



MDA

2021 ANNUAL MEETING

May 6–7, 2021 | Missoula, Montana

Register Today!
www.MontanaDental.org



MDA ANNUAL MEETING

The best value in MONTANA for Continuing Dental Education

Dentistry's Top Game Changers: 20 Innovations for Successful Teams

Presented by Dr. Mark Hyman

Thursday, 8:00 am–4:30 pm | 6 CEC | Lecture

When living life in the fast lane of private practice, how do you improve each patient's experience as you deliver optimal care? Highly successful teams constantly reimagine, reinvent and implement change to assure success during turbulent times. Prepare to laugh and learn about the Top 20 Game Changers!

Learning Objectives:

Evaluate and implement advances in dentistry.

Capitalize on individual skills of your dental team members to improve productivity.

Apply new techniques for keeping your team focused and enthused.



Dr. Hyman is a renowned dentist in Greensboro, NC, and a public speaker whose work is characterized by his warmth, enthusiasm, sense of humor, and passion for dentistry. As an accomplished seminar speaker, he has lectured throughout North America and Europe at every major dental meeting.

Since 2001, Dentistry Today magazine has selected Dr. Hyman as one of the top speakers in dentistry. Dr. Hyman currently serves as an Adjunct Full Professor at the University of North Carolina Adams School of Dentistry in Chapel Hill, NC.

THURSDAY NIGHT MUSIC

The **SunsAh406** are a Helena, Montana, 3-piece ensemble. Tight harmonies and unique song choices make for an ear-catching sound and great dance music. In 2018, they opened for Sawyer Brown's concert in Montana.

Sponsored by Paradise Dental Technologies.

Battling and Beating the Demons of Dental Assisting

Presented by Kevin Henry

Thursday, 8:00–11:00 am | 2 CEC | Lecture

Dental assistants want to be compensated fairly, feel respected and look forward to the work they love to do.

Every day, dental assistants face a variety of challenges in their job. How those challenges are met can affect the professional and personal lives of these valuable team members. In this fast-moving and interactive course, dental assistants will learn how to identify the issues that can "get under their skin" and how to deal with them.

We'll explore the typical dental assistant's four main job-related concerns (money, respect, teamwork and attitude) and identify steps to embracing one's own potential and leadership mindset. Additionally, dental assistants will learn why they are a key part of the dental practice's business success and what they can do to not only enhance their own careers, but also the bottom line of the business.

Course Objectives:

Identify on-the-job challenges that could affect performance and happiness

Understand the steps that can be taken to minimize the effects of those challenges

Explore how to have a more productive and fulfilling career as a dental assistant



With more than 16 years in the dental publishing industry, **Kevin Henry** is the former group editorial director for Dental Products Report and managing editor for Dental Economics. He now serves as the co-founder for IgniteDA.net, a community designed to empower, enlighten and educate dental assistants. He speaks to dental assistants throughout the country, reminding them of the important role they play every day in their practice. Kevin was recently named as one of the top five influential voices in the industry on Twitter. You can follow him at @kgh23.

Radiography Study Class

Presented by Salish Kootenai College Dental
Assisting Instructors Danica Luedtke, CDA ,BAS
and Jennifer Hoff, CDA, BAS

Thursday, 1:30–3:30 pm | 2 CEC | Lecture

Montana dental auxiliaries must be certified by the Montana Board of Dentistry before they are allowed to take radiographs. This course offers a comprehensive radiography review for dental assistants needing to take the DANB (Dental Assisting National Board) Radiation Health and Safety exam, the only exam approved by the Board of Dentistry for dental assistants who have not previously been certified.

Reducing Stress and Finding Work-Life Balance

Presented by Kim McCleskey

Thursday, 1:30–5:00 pm | 3 CEC | Lecture

In January 2019 a study of 2,053 dentist in the UK indicated that more than half of dentists say that stress is affecting their practice. 17.6 % say that they have considered suicide. Research shows that 43% of adults suffer adverse health effects from stress. The cost to individuals and organizations continues to climb and we have very little information to implement protocols to combat the issues.

In this lecture you will gain a deeper understanding of what stress does to you and those around you. We'll uncover the difference between negative stress and plain old stress of a hard day at work, and provide practical solutions to reduce negative stress and find the pathway to health and happiness.

Learning Objectives:

Stress is a killer—learn how to identify and implement positive change to protect your health, business, and personal life.

Learn the difference between good stress and negative stress, and tools to make the kind of change that will give you quality of life.

Learn how to reframe stress to use it as a catalyst for change.

SPONSORS Thank You!

MDA appreciates this special group of companies whose sponsorship underwrites this meeting.



Aesthetic Oral Arts



AVITUS DENTAL
Simplify, Strengthen and Grow Your Practice



Actions and Algorithms for Medical Emergencies: How to Save a Life (Including Your Own)

Featured Presentation by Dr. Daniel G. Pompa
Friday, 8:00 am–4:30 pm | 6 CEC | Lecture



Dr. Daniel G. Pompa, practiced Oral and Maxillofacial Surgery for over 30 years in New York and now lectures full-time. Dentistry Today has cited Dr. Pompa as a “Leader in Continuing Dental Education” for 2018 and 2019”. He has presented over 600 lectures worldwide.

