

The title is rendered in large, white, 3D block letters that appear to be stacked on a dark red surface. The background features a stylized landscape with orange and red mountains under a blue sky with a sunburst effect.

DENTRIX ENTERPRISE BUSINESS OF DENTISTRY CONFERENCE

June 9–11, 2011 | Red Rock Resort | Las Vegas | www.BusinessOfDentistry.com/Enterprise

FOCUS ON SUCCESS

DENTRIX BUSINESS OF DENTISTRY 2011 CONFERENCE

Here's your chance to focus on what matters: Improved patient care and a healthier bottom line. For three days in June, you and your staff can get expert practice management tips and training on Dentrix and Dentrix Enterprise to help make your practice—and your business—the best it can be.

Join us for the Dentrix Business of Dentistry 2011 Conference June 9 – 11, 2011 at the Red Rock Resort in Las Vegas. For two full days, you can focus entirely on developing the skills you need to maximize your team and practice's potential.

Give your entire staff the opportunity to learn the tips, tricks and inside knowledge of Dentrix from leading industry experts. Plus, receive up to 14 hours of CE credits, five world-class meals, access to 35 classes taught by industry leaders.

DENTRIX BUSINESS OF DENTISTRY CONFERENCE



SPEAKERS

KEYNOTE SPEAKER: Andy Andrews

For the Dentrix Business of Dentistry 2011 Conference keynote, join internationally known speaker and novelist Andy Andrews. Hailed by the *New York Times* as a “modern-day Will Rogers who has quietly become one of the most influential people in America,” Andrews is a renowned author and presenter whose combined works have sold millions of copies worldwide.

In the keynote, Andrews will take you through a funny, fast-paced exploration of The Seven Decisions that determine personal success, all based on extracts from his best-selling book, *The Traveler’s Gift*.

Andrews is well-known for communicating to his audience through the heart—an uncommon style in today’s media-driven world. He is masterful at weaving subtle yet life-changing lessons into riveting tales of adventure and intrigue. In this address, Andrews pokes fun at our perception of ordinary themes and explains these seven principles in a way you have never heard before.

Andy Andrews, author of the *New York Times*’s bestselling *The Traveler’s Gift* and *The Noticer*, has impacted millions with his creative writing and

speaking. An international sensation, Andy’s challenging personal message contains truths for those in all walks of life.

Andy Andrews’ life was a typical American story until the age of 19. The loss of both parents – his mother to cancer and his father to an automobile accident – forever altered Andrews’ path. He recalls, “I took a bad situation and made it much worse.” Within a short span, he found himself homeless, a pier or garage often provided bed, and without direction. The dramatic change in circumstances forced Andrews to ask himself a simple question: “Is life just a lottery ticket or are there choices one can make to direct his future?” This very question fueled a search that led him to the local library.

In his tale of one man’s search for meaning and success, Andrews captures three qualities most important to an individual’s growth – hope, faith and perseverance. As the main character travels in time encountering seven historical figures, knowledge is imparted to the character and the reader. *The Traveler’s Gift*’s wisdom has spurred a teen version (*The Young Traveler’s Gift*), journal, home study audio program and life-study curriculums now used in schools, mental health organizations and prisons.

DISTINGUISHED SPEAKERS



Misty Absher Clark is Vice President of Creative Services for Jameson Management. Incorporating her expertise in branding, marketing strategy, digital photography and customer service, Misty brings energy and information to every aspect of her work.

Dental practices from across the country have increased new patient numbers, production per patient, and patient loyalty by employing Jameson marketing strategies devised by Misty.



Lois Banta is the owner of Banta Consulting, Inc., quickly climbed the administrative ladder while discovering the secrets of making a practice successful. Lois has an effective way of teaching the entire dental staff how to move in the same direction, while doing their individual tasks.



Dr. Bill Busch has run a chartless practice since 2001. He is a member of the ADA, AGD, ASD, ACD and the Greater Kansas City Dental Society. He has been awarded the mastership degree (MAGD) from the Academy of General Dentistry in 2007. Dr. Busch graduated from the Fairleigh Dickinson University College of Dental Medicine. He enjoys spending time with his family and holds a black belt in Tae Kwon Do.



