

# 2022 ANNUAL MEETING

April 7–8, 2022 | Big Sky, Montana

Register Today!



# ADJUST YOUR ALTITUDE

The best value in MONTANA for Continuing Dental Education

## SPONSORS

### Thank You!

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



Aesthetic Oral Arts



## 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 December, 2021)

Aesthetic Oral Arts

Artisan Dental Lab

Assured Dental Lab

Bank of America Practice Solutions

Best Card LLC

Burkhart Dental Supply

Carestream Dental LLC

Collection Professionals, Inc

Consani and Associates

Core Scientific

DDSmatch

Delta Dental

Dentsply Sirona

Designs for Vision, Inc.

Digital Doc, LLC

DMD Dental Sales

4.0 Transitions by Practice

Management Associates

First Federal Leasing Services LLC

Henry Schein Dental

Impladent LTD

Montana Dental Laboratory

NSK Dental

O'Brien Dental Lab

PayneWest Insurance

Precision Dental Laboratories

ProSmiles Apex Dental Studio

Sealants for Smiles

Surgitel

Waypoint Wealth Management

Zeiss Meditec USA

## Acid Related Diseases

Presented by Dr. Marc Geissberger  
Thursday, 8:00 am–12:00 pm | 3 CEC | Lecture

As a dentist, personal trainer, and fitness nutrition specialist, Dr. Geissberger brings a unique perspective to the subjects of caries, diet, and the oral environment. Through this enlightening program, Dr. Geissberger will discuss various disease conditions that plague the entire dental population and identify several at-risk populations. The importance of oral pH will be addressed, and strategies for altering an unfavorable oral environment will be outlined. Additionally, the dental team will learn progressive strategies to help their patients achieve oral balance and curb their disease processes.

### Course Objectives

- Understand the difference between a balanced oral environment and one that is susceptible to disease.
- Develop strategies that can be implemented in practice to help patients achieve oral balance.
- Develop a program for caries eradication that can be easily implemented into private practice.
- Develop strategies to discuss the oral implications of poor eating strategies and provide some tips.
- Learn which materials should be used and how to properly restore dentitions plagued with the effects of erosion, abrasion, GERD, and bulimia.

## Wellness – Better Health, Better Care: Promoting Physical Health for the Dental Practitioner, Their Team and Patients

Presented by Dr. Marc Geissberger  
Thursday, 1:30–5:00 pm | 3 CEC | Lecture

Wellness is an active process of becoming aware of and making choices toward a more successful existence. Establishing a wellness program for yourself and your practice can have lasting, profound results. A healthy, fit, and engaged dental team brimming with energy and enthusiasm can provide great care for their patients and act as role models for healthy behavior. This program will examine Americans' health and wellness trends and explore possible corrective strategies designed to enhance the well-being of all. Particular emphasis will be placed on a step-by-step approach to set, modify, monitor, and achieve reasonable changes to one's current overall wellness and physical activity level.

### Course Objectives

- Learn to assess your wellness and establish a healthy lifestyle for yourself.
- Learn how to build and retain a thriving team.
- Learn how to motivate others to initiate changes designed to create wellness.
- Develop strategies to promote systemic health to patients and how it relates to oral health.

**Dr. Geissberger** is a private practitioner and an Adjunct Clinical Professor in the Department of Preventive and Restorative Dentistry at the University of the Pacific School of Dentistry.

He has won several teaching awards and is a Fellow of the American Dental Education Association's Leadership Institute. Dr. Geissberger has lectured worldwide and co-authored numerous scientific papers and a textbook entitled *Esthetic Dentistry in Clinical Practice*. In addition, he is a Certified Personal Trainer and Fitness Nutrition Specialist through the National Academy of Sports Medicine.





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## Protect All Around: Teeth, Implants, and Restorations

Presented by Susan Wingrove, BS, RDH  
Thursday, 8:00 am–12:00 pm | 3 CEC | Lecture

As dental professionals, we now have a new role to educate our patients on inflammation elimination with a focus on biofilm. It is a vital time to protect our patients' teeth, implants, restorations and most importantly their overall health. Bioactive restorations, sealants, varnishes that prevent, protect, and restore to match the research. This course will provide you with safe, effective protocols for natural teeth, implants, and disease treatment to elevate your patient care to the next level!

### Course Objectives

1. Learn the current guidelines and clinical applications based on ACP Guidelines for Tooth- and Implant-Borne Restoration Patients and World Workshop AAP/EFPP Classification for Periodontal and Peri-Implant Conditions.
2. Understand the WHY of biofilm-focused care and be able to provide your patients with education on the importance of professional in-office biofilm elimination and new home-care recommendations for overall health.
3. Put into clinical practice new protocols, tools, and treatments for healthy teeth, implant, disease treatment patients.
4. Be able to create a non-reflective safe environment for YOU and YOUR patients.