He is a Fellow in both The American Association of Oral and Maxillofacial Surgeons and the International Congress of Oral Implantologists. Dr. Pompa is also an inventor, having been issued a US Patent for his contribution in developing a protocol for CT Guided Surgery in Dental Implantology.

A crisis situation can, and likely will, occur at some time in your practice. Many potential medical emergencies can be prevented. Gain a comprehensive command of the essential knowledge and skills needed to handle a life-threatening medical crisis.

Medically compromised patients are coming to our offices more than ever before. Acquire “up to the minute” knowledge of actions for dealing with a medical emergency while challenging preconceived or outdated ideas. Dr. Pompa discusses the prevention, preparation, recognition, and management of medical emergencies. The presentation is delivered in an interactive, high energy, multi-media presentation frequently described by attendees as “highly informative,” “engaging,” and “exceptional.” A step-by-step medical approach using basic physical diagnostic methods is reviewed, giving the attendee a clear understanding of these medical findings.

Explore how “conversational history” will uncover medical issues not revealed by the standard health history form. Learn simple, non-invasive critical tests that can reduce overall risks. Define indications for emergency drug use and proper dosages, as well as demonstrate how to assemble and maintain an ideal emergency drug kit. The newest techniques for drug administration will be shown for participants to hone their skills utilizing simulation models and real drugs.

Attendees will receive and review color-coded instructional cards depicting the most common life-threatening situations, providing an easy to follow action-plan for both dentists and team members. Review legal and moral obligations that are presented during a medical crisis.

Learning Objectives:

- Discover three simple chair-side, non-invasive tests to help avoid an emergency
- Recognize the most frequent life-threatening emergencies and know when and why they occur
- Review a systematic approach to treat the most common life-threatening scenarios
- Learn how to develop a plan for the office team when dealing with a crisis event
- Determine when to administer the essential “Top 10” emergency drugs
- Understand legal and moral obligations presented by medical emergencies

MoDePAC BREAKFAST

with Governor Greg Gianforte

Friday, May 7 at 7:00 am

Governor Gianforte will review key law changes that will benefit small business owners in Montana.



Building Your Practice through Internal Marketing

Presented by Kim McCleskey

Friday, 8:00 am–12:00 pm | 3 CEC | Lecture

Enhancing the patient experience is the secret to a successful growing practice and it can only be done through a focused and intentional Internal Marketing Strategy. In this course, we will lay the foundation and discover the 4 pillars necessary to create a powerful internal marketing strategy.

With 30 years of experience in the dental field, **Kim McCleskey** has managed individual practices and overseen multiple practices simultaneously as Director of Operations. Kim owned and operated her own consulting business specializing in practice start-ups, practice management, strategic business planning, leadership coaching, team development, and acquisitions. In 2017 Kim merged her company with the Avitus Group to start Avitus Dental Management Solutions, where she built a successful Virtual Insurance Billing company. Today Kim is a practice transition consultant and broker for Professional Transition Strategies.

Kim is a certified professional business coach, a member of the Academy of Dental Management Consultants (ADMC), Dental Expert Network (DEN), and a fellow with the American Association of Dental Office Managers (AADOM).

Learning Objectives:

How to stop the revolving door of patient attrition. For good.

Discover what you have to offer your patients that will persuade them to refer everyone they know to you.

How to implement a Referral and Reactivation Program

TRADE SHOW VENDORS

See the latest in dental technology and practice services and visit with company representatives at Montana's largest dental trade show. "Walk-around" lunch buffets and breaks will be served in the exhibition area. MDA appreciates the participation of these exhibitors. (List as of January 15, 2021)

Aesthetic Oral Arts
AFTCO Transition Consultants
Artisan Dental Lab
Assured Dental Lab
Avitus Dental Group
Bank of America Practice Solutions
Brasseler USA
Burkhart Dental Supply
Consani & Associates
Ddsmatch
Dentsply Sirona Endodontics
Designs for Vision, Inc.
Digital Doc, LLC

Directa, Nordent, Preventech, Shofu
Goldbay Refining
iCore Connect
Impladent Ltd
Intrepid Credit Union
The Knutzen-McVay Group
Montana Dental Laboratory
Montana Med Express
MMA Health Plan
NSK Dental
O'Brien Dental Lab
Orasoptic
PayneWest Inc.

PDT/Paradise Dental Technologies
Practice Management Associates
Precision Dental Labs
RDH on Demand
Sprout Oral Health
Surgitel
Unified Smiles
Univision Computers
VITA North America
Waypoint Wealth Management
Wells Fargo
Zimmer Biomet Dental



MDA ANNUAL MEETING

The best value in MONTANA for Continuing Dental Education

REGISTER NOW and SAVE \$25

Fee increases after
March 15, 2021 and
April 15, 2021

Register online at
www.MontanaDental.org
OR complete the registration
form and mail to MDA.

HOW TO REGISTER

All attendees must be
registered to participate
in courses or events.