Naomi Cooper is President of Minoa Marketing, a dental marketing and social media consultancy based in Los Angeles, CA. With over fifteen years of marketing experience, Naomi is known for the depth and breadth of her marketing expertise, her

ability to succeed in building brand while stimulating consumer response and her extensive executive leadership experience.



Dr. Larry Emmott is considered a leading dental high tech authority. He has addressed hundreds of professional groups, has been a featured speaker at every major US dental meeting. He is a regular contributor to leading national magazines, he is the high tech columnist for "Dental Economics" Magazine. And he has been a pioneer in online publishing with his blog EmmottonTechnology.com.



Cathy Jameson is founder and CEO of Jameson Management. The Jameson Method of Management, developed by Cathy, offers proven business and clinical systems for helping dental professionals improve their practices through

comprehensive coaching. Cathy earned a bachelor's degree in Education from the University of Nebraska at Omaha and then a Master's Degree in psychology from Goddard College; She considers herself a life long learner and encourages those around her to be in a constant state of study, growth and action.



Alice Kaplan worked in dental office management for 21 years, then became a full-time certified trainer for Dentrrix in 1998. She was later certified in Easy Dental, Dentrrix Image, and Dentrrix Enterprise, and provided instruction for Dentrrix and Easy Dental

Seminars all over the country. In 2009, Alice focused her training efforts on Enterprise, providing onsite training exclusively for the Indian Health Services Project. In June of 2010, she accepted the position of Enterprise Field Training Manager and has worked vigorously in that capacity over the past several months.



Jason McKnight has been working in the dental field for 11 years. With a thorough understanding of the technical aspects of Dentrrix and Dentrrix Enterprise, Jason presents the technical how-to's of running these practice management solutions in such a way that clinics will understand not just "how" to use the software, but "why" they want to use it.



Amy Morgan is a renowned dental consultant and CEO of Pride Institute. Amy came to the Institute in 1993 and has revitalized thousands of dental practices using Pride's time-proven Management Systems. Amy loves working one on one with doctors and that is why she travels so often to meet and teach those looking to improve themselves.



Sandy Pardue is the director of consulting with Classic Practice Resources, is a lecturer, published author and practice management consultant. She has assisted hundreds of doctors with practice expansion and staff development offering a refreshing point of

view on becoming more efficient and productive in a dental practice.



Brenda Penwell is President and CFO at The Schuster Center for Professional Development. She has the opportunity to work closely with dentists and their teams and possesses the unique ability to relate to the doctors as well as team members. She holds a

Bachelor of Science degree in Business Administration. Brenda is dedicated to helping each dentist and team member achieve their individual and collective goals.



Attend any session in any track. Please note: Instructor, classes and class materials subject to change without prior notice.

THURSDAY JUNE 9th	12:00 PM – 8:00 PM REGISTRATION DESK OPENS	
	1:00 – 3:00 PM PRE-CONFERENCE WORKSHOP	<p>Learn how eCentral gets patients from scheduled to operator — effortlessly. Dental teams spend hours upon hours performing the time-consuming tasks of reminding patients of their appointments and checking them in when they arrive. Dentrix technology allows your team to refocus their attention on projects that utilize their training. This course will teach you how to set up an advanced appointment process that saves staff time and generates real patient loyalty.</p>
	4:00 – 6:00 PM PRE-CONFERENCE WORKSHOP	<p>Learn how eCentral gets patients from scheduled to operator — effortlessly. Dental teams spend hours upon hours performing the time-consuming tasks of reminding patients of their appointments and checking them in when they arrive. Dentrix technology allows your team to refocus their attention on projects that utilize their training. This course will teach you how to set up an advanced appointment process that saves staff time and generates real patient loyalty.</p>
6:00 PM – 8:00 PM HELP DESK OPENS Visit the Support Help Desk to ask trained technical support specialist and Dentrix developers your questions.		

CONFERENCE AGENDA

FRIDAY JUNE 10th

Attend any session in any track. Please note: Instructor, classes and class materials subject to change without prior notice.

