



American Association of Women Dentists

2018 AAWD ANNUAL CONFERENCE

*PROPER POSITIONING:
ALIGN YOURSELF FOR
SUCCESS!*

October 4-6, 2018 | Savannah, Georgia

The Westin Savannah Harbor Golf Resort & Spa

WWW.AAWD.ORG

Continue Your Education!

Join other female dental colleagues from around the country to network, collaborate, grow, and refresh. This dynamic continuing education conference (Oct. 4-6, 2018) is provided by female dentists for female dentists so you can expect a high level of personalization and focus on the real needs of women in dentistry. This two-day Continuing Education conference provides 12 hours of CEUs. **Register now at www.aawd.org!**

- Receive 12 hours of CEUs for attending sessions and events.
- Gain industry knowledge and latest trends.
- Grow stronger in your practice and life.
- Meet and network with colleagues.
- Return to work feeling refreshed.
- Experience one of America's original 13 colonies, known for its cobblestone streets, parks, and notable historic buildings.

For more information, please visit www.aawd.org, email conference@aawd.org, or call 800-920-2293.



American Association of Women Dentists is designated as an Approved PACE Program Provider by the Academy of General Dentistry. The formal continuing education programs of this program provider are accepted by AGD for Fellowship, Mastership and membership maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of approval extends from 1/1/2017 to 12/31/2018, Provider ID# 218170.

Pre-Conference Event

Thursday, October 4, 2018

7 – 9 p.m.

SAVANNAH SUPPER CLUB

Dashboard Dining with the Directors: See where AAWD is headed

Join us as we align ourselves for success! Meet with members of AAWD's Board of Directors and participate in an open exchange of ideas for the "proper positioning" of AAWD as we cruise toward the next 100 years - all while enjoying a delicious meal at award-winning Vic's on the River.

Outstanding views of the Savannah River and optimistic views for AAWD's future merge as we chart our course to success. Please RSVP for this event when you complete your conference registration. Seating is limited to 40 attendees.



Location: Vic's on the River - Dieter's Den

26 East Bay Street

Savannah, GA 31401

Direct: 912-721-1003

Fax: 912-721-1005

www.vicsontheriver.com

Sessions & Events

Friday, October 5, 2018

6:30 – 7:30 a.m. Registration
7:30 – 8:55 a.m. Breakfast with Exhibitors

TRACK A

9 a.m. – Noon

REAL WORLD ENDO® Presents:
SAFETY AND SIMPLICITY IN ROOT CANAL INSTRUMENTATION:
MYTHS, METAL AND MOTION: PART ONE (3 CEUs)

Anne Koch, DMD

At last Endodontic Evolution meets Endodontic Revolution! After two decades of research and experimentation with NiTi rotary instruments, an expandable rotary instrument has been created. New adaptive 3D files have produced a revolution in simplicity, efficiency, and safety for you and your patients. These unique instruments expand at body temperature, effectively debriding and disinfecting oval and irregular shaped canals without compromising the structural integrity of the treated tooth. This body temperature transformation allows faster and safer instrumentation using fewer files than conventional techniques. True 3-D instrumentation has arrived. Furthermore, all participants will have the opportunity to validate these concepts during the hands-on session. Real World Endo remains dedicated to the preservation of the natural dentition. A new era has begun!

During this lecture participants will learn:

1. The basic foundations of Endodontic success.
2. The concept of anatomic shaping.
3. To triage Basic and Advanced cases and how to apply the correct instrumentation for each case.
4. Two different instrumentation techniques for managing different canal anatomies (conventional and 3D).
5. The various applications of ultrasonics.
6. How to use integrated apex locator-handpiece technology.
7. To place posts using a matching post and core system.



Anne L. Koch, DMD

Dr. Anne L. Koch received both her DMD and Certificate in Endodontics from the University of Pennsylvania. She is also the founder and past Director of the Postdoctoral Program in Endodontics at the Harvard School of Dental Medicine. Following her clinical and academic career, Anne formed her own successful technology and development company, Real World Endo, of which she was CEO and President. Dr. Koch is the holder of multiple patents.