Include all names of
attendees as you would
like them to appear on
the conference badge.
Use additional sheets
if necessary.

Fill in Registration
Code and Fee for
each attendee.

Fill in Course and
Event Codes that each
participant will attend.
Please include the daily
luncheon buffets you
plan to attend.

Total conference
fees for all participants
and complete the
payment form.

• *Partial registration is
not permitted.*

• *Due to COVID, meeting
packets will be mailed to
dental offices. Please review
the packet for accuracy upon
delivery.*

FEES

		By Mar 15	Mar 16– Apr 15	After Apr 15
1	MDA Member	\$350	\$375	\$425
2	ADA 11th District Member of AK, ID, OR, WA	\$365	\$390	\$440
3	MDA Retired Member	\$85	\$110	\$150
4	ADA Member outside 11th District	\$355	\$380	\$430
5	Non-Member Dentist	\$750	\$775	\$825
6	Hygienist	\$120	\$145	\$175
7	Dental Assistant	\$120	\$145	\$175
8	Lab Technician or Office Staff	\$120	\$145	\$175
9	Guest Attending Class or Meals	\$120	\$145	\$175
10	Dental School, Hygiene or Assistant Student	\$30	\$30	\$45

REGISTRATION CODES

THURSDAY COURSES

A Dr. Mark Hyman | 6 CEC

B Battling and Beating
the Demons of Dental
Assisting | 3 CEC

C Dental Radiography
Review | 2 CEC

D Reducing Stress... | 3 CEC

G Montana Medicaid

THURSDAY EVENTS

H President's Lunch/
General Assembly (dentists only)

I Thursday Trade Show Buffet Lunch

J President's Reception/
Award Ceremony

FRIDAY COURSES

E Dr. Daniel Pompa | 6 CEC

F Building Your Practice
through... | 3 CEC

FRIDAY EVENTS

K MoDePAC Breakfast with
Gov. Greg Gianforte

L Friday Trade Show Buffet Lunch

MAY 6-7, 2021

MDA CONFERENCE REGISTRATION

Dentist Name or Employer Name _____

Phone _____ Primary Email _____

Badge Name: First _____ Last _____

Email _____

Registration Code (circle number) **1 2 3 4 5 6 7 8 9 10** Fee \$ _____Course Codes (circle letters) **A B C D E F G** Event Codes (circle letters) **H I J K L**

Badge Name: First _____ Last _____

Email _____

Registration Code (circle number) **1 2 3 4 5 6 7 8 9 10** Fee \$ _____Course Codes (circle letters) **A B C D E F G** Event Codes (circle letters) **H I J K L**

LODGING

Convention Site

Missoula Hilton Garden Inn
3720 N Reserve St, Missoula
(406) 532-5300

MDA has contracted with the Hilton Garden Inn (HGI) for this conference, and we've negotiated the best rates possible. HGI wants our conference to be a success and will provide discounts on meeting space and food and beverage, so we can control registration costs. We respectfully request that you make your hotel reservations at the HGI until our contracted room block is full. At that point, we encourage you to find and utilize other nearby hotels.

- Cancellations must be made by April 23, 2021 to receive a refund. No refunds will be issued after that date.
- No refunds can be issued for unattended events or meals.

PAYMENT OPTIONS

_____ Total Registration Fee
payment options below

- ☐ Check payable to MDA
- ☐ MasterCard | Visa | Discover | AMEX

Credit Card # _____

Exp. Date _____ CVV Code _____

Signature _____

Billing Address _____

City _____ Zip _____

Email _____
(required for receipt)

MDA | PO Box 1154, Helena, MT 59624
toll free (800) 257-4988 | phone (406) 443-2061
fax (406) 443-1546 | MDAoffice@MontanaDental.org



Montana Dental Association
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ANNUAL MEETING

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Missoula, Montana

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WEDNESDAY, MAY 5

8:00 am	MDA Board of Directors Meeting
5:00 pm	American College of Dentists and International College of Dentists Dinner

THURSDAY, MAY 6

7:00 am	Breakfast and Meeting; American College of Dentists and Academy of General Dentistry
8:00 am–5:00 pm	Continuing Education Courses
9:45 am–5:00 pm	Dental Trade Show
11:45 am–1:15 pm	President's Luncheon and MDA General Assembly Session
12:00 noon	Dental Trade Show "Walk-Around" Buffet Luncheon
6:00–7:30 pm	President's Reception and MDA Awards Presentation
8:00–10:00 pm	Live Music by the <i>SunsAh406</i>

FRIDAY, MAY 7

7:00 am	MoDePAC Breakfast with Gov. Greg Gianforte
8:00 am–5:00 pm	Continuing Education Courses
10:00 am–1:00 pm	Dental Trade Show
12:15–1:30 pm	"Walk-Around" Buffet Luncheon



FEATURED PRESENTATIONS

Actions and Algorithms for
Medical Emergencies:
How to Save a Life (Including Your Own)
with **Dr. Daniel G. Pompa**

Dentistry's Top Game Changers:
20 Innovations for Successful Teams
with **Dr. Mark Hyman**