	Track A	Track B
7:00 AM – 6:00 PM	Visit the Support Help Desk to ask trained technical support specialist and Dentrix developers your questions.	
7:00 – 7:55 AM	BREAKFAST — Complimentary with Conference Registration.	
8:00 – 10:00 AM	KEYNOTE ADDRESS — Andy Andrews	
10:20 – 12:20 PM SESSION 1 Choose One Class	<p>Going Paperless Dr. Bill Busch</p> <p>Learn how to streamline workflow, increase efficiency, and improve profitability as you “go paperless” using key features in Dentrix and eServices. This course is designed for all Dentrix users.</p> <p>Doctors – Office Managers – Hygienists – Dental Assistants</p>	<p>Recare and Appointment Management Ms. Sandy Pardue</p> <p>Patients are falling through the cracks in the majority of practices. Teams do not realize they have a gold mine available to them with a few clicks of their computer mouse. This course will teach ways to have more control over patient flow, retention and the office schedule. Learn how to avoid the consequences of “out of sight, out of mind.” Attendees will receive tools to help establish a solid recare and reactivation system that will help them become more productive and profitable.</p> <p>Doctors – Office Managers – Hygienists – Dental Assistants</p>
12:20 – 1:15 PM	LUNCH — Complimentary with Conference Registration.	
1:20 – 3:20 PM SESSION 2 Choose One Class	<p>Going Paperless Dr. Bill Busch</p> <p>Learn how to streamline workflow, increase efficiency, and improve profitability as you “go paperless” using key features in Dentrix and eServices. This course is designed for all Dentrix users.</p> <p>Doctors – Office Managers – Hygienists – Dental Assistants</p>	<p>A Team Approach for Profitability Ms. Brenda Penwell</p> <p>There are way too many bonus and incentive plans in dentis try today that are based on increases in production but very few focused on rewarding staff members for increasing profitability. This course will challenge your thinking about how to create a professional environment where staff has the opportunity to excel. A dental practice will not grow in profits unless the doctor and team are growing and developing as individuals and as colleagues.</p> <p>Doctors – Office Managers – Hygienists – Dental Assistants</p>
3:40 – 5:40 PM SESSION 3 Choose One Class	<p>Integrated eServices Dr. Larry Emmott</p> <p>Remember when e was just a letter? One of the most powerful trends in technology is the development and expansion of e-services. It is no secret that we are experiencing uncertain economic times. Now, more than ever, it is important that you make wise technology choices. E-services seem so mundane; yet more than any exciting tech gizmo e-services will deliver huge savings.</p> <p>Doctors – Office Managers</p>	<p>KPI – Daily Huddle Ms. Amy Morgan</p> <p>In this course the Doctor and team will learn how to fully utilize the Dentrix tools for statistical analysis and Huddle administration. If you want to know the secret to success in 2011, it is a focused, self-directed team that is the key to efficiency, productivity and enhanced customer experience.</p> <p>Doctors – Office Managers – Hygienists – Dental Assistants</p>

Dentrix Track A*

Dentrix Track B*

Enterprise Track**

Dentrix for the Office Manager Dentrix Certified Trainer

Learn how to set up and maintain your Dentrix database, track important practice statistics, and manage your practice. This course is for Dentrix users who need to learn the basic features in the Office Manager, important reports in Dentrix, and practice management routines.

Dentists – Office Managers – *Dentrix Users

Schedule Optimization with Dentrix Dentrix Certified Trainer

Learn how to set up your schedule for maximum efficiency and production, reduce no-shows, and find patients with outstanding treatment plans. This course is for experienced Dentrix users who are ready to learn new tips to fill their schedule and keep it full.

Office Managers – Dental Assistants – *Dentrix Users

Introduction to Dentrix Enterprise 5.0 Enterprise Certified Trainer

This course will provide an overall look at the features of our newest version of Dentrix Enterprise 5.0, and an in-depth look at training tips and tricks available at the Resource Center on our website, www.dentrixenterprise.com. We'll also offer you a glimpse of what's coming to Dentrix Enterprise in a future release.

Dentrix Enterprise Users

Financial Transactions in Dentrix Dentrix Certified Trainer

Learn how to enter payments and adjustments, create insurance claims, create billing statements, and manage patient account balances in Dentrix. This course is for Dentrix users who need to learn the basic features in the Ledger.

