

COMMUNICATOR

APDP – Supporting Fee for
Service & Private Practices
for Over 60 Years.

Winter/Spring 2024



APDP
ACADEMY FOR PRIVATE DENTAL PRACTICE

Pillars for Success
In Today's Private Dental Practice

MARCH 7-9, 2024

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Winter/Spring 2024

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If you have very large files or any questions, please contact Denise at Denise@adsfc.com.

Editor's Notes

Here We Come Fort Lauderdale, Florida!

Entering the promising year of 2024, I extend warm wishes for a prosperous journey ahead for our



organization. The focal point on our horizon is the highly anticipated annual meeting, unfolding against the backdrop of the sun-soaked setting in Fort Lauderdale, FL.

As we prepare for the upcoming annual meeting, pay special attention to the enclosed bylaws changes slated for discussion during the members-only business meeting.

Under the thoughtful curation of Mrs. Debra Engelhardt-Nash and Dr. Susan Maples, the program promises a blend of professional and personal enrichment. Following our established meeting format, this year's program embraces an intimate setting, facilitating direct connections with pioneers in

(continued on page 4)

Get Ready for APDP 2024!

Debra L. Engelhardt-Nash, AA, BFA

First, I want to offer my Thanks to the board of APDP. They continue to be dedicated, hard working and thoughtful for the benefit of the academy. They have contributed a lot of their personal time since last March to plan on the future of the APDP on important Academy decisions affecting its future. The board has had to work through many challenges this year and have done an outstanding job. This has been a year of change after thirty years of accomplished "sameness", and this body of volunteers has handled the learning curve deftly. I am grateful for their commitment – and being voices of reason and careful consideration on behalf of the APDP. I encourage all members to show your appreciation when you see them at the meeting in Florida.

In the past, we have relied upon loyalty, friendships, history, and traditions to perpetuate our organization. Our growth came from "word of mouth" and referrals of friends. There are many esteemed members among our previous ranks, who have since

here to perpetuate private practices. To mentor. To collaborate. These offices need to know we are here. We need to spread the word – in the current fashion that words are spread.

In the past, we have relied on our members to promote our meetings and our purpose. Due to the status of many of our members, the strength of these efforts has dwindled. The APDP faces challenges in our growth. We are swimming upstream in a river of marketing for Dental Service Organizations, online learning, and larger dental meetings. Although we have upgraded our website and added video campaigns about our meeting; people need to know that we exist to seek out our website and learn more about us. This has been our shortcoming. Our online exposure is minimal, at best. We need to bring the Academy into the current trends of social media marketing. We need new members to replace those who have retired or chose to forego their membership for various reasons and to bring new vitality to the APDP.

Dr. Susan Maples has assembled an outstanding group of presenters and has created a very robust program.

retired. Their contributions helped build our past. But our future will need to be built differently.

Hence the name change – The Academy for Private Dental Practice – depicting more clearly – who we are and why we are. To bring our mission to the current day. We are

And they could use our help – to navigate their careers in a private practice environment. We have members who have expertise who can help young dentists enhance their success and increase their personal and professional satisfaction.



The APDP has never formalized a marketing campaign, working with a marketing company or allocated funds to marketing our organization outside of its membership. The board will be working on acquiring professionals to assist the APDP in promoting our membership and our meeting. We are seeking other professionals to enhance our impact going forward.

Dr. Susan Maples has assembled an outstanding group of presenters and has created a very robust program. We have shortened the meeting but have not cut back on vital content. There are programs for all aspects of your dental practice and ample opportunities to network and enjoy being with like-minded colleagues. Dr. Maples is passionate about this organization, and it is evident in the program she has designed. There will be some fast-track learning opportunities, and exceptional keynote addresses. She has designed programs with dental teams in mind –

(continued on page 4)

President's Message *(continued from page 3)*

understanding the important roles they play in practice success. And our Saturday night party will be a great way to end the weekend with our very own member's band, "The Raw Nerve".

The hotel is not convention sized. It has an intimate feel — perfect for our group. The rooms have recently been re-furnished, so expect upgraded amenities. The hotel is approximately 30 minutes from the airport, so you may want to secure transportation.

Restaurant options offer versatility from Runyon's Steak House (and piano bar), The Melting Pot Fondue Restaurant, The Cook and Cork as well as Chinese, Italian, Cuban and other ethnic fare. They are all a short drive from the hotel.

If you would like to take advantage of golf or embark on adventures being offered in the area, you may want to arrive a day early. Several golf courses are a short drive away, and tours of the Everglades can be arranged through hotel resources.

We need you to bring your team and invite your friends. If you haven't registered, please do so now! I urge you to use your personal and professional social media to let

Is private practice dentistry dying? According to statistics, the answer is no. Private practice dentistry still holds sixty percent of the dental market, which confirms our need to

We need you to bring your team and invite your friends. If you haven't registered, please do so now!

others know about our meeting in March. And if you haven't done so, please renew your membership. We need your strength, and your commitment to the APDP.

The meeting in Florida is an important one. We need our members there. There will be some decisions that need your vote. Decisions that may determine the way we conduct our business, and the shape of future meetings. Your commitment continues to be the foundation of our success and your input is important.

be. Now, more than ever the APDP is an exceptional resource for dentists and dental teams. We will continue to work hard to revitalize and expand our organization. Your help is critical to our future.

We look forward to seeing you and your friends in Florida – March 7-9, 2024.

In Earnest,

Debra Engelhardt-Nash
President

Editor's Notes *(continued from page 2)*

private dental practice and sponsoring partners offering unique products and services to support our goals.

Fort Lauderdale, our chosen meeting location, opens the door to a plethora of enjoyable activities—from basking in the renowned coastline to nearby golf, Everglades

tours, and more. For those who have yet to register, I encourage you to secure your spot promptly; spaces are filling up, and you won't want to miss out on this exceptional opportunity.

As we prepare for the upcoming annual meeting, pay special attention to the enclosed bylaws

changes slated for discussion during the members-only business meeting. Here's to an exceptional 2024, and I eagerly look forward to reconnecting with each of you in the vibrant setting of Fort Lauderdale.