The author of more than 150 articles in her prior specialty field, Dr. Koch has presented more than 1,000 lectures worldwide. Dr. Koch is an active member of the ADA, AAE, MDS, and BDDS. Dr. Koch maintains a faculty position at PENN (Department of Endodontics), as well as serving as a Senior Fellow with Penn Medicine. She also is a member of the Board of Overseers for the University of Pennsylvania School of Dental Medicine.

TRACK B

9 a.m. – Noon

THE ART OF SCHEDULING (3 CEUs)

Leslie Pasco, DDS

This session will provide you with a proven plan for success.

Objectives:

- Provide example scheduling policies to be used in attendees' own offices.
- Outline the structure of an efficient and productive schedule.
- Discuss ways to stay on time throughout the day.
- Provide methods of reducing cancellations and holes in the schedule.
- Discuss how to troubleshoot and manage the schedule on a day-to-day basis.

Also discussed are:

- Consistent Productivity: How to have a tremendously productive schedule on a consistent basis, day in and day out.
- The Mystery of Cancellations and No-Shows: We'll show you the real reason lurking behind the majority of cancellations and no-shows – and how you can take control and eliminate them.
- Building an efficient and productive schedule

THE ART OF SCHEDULING (Continued)

- **Schedule sanity:** How to get patients on the schedule – exactly where and when you want them.
- **No hype. The real deal:** How to actually achieve daily production goals.
- **Making it all work:** Structuring a scheduling plan for your individual office.
- **Controlling the Schedule:**
 - *How to see new patients within 24-48 hours – even if you are solidly booked.
 - *How to see and handle emergencies – the same day – without running a nano-second behind.
 - *How to go to lunch and go home ON TIME – ALL THE TIME.
- **The rules of the game:** Scheduling policy you can implement on Monday to create a happier and more productive environment.



Leslie Pasco, DMD

Dr. Leslie is a general dentist, practice owner, practice management consultant, public speaker, and a mom. As you can see, she’s the type of person who wants to do it all – and without making any compromises when it comes to being successful, delivering top-level quality of care to her patients, and having a family. Doing all of this is quite a balancing act, however, and it was a journey getting to this place.

Graduating from University of Pittsburgh School of Dental Medicine in 1998, Dr. Leslie started her career driven by two passions: dentistry and helping people. When she purchased a practice in Buffalo, New York, she was able to do both, but she felt limited by the fact that she only had two hands – meaning she could only help one patient at a time. This urge to do more brought her to MGE: Management Experts in the early 2000s, where she learned how to improve efficiency and expand her dental practice, eventually graduating MGE’s full executive training program. Throughout that time, she expanded her dental office to help more patients with comprehensive treatment – growing to over 20,000 patient charts, bringing in associates and specialists to improve care, and collecting over \$4 million annually.

While this was a fantastic situation, she soon found that she had a new passion: helping her colleagues with their practices. By consulting with and lecturing to her fellow dentists about vital subjects like case acceptance, efficiency and practice management, she is able to extend her “two hands” to help even more patients get healthy and help the dentists reduce stress and gain career satisfaction. That led her to do the unthinkable and sell her powerhouse Buffalo practice and open up a boutique office outside of Pittsburgh that allows her to deliver great care to her patients while traveling all over the United States and Canada to lecture to dentists looking for management assistance.

12:05 - 1:15 p.m. Lunch
1:15 - 1:45 p.m. Dessert with Exhibitors

TRACK A

2 - 5 p.m.

