speaker:** Jeff Smith, CDT

**Sponsor:** Ivoclar Vivadent

CDE Credits: 2 (Participation); Prerequisite: None

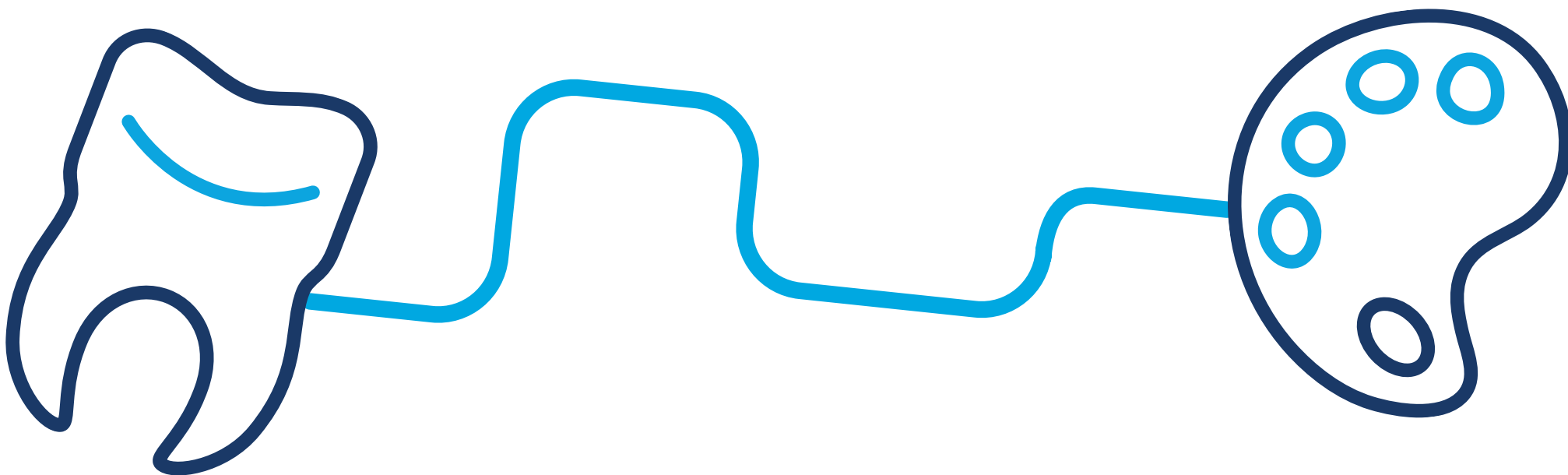
Dates: March 22, 5:00 p.m. - 7:00 p.m.; March 23, 9:00 a.m. - 11:00 a.m. and 12:30 p.m. - 2:30 p.m. (30 seats available)

This hands-on course will focus on ceramic staining, glazing and characterization. Participants will learn techniques that will take the ordinary to extraordinary in a few simple, predictable steps. Discussion will include the most current glazing and characterization systems as well as cementation for a complete esthetic, successful result. Recommended audience: CAD/CAM doctors and assistants.

### Learning objectives:

- Understand the different ceramic options available
- Select the proper translucency of block based on the clinical situation
- Understand the esthetic effect of cement selection
- Learn how to mask dark dentin
- Learn proper firing parameters for various glazes and materials
- Characterize and glaze glass ceramics confidently through hands-on training

Jeff Smith has 37-plus years of experience as a dental laboratory technician, manager and educator. He received his training in the United States Air Force, earned a degree in occupational education from the Community College of the Air Force, and maintains certification in both the Crown and Bridge and Ceramic specialties. Prior to joining Ivoclar Vivadent, Inc., Jeff taught dental laboratory technology at the Department of Defense Dental Laboratory School at Sheppard Air Force Base, Texas, where he served as the course director. He joined Ivoclar Vivadent upon retiring from the Air Force in 1999 and is currently the senior manager of the Technical Services Department.





Jodi Deming

### CONQUERING BIOFILM WITH EASE BY UTILIZING MODERN POWER TECHNOLOGY (HANDS-ON)

**Featured Speakers:** Jodi Deming, RDH, and Donna Olewinski, RDH

**Sponsor:** Hu-Friedy

CDE Credits: 2.5 (Participation); Prerequisite: None  
Dates: March 22, 5:00 p.m. - 7:30 p.m.; March 23, 8:30 a.m. - 11:00 a.m. and 12:30 p.m. - 3:00 p.m. (40 seats available)



Donna Olewinski

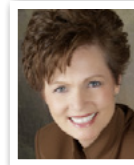
Join us for this interactive workshop which provides you with the science behind biofilm management and introduces you to some of the latest technologies to help you win the battle against subgingival biofilm. Learn why “biofilms” best describe the oral microbial communities, identify the characteristics and behaviors of biofilms and most importantly, understand how the scientific evidence of biofilm impacts new treatment options and choices in our quest to provide optimal care for our patients. In this course, you will have a unique opportunity for hands-on experience with a variety of technologies. You won’t want to miss it!