Bren O'Connor, DDS

2024-25 Exhibitors & Sponsors

Each year our APDP is supported by some incredible Exhibitors and Sponsors. And they are truly present and engaged at our meetings. Please continue to show your support and thanks to them throughout the year. Let them know you are an APDP member or guest, so they will continue to see the value of our annual meetings. Not only were many of these fine companies in attendance, many also provided

products, equipment and services to our auction, which was great fun for all, providing incredible bargains for members and guests. We also thank ALL of our members who so graciously provide items to the auction.

Without our Exhibitors and Sponsors strong support, we would not be able to provide our incredible meeting year after year.

Thank you to these valuable 2024-25 partners — without your help our APDP Annual Meeting would not be the tremendous success it is.

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The Challenges of Private Practice

Julie A. Spaniel, DDS

Since its establishment in the 1950s as the American Academy of Dental Practice

Administration, our organization has been dedicated to advancing the field and shaping the future of dentistry. Recognizing that the destiny of dentistry lies in the hands of the upcoming generation of dentists, our academy, now aptly renamed The Academy for Private Dental Practice, assumes the responsibility of supporting and promoting dentistry in privately held offices.

As seasoned practitioners, we bring a wealth of experience and an unwavering commitment to excellence in patient care. The journey to private practice can be challenging for our younger

not merely a gift; it serves as a cornerstone of progress, fostering growth, understanding, and resilience, particularly in the face of the increasing corporate influence in our profession.

Decades ago, joining the American Academy of Dental Practice Administration required attending a minimum of two meetings. Applying for membership involved a meticulous process with references and interviews, culminating in an announcement at the fourth annual meeting and induction at the fifth. In that era, private practice, faculty practice, or independent rural healthcare were the predominant models, and corporate dentistry was non-existent. Our focus was solely on improving our practices.



As the number of dentists opting for private practice dwindles, our mission is twofold. While continuing our original mission to excel in our field, we must also work diligently to perpetuate individual private practices. The academy's commitment to reaching out to the younger generation is paramount. Through mentorship and shared experiences, we aim to ensure that these dentists are welcomed into The Academy for Private Dental Practice.

In the words of Dr. Linda Edgar, the ADA President, "We must lift as we rise." Our greatest asset lies in giving the gift of our experiences to others. In the coming years, we will actively market to and engage with these young professionals, fulfilling our duty to secure the future of dentistry and maintain the integrity of individual private practices.

I look forward to seeing you all in Fort Lauderdale!

The greatest gift we, as experienced dentists, can offer the younger generation is the invaluable inheritance of our accumulated wisdom, emphasizing the importance of providing exceptional patient care.

counterparts, and our role as mentors and guides is a potent solution to alleviate these challenges. The greatest gift we, as experienced dentists, can offer the younger generation is the invaluable inheritance of our accumulated wisdom, emphasizing the importance of providing exceptional patient care.

Our professional journey, marked by successes, failures, and numerous lessons, transcends mere personal growth. It transforms into a meaningful legacy when shared with those who follow in our footsteps. This transfer of wisdom is

Today, the landscape of dentistry is vastly different. The diversity in how dentistry is practiced, along with a plethora of options for graduates, presents unique challenges. The choice of private practice, once straightforward, has become increasingly challenging and costly when competing with corporate counterparts. With new dentists graduating burdened by substantial debt, entering private practice becomes even more daunting. Our academy, however, is ideally positioned to mentor and share our experiences with those aspiring to own their own practices.

Why I am an APDP Member

Dave S. Carpenter, DDS, PC

Shortly, the Academy for Private Dental Practice will host our annual meeting in Fort Lauderdale, Florida. This will be another exceptional meeting planned by our president, Debra Engelhardt-Nash, and program chair, Dr. Susan Maples.

As we prepare for this meeting, perhaps now is a good time to remember why we are a part of this organization.

Here are my reasons:

- APDP exists to preserve, promote and perpetuate private practice. This aligns with my vision.

- APDP focuses on seven pillars for success. Business, Finance, Culture, Clinical, Patient Experience, Leadership and Mentorship are featured at our annual meeting. These align with my vocation.

- APDP fosters camaraderie around a common cause. The fellowship in this group aligns with my values.

What are your reasons for membership in this extraordinary group? You can let me know when you see me in Fort Lauderdale. **You will be there, won't you?**



Past President's Message

Happy New Year Fellow AADP Members!

Sarah B. Heuer, DDS

I am sending wishes for peace and love in the New Year!

The Academy is ramping up for final preparations for the annual meeting. We are so excited to see everyone and reconnect with our life-long learning community. This year's meeting won't disappoint,

with special content in a special place! We also hope to welcome new friends and guests to the Academy. Please invite your friends and fellow dental professionals!

See you soon in Florida!



Happy New Year 2024 From the U.P. of Michigan

Annette E. Dufour, DDS

As our 2024 meeting in Coral Springs, Florida fast approaches, we ALL need to get registered now. It is always so good for the soul to get together with this wonderful group.

As a reminder, we will be voting on the name change. The name change was presented at the 2023 meeting in San Antonio.

President Debra Englehardt-Nash, Program Director Dr. Susan Maples and your board of directors have been working very hard to bring an excellent program.

PLEASE plan to support their efforts and sign up now.

PROPOSED 2024 REVISION TO THE APDP BYLAWS ARTICLE 1 — NAME

The name of this organization shall be the American Academy of Dental Practice Administration also known as AADPA, also DBA the ~~American Academy of Dental Practice known as AADP~~ Academy for Private Dental Practice known as APDP.

Rational:

Add Private Dental Practice to the name to better define who we are as an Academy.

See you in March!



KATHLEEN UEBEL LEADERSHIP AWARD

Please accept my donation of:

☐ \$50

☐ \$100

☐ \$200

☐ \$500

☐ \$1,000

☐ Other

☐ I pledge to bring a guest to the Annual Meeting

Name _____

Please consider _____ for a scholarship of \$_____.

Please contact me at _____ (e-mail or phone) to discuss this guest.

2023-24 Nominating Committee Selections

Dear fellow APDP members,

As the chair of the Nominations Committee, I am please to present the names for candidates for President Elect and Vice President.

