



American Association of Women Dentists

2017 AAWD ANNUAL CONFERENCE

Stronger Practice, Stronger Life

September 22-23, 2017

OMNI Amelia Island Plantation Resort

www.aawd.org

JOIN THE FUN!

Join other female dental colleagues from around the country to network, collaborate, grow, and refresh. This dynamic continuing education conference (Sept. 22-23, 2017) 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 2-day continuing education conference provides 10 hours of CEU's. *Register now!*

Amelia Island is perfect for your spouse and/or family to join you. Many activities are available while you are in morning classes and your afternoons can be spent at your leisure.

Side effects of this conference include:

- *A feeling of being renewed*
- *New colleagues*
- *Returning to work refreshed*
- *A glowing beach tan*
- *Industry knowledge & latest trends*
- *Stronger in your practice & life*



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

SESSIONS & EVENTS

Friday, September 22

7:00 am - 7:45 am - Breakfast

TEAM TRACK

8:00 am - 10:00 am (2 CEU's)

"SHE SAID WHAT??"

IMPROVING COMMUNICATION AMONG TEAM MEMBERS

Michelle Lee, BS

With humor and insight, Michelle Lee helps breakdown the common communication barriers that effect most dental practices. To have a complete and effective team, we need different strengths for each position. This requires individuals with different behavioral styles. Different behavioral styles, of course, result in different communication styles. Too many times, this results in team members not being able to effectively get their message across to one another. In this workshop, participants will learn more about their own communication style as well as the styles that are different than their own.

They will also learn how to modify their own style to communicate in a way others will hear them. In addition, the tools learned in this workshop can help managers create environments where employees motivate themselves and better motivate patients for improved treatment plan acceptance!

- Learn and understand their own behavioral style.
- Learn and understand styles that are different from their own.
- How to modify their own behavioral styles to better communicate with styles that are different.

10:00 am - 12:00 pm (2 CEU's)

"LEADERSHIP, WEALTH AND BALANCE FOR WOMEN IN DENTISTRY"

Eric J. Morin, MBA

Tower Leadership is a leadership company focused on business education, wealth empowerment and servant-leadership. We have a passion for putting our clients first and

utilizing their practice and skills to impact as many lives as possible. We help our clients grow their practices, create strong systems and understand how to create wealth and reduce debt. We want our clients to enjoy the work-life balance they have always wanted while at the same time impacting those around them.

There has never been a better time to be a female in dentistry. During this course, we will educate on the strengths of being a woman in dentistry, how this can impact your financial life and examine the unique concepts for growing wealth while creating margin of time and money. We will discuss how to utilize the competitive advantage of being a female dentist to impact your family, community and those around you.

- Understand the positive influence of being a woman in dentistry and how this can impact your financial life.
- Hear unique concepts to grow your wealth and have margin of time and money.
- Learn how to utilize your competitive advantage of being a female dentist to impact your family, community and those around you.

CLINICAL TRACK

8:00 am - 10:00 am (2 CEU's)

"CEREC IMPLANT CROWNS IN A DAY"

Janet Hatcher Rice, DDS, FAGD

Implant placement is so much easier than restoration. Until now! CEREC has the technology to turn this difficult to understand exercise in frustration, into one of satisfaction and precision. Whether you want screw retained option or cementable, both are available. The techniques that you will learn will save you time and even more...money! It is a technology whose time has come.

- Identify the component parts needed to fabricate a cemented or screw retained Implant crowns.
- Recognize the superior design capability of CAD CAM technology.
- Understand the difference in milling screw retained or cemented crowns as well as milling abutments and cemented Implant bridges.

CLINICAL TRACK

10:00 am - 12:00 pm (2 CEU's)

"USE OF BOTULINUM TOXIN TYPE A FOR THE TREATMENT OF CHRONIC MASTICATORY MYOFASCIAL PAIN"

Janet Hatcher Rice, DDS, FAGD

Botox has been used for more than 20 years. Its use has proven it be helpful in many areas of medicine. Now it is dentistry's turn to appreciate Botulinum Toxin A's mechanism of action. It only works on muscles. Many of the patients we see every day are clenchers. And most, if not all, are women. They have been ignored and their pain unrecognized. In this course, you will recognize the part the muscles of mastication play in myofascial pain and the appropriate use of Botox to alleviate that pain.

- Identify and name the muscles of mastication.
- Describe the Mechanism of Action for Botulinum Toxin A.
- Compare the current methods and/or medicines to alleviate masticatory pain with that of Botox.