## 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.

## Montana Medicaid Update and Teledentistry Laws and Practice

Presented by Dr. Jane Gillette  
Thursday, 2:00–3:30 pm

This seminar will provide an overview of Montana Medicaid Updates and bringing Teledentistry laws into practice.

## NEW DENTIST SOCIAL

Thursday, 8:00 pm

Members in practice less than 10 years (and those who want to meet MDA's upcoming leaders) are invited to attend an informal gathering. And, we have door prizes!

### Susan Wingrove BS, RDH

Dynamic innovator, international speaker, researcher, writer, consultant, and RDH Award of Distinction Recipient. Instrument designer of the Wingrove Titanium Implant Series, ACE probes, and Queen of Hearts instruments for PDT. Susan specializes in sorting through the science to develop protocols for healthy teeth, implants, and disease treatment. She does medical research on regenerative wound healing and dental research on biofilm-focused care for long-term disease prevention. Published author ACP Clinical Practice Guidelines Scientific Panel, Dynamics Concepts' Blog, Doctor Clinical Implant Maintenance White Papers, American and International journals on peri-implant therapy, regeneration, and advanced instrumentation. Textbook: Peri-Implant Therapy for the Dental Hygienist: First and Second Editions, Wiley Oxford England. Resides in Missoula, Montana, U.S.A., to enjoy fly fishing, hiking, and snowshoeing.





**Judy Kay Mausolf** is a speaker, author and dental culture specialist with expertise in helping others get happier and more successful! She coaches dentists and their teams how to become better leaders, communicate effectively, work together better and deliver service with more focus and passion which result in cultivating a happier, healthier and higher performing culture.

She is Past President of National Speakers Association (Minnesota Chapter), Director of Sponsoring Partners for the Speaking Consulting Network and a member of the National Speakers Association and Academy of Dental Management Consultants and recognized as a leader in consulting by Dentistry Today. She is author of three books; "TA-DAH, Delivering W.O.W. Service, and "Rise & Shine!", and a contributing author for many dental magazines. She also publishes a monthly newsletter entitled "Show Your Shine". Judy Kay lives in MN with her awesome husband Steve who makes her special coffee every morning!

## Delivering W.O.W. Service – People Will Forget Everything Except How you Made Them Feel!

Presented by Judy Kay Mausolf

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

Research shows that practices that build their office environment around serving the patient own and dominate the market. Customer service is often confusing, complex, and vague! "I'm satisfied" means nothing in today's world. Set yourself apart from your colleagues: differentiate why you and your office and not the office down the street!

Learn principles for strengthening communication skills, practice brand and service standards. Illuminate the patient decision making processes to create lasting impressions and exceptional experiences. Inspire the entire team to deliver W.O.W. service with more passion and focus!

### Course Objectives

Understand W.O.W. Patient Philosophy.

Illuminate a W.O.W. Decision Making Process.

Learn techniques to make W.O.W. Impressions.

Recognize Essentials of W.O.W. Branding and W.O.W. Touch Points.

Understand W.O.W. Service Standards Concepts.

## MoDePAC BREAKFAST

Friday, 7:00 am

MDA members will discuss priorities for the upcoming 2023 Legislative Session.

MDA member dentist only.



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## Communications Solutions – Attitudes, Breakdowns & Conflict Resolutions

Presented by Judy Kay Mausolf  
Friday, 1:30–4:30 pm | 3 CEC | Lecture

Discover how to elevate your communication to a level that inspires open communication, prevents breakdowns, resolves conflict and builds trust and respect, resulting in high performing team and patient relationships!

Learn the skills to communicate positively and effectively with different and even difficult personalities. Discover formats to hold positive, effective and efficient huddles and team meetings. Transform attitudes from toxic to tremendous and create a positive environment where everyone looks forward to coming to the office. Judy Kay, communications expert, will share how you can elevate the level of communications in your life!

### Course Objectives

Learn verbal skills to communicate effectively with difficult and different personalities.

Establish protocols that eliminate gossip.

Identify behaviors that elevate trust and respect.

Discover methods that turn toxic attitudes to tremendous.

Determine behaviors that inspire a culture of appreciation and celebration.

Learn fundamentals for effective huddles and team meetings.