President Elect: Dr. David Carpenter

Vice President: Dr. Randy Jungman

Board of Directors: Dr. Theresa Kujala
One additional spot open

Please contact me (sarahbheuer@gmail.com) if you have any nominations for Board of Directors or if you would like to self nominate.

Nominations from the floor will be accepted at the Annual Meeting in March.

Thank you and I can't wait to see you all in Florida in March!

Sincerely,
Sarah Heuer, D.D.S.



Dave S. Carpenter, DDS, PC



Dr. Randy Jungman, DDS



Theresa Thayne Kujala, DMD

In Memorium — Dr. William Charles Blair (1942-2023)

Courtesy of The McGill Advisory, December 1, 2023 issue

We are deeply saddened to announce the passing of Dr. Charles Blair on November 6, 2023, at the age of 81, following a courageous battle with several illnesses. Charles was a true visionary and the ultimate “idea man,” whose boundless energy brought many of them to fruition, creating success in numerous ventures. He was indeed a legend in the dental community, a highly respected author and publisher, nationally acclaimed speaker, and esteemed and revered practice management consultant who dedicated most of his life to improving the dental profession.

He graduated from Erskine College in 1964 and served as a lieutenant in the U.S. Navy until 1969. He developed his love for dentistry at UNC – Chapel Hill, where he graduated from the School of Dentistry in 1974.

He then began a string of entrepreneurial successes, first launching his private dental practice in Kings Mountain, NC. He later added a satellite practice in Charlotte, NC, specializing in pediatric dentistry. After 10 years, he sold his practice, leaving private



practice to pursue his dream of improving dentistry as an author, speaker, consultant, and mentor.

He co-founded Blair/McGill & Company (now The McGill & Hill Group) in 1983 and published several renowned tax saving books. Beginning in 1983, he served as co-editor for the Dental Economics tax column for decades. He was also instrumental in the acquisition of this newsletter from Bud Schulman in 1986. He understood

the challenges that dentists faced and had a unique gift for simplifying complex financial matters and making them easily understood, which led to great success in his dental publishing efforts.

He also knew how to connect with dentists as he “spoke their language,” making him an entertaining and highly sought after speaker. His missionary zeal (inherited from his father, a Presbyterian minister) for improving dentists’ financial well-being was legendary, as he lectured to hundreds of national, state, and local dental organizations, including the ADA, Hinman Dental Society, and Chicago Midwinter.

His success on the speaking circuit led to many requests for one-on-one consulting. Charles helped hundreds of dentists reach financial prosperity through his innovative and sophisticated tax planning, practice profitability, and practice transition consulting services. After 20 years, Charles decided to “climb another mountain,” launching yet another successful venture advising dentists on

(continued on page 11)

Member News & Notes *(continued from page 11)*

establishing proper fees and insurance coding. His expertise in dealing with insurance coding and unwavering commitment to fair reimbursement led him to become the esteemed founder of Practice Booster. He was a true pioneer in this field and became a distinguished and revered authority in these areas, benefiting hundreds of dental practices across the country. His legacy of innovation, leadership and dedication to the dental profession will continue under eAssist Dental Solutions, who purchased his business in 2021.

In addition to his unparalleled

contributions to the dental profession, Charles also lived a life of service as a naval officer, deacon, Rotarian, Adjunct Professor at UNC School of Dentistry, President of the Isothermal Dental Society, and President of the Erskine Alumni Association. In addition to these public acts of service, he also benefited many dentists privately, serving as a mentor, teacher, friend, and encourager.

Charles was preceded in death by his parents Reverend and Mrs. William Harris Blair, his wife Edie Blair, and his brother Dr. Howard Blair. Left to cherish his

memory are his children Janet Blair (Assistant Editor of this newsletter) and son Mason Blair. A memorial service was held Thursday, November 16, 2023, in Kings Mountain, NC, followed by a Celebration of Life in Charlotte, NC, where numerous attendees spoke of how Dr. Blair touched their lives and benefited the dental profession.

Memorials can be made to Erskine College, P.O. Box 338, Due West, SC 29639; Boyce Memorial ARP Church, 111 Edgemont Drive, Kings Mountain, NC 28086, or to The Humane Society of Charlotte, 1348 Parker Drive, Charlotte, NC 28208.

Future Meeting Dates & Sites

- **March 7-9, 2024 - Annual Meeting.** Fort Lauderdale Marriott Coral Springs Convention Center, Fort Lauderdale, FL
- **March 6-8, 2025 - Annual Meeting.** Westward Look Wyndham Grand Resort and Spa, Tucson, AZ

Our Annual Meeting is Upon Us!

Karen Edds, Executive Director

For those members that have not registered, please do so at once. The sooner we receive your registration, the more insight we have on how large each meeting room needs to be. We also need to prepare badges and all of your necessary material. We do not want you to miss YOUR meeting.

It is best if you secure your airline reservations immediately!

Airports

Miami International Airport

- Distance from property: 48.5 miles
- Alternate airport transportation: East Coast Transportation — reservation required

Fort Lauderdale-Hollywood International Airport

- Distance from property: 30.3 miles
- Alternate airport transportation: Coral Limo — reservation required

Palm Beach International Airport

- Distance from property: 45.0 miles
- Alternate airport transportation: Presidential Limousine — reservation required

(Per the hotel website, one way transportation is approximately \$100-\$105.)

Nearby Activities

There are lots of great activities and adventures to be had! Pack your swimsuit, sunblock, tennis shoes, and golf clubs!