#### Learning objectives:

- Explain the importance of professional subgingival biofilm removal from root surfaces as a routine part of nonsurgical periodontal therapy
- Differentiate between supragingival and subgingival removal technology
- Understand how to safely maintain the beauty and longevity of restorations during dental hygiene treatment
- Comprehend the proficiencies associated with the removal of coronal and subgingival biofilm and calculus using air polishing technology and piezoelectric instrumentation
- Identify steps to integrate air polishing into your clinical protocols

Jodi Deming started practice as a dental hygienist in 1988. As a clinical research associate in the early 1990s, Jodi worked in therapeutic product development, evaluating the effect on dental biofilms. Recognized for her expertise in endoscopic, hand and ultrasonic instrumentation, she has presented over 150 lectures and workshops on advanced integration of these technologies. She has served as adjunct faculty at Spear Education and the USC School of Dentistry Department of Dental Hygiene.

As a registered dental hygienist for over 35 years, Donna Olewinski brings her clinical experience, valuable information and passion for dentistry into her presentations. She has been with Hu-Friedy for over 12 years. In her current role as manager of sales and education, she has had the opportunity to train and present to dental schools, dental hygiene and assisting schools, international thought leaders, dental distributors, local components, study clubs and government facilities.



Dianne Testa

### FINE-TUNING YOUR RADIOGRAPHIC TECHNIQUE

**Featured Speaker:** Dianne Testa, RDA, RDH, BSDH

**Sponsor:** GC America

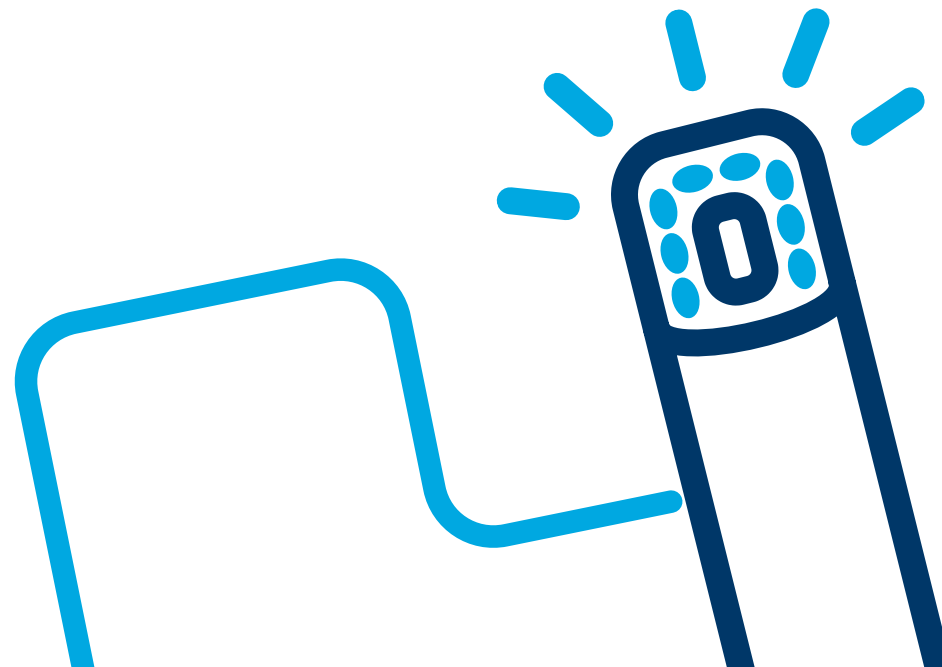
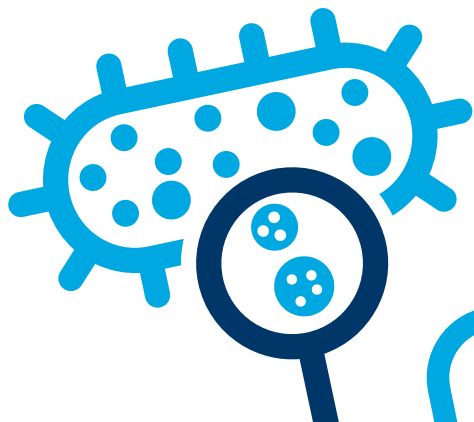
CDE Credits: 2 (Lecture); Prerequisite: None  
Dates: March 22, 5:00 p.m. - 7:00 p.m.; March 23, 9:00 a.m. - 11:00 a.m. and 12:30 p.m. - 2:30 p.m. (48 seats available)

This course is designed as a review of tips and tricks you can use to take excellent radiographs. Find ways to use the digital sensors, phosphor plates and conventional film. If you find yourself struggling to get the distal of the canine on the premolar radiograph, being able to see 2 mm of bone around the apex of your periapical radiographs, or want tips in how to improve image ship principles, this is the course for you. We will discuss how to place the film without hurting the patient to get the perfect X-ray. You will have time for discussion and questions. At the end of the course, you will improve your X-ray technique and feel more confident about your skills.

