



SCALING UP  
GROUP DENTAL  
SYMPOSIUM

Sealing your Group Dentistry Success

November 8 -10, 2017

Louisville Marriott Downtown

Louisville, Kentucky

**M** MORTENSON  
Dental Partners  
THE NEXT GENERATION OF PRIVATE PRACTICE.

[ScalingUpGroupDental.com](http://ScalingUpGroupDental.com)

# Conference Agenda 2017

**Wednesday, November 8th, 2017**

## **TECHNOLOGY PRE-CONFERENCE**

8:00 - 12:00

**Registration**

1:00 - 5:00

**Technology Session Salon I-IV**

### **Welcome Opening Remarks**

Chris Grimm, Director of Information Systems  
Mortenson Dental Partners

### **Digital Marketing and Location - The Cutting Edge**

Stacy Griggs, President and CEO, El Toro

### **Future of Electronic Claims/Payment Processing**

Dan Ewald, Chief Technology Officer, EDS

2:45 - 3:00

**Break**

### **Cloud Based PMS: The One Upgrade That Upgrades Itself**

Adam Hart, VP Sales and Marketing Carestack

### **Hosted (Cloud based) VoIP Solutions vs. Premise Based Phone Systems**

Jason Hulswede, Partner - Virtual Telecomm

### **Q&A Panel**

Chris Grimm, Director of Information Systems  
Mortenson Dental Partners

5:00 - 7:00

**Welcome Reception | Grand Ballroom Foyer**

**“As Scaling Up Group Dental Symposium continues to grow, we are always looking for ways to design our content and agenda to best meet the interests of our attendees. This year’s agenda has been built around the feedback from 2016’s Symposium attendees. We are excited to share with you the information that will help you Scale Up!”**



# Conference Agenda 2017

**Thursday, November 9th, 2017**

7:00 - 5:00 Vendor Exhibits - Grand Ballroom Foyer

7:00 - 8:00 Breakfast - Grand Ballroom Foyer

8:00 - 9:40 General Session SALON VI - SECOND FLOOR

## Set the Vision ...Build the Platform

Dr. Wayne Mortenson, CEO and Founder, Mortenson Dental Partners

## Learning & Development: Why it Matters

Cheryl Penava, VP Practice Operations, Mortenson Dental Partners

9:40 - 10:00 Break

10:00 - 12:00 General Session

## DSOs and Organized Dentistry

David J. Owsiany, JD, Executive Director, Ohio Dental Association

## Doctor Recruitment Panel:

### Hiring and Retaining Exceptional Doctor Talent

Dr. Britt Bostick, Moderator, Regional President, Abbeville Dentistry

Dr. Mayada Khater, Regional President, Abbeville Dentistry

Dr. T. Gerald Bradley, Dean, University of Louisville Dental School

Carl Guthrie, Director of Recruiting, ETS Dental

David J. Owsiany, JD, Executive Director, Ohio Dental Association

Dr. Stephanos Kyrkanides, Dean, University of Kentucky School of Dentistry

## Developing & Scaling an Equipment Formulary

Joe Techar, National Equipment Manager, Patterson Dental Strategic Accounts

Alan Johnson, Director of MRK for Commercial Software, Patterson Dental

12:00 - 1:30 Lunch SALON V - SECOND FLOOR

**ScalingUpGroupDental.com**

# Conference Agenda 2017

## Concurrent Breakout Sessions

1:30 - 2:30 | 2:45 - 3:45 | 4:00 - 5:00

### Using Data to Drive Business & Team Performance - Salon I

Rob Bay, President, Dental Intel

### Hygiene Metrics - Salon II

Andrea Edelen, Regional Director of Hygiene, Mortenson Dental Partners

### Achieving Profitable Growth - Salon III

Jane Logsdon, COO, Mortenson Dental Partners

### New Doctor Development and Compensation - Salon IV

Steve James, CFO, Mortenson Dental Partners

Dr. Britt Bostick, Regional President, Abbeville Dentistry

### Do You Know What Patients Want? We Do - Bluegrass I

Ralf Tomandl, VP of Corporate Sales, Futuredontics

Jacque Ramsey, Director of Marketing, Mortenson Dental Partners

### Equipping Your Front Desk Teams for Success - Bluegrass II

Christy Williams, Director of Learning & Development, Mortenson Dental Partners

6:00 - 7:30

### Networking Reception

Shuttle from hotel 5:30-8:00

Copper and Kings American Distillery

1121 E. Washington Street

Louisville 40206



# Breakout Sessions

## Using Data To Drive Business & Team Performance

Your practice software is full of useful data. What decisions are you making with it? How can you make the data easier to harness and more actionable? In this breakout, our data experts are going to discuss these things and more as they show you how to make better decisions utilizing data in your practice.

## Hygiene Metrics

Everyone needs a scorecard-if you aren't keeping score, how do you know if you're winning? Measuring the right dental hygiene metrics will support your dental hygiene team in delivering the best in class patient care and ensuring practice success. In this breakout, you will leave with a list of important metrics for growing your people and your practice.

## Achieving Profitable Growth

*Strategies for Increasing your Probability of Success*

Growth should start by asking yourself these key questions: Am I focused on delivering an exceptional patient experience? Can we say "YES" to all procedures in all practices? How am I currently evaluating capacity within my practices? By keeping patients and providers first, profitable growth will follow. In this breakout you will learn key strategies for increasing your probability for success!

## New Doctor Development and Compensation

Doctors are the key to building a foundation of clinical expertise. Finding exceptional doctors can be a challenge and developing and retaining them even more challenging! In this breakout, you will learn strategies for developing doctors, leveraging supply vendor expertise, and explore compensation models that help you keep the doctors you want while rewarding and recognizing exceptional performance.

## Do You Know What Dental Patients Want? We Do

Through extensive market research and analysis, Tomandl and his team at 1-800 Dentist have learned not only what dental patients want, but how to attract and retain patients! In this breakout, you will learn how patients search for dentists, how satisfied patients are with their current dentist, and what factors cause patients to switch dentists.

## Equipping Your Front Desk Teams for Success

Do you struggle with equipping your front desk employees fast enough? Are you interested in learning how to retain and develop the "face" of your practice? In this breakout, you will glean tips for making learning easier for front desk employees. We will discuss ideas for how to scale training in multiple locations models. Finally, we will share a suggested path for onboarding new front desk team members, helping you think about where to start when equipping and retaining your front desk talent.

# Conference Agenda 2017

## Friday, November 10, 2017

7:00 - 8:00 **Breakfast**

8:00 - 12:00 **General Session SALON VI - SECOND FLOOR**

### **DSO Spotlight: One Buffalo Dental**

Maria Mieczyjak, COO, One Buffalo Dental LLC

Scott Westermeier, DMD, CEO, One Buffalo Dental LLC

### **DSO Spotlight: Stonehaven Dental**

Eric Tobler, DMD, Regional President, Stonehaven Dental

9:30 - 9:45 **Break**

### **Legal Hot Topics**

Don Moody, Partner, Waller

Neil Krugman, Partner, Waller

John Arnold, Associate, Waller

Eric Scalzo, Associate, Waller

### **Developing Your Growth Strategy**

Dale Sanford, VP Development & Integration, Mortenson Dental Partners

### **Keynote - Out of Industry Perspective**

Kevin Brown, Motivational Speaker and Author

### **Closing Remarks**

Bill Becknell, President Dental Teams, Mortenson Dental Partners