Swimming

- Deerfield Beach, 14.0 miles
- Ft. Lauderdale Beach, 32.0 miles

Spa

- 5.3 miles, 954-346-0666

Golf

- Country Club of Coral Springs, 5.2 miles, complimentary transportation from hotel, 18 holes, 7,000 yards, par for course: 72, 954-753-7222

Area Sightseeing

- Discovery's One Day Bahamas Cruise, Discovery Cruise Line, 800-259-1579
- Hooked Up Sportfishing Charters, Ft. Lauderdale, tour by Capt. Taco, 954-764-4344
- Loxahatchee Everglades "ECO" Tours, airboat tour through Florida Everglades, 800-683-5873
- Coral Springs Center for the Arts, 2855 Coral Springs Drive, box office 954 -344-599

Family & Children's Activities

- Boomers' Family Fun Center, Boca Raton, 16.0 miles, putt-putt, go-karts, video games, rides, laser tag, etc., 561-347-1888

Important Information Regarding the Annual Meeting in Fort Lauderdale

Register for the meeting at:
<https://whova.com/web/ylu-eco81Fo7qedYHV0RGq4vNGCnM4xVaVm9DnyhK%40g%3D/>

Be sure to reserve your room in our APDP room block:
<https://www.marriott.com/event-reservations/reservation-link.mi?id=1672169375321&key=GRPE&app=resvlink>



The Members Only Meeting will be on Thursday afternoon, March 7, from 4:30-5:30 p.m., and all members, including new members need to attend. This will be followed by our opening speaker and welcome reception.

Once again, we will have our Wine Pull and Auction on Friday evening, which will benefit the Foundation.

Saturday evening, we will feature "RAW NERVE" for a rocking 80's finale!

As a reminder, dues are to be paid prior to the 2024 meeting. If you have any questions regarding your status, please contact me.

Get ready for a wonderful line up of speakers, plenty of fun things to do, and a chance to reconnect with each other!

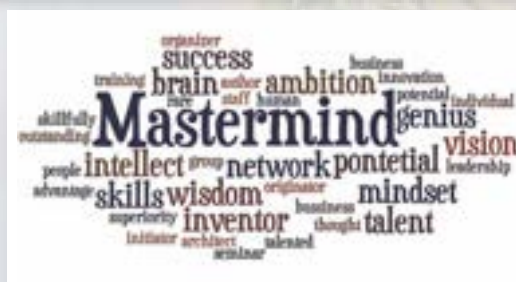


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Thursday, March 7, 2024 • 9:00 am-4:30 pm

Recreation Day:

Golf, Pickleball, and Everglades

Please contact the hotel concierge for more details.

Thursday, March 7, 2024 • 2:30-4:00 pm

Women Dentists' Mastermind

An opportunity for women dentists and to visit and share practice successes and new ideas.

Thursday, March 7, 2024 • 4:30-5:30 pm

Members Business Meeting

Important meeting. Attendance required for all APDP members.

Thursday, March 7, 2024 • 5:45-7:00 pm • Opening Speaker

Mr. Ryan Vet

A Shadow in the Spotlight: Pursuing Significance Over Chasing Success

As leaders, our passion fuels our drive to succeed. We run towards the improbable to pull off the impossible. Yet, in the pursuit of running, it can become easy to lose sight of why we even started off on our race. It can be exhausting. At the end of the day, we have the opportunity to lead a life of significance over success. Sometimes that means spinning the spotlight around and leading from the shadows. In this conversation, we will embark on the journey of living a life that leaves a lasting legacy long after our moment in the spotlight is up.

Bio: Ryan is an international speaker, entrepreneur, and author. He has presented around the globe on four different continents.

Ryan's experiences range from start-ups to Fortune 500s such as Samsung, Warner Brothers, and Bing. From starting his first business at age 14 to launching and successfully exiting start-ups, Ryan is a serial entrepreneur. He has been featured in countless publications (USA Today, Forbes, Financial Times, NBC, CBS, ABC and more) for his entrepreneurial endeavors and routinely contributes to Forbes and other leading publications. In 2019 he authored the book *Cracking the Millennial Code*.

He holds an MBA from Purdue along with many other certifications business, marketing, and change management from leading institutions including Harvard Business School, Elon University, and Cornell University.

After over a decade in the fast-paced world of startups and venture capital, Ryan has turned a large majority of his personal focus towards the craft beverage and hospitality industry where he has invested heavily. As a fun aside, in pursuing his passion of craft beverages, Ryan is a trained Sommelier.

At the core, Ryan is passionate about helping audiences create positive changes in the lives of those with whom they interact.

Ryan and Jessica currently live with their two boys in Downtown Durham, NC.



Thursday, March 7, 2024 • 7:00-8:30 pm

Buffet Welcome Reception

Important meeting. Attendance required for all APDP members.

Friday, March 8, 2024 • 8:00-8:10 am

Welcome by President and Announcements

Friday, March 8, 2024 • 8:10-10:10 am • Morning Keynote



Mr. Todd Williams

Crafting a First-Place Team

In this workshop we'll discuss the many (and often overlooked components) of pulling together a team that strives to be the best, each and every day... and does so with a deep sense of personal purpose in their work.

We will cover...

- Values-based Hiring (Four Seasons Hotels and Resorts)
- Retention and Creating a Thriving Culture
- Sustaining Culture and Understanding What Keeps It Alive
- Recognition vs. Reward and How to Utilize Both
- Inspiration vs. Motivation and Understanding the Difference
- Inspiring the Uninspired

Bio: Todd is a Human Behavior Expert, Storyteller and Teacher with over three decades of culture development experience in healthcare, hospitality and countless customer-facing industries.

He spent 20+ years developing and implementing the service delivery training programs for Four Seasons Hotels and Resorts, one of the most recognized luxury hotel brands in the world. In his role with Centura Health as Vice President of Culture Development, Todd focused on physician and employee engagement, emotional connections, brand differentiation and more.

The innate and irrefutable similarities between healthcare and hospitality show us the best experiences are actually the end result of teams deeply committed to their individual and collective purpose. In other words, our "why" deeply connects and unites us in a way that is paramount to a successful, profitable business who maintains First Place.

Todd will help us see our work, teams and patients in a whole new light, learning to serve with a level of purpose and depth the competition can never duplicate.

Friday, March 8, 2024 • 10:10-10:30 am

Sponsor Time

Friday, March 8, 2024 • 10:30-11:00 am

Break with the Exhibitors

Friday, March 8, 2024 • 11:00 am-12:15 pm • Breakout 1

Ms. Terry Goss

Lead Well! The Emotionally Intelligent Leadership Skills Required for Success in a Private, Fee-For-Service Practice

Emotional intelligence provides a new paradigm for leaders to measure and monitor their team member's performance as well as their own effectiveness as leaders in creating a positive work environment.

