AADOM 13th Annual Dental Management Conference
Scottsdale
SEPTEMBER 7-9, 2017 • AZ

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
Humorist & Business Expert

Register Now!
AADOMCONFERENCE.COM
OR 1.888.570.0899
SEE REVERSE FOR DETAILS
2017 course line-up

KAY FRANCES, MBA, Humorist & Business Expert
Keynote: The Funny Thing About Stress
General Session: Taking the Road Less Stressed

CONFERENCE RATES

<table>
<thead>
<tr>
<th>Registration</th>
<th>Member</th>
<th>Non-Mem.</th>
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<tbody>
<tr>
<td>Early Bird</td>
<td>$815</td>
<td>$999</td>
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<td>(Through March 31)</td>
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<tr>
<td>Early Bird</td>
<td>$915</td>
<td>$1,100</td>
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<td>(April 1 - August 1)</td>
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<tr>
<td>Regular</td>
<td>$945</td>
<td>$1,100</td>
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<td>Ultimate Education</td>
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<td>(Includes Conference Registration plus choice of Online Learning Course)</td>
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BRING TEAM MEMBERS AND SAVE!

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.)

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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!

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.

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.

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 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!

INSURANCE INSIDERS SUPER PANEL
Moderator: Teresa Duncan
Expert panel discussion on the always-changing dental insurance landscape, including a no-holds-barred Q&A.

FORUM LIVE! TOPICS
• No-Shows & Cancellations
• Marketing
• Hiring Quality Employees
• And More!

Don’t Forget Tech Palooza!
Join Eaglesoft, Dentrix, Weave & Rhinogram on the first day of the conference for intensive technology training.

Special Course from the ADA!
Five Steps to Simplifying Section 1557 of the Affordable Care Act
Has your practice taken steps to comply? Does it need to? Learn about requirements and resources available through the ADA and the Office for Civil Rights.

AADOM 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 the 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 3/1/2015 to 2/28/2017. Provider ID#363333.