12:15 pm - 1:45 pm (1 CEU)

WORKING LUNCHEON

"KEY FINANCIAL STRATEGIES FOR BUILDING A PROFITABLE PRACTICE AND RETIRING ON YOUR TERMS"

Brian Wilson & Casey Hiers

If you feel like dental school did not prepare you for running the business side of your practice then this seminar is for you. Do you battle with keeping a financial pulse on your practice in order to make educated financial decisions? Do you have swings in your practice accounts and struggle to keep them consistent? Do you struggle with figuring out what to pay yourself? Are you unhappy with your personal bank account balances? Are you finding it harder to save more money for retirement? We will teach you how to properly balance dental practice cash reserves, taxes and income. Come see how your practice cash flow is intimately tied to your cash flow at home and your retirement so you can retire on your terms.

- Explore immediate steps to fix your practice cash flow to start making it consistent at all times.
- Determine where your overhead and best percentages need to be in order to save enough for retirement annually.

- Learn how to avoid tax surprises that cripple your personal cash flow.
- Determine the appropriate salary for yourself and what percentage of cash reserves should always be in your practice.
- Discover what are safe investments in your practice that will yield immediate income as opposed to going into more debt.

1:45 pm - 2:45 pm (1 CEU)

"LASER FRENECTOMIES ON THE NEWBORN TO AID IN BREASTFEEDING"

Janet Hatcher Rice, DDS, FAGD

This course will give the attendee a basic overview of laser use. The basic anatomy and technique for an infant to successfully breastfeed will be reviewed. Then, the different classifications of Tongue and Lip Ties will be explained and related to the difficulty in nursing. Many of the symptoms of a "colicky" baby will be described. Lastly, laser use in releasing these ties will be explained and correct nursing can be performed immediately! Post-operative instructions and stretches by the parents are explained in detail. This course is for anyone interested in learning more about breastfeeding issues.

- Recognize and to classify Maxillary Lip Ties and Tongues Ties.
- Explain the term Posterior Tongue Tie and its relevance to hindering breastfeeding.
- Describe the advantage of using a laser over scissors particularly for Posterior Tongue Tie.

Saturday, September 23

7:00 am - 7:45 am - Breakfast

8:00 am - 9:00 am (1 CEU)

"EFFECTIVE INSURANCE NEGOTIATION"

Cornelia Outten, MHA

The dental health plan market is complex and confusing for all involved parties. Understanding the market, its characteristics and behaviors, will allow dentists to more effectively utilize their leverage with payers. Our objective is to provide the knowledge, tools and resources to assist all practices maximize their revenue potential.

- Overview the of dental payer landscape.
- Learn how to avoid contract pitfalls.
- Understand payer participation options.
- Develop strategies to maximize payer revenue.

9:00 am - 12:00 pm (3 CEU's)

"BRIEF MOTIVATIONAL INTERVIEWING:

ACHIEVING SUSTAINABLE BEHAVIOR CHANGE TO IMPROVE ORAL HEALTH"

Kimberly Krust Bray, RDH, MS

Health professionals' encounter and are often frustrated by the dynamics of behavior change; particularly why people don't change. Studies on adherence to health professionals' recommendations have shown that approximately 30-60% of health information provided in the clinician/patient encounter is forgotten within an hour, and that 50% of health recommendations are not followed (DiMatteo, 2002). Oral health providers typically learn and approach patient encounters in a persuasive authority manner offering knowledge and prescriptive strategies to lead the patient in making required behavior change. Conversely improved adherence has been demonstrated when a more behavioral than cognitive focus is used.

A number of theories and strategies are directed at modifying behavior. Motivational interviewing is a collaborative, person-centered form of guiding to elicit and strengthen motivation for change (Miller & Rollnick 2009). Originally developed in the field of addiction therapy, MI has been increasingly applied in the health professions with a growing body of successful outcomes for tobacco cessation, and diabetic control which can significantly impact oral health. It has also been shown to improve adherence

to oral hygiene in periodontal patients and those with persistent mental illness as well as reducing risk behaviors for early childhood caries.

(<http://motivationalinterview.org/library/biblio.html>)

This 3 credit hour CE presentation will provide an overview on the theory and principles of motivational interviewing and its application in the health professions. Strategies of MI will be demonstrated through small group activities.

- Understand the key principles of motivational interviewing.
- Demonstrate MI methods to increase motivation.
- Consider how the incorporation of MI can assist oral health providers to better meet the needs of today's patients.

LUNCH AND AFTERNOON ON YOUR OWN

STUDENT SESSION

1:00 pm - 3:00 pm

"GETTING TO KNOW YOU: AAWD STUDENT SOCIAL"

Jodie Wing Lee, DMD

Dental students are busy with classwork and patients throughout the year, this session will address options for post graduate career choices in an open question and answer format. The student session will be a panel discussion led by Dr. Jodie Wing Lee. The panel will discuss career choices and the post graduate application process.