Emotional Intelligence is key to relating well with others, achieving your goals, and leading a strong high-performance team. To be effective, leaders must have a solid understanding of their emotions and how their actions affect the people around them. They must also embrace their leadership responsibilities as crucial to their success as their clinical skills. Ultimately, a leader with high EQ has mastery in self-management, building strong relationships, and influencing others in a positive way.

Learning objectives:

- Identify the Essential EI Leadership Competencies.
- Inspire Loyalty. Maximize Ownership and Commitment.
- Align your Team in Problem-Solving and Decision-Making.
- Lead with Optimism and Humility.

Bio: Terry is a nationally recognized practice management consultant, speaker, and coach, Terry has served the private fee for service dental community for over 30 years. As a Certified Professional Co-Active Coach and Master Practitioner of NLP, Terry has a deep understanding of the challenges facing the dental profession. Terry has extensive training in (EI) emotional intelligence, co-active leadership development, behavioral psychology, and the new neuroscience. Terry is also a wellness coach and a life-long student of health and how to provide exceptional service in comprehensive dentistry.



Friday, March 8, 2024 • 11:00 am-12:15 pm • Breakout 2

Ms. Pam Sletten

Don't Let Dental School Debt Deter Private Practice Opportunities

This break-out lecture will provide you with new insights into what is possible when considering entering private practice, even with significant school loan debt. Pam will provide an optimistic way to look at taking charge of your own preferred future in private practice.

Learning objectives:

- See how you can enter private practice even with significant school loan debt
- The fee-for-service model is alive and well
- The practice Value and Contracts are important, but the most important issue is finding the right opportunity

Bio: Pam has been in the Dental Practice Transition business for the last twenty-two years, helping dentists from all over the United States plan and implement successful practice transitions. Pam works directly with the dentists and their teams on all details of the transition to accomplish successful results, whether the transition includes a practice purchase or sale, adding an associate to the practice that will eventually become an owner/partner, or any practice management details that may arise pre and post-closing.

Pam is a current board member of the Academy for Private Dental Practice (APDP) (formerly American Academy of Dental Practice [AADP]), Kids in Need of Dentistry (KIND) and volunteers annually for Colorado Mission of Mercy (COMOM).



Friday, March 8, 2024 • 12:15-1:30 pm • Lunch-n-Learn 1



Mr. Todd Williams

The 5 Biggest Pitfalls in Driving Culture

Plus a healthy dose of Q&A to discover and address your struggles, road blocks and challenges when it comes to culture with your teams.

See bio on page 12

Friday, March 8, 2024 • 12:15-1:30 pm • Lunch-n-Learn 2

Dr. Robert Lustig

The True Purpose of Nutrition

Join us for an informative discussion about the real facts of what is in our food and how it affects our bodies, with renowned author and speaker, Dr. Rob Lustig. Dr. Lustig will guide us through making smarter choices when it comes to our diets.

Bio: Robert is Emeritus Professor of Pediatrics in the Division of Endocrinology, and Member of the Institute for Health Policy Studies at UCSF. Dr. Lustig is a neuroendocrinologist, with expertise in metabolism, obesity, and nutrition. He is one of the leaders of the current “anti-sugar” movement that is changing the food industry. He has dedicated his retirement from clinical medicine to help to fix the food supply any way he can, to reduce human suffering and to salvage the environment. Dr. Lustig graduated from MIT in 1976, and received his M.D. from Cornell University Medical College in 1980. He also received his Masters of Studies in Law (MSL) degree at University of California, Hastings College of the Law in 2013. He is the author of the popular books *Fat Chance* (2012), *The Hacking of the American Mind* (2017), and *Metabological: The Lure and the Lies of Processed Food, Nutrition, and Modern Medicine* (2021). He is the Chief Science Officer of the non-profit Eat REAL, he is on the Advisory Boards of the UC Davis Innovation Institute for Food and Health, the Center for Humane Technology, Simplex Health, Levels Health, and ReadOut Health, and he is the Chief Medical Officer of BioLumen Technologies, Foogal, Perfect, and Kalin Health.



Friday, March 8, 2024 • 12:15-1:30 pm • Lunch-n-Learn 3

Ms. Lois Banta

Secrets to Becoming Insurance Independent... Changing Your "Relationship" with PPOs

Navigating the stormy waters of In Network plans can be very difficult, confusing and frustrating. This presentation assists the practice in a step by step process of how to become truly insurance independent, increase productivity and collections plus maintain healthy patient centered practice.

What the audience will learn:

- How to analyze your insurance plans
- How to determine which plans are the most financial risk
- Key communication skills with patients
- The secret way to make insurance work FOR the practice and patients

Bio: Lois is CEO, President and Founder of Healthcare Enterprises, Inc., a company that specializes in all aspects of dental practice retreats and lectures. Lois has over 45 years of dental experience and consults and speaks nationally and internationally. She is the CEO of The Speaking Consulting Network, and a member of several professional organizations. Office-816/847-2055, Email: lois.banta57@gmail.com, info@speakingconsultingnetwork.com





Dr. Bob Frazer

Life, Leadership and Legacy: A 40 Year Perspective for Uncommon Success and Significance

Leadng today's practice, while also serving as a primary revenue producer, is analogous to riding a bicycle on a cobblestone street. The very act requires so much energy and attention that little is left for you to decide where you really want your practice and life to go. In this content rich, compelling presentation, Dr. Bob Frazer, the foremost authority in applied strategic planning in dentistry today, shares

the critical beliefs, processes and actions necessary for success from some of the world's most respected and profitable companies in the context of our dental practices. Participants will explore the three cornerstones of our life and life's work, clarifying what matters most in each of these dimensions of life — both as a whole person and as a committed professional. A central theme will be the values-based, principle-centered life. Laugh and perhaps even shed a tear as Dr. Frazer shares some of his life's trials and triumphs toward a life well lived.

