

August 21

1:00 pm - 4:00 pm
Behind the Scenes Tour: Mortenson
Dental Partners Support Center
10300 Linn Station Road, Suite 100
Louisville, KY 40223

3:00 pm - 7:00 pm
Registration

5:00 pm - 7:00 pm
Welcome Reception & Vendor Exhibits
Omni Hotel
400 2nd Street
Louisville, KY 40202

August 22

7:00 am - 5:00 pm
Registration & Vendor Exhibits

8:00 am - 12:00 pm
General Session Topics

Developing your DSO Strategy

Key Attributes of Effective Leaders:
How Not to Be a Jerk

Trends in Payer Relations

DSO Spotlight #1

Data Science in DSO Dentistry:
Elevating Patient Care & DSO
Performance

State of the DSO Industry

12:00 pm - 1:30 pm
Lunch

1:30 pm - 5:00 pm
Breakout Sessions

5:30 pm - 7:30 pm
Networking Reception
Muhammad Ali Center

August 23

7:00 am - 12:00 pm
Registration & Vendor Exhibits

8:00 am - 12:00 pm
General Session Topics

DSO Spotlight #2

Leveraging Hygiene to Drive
Peak Performance

Maximizing the Value of your
DSO Through Compliance

Financial Growth through
Group Dentistry

Regional DSO Market Trends
and Customer Benchmarking

Visit scalingupgroupdental.com for a detailed agenda.



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Registration: \$595



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5/01/2014 to 4/30/2022
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Our 20+ speakers and sessions include:



Jason Barger
Author of Thermostat Cultures
Keynote Speaker



Bill Becknell
CEO, Mortenson Dental Partners
Developing your DSO Strategy



Dr. Wayne Mortenson
Founder, Mortenson Dental Partners
Q&A: An Intimate Conversation with
Mortenson Dental Partners Founder



Cassie Yarbrough
Lead Public Policy Analyst, American Dental
Association Health Policy Institute
State of the DSO Industry



Cheryl Penava
VP Practice Excellence, MDP
Key Attributes of Effective Leaders: How
Not to Be a Jerk



Andrea Edelen
Director of Dental Hygiene and Clinical
Support, MDP
Leveraging Hygiene to Drive Peak
Performance



Nicholas Partridge
President, Five Lakes Professional Services
Trends in Payer Relations



Melissa Thomas
Director of Business Operations, MDP
Leveraging Hygiene to Drive Peak
Performance



Steven L. DeLong
CEO, Bluetree Dental
DSO Spotlight



Brian Colao
Director, Dykema's Dental Service
Organizations Industry Group
Maximizing the Value of your DSO Through
Compliance



Dr. William Engilman, DMD, MS
President and CIO, MDP
Data Science in DSO Dentistry: Elevating
Patient Care & DSO Performance



Dan Wicker
Partner, Cain Watters & Associates
Financial Growth through Group Dentistry



Corby Ewing
Director of Business Intelligence, MDP
Data Science in DSO Dentistry: Elevating
Patient Care & DSO Performance



Cecile Schauer
President of Strategic Accounts,
Patterson Dental
Regional DSO Market Trends and Customer
Benchmarking



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