## LGBTQ+ Healthcare Ally Training

Presented by Bridgercare staff and volunteers  
Friday, 8:30 am–12:00 pm | 3 CEC | Lecture

Ally Training Workshops are interactive training sessions that seek to raise awareness for LGBTQ+ and create a visible network of allies to foster a supportive atmosphere for LGBTQ+ individuals. This training session is intended for the entire dental team and emphasizes issues and behaviors being observed and experienced in healthcare environments.

### Course Objectives:

Understand the importance of building knowledge and skills to contribute to safer, more welcoming, and inclusive environments.

Identify strategies that contribute to inclusive environments for LGBTQ+ individuals.

Learn everyday vocabulary relevant to LGBTQ+ healthcare.

Identify health disparities among this population.

Learn clinic-specific interactions and how to ask questions sensitively.

Learn how microaggressions and biases adversely affect patient health.

## Ten Simple Ways to Create A Memorable Patient Experience

Presented by Dr. Richard Madow  
Friday, 8:00 am–12:00 pm | 2 CEC | Lecture

We all want patients who take their treatment recommendations seriously, stay in practice, and refer others. It all starts with providing an incredible patient experience in your practice!

This fun, fast-paced course is perfect for all doctors and team members who want to quickly take their practice to a level they never thought possible! The day kicks off with a crash course in making YOUR practice the one that will have patients talking, returning, and referring. Making your patients feel special is the best (and most economical) form of marketing possible!

Then we'll cover how to answer the most difficult questions that patients ask in a way that both satisfies the patient AND grows your practice, top-notch telephone techniques, the easiest ways to get more new patients, and more! Finally, the entire team will learn how to grow the practice while enjoying their careers!

### Course Objectives

Develop outstanding customer service techniques to make their practice truly stand out.

Understand telephone and patient communication skills that will increase production.

Gain the knowledge to increase productivity while enjoying their profession more than ever before.

**Dr. Richard Madow** has been a prolific speaker and writer for over 25 years, appearing before standing-room-only crowds in every major city in North America. Known for his humor, spontaneous wit, and musical prowess, Dr. Madow keeps crowds entertained as they learn easy-to-utilize ways to improve their lives. He is the author of amazon.com bestselling book "Is Your Frog Boiling? Ten Signs That Your Life may be Spinning out of Control and What You Can do About it! In addition, Dr. Madow was named a leader in continuing education eight years running and has appeared on numerous TV and radio programs.

## The Insider's Guide to Dental Practice Success

Presented by Dr. Richard Madow  
Friday, 1:30–3:30 pm | 2 CEC | Lecture

In this informative and entertaining course, attendees will learn many of the "inside secrets" that will help them enjoy a new level of success and love the dental practice once again.

We'll teach sure-fire ways to prevent no-shows, including a little-known technique to fill 90% of last-minute cancellations! Also covered will be "Dumb Things Smart Dentists Do!" – a hilarious and incredibly revealing looks at ten things that plague just about every practice, with simple solutions that will lower practice overhead, boost production, and increase the enjoyment of practicing dentistry!

Along the way, we'll learn Dr. Madow's special secret for NEVER running late in your practice and much more. This is a can't-miss course that is fun and illuminating!

### Course Objectives

Participants will be able to:

Develop implementable strategies for preventing no-shows and filling cancellations.

Understand how to "never run late," increase treatment plan acceptance, and many other skills that will boost practice revenue AND the enjoyment of dentistry.

Identify simple techniques to increase collections and lower overhead.





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## SCHEDULE

### WEDNESDAY, APRIL 6

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

### THURSDAY, APRIL 7

|                      |                                                                                         |
|----------------------|-----------------------------------------------------------------------------------------|
| 7:00 am              | Breakfast and Meeting;<br>American College of Dentists and Academy of General Dentistry |
| 8:00 am–<br>5:00 pm  | Continuing Education Courses                                                            |
| 9:45 am–<br>5:00 pm  | Dental Trade Show                                                                       |
| 11:45 am–<br>1:15 pm | President’s Luncheon and MDA General Assembly Session                                   |
| 12:00<br>noon        | Dental Trade Show<br>“Walk-Around” Buffet Luncheon                                      |
| 6:00–<br>7:30 pm     | President’s Reception and MDA Awards Presentation                                       |
| 8:00 pm              | New Dentist Gathering                                                                   |

### FRIDAY, APRIL 8

|                     |                               |
|---------------------|-------------------------------|
| 7:00 am             | MoDePAC Breakfast             |
| 8:00 am–<br>5:00 pm | Continuing Education Courses  |
| 8:00 am–<br>1:30 pm | Dental Trade Show             |
| 12:00–<br>1:30 pm   | “Walk-Around” Buffet Luncheon |
| 5:00 pm             | Conclusion                    |

## ANNUAL MEETING AWARD PRESENTATION Thursday Evening

Help MDA identify and honor dentists, dental hygienists, dental assistants, and our newest category dental practice administrators/office managers for their contributions to dentistry and their communities.