Learning objectives:

- Understand the Applied (Action Oriented) Strategic Planning process
- Learn how to create a clear and compelling vision of your best possible future
- Through energizing exercises and discussions, clarify your values and highest aspirations for what you really want for your life and practice.
- How to write an empowering mission, supporting goals and concrete objectives, and integrated action plans that assure your vision's attainment.
- Know and act on what matters most for you to live an intentional life of uncommon success and significance.
- Most importantly how to create, monitor and execute your plan

Bio: Dr. Bob Frazer Is an accomplished clinician, innovative leader, transformational coach, consultant, and inspiring speaker. Recognized as the foremost authority in applied strategic planning in dentistry today. Bob has given more than 1,100 presentations across the US, Canada, and Europe. He has published 50 articles in dental journals.

Bob founded R.L. Frazer & Associates, Inc. in 1991 in response to mounting interest in his facilitation of Applied Strategic Planning, performance coaching and leadership training. He has been married to his wife, Linda, for 55 years. They have two sons and five grandchildren. Bob enjoys fly fishing, golf, volunteering with his church and civic organizations, and most of all spending time with his family.

Education: DDS, University of Texas Dental Branch in Houston, Over 1,600 hours technical CE — Dawson, Spear, Kois, Pankey, Kramer, Yuodelis, Parrel and others. 1,200+ hours of leadership, management, behavioral and strategic planning CE.

Awards: President USA Section International College of Dentists Foundation 2022, USA Section ICD Dental Leader of the Year Award 2018, President AES — TMD, Occlusion and Comprehensive Care 2018, AADPA's Kathy Uebel 1st Leadership Excellence Award, Past President American Academy of Dental Practice (Now AAPP), Master Practitioner Award, University of Texas Dental Branch, Distinguished President Award Kiwanis International.

Friday, March 8, 2024 • 12:15-1:30 pm • Spouse/Partner Lunch



Mr. Ryan Vet

Spouse/Partner Lunch and Wine Tasting

More detail to come.

Friday, March 8, 2024 • 1:30-1:45 pm

Sponsor Time

Friday, March 8, 2024 • 1:45-2:30 pm • Early Afternoon Keynote

Mr. Todd Williams

The Ideal Leader

In this workshop we'll take a fresh look and deep dive into servant leadership and the importance of guiding a team from behind.

We will cover the five most important competencies of a First Place leader:

- Maturity: Self-Awareness, Controlled Self-Confidence and more
- Leadership: Role Modeling, Charisma and Flexibility
- Inspiration: Drive, Resilience and Encouragement
- Empathy: Passion and Compassion
- Judgment: Understanding the Critical Path, willingness to hear others, making the right trade-offs and more.

See bio on page 12



Friday, March 8, 2024 • 2:30-3:15 pm • Mid Afternoon Keynote

Mr. Shawn Peers

Let Them Eat Steak: The CEO Approach to Thriving in Private Practice

Dentistry has changed. Have you? In a world where corporate consolidation has become the norm, we ask what does it take for dentists to find satisfaction in private practice. It all starts with adopting a successful CEO approach to leadership that allows you to become more profitable without working harder.

Learning objectives:

1. Understanding the importance of visionary leadership;
2. Using your standard of care to bring your vision to life;
3. Building trust between you and your team;
4. Focusing on the financial numbers that really matter; and
5. Why you should get comfortable with the idea of ethically selling dental care.

Bio: With Masters degrees in both law and business administration, Shawn brings his unique perspective and story telling skills to the world of dentistry. He has an ability to engage and educate an audience with stories that allow him to share his rare insight into the industry. As the Dental CEO Maker, his focus is to encourage the dentist to embrace the leadership role that comes from ownership and bring a fresh, business oriented approach that remains adaptable in a world where rapid change has become the norm.



Friday, March 8, 2024 • 3:15-3:45 pm

Break with the Exhibitors

Friday, March 8, 2024 • 3:45-4:45 pm • 30 min FasTalk 1

Ms. Penny Reed

How to Get Paid for What You Do

Running a profitable practice takes a team, and “everyone” on the team influences your revenue cycle. The process of getting paid begins long before treatment is completed. From the first phone call... to treatment planning, scheduling, and collecting the amount you are rightfully owed there are many key moments where knowing the right steps and having the best conversations are vital to your success.

In this session you will learn:

- How revenue cycle management impacts your brand and your marketing, and why it is so important
- Where the primary breakdowns in “getting paid” occur, and how to overcome them
- When and how payment arrangements should be made
- What your standards should be for your outstanding insurance
- When it makes sense to outsource your accounts receivable management, and what standards you should look for

Bio: Penny is the Chief Growth Officer for eAssist Dental Solutions. Penny began her career in IT with the Walmart Corporation and was recruited by her own dentist to run his growing practice. She has over 30 years of experience in dentistry and has been designated a Leader in Dental Consulting by Dentistry Today from 2007 to present. She is a member of the Academy of Dental Management Consultants, Speaking Consulting Network, and a member of AADOM’s Speaker/Consultant alliance. In addition, she is the author of two books, *Growing Your Dental Business* and *Persuade With A Case Acceptance Story*.



Friday, March 8, 2024 • 3:45-4:45 pm • 30 min FasTalk 2



Dr. Carolyn Rutledge

The Power of Telehealth in the Dental World

This program will focus on how telehealth can be used to enhance and streamline the delivery of dentistry. Emphasis will be placed on services that can be provided via telehealth and technology that will be required. Use cases will be provided along with methods of overcoming barriers.

Participants will be able to:

1. Identify services they could provide via telehealth
2. Outline telehealth models and technologies that are relevant for dental practice
3. Discuss methods of overcoming barriers to telehealth implementation
4. Describe the benefits of having telehealth services within a dental practice

Bio: Carolyn is Professor and Associate Dean of Nursing at Old Dominion University (ODU) where she founded the Doctor of Nursing Practice program.

She is Professor of Family Medicine at Eastern Virginia Medical School where she maintained a clinical practice for 32 years. She published over 70 articles and served as investigator on 32 grants totaling over \$25 million focusing on new care models such as telehealth. She developed the NONPF position paper on educating Nurse Practitioners in telehealth. Dr. Rutledge developed the Telehealth Certification for Providers and Educators, a national training programs for telehealth delivery and education. She is a sought-after national consultant in telehealth education and published the book, "Telehealth Essentials for Advanced Practice Nursing". She is Co-Director of the Center for Telehealth Innovation, Education, and Research (C-TIER) at ODU and led the development of the ODU Center for Interprofessional Education. In 2014, Dr. Rutledge received the SCHEV Outstanding Faculty Award, the highest honor for faculty in Virginia and was selected as a Fellow in the American Academy of Nursing.