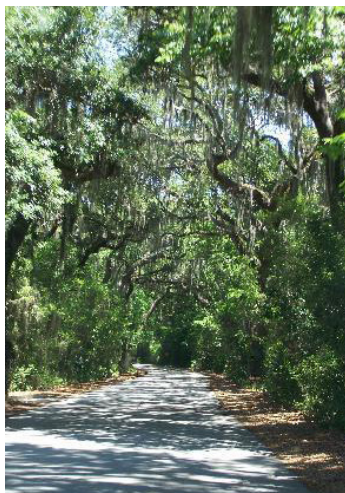
- Learn and recognize post graduate career options through comparison and contrast of panelists
- Determine what steps are needed to take to apply to the post graduate program of your choice
- Understand the Pass/Match graduate program application process

6:00 pm

AWARDS DINNER

Spend a spectacular evening with your new friends and colleagues celebrating a weekend of growth and relaxation. Join the American Association of Women Dentists celebrate our 2017 Lucy Hobbs Taylor Award Winner, recognize other award recipients for 2017 and install the 2018 officers. **Dress: Cocktail Attire**

LOCATION & TRAVEL INFORMATION



ABOUT AMELIA ISLAND

Located just off the coast of northeast Florida, Amelia Island is easy to reach, but hard to forget. With 13 miles of beautiful beaches, abundant native wildlife, and pristine waters, this barrier island has long been a beloved destination for visitors and residents alike.



ABOUT OMNI AMELIA ISLAND PLANTATION RESORT

Omni Amelia Island Plantation Resort is nestled on 1,350 acres at the tip of a barrier island just off the Northeast Florida coast. Enjoy luxurious oceanfront accommodations, world-class resort pools, championship golf, full-service spa, endless dining options and family-friendly activities. Go to www.ameliaisland.com/things-to-do for a list of things to see and do!

Unparalleled views of the Atlantic Ocean and spacious accommodations are available in all 404 rooms. Relax on the largest multi-tiered pool deck in northeast Florida, featuring an adults-only infinity edge pool, a 10,000-square-foot family-friendly pool, Splash Park water playground for the kids, two hot tubs and oversized fire pits.

Stroll 3.5 miles of pristine beach or spend an afternoon kayaking and paddleboarding through Amelia Island's preserved marshlands. Children will enjoy the award-winning kids' camp and Nature Center, both of which offer supervised activities.



Tee off from one of three Audubon International Certified Sanctuary golf courses. Designed by Pete Dye, Bobby Weed and Tom Fazio, the pristine courses have earned Omni Amelia Island Plantation a “Top 121 Golf Resorts in the World” ranking by Condé Nast Traveler.

Follow up your tee time with a relaxing afternoon at The Spa or dining at any one of the nine superb restaurants.

If you’d like to make reservations please go online to:
www.omnihotels.com/hotels/amelia-island-plantation/meetings/aawd-annual-convention

ARRIVING BY CAR

Two bridges connect the island with the mainland. From the south: Take Florida A1A south of Jacksonville to the Mayport auto ferry, which traverses the St. Johns River. Or, take I-295 north (over the Dames Point Bridge) to Heckscher Drive, then north on 105. From I-95: Take I-95 to Exit 373, turn east onto A1A, travel 15 miles crossing the Intracoastal Waterway onto Amelia Island.

DISTANCE FROM OTHER MAJOR CITIES

Atlanta – 356 mi/573 km

Charleston – 227 mi/365 km

Fort Lauderdale – 360 mi/579 km

Hilton Head – 159 mi/255 km

Jacksonville – 33 mi/53 km

Miami – 379 mi/610 km

Orlando – 177 mi/285 km

Savannah – 127 mi/204 km

St. Augustine – 69 mi/111 km

Tampa – 233 mi/375 km

ARRIVING BY AIR

Less than 30 minutes from Amelia Island, Jacksonville International Airport (JAX) links Northeast Florida with cities across North America. Allegiant Airways, American Airlines, Delta Airlines, JetBlue Airways, Silver Airways, Southwest Airlines, US Airways, and United Airlines are among the carriers that service Jacksonville.

Fernandina Beach Municipal Airport

Designed to accommodate a Gulfstream IV aircraft or smaller. McGill Aviation Corp., 650 Airport Road / 904 -261-7890. MCGILLAVIATION.COM

Jacksonville International Airport

2400 Yankee Clipper Drive. Jacksonville, FL 32218 904-741-2000. FLYJAX.COM