REAL WORLD ENDO® Presents:

SAFETY AND SIMPLICITY IN ROOT CANAL INSTRUMENTATION:

MYTHS, METAL AND MOTION: PART TWO (3 CEUs)

Three-Dimensional (3-D), Endodontic Instrumentation Hands-On Session* (3 CEUs)

Anne Koch, DMD

At last Endodontic Evolution meets Endodontic Revolution! After two decades of research and experimentation with NiTi rotary instruments, an expandable rotary instrument has been created. New adaptive 3D files have produced a revolution in simplicity, efficiency, and safety for you and your patients. These unique instruments expand at body temperature effectively debriding and disinfecting oval and irregular shaped canals without compromising the structural integrity of the treated tooth. This body temperature transformation allows faster and safer instrumentation using fewer files than conventional techniques. True 3-D instrumentation has arrived. Furthermore, all participants will have the opportunity to validate these concepts during the hands-on session. Real World Endo remains dedicated to the preservation of the natural dentition. A new era has begun!

During this hands-on session participants will learn:

1. The basic foundations of Endodontic success.
2. The concept of anatomic shaping.
3. To triage Basic and Advanced cases and how to apply the correct instrumentation for each case.
4. Two different instrumentation techniques for managing different canal anatomies (conventional and 3D).
5. The various applications of ultrasonics.
6. How to use integrated apex locator-handpiece technology.
7. To place posts using a matching post and core system.

Note:

****Please bring a size 35/04 file sample from your current rotary system to compare to XP.***

IN ADDITION, BRING ANY ACCESSED, EXTRACTED TEETH YOU MAY WANT TO WORK ON.

TRACK B

2 - 5 p.m.

EFFECTIVE CASE ACCEPTANCE (3 CEUs)

Leslie Pasco, DDS

Objectives:

- Demonstrate effective communication techniques for use with patients and staff.
- Understand why some patients are unreceptive to their treatment plans.
- Outline a step-by-step blueprint for winning case presentations.
- Discuss how to tactfully address patients objections.

During this session, learn:

1. Why Most Patients Don't Do What You Tell Them: You've explained why they need their treatment plan, answered any questions and they still want to think about it or put it on hold. Why? We'll show you – as well as what can be done about it.
2. Effective Communication: Easy-to-apply methods to connect with patients so they truly understand their treatment plans.
3. Case Presentations and Treatment Acceptance: Learn what we've found to be the most important factor that determines whether a patient accepts treatment (or not).
4. Cancellations and No-Shows: How improved case presentation skills can have a positive impact on cancellations and no-shows.
5. Different Patient "Types" Learn how to successfully identify, communicate with, and manage the different patient "types," along with tips on how to turn them into long-term patients that follow through with treatment.
6. Blueprint for a Winning Case Presentation: We've found that several basic conditions are present in just about every successful case presentation. Learn what these are along with simple techniques that can help spark a desire in your patients to want the treatment they need.
7. Patient Objections: Learn how you can address and tactfully resolve most objections.
8. Troubleshooting – Case Acceptance and Presentation Mistakes: Learn the top three mistakes that many dentists make in their case presentations, along with how to avoid them.

We'll also do a general Q&A on your case acceptance questions.

2 - 5 p.m. **Student Session**

7 – 9 p.m.

“SPA-RTY” AND DINNER EVENT

Every successful woman deserves to be pampered, from head to toe! Join us in the spa for a relaxing two-hour “Spa-rtty” which includes mini spa services and a healthy dinner. All attendees will receive a brief soothing chair massage and have a chance to create their own unique fragrance to take home.

Saturday, October 6, 2018

7 – 7:30 a.m. **Registration**

7:30 – 8:55 a.m. **Breakfast with Exhibitors**

9 a.m. – Noon

DEMYSTIFYING PAIN (3 CEUs)

Bethany Valachi, PT, DPT, MS, CEAS

Female dental professionals experience a higher prevalence and severity of occupational pain than their male counter-parts, with the most problematic areas being the neck (up to 87%) and shoulder (up to 76%) followed closely by hand and wrist pain.

This research-based seminar for women dental professionals bridges the gap between dental ergonomics and work-related pain so you can work more comfortably, increase productivity and extend your career. Through lecture, demonstration and participation, women dental professionals will learn the unique muscle imbalances to which they are prone, and how these can be improved through proper posture, movement, equipment selection, adjustment and operatory layout.