#### Learning objectives:

- Identify the different types of sensors and equipment
- Learn techniques for taking excellent X-rays
- Understand the principle of image shift
- Demonstrate proper film placement

Dianne Testa received her BS in dental hygiene from the University of Minnesota. In addition to her work in clinical practice, she has been the director of a dental hygiene program, clinical instructor, public speaker, consultant and MI Specialist for GC America. She currently speaks throughout the country on many topics including OSHA and infection control, radiation safety, local anesthesia and remineralization of enamel. Dianne has been published in the *Illinois Dental News* on her work in infection control, and in *Practical Dental Hygiene* on her work with enzyme-suppressing drugs used in periodontal therapy. She received Minnesota’s Outstanding Hygienist Award in 2000, and a Faculty Innovation Award in 2001.





Kelley Johnson

### EAGLESOFT: PROFITABILITY AND REVENUE OPPORTUNITIES

**Featured Speaker:** Kelley Johnson, Technology Advisor, Patterson Dental

**Sponsor:** Patterson Dental

CDE Credits: 2 (Lecture); Prerequisite: None

Date: March 23, 1:00 p.m. - 3:00 p.m. (20 seats available)

This fun and engaging course is designed for office managers and will provide Eaglesoft users with an opportunity to learn how to play a larger role in the overall office goals and outcomes. Doctor/owners are always looking at the bottom line of their business and striving to find value and income potential for the clinic, often reinvesting in technology that results in superior patient care. Patterson Dental customers will learn practical and valuable information relating to their software, along with ways to maximize potential.

#### Learning objectives:

- Understand how to control and drive the new patient experience
- Gain tips and tools for managing recall in Eaglesoft
- Identify critical steps to take in treatment planning
- Learn office fees and code setup for tracking income/expenses
- Understand provider goals and how to implement checkpoints

Kelley Johnson assists dental practices through transformation, strategy and implementation, using technology as the pivot point. Her background working in a dental office for several years has taught her effective and proven methods to carry the patient's experience to the next level. With more than 20 years of experience in business technology and practice efficiency, she is able to provide positive solutions for process enhancement, innovation, business intelligence and patient care best practices.

## HOW TO SAVE A SERVICE CALL — PATTERSON SERVICE CENTER

- Open during exhibit hall hours
- Field Technical Service Department

# EVENT INFORMATION

**Date:** March 22-23, 2018

**Time:** Exhibit Hall Hours:  
Thursday: 4:00 p.m. - 10:00 p.m.  
Friday: 7:30 a.m. - 2:00 p.m.

Thursday evening CE session starts at 5:00 p.m.  
Friday morning CE session starts at 8:00 a.m.  
Friday afternoon CE session starts at 12:30 p.m.

**Location:** Delta by Marriott  
1635 42nd St. S. | Fargo, ND 58103 | 701.277.9000

Please visit [www.customerfirst2018.com](http://www.customerfirst2018.com) or call the Delta Marriott (701.277.9000) and use the Patterson Dental room block with rates starting at \$92/night.

**Fee:** Advantage members:  
\$40 per team member (assistants, hygienists and front office)  
\$195 per doctor

Non-Advantage members:  
\$80 per team member (assistants, hygienists and front office)  
\$495 per doctor

Event fee includes CDE certificates, Thursday evening *Customer Appreciation* tickets (food & beverage), breakfast, lunch, and door prize opportunities.

**Registration:** Please visit [www.customerfirst2018.com](http://www.customerfirst2018.com) to register, select your breakout sessions and reserve your hotel accommodations. All registration fees will be charged to your Patterson Dental account and will appear on your April statement as CF18 Reg Fees. If you have any questions about the event or registration process, please contact your Patterson representative or call the Patterson Dental Branch at 701.235.7387.

Cancellation Policy: Seating is limited, so please cancel by Friday, March 9, to receive your full refund.

**ADA CERP®** | Continuing Education Recognition Program

Patterson 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 dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.

Patterson Dental designates this activity for **three** continuing education credits.



Approved PACE Program FAGD/MAGD credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of approval extends from (4/1/2017) to (3/31/2020). Provider ID#218678

Concerns or complaints about a CE provider may be directed to the provider or to the **Commission for Continuing Education Provider Recognition at ADA.org/CERP**





# CUSTOMER FIRST 2018

**A big thank you to our sponsors  
and valued vendor partners that  
will be in attendance!**

3M ESPE	Digital Doc	Planmeca
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