Friday, March 8, 2024 • 4:45-5:00 pm

Dr. Susan Maples

Brief Recap of the Day and a Look at Tomorrow

Friday, March 8, 2024 • 5:00-6:30 pm

Wine Pull and Live Auction

Cash bar in exhibit hall with wine pull with Ryan Vet and live auction with Jim Jenkins as auctioneer. Dinner on your own.

Saturday, March 9, 2024 • 8:00-8:30 am

KULA Introductions, Board Recognitions and 2025 Meeting Presentation

Saturday, March 9, 2024 • 8:00-8:30 am

Sponsor Time

Saturday, March 9, 2024 • 8:30-10:30 am • Keynote

Dr. Robert Lustig

Corporate Wealth or Public Health

Mountain Dew Mouth has been the scourge of dentists for decades. But there's a new disease which affects even more people: Mountain Dew Liver. And they are the same people. Especially children – 13% of autopsies in all children show fatty liver disease; and 38% of obese children. This disease belies all our other chronic diseases, including diabetes, heart disease, and cancer. And both are due to excessive sugar consumption.

Dietary sugar is composed of one molecule each of glucose and fructose. It is the fructose that is the primary driver of both diseases. Fructose gets turned into fat in the liver mitochondria, just like alcohol. Which is why children get the diseases of alcohol without alcohol.

As my colleagues at the University of California, San Francisco have shown, the Sugar Research Foundation – the industry's trade group – even sought to persuade clinical medicine to focus on saturated fat instead of sugar, and pushed clinical dentistry to focus on a vaccine for tooth decay rather than sugar reduction.

Altering our diet is where public health prevention starts. But the dark forces of Big Sugar conspire to keep us consuming even more. They employ many tactics, similar to those of Big Tobacco. Their prime tactic is that of "Personal Responsibility", an ideology championed as the solution for every one of our societal ills. It is in industry's best interest to promote such a paradigm, as it contributes to their bottom line.

The problem is that every personal responsibility issue eventually morphs into a public health crisis. Because these diseases are not due to behaviors, but rather exposures.

Lead poisoning, vitamin deficiencies, TB, asthma; all of these were initially blamed on personal responsibility, but science made it clear that each of these were really exposures. More perniciously, teen pregnancy, smoking, and HIV were also attributed to personal responsibility. How about vaccine denial and guns? And of course, the sugar epidemic falls under the same rubric. Diet and exercise, gluttony and sloth, "it's your fault" – individuals exercise free choice as to what they put in their mouths. But what if you don't have a choice? And what if society cannot afford the health consequences of the Industrial Global Diet?

Learning Objectives:

1. Understand the effect of fluoride on cariogenesis, and its role as adjunct vs. primary prevention
2. Understand how subcellular energy overload drives insulin resistance and chronic disease
3. Be familiar with the differences and similarities between hepatic glucose vs. ethanol vs. fructose metabolism
4. Be familiar with corporate tactics to maintain the status quo
5. Discuss ways to counteract corporate propaganda

See bio on page 14



Saturday, March 9, 2024 • 10:30-11:00 am

Break with the Exhibitors

Saturday, March 9, 2024 • 11:00 am-12:30 pm • Breakout 1



Ms. Terry Goss and Dr. Carson Rutledge Creating a Niche Startup Practice

There are so many different types of dental practices out there, but they say that riches are in the niches. With that being said, pediatric dentist, Dr. Carson Rutledge and national dental consultant, Terry Goss will be explaining how Dr. Carson found a niche and started his practice around sleep and airway management for both kids and adults.

Learning objectives:

1. Carson's Story
2. Finding a Niche
3. Marketing your Niche

See Terry's bio on page 13.

Bio: Carson found his passion for helping children at a young age while volunteering as a mentor for children with special needs. He received his Bachelor's Degree from Clemson University and following undergrad he attended Virginia Commonwealth University where he obtained his Doctorate of Dental Surgery. After dental school Dr. Carson followed his passion in pediatrics, completing a postdoctoral program in advanced pediatric dentistry with NYU Lutheran Medical Center, in conjunction with Rady Children's Hospital in San Diego, CA.

Carson now practices in Charlotte, NC and loves working with children where he strives to improve not only dental health, but systemic health as well. He has completed extensive postgraduate training and specializes in pediatric airway, sleep, and feeding related treatments. He spends his time educating parents and patients alike of the importance of pediatric growth and development, which can be hindered by tongue-ties and other developmental disturbances. Dr. Carson has developed a strong network of support providers to ensure his patients receive a full scope of care. Through treatments including laser tongue-tie releases/frenectomies and additional growth related guidance, Dr. Carson aims to help children grow into happy, healthy kids, teens, and adults.



Saturday, March 9, 2024 • 11:00 am-12:30 pm • Breakout 2

Mr. Allen Schiff

How Not to Let Dental School Debt Deter Private Practice Opportunities



1. Thinking of starting your own practice? There is plenty of money to lend you!
2. Thinking of doing a “start up”, there is plenty of money to lend you!
3. There is good debt and there is bad debt! Please join us to learn about debt.
4. At this session you will learn the 10 major KPIs , Key Performance Indicators.
5. How to control your overhead at get to 60% or better! 6. How is debt priced?
6. How is debt priced?
7. What is the current cost of capital?
8. How do you measure risk vs the reward?
9. How to build cash flows and forecast the overhead to arrive at 40% profitability
10. How to build wealth through the employment of your family members within your dental practice.

Bio: Allen is the managing member of Schiff & Associates, LLC (S&A). Prior to forming S&A, Allen was a partner with Schiff & Associates (formerly Grabush, Newman) for 30 years and was their practice leader for dental practice management services. Allen has over 35 years of experience in the areas of dental practice management. Allen’s services include business planning to include obtaining financing, succession planning, exit strategies and long-range planning. Allen has assisted dentists with practice acquisitions, start-ups, operational analysis and associate contract analysis.