MDA’s annual Clinical Excellence Award is presented to a dentist who has demonstrated commitment to continuing dental education, has an established reputation for excellence in clinical skills and has practiced for at least 15 years. The T.T. Rider Award is presented to a dentist for outstanding service to the profession and the community. The Component Societies of the MDA and member dentists may submit nominations.

The Outstanding Dental Hygienist, Outstanding Dental Assistant, and Outstanding Dental Practice Administrator/Office Manager awards are given to professionals in their field who exemplify dedication, leadership, skill, and extraordinary patient care.

***Dentists, please consider nominating someone you know who deserves recognition. Nomination forms are available at [MontanaDental.org](http://MontanaDental.org).***

***You may contact the MDA office by email [MDAoffice@MontanaDental.org](mailto:MDAoffice@MontanaDental.org) or phone at (800) 257-4988 for more information.***

# IMPORTANT INFORMATION

## LODGING

### Convention Site

Big Sky Resort  
(800) 548-4486 or  
view room availability at  
[MontanaDental.org](http://MontanaDental.org)

### Room Block

We encourage you to book rooms within our hotel block at Big Sky Resort at a significantly reduced rate. We want attendees to stay on-site for safety and enjoyment during the conference. MDA also has contractual obligations to fill rooms at Big Sky.

## AIRPORT SHUTTLE

### To / From Big Sky

Karst Stage  
(800) 287-4759

## SKIING

### Discounted Lift Tickets

All attendees are eligible to purchase discounted lift tickets for \$95 each (regular price \$189). Once you have registered for the meeting, check your inbox for a payment receipt. The payment receipt will contain a link to reserve your ski lift seat. Register early – ski lift seating is limited due to COVID security measures.

### Discounted Ski/Snowboard Rental Packages

Big Sky Resort is also offering MDA attendees great ski/snowboard rental rates. Check your registration payment receipt for a link to reserve your rental equipment.



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## REGISTER NOW and SAVE \$25

Fee increases after  
January 31 and  
March 31, 2022

Register online at  
**[www.MontanaDental.org](http://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.

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

2. Fill in Registration  
Code and Fee for  
each attendee.

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

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

5. Partial registration is  
not permitted.

6. Meeting packets will be  
available at the registration  
counter and will be filed by  
the name of each attendee.

## FEES

|                                                   | By<br>Jan 31 | Feb 1–<br>Mar 31 | After<br>Mar 31 |
|---------------------------------------------------|--------------|------------------|-----------------|
| 1 MDA Member                                      | \$335        | \$360            | \$410           |
| 2 ADA 11th District Member of<br>AK, ID, OR, WA   | \$360        | \$385            | \$435           |
| 3 ADA Member outside 11th District                | \$360        | \$385            | \$435           |
| 4 MDA Retired Member                              | \$95         | \$120            | \$155           |
| 5 Non-Member Dentist                              | \$760        | \$785            | \$835           |
| 6 Dental Hygienist                                | \$130        | \$155            | \$180           |
| 7 Dental Assistant                                | \$130        | \$155            | \$180           |
| 8 Dental Office Staff                             | \$130        | \$155            | \$180           |
| 9 Guest Attending Class, Breaks,<br>Lunches       | \$130        | \$155            | \$180           |
| 10 Dental School, Hygiene or<br>Assistant Student | \$30         | \$30             | \$30            |

## REGISTRATION CODES

### COURSES

|                                                 |                                                      |
|-------------------------------------------------|------------------------------------------------------|
| A Dr. Geissberger (AM)<br>Acid Related Diseases | F Dr. Madow (AM) - 10 Simple Ways                    |
| B Dr. Geissberger (PM)<br>Health, Nutrition     | G Dr. Madow (PM)<br>The Insider's Guide              |
| C Susan Wingrove, RDH<br>Protect All Around     | H LGBTQ+ Healthcare Ally Training                    |
| D Medicaid Updates                              | I Judy Kay Mausolf (AM)<br>Delivering W.O.W. Service |
| E Radiography Study<br>Review                   | J Judy Kay Mausolf (PM)<br>Communication Solutions   |

### SPECIAL EVENTS

|                                                         |                                  |
|---------------------------------------------------------|----------------------------------|
| K President's Lunch/General<br>Assembly (dentists only) | N MoDePAC Breakfast              |
| L Thursday Trade Show<br>Buffet Lunch                   | O Friday Trade Show Buffet Lunch |
| M President's Reception/<br>Award Ceremony              |                                  |