Objectives:

- Understand why women experience more pain than men.
- Identify how muscle imbalances can cause neck and shoulder pain among female dental professionals.
- Identify and implement interventions for pain syndromes that are common among female dental professionals, including osteoarthritis of the thumb, hip pain, carpal tunnel syndrome, thoracic outlet syndrome, rotator cuff tendinitis, DeQuervains, lateral epicondylitis and tension neck syndrome.
- Implement gender-specific ergonomic guidelines to properly select and adjust delivery systems, stools and chairs, depending on operator size, job-type and operatory size.
- Identify and correct ergonomic positioning challenges that lead to neck and shoulder pain in women and implement modifications during pregnancy.
- Learn why female dental professionals require specific strengthening guidelines.



Bethany Valachi, PT, DPT, MS, CEAS

Dr. Valachi is author of the book, *Practice Dentistry Pain-Free*, clinical instructor of ergonomics at OHSU School of Dentistry in Portland, Oregon, and is recognized internationally as an expert in dental ergonomics. For over 20 years, Dr. Valachi has helped thousands of dental professionals prevent pain and extend their careers with her relevant, evidence-based dental ergonomic education. She has published more than 60 articles in peer-reviewed dental journals and offers AGD PACE approved dental ergonomic educational materials on her website at www.posturedontics.com.

12:15 - 1:15 p.m. Lunch

Lunch & Learn *Sponsored by Legally Mine*



UNDERSTANDING LEGAL TOOLS:

THE KEYS TO LAWSUIT PREVENTION AND TAX REDUCTION (1 CEU)

During this luncheon, participants will:

- Learn how to protect your Professional License from negative reports to the NPDB following a settlement from your insurance company. If there is no NPDB report, it's unlikely that a board investigation into the legal matter will materialize. Preventing sanctions from the state licensing board.
- Learn the motivation behind lawsuits. Why lawyers decide whether to sue someone or not. These concepts are designed to deter a legal opponent from pursuing you.
- Learn the techniques used by ultra-high net worth individuals for protecting and building wealth.
- Learn the best business structure for income tax reduction. Learn how the new tax laws passed in 2017 can benefit you. The strengths and pitfalls of the "S" Corporation.
- Learn about the special Asset Protection needs of Medical Professionals.
- Learn which state laws provide the greatest asset protection. Legally, a business owner may live in one state but use the superior law of another state to his or her benefit.
- Learn how vicarious Liability can affect you and your practice. Who are you legally liable for?
- Learn about lawsuit protection strategies which most advisors are unaware of how this can expose your personal and business assets.

1:15 - 1:45 p.m. Sweet Treats with Exhibitors

2 - 5 p.m.

FITNESS 101 FOR DENTAL PROFESSIONALS (3 CEUs)

Bethany Valachi, PT, DPT, MS, CEAS

The delivery of dental care is demanding on the body. Dental professionals are prone to unique muscle imbalances and require special exercise, postural techniques and fitness guidelines to avoid pain syndromes, injury or early retirement. This research-based seminar that Bethany delivers with energy and humor will provide attendees with knowledge that they can apply immediately to improve their (and their patient's) overall health.

Objectives:

- Learn why dental professionals require specific exercise guidelines and how to incorporate a balanced exercise program developed specifically for dental professionals
- Identify generic exercises that can actually create & worsen pain syndromes
- Incorporate chairside stretching into the workday
- Identify painful trigger points in patients that manifest as a 'muscular toothache'
- Perform self-treatment techniques for painful trigger points in the neck/shoulder
- Implement a 6-step sequence for effectively managing & preventing chronic pain
- Identify criteria for selecting the right health care professional for specific pain symptoms
- Discover optimal sleeping & driving postures, and positioning aids
- Learn how to combat the detrimental physical effects of stress

6 - 9 p.m. Awards Dinner

Hotel Information



WESTIN® THE WESTIN SAVANNAH HARBOR HOTELS & RESORTS **GOLF RESORT & SPA**

1 Resort Drive, Savannah, GA 31421

Reservations: Call 912-201-2000

Special AAWD Conference Rate: \$235 single/double, until September 21, 2018.