Allen received his BS degree in accounting from the University of Baltimore (June 1975) and is an accomplished speaker on topics such as dental practice management, transition planning, choosing a dental CPA, obtaining financing, identifying embezzlement in the workplace and business start-ups.

Allen has published numerous articles within the dental industry and can frequently be seen in Dental Economics, as he is a contributing writer to the magazine. In 1998, Allen earned the designation of Certified Fraud Examiner (CFE), having the expertise to resolve allegations of fraud, obtain evidence, take statements, write reports, testify to findings and assist in the detection and prevention of fraud and white-collar crime. Recently, Allen has received the SMART CEO award 6 out of the last 7 years as one of the Top CPA’s in the State of Maryland, most recently awarded in May 2015.

Allen is the President of the Academy of Dental CPAs (www.adcpa.org). This group of very knowledgeable CPA firms across the nation specializes in practice management services to the dental industry for over 9,000 clients. He serves on the ADCPA Executive Committee and is Chairperson of the ADCPA Marketing & New Members Committees. The ADCPA combines its outstanding resources and expertise to share information and jointly develop resources to better serve the dental community.

Allen enjoys sharing his dental practice management knowledge. He continues to present to the ADA (American Dental Association), the AGD (Academy of General Dentistry), AAPD (American Academy of Pediatric Dentists), local Mid-Atlantic societies, as well as various dental study clubs. For the last 34 years, Allen has taught at a local dental school as well as 8 other national dental schools on the subject of dental practice management. Allen is a current Board Member of the Maryland State Dental Association Foundation (MSDAF) as well as a Consultant to the ADA (September 2019). Recently, Allen has been on various ADA webinars along with various State Dental Associations webinars informing the attendees of the financial aspects of the CARES Act during the COVID-19 crisis.

Saturday, March 9, 2024 • 12:30-1:45 pm

Lunch with the Exhibitors



Dr. Brett Kessler

From Addiction to Significance

It seems that people who have faced extreme hardships have a special perspective on life. In 1998, Brett hit rock bottom and had to answer some difficult questions—"Do I want to live or do I want to die?"

Relentless Addiction had its grip on him. The end result of untreated addiction is death.

There is a disturbing upward trend in the healing professions. Depression, anxiety, substance abuse disorder, other mental illnesses and suicide are evermore prevalent. Many of our colleagues are leaving the profession as they are unable to see a bright future.

Brett chose life. As he recovered from his substance abuse disorder, he became inspired to live his best life possible. Join Brett as he vulnerably shares his life journey, living with intention. Brett has been an outspoken advocate on behalf of wellness in the healthcare realm and beyond for over two decades.

"Tomorrow is probable but not guaranteed. Therefore we must choose to live our best possible life today (and every day)."

Objectives:

1. Learn the prevalence of mental illness and substance abuse disorder within the dental profession
2. Exposure to different recovery modalities, specifically identifying the best practices for the treatment of health care professionals
3. Discover that many of the tenants of recovery can be applied to everyone's everyday life.
4. Introduce holistic wellness incorporating physical, mental, emotional and spiritual health.
5. Inspired the audience with tools to live their best life possible.

Bio: Brett has been practicing esthetic, functional and reconstructive dentistry since 1995. He has been published in multiple national and local periodicals and news outlets on various subjects with respect to cosmetic dentistry and well-being issues. In 2015, he was featured by the *Denver Post* as the only dentist in Colorado with its inaugural "Strength in Health" award. He has been recognized by his peers as a "Top Dentist" in 5280 (*fifty-two-eighty*) Magazine every year since its inception in 2005.

Brett is a past president of the Colorado Dental Association. He also serves as the chairman of the well-being Committee for the State of Colorado and is a consultant for the American Dental Association, serving for several years on the Dental Well Being Advisory Committee as well as the Council on Dental Benefits. Brett currently serves as the Trustee from the 14th ADA District as its representative to the ADA's Board of Trustees. As a Trustee, he is Chair of the ADA's Science and Research Institute, Chair of the Diversity and Inclusion Committee as well as the Chair of the ADA's Audit Committee.

He is a Fellow in the American College of Dentists, International College of Dentists and the Pierre Fauchard Academy.

In the fall of 2007, Brett testified on behalf of the American Dental Association before the US Congress on the ravages of methamphetamines on the oral health. He speaks internationally to various organizations and dental societies with a focus on wellbeing and leadership concepts.

While in private practice, he was a clinical associate professor at the University of Michigan until he moved to Colorado in 1999. Brett then taught occlusion and morphology at the University of Colorado, School of Dental Medicine from 2003-2011.

Brett keeps in shape by both coaching and participating in various endurance races across the United States including the Ironman World Championships in Kona, HI.

Brett and Gina have four children: Abbey, Max, Sydney and Riley.

Saturday, March 9, 2024 • 3:15-3:30 pm

Dr. Susan Maples

**Brief Recap of the Day
and Highlight the Significance of Masterminds**

Saturday, March 9, 2024 • 3:30-5:30 pm • Happy Hour Mastermind 1



**Ms. Pam Sletten and Mr. Allen Schiff
Practice Transitions**



Saturday, March 9, 2024 • 3:30-5:30 pm • Happy Hour Mastermind 3



**Ms. Terry Goss
Team Leadership
for Practice Success**

Saturday, March 9, 2024 • 6:30-10:00 pm

Cash Bar, Dinner and Dancing

1980's costume theme and dancing into the night to the live band "The Raw Nerve."

QR Codes for the 2024 Annual Meeting

Scan the QR Codes provided below to access the information about the 2024 Annual Meeting, the hotel to make your room reservations and Whova online registration.

Whova uses a two-part registration process. After you have registered and paid, please download the Whova app to your smart phone if you don't already have the app. Log into your Whova account using your email address and password. If you are new to Whova or used a new email address, you will need to create a new password at this time. Go to Agenda and you can now select the sessions you wish to attend and have paid for. Your selected sessions can be added to your Calendar or Google Calendar.

PLEASE NOTE: Your cell phone is mandatory for all Whova registrations. Each person registered must have their own unique email address – no duplicates!

APDP Web Page



Hotel Reservations



Whova Online Registration

