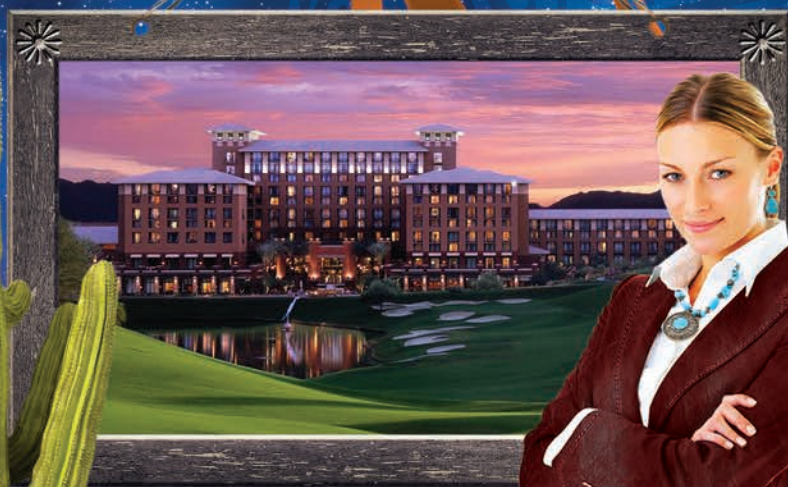


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Susan Gunn,
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Penny
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Keynote Address

THE FUNNY THING ABOUT STRESS

Kay's humor combined with her expertise in stress management not only offers useful information, but shows folks a rollicking good time in the process. It's clean, energetic "humor-with-a-message" at its funniest. Feeling stressed? Worried about change? No need for "brain strain". It's Kay Frances, "America's Funniest Stressbuster" to the STRESS-cue! Your stress level will thank you!

Keynote Speaker: Kay Frances, MBA
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2017

course line-up

KAY FRANCES, MBA,
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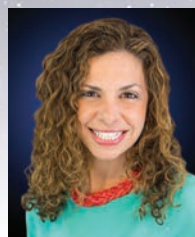
Keynote:
The Funny Thing About Stress

General Session:
Taking the Road Less Stressed

CONFERENCE RATES		
Registration	Member	Non-Mem.
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Early Bird Join AADOM & Register	\$915	
Regular (April 1 - August 15)	\$945	\$1,100
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Heidi Arndt, RDH, BSDH & Deena J. Ali, RDH, BS, MBA

For dental group trainers, managers and regional managers who want to improve the success of their group with strong systems and skills training they can bring back to their teams. Attendees will leave this camp ready to create a positive impact and drive success in their dental group.



Return On Hygiene: Uncovering the Potential of Your Hygiene Team

Rachel Wall, RDH, BS

Whether you want to refine your current protocols or build from the ground up, this course will guide you to uncover the hidden potential of your hygiene team.



Hands On Dental2Medical Billing

Christine Taxin

Are you ready to use your brain power to bill medically? This workshop can show you how to successfully bill with medical codes—with a twist!



PPO Participation—Caution, Hazardous Road Conditions Ahead

Sandi Hudson & Lisa Weber

The world of PPO participation is changing and today's practice leader must enter into contracts strategically in order to maximize your insurance participation and exposure.



Dental Metrix & the Wizard of Oz

Penny Reed

Master the numbers and stats in your office to grow your dental business and avoid the flying monkeys!



Social Media Marketing: The Law & You!

Tatiana Melnik, Esq.

For health care providers, social media can be a double-edged sword. This course will teach you to use that sword for your benefit, while mitigating legal risks.



How to Co-Lead With Your Doctor & Elevate Your Whole Team

Lisa Knowles, DDS

Superstars continue learning throughout their career. The session will focus on how you can best partner with your doctor/owner for the future.



Your Actions Speak Louder Than Words: Ethics is Truly a Choice

Susan Gunn, CFE

Discover what it means to have ethical standards and how to apply ethics in your practice.



Foundations of Dental Office Management

Teresa Duncan, MS, FAADOM

Ever wished for a quick guidebook on management? This course will give you the fast track necessary to be a practice leader and still have fun at your job!

DENTAL SPOUSE BUSINESS NETWORK (DSBN) SESSION

**Unrelenting Greed: The Mind of an
Embezzler**

Susan Gunn, CFE

Embezzlement is alive and well in dental practices. Protecting your practice becomes easier once you understand the mind of the embezzler. (Only open to dental spouses and partners.)

INSURANCE INSIDERS SUPER PANEL

Moderator: Teresa Duncan

Expert panel discussion on the always-changing dental insurance landscape, including a no-holds-barred Q&A.

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