

Total Health Dentistry and Practice Profitability

Date: Friday, May 3, 2019, 8:30AM - 11:30AM

Course Hours/Credits: 3

Audience: Any Team Member

COURSE DESCRIPTION

Learn how trends in lifestyle related illnesses such as obesity, heart disease, sleep apnea and acid reflux closely intertwine with periodontal disease, caries, and oral cancer. This program will help you add new resources of revenue, lift your morale, attract quality new patients, and build physician referral relationships.

LEARNING OBJECTIVES

- Learn to identify many links between oral and systemic health.
- Begin facilitating lasting health change behavior in children.
- Learn how to grow your network by turning physician referrals into strong co-referral relationships.
- Discover how to build a niche in marketing by building a total health dental practice.

This course is sponsored by:



SUSAN MAPLES, DDS

is a graduate of University of Michigan Dental School and combines 30+ years of clinical private practice with a master's degree in business marketing from Madonna University. Dr. Maples is an international speaker in the area of total health, the oral health and systemic health connection, and the diabetes epidemic in America. She also speaks in the areas of leadership, team-building, advanced case planning and acceptance, relationship-based target marketing, and growing healthy kids in your dental practice. Author/Originator of the Hand's On Learning Lab TM Kit, Total Health Academy, SelfScreen.net, BlabberMouth! Book and loves teaching Total Health Dentist-



REGISTER AT WWW.NJDA.ORG/GSDCE

NJDA
New Jersey Dental Association

CONFERENCE SCHEDULE

May 2nd & 3rd, 2019



THURSDAY, MAY 2, 2019

2:30pm - 4:30pm	Residency Directors Forum <i>Nashon Hornsby, Esq., DOH, Assistant Commissioner</i>
4:00pm - 6:00pm	Can the Cracked Tooth be Saved? <i>Les Elfenbein, DMD, Joseph Stern, DDS & Shalini Tewary, DDS</i>
4:30pm - 6:30pm	6 Steps Back to Fee for Service <i>Steven Rasner, DDS</i>
5:30pm - 7:00pm	Residency Fair
6:00pm - 7:00pm	Welcome to Dentistry Reception <i>Student Event</i>
6:30pm - 8:30pm	Welcome Dinner Reception

FRIDAY, MAY 3, 2019

8:30am - 11:30am	Total Health Dentistry and Practice Profitability <i>Susan Maples, DDS</i>
9:00am - 11:00am	"Up In Smoke?" Management of Dental Pain, the Opioid Crisis, and the Rise of Cannabis <i>Tom Viola, R.Ph, C.C.P.</i>
9:00am - 11:00am	Managing the Patient with Infectious Disease (Exhibit Floor Classroom) <i>Harold Cohen, DDS</i>
9:30am - 11:30am	Management of the Pediatric and Special Needs Population in the Dental Office <i>Jonathan Mendia, DMD</i>
11:45am - 12:45pm	LUNCH & LEARN: Public Health, the Environment & Dentistry <i>Alfred Frost, DMD, Dental Recycling North America</i>
11:45am - 12:45pm	LUNCH & LEARN: Website Design, Internet Marketing and the Perfect Recall System <i>Joshua Gindea, DDS, Doctor's Internet</i>
12:00pm - 1:00pm	LUNCH & LEARN: Tooth Whitening at Home and In-Office <i>Burkhard Selent, MSc, PhD, Colgate</i>
12:00pm - 1:00pm	LUNCH & LEARN: DSO vs CEO - Evaluating Your Career Options as an Associate Dentist <i>Chad Widensky & Jason McKenzie, Bank of America</i>
12:15pm - 1:15pm	LUNCH & LEARN: How to Increase Your Dental Practice Profitability <i>Steven S. Goodman, CPA, Goodman CPA Group, LLC.</i>
12:30pm - 3:30pm	Demystifying Attachment Prosthetics <i>George Bambara, DMD</i>
1:00pm - 3:00pm	Introduction to Airway Orthodontics <i>Barry Raphael, DMD</i>
1:30pm - 4:30pm	Treating Advanced Disease Without Implants <i>Barry D. Wagenberg</i>
1:30pm - 3:30pm	Coding for the Physicians of the Oral Cavity (Exhibit Floor Classroom) <i>Joan Monaco, DMD</i>
1:30pm - 3:30pm	Bloodborne Pathogens <i>Tri-State Safety Solutions</i>
3:00pm - 4:00pm	Dr. Joan's Coding Changes (Exhibit Floor Classroom) <i>Joan Monaco, DMD</i>
4:00pm - 5:00pm	Toast the New Rutgers School of Dental Medicine Alumni Officers
6:30pm - 10:00pm	Dentistry Rocks Dinner Event <i>Elektrosurge; Dr. Peter DeSciscio's dental student cover band</i>

CONFERENCE HOURS

THURSDAY

Registration Hours: 2:00pm - 7:00pm
Exhibit Floor Hours: 3:00pm - 7:00pm

FRIDAY

Registration Hours: 7:00am - 6:00pm
Exhibit Floor Hours: 8:00am - 4:30pm



YOUR \$25 ATTENDEE CONFERENCE PASS INCLUDES:

- Complimentary self parking
- Access to FREE CE on the Exhibit Floor
- Continental Breakfast
- Afternoon Coffee Breaks
- Exhibit Floor Access
- Bank of America Networking Reception
- A chance to win NJDA dues for 2020 and more great prizes!



ONLINE REGISTRATION CLOSES ON APRIL 22ND

**All pricing increases on-site*

REGISTER AT
NJDA.ORG/GSDCE

Questions? Contact:
conference@njda.org