Hotel Website: www.westinsavannah.com

HOTEL INFORMATION

Nestled along the banks of the Savannah River and situated just a 90-second ferry ride away from historic downtown, The Westin Savannah Harbor Golf Resort & Spa offers attendees an elevated escape in Georgia's oldest city.

Unique among downtown destinations, the Westin Savannah Harbor Golf Resort & Spa seamlessly blends urban accessibility with excellent resort amenities. Play a round on the PGA Championship golf course, relax with a treatment in the signature Heavenly Spa, or spend a day lingering poolside, basking in Savannah's year-round temperate climate. Conference attendees can also explore the area's coastal waters and beaches with Outside Savannah excursions or take advantage of the hotel's complimentary hotel shuttle to enjoy Savannah's historical attractions, dynamic restaurants and exciting nightlife. While compelling activities abound, you'll look forward to retiring each night in the hotel's spacious guest rooms.

A tranquil haven with city access awaits conference attendees at The Westin Savannah Harbor Golf Resort & Spa. Come and experience it all at The South's Only Downtown Resort.

Location & Travel Information



Founded in 1733 by General James Edward Oglethorpe, British philanthropist and member of Parliament, Savannah is the oldest city in Georgia. Upon its establishment, Savannah was organized into grids and has thusly been dubbed “America’s First Planned City.”

Savannah’s nickname is “Hostess City of the South,” as it offers visitors an abundance of activities and adventures. Known for its manicured parks, horse-drawn carriages and antebellum architecture, Savannah’s historic district is filled with cobblestoned squares and parks.

THINGS TO DO IN SAVANNAH

Savannah offers numerous activities while you are in town for the conference, and some are free or low-cost. Enjoy a visit to the 30-acre Forsyth Park in the heart of Savannah’s historic District. From the park, you can see several historic sites within walking distance, including Hodgson Hall (home to the Georgia Historical Society) and the old Poor House and Hospital, which was used to treat wounded soldiers during the Civil War.

You can take one of the many historical tours offered in Savannah, whose history reaches back to 1773, where you will hear about the city’s past and the events that shaped its present. Visit Savannah’s open-air marketplace, City Market, and explore countless restaurants, boutiques and art galleries while listening to live music.

While in Savannah, be sure to check out Savannah’s River Street. Running alongside the Savannah River in the Waterfront District, River Street is perfect for afternoon strolls. Lined with more than 75 souvenir shops, galleries, restaurants and pubs housed in old cotton warehouses, River Street is a must-see. Finally, there is no better way to get an overview of Savannah’s magnificent river and port than by boarding one of Savannah’s many riverboat cruises.

Only a half-hour east of Savannah’s Historic District is Tybee Island, home to five miles of beach-front, the famous Tybee Island Light Station and the Marine Science Center, as well as other attractions. On your way to the beach, stop at Fort Pulaski Monument, a Civil War landmark sandwiched between Savannah and Tybee Island.

There are so many thrilling things to see during your visit to Savannah for the conference. For more ideas, go to www.visitsavannah.com, where you can order an official Visitors Guide before your arrival.

LOCATION

Savannah is the primary port on the Savannah River and the largest port in the state of Georgia. It is located near the U.S. Intracoastal Waterway. Georgia’s Ogeechee River flows toward the Atlantic Ocean some 16 miles (26 km) south of downtown Savannah, and forms the southern city limit.



TRAVELING TO SAVANNAH

Savannah is extremely easy to reach via the Savannah/Hilton Head International Airport, 400 Airways Ave, Savannah, GA 31408. Savannah is also conveniently accessible by car, as the downtown area is situated just minutes from Interstate 95.

WEATHER

Savannah’s weather is warm and mild in the fall. Average temperatures for Savannah in October are lows in the lower 60s and highs in the in the upper 70s/lower 80s.