Dentists – Office Managers – *Dentrix Users

Production and Collections with Dentrix Dentrix Certified Trainer

Learn how to measure your production against your goals, improve your production, find outstanding accounts receivable, and improve collection processes. This course is for experienced Dentrix users who are prepared to implement key tactics to increase production and decrease accounts receivable.

Dentists – Office Managers – Dental Assistants – *Dentrix Users

5.0 Patient Chart — A Look at the Power of the New Clinical Note Templates Enterprise Certified Trainer

You will learn how to customize your clinical notes and make them provider-specific (if so desired), more logical and more user-friendly. The new notes will ask pre-defined questions and allow you to provide answers in paragraph form for approval. Using the electronic signature to approve the completed note is a quick and easy way to save and store treatment notes. This course is sure to improve the content and quality of clinical notes while completely streamlining the process.

Dentrix Enterprise Users

Dentrix in the Front Office Dentrix Certified Trainer

Learn how to enter new patient records, manage patient information, and create and manage appointments in Dentrix. This course is for Dentrix users who need to learn the basic features in the Family File and the Appointment Book.

Office Managers – Dental Assistants – *Dentrix Users

Insurance Management with Dentrix Dentrix Certified Trainer

Learn how to find and reduce outstanding insurance accounts receivable, check patient insurance eligibility, and update coverage tables in Dentrix to ensure accurate insurance estimates. This course is for Dentrix users who are looking for tips to manage insurance more effectively.

Dentists – Office Managers – *Dentrix Users

5.0 Treatment Planner — Connect Effectively with Your Patients about Their Needs Enterprise Certified Trainer

Among the features of the new Treatment Planner is the ability to place a patient's treatment into separate "cases" for presentation. A treatment case can then be designated as Recommended or Accepted and may include a patient's electronic signature on consent forms for needed treatment. Additionally, we have included new reports from within the Treatment Planner to help you "mine" unscheduled treatment for higher productivity.

Dentrix Enterprise Users – **5.0 or Higher

CONFERENCE AGENDA

SATURDAY JUNE 10th

Attend any session in any track. Please note: Instructor, classes and class materials subject to change without prior notice.

	Track A	Track B
7:00 AM – 6:00 PM	Visit the Support Help Desk to ask trained technical support specialist and Dentrix developers your questions.	
7:00 – 7:55 AM	BREAKFAST — Complimentary with Conference Registration.	
8:00 – 10:00 AM SESSION 4 Choose One Class	Model of Success Ms. Cathy Jameson The success of your practice is in direct proportion to the success of your systems. For an outstanding practice, keeping all the systems streamlined and effective is critical to the bottom line of your success. Systems of communication and teambuilding; systems of scheduling, financing, and practice building; and systems for integrating patients into your practice and motivating them to proceed with necessary and desired treatment, thus increasing case acceptance. Doctors – Office Managers – Hygienists – Dental Assistants	Anatomy of a Winning Team Ms. Lois Banta In this course you will be able to identify team challenges in attitudes and work performance. We will identify the obvious and hidden symptoms to look for in an unhappy or underappreciated team and doctor. The concrete, positive solutions offered in this course will re-motivate and re-energize your entire team. Doctors – Office Managers – Hygienists – Dental Assistants
10:20 – 12:20 PM SESSION 5 Choose One Class	Diagnosing the Health of Your Practice Ms. Brenda Penwell Did you know there are five driving forces within your practice? Identify the forces and learn how to measure how healthy they are. There are specific targets as well as key leverage points within each one. This course is tactical in nature. You will walk out with specifics that you can take back and implement immediately. Doctors – Office Managers	KPI – Daily Huddle Ms. Amy Morgan In this course the Doctor and team will learn how to fully utilize the Dentrix tools for statistical analysis and Huddle administration. If you want to know the secret to success in 2011, it is a focused, self-directed team that is the key to efficiency, productivity and enhanced customer experience. Doctors – Office Managers – Hygienists – Dental Assistants
12:20 – 1:15 PM	LUNCH — Complimentary with Conference Registration.	
1:20 – 3:20 PM SESSION 6 Choose One Class	12 Ways to Control Stress Ms. Cathy Jameson For the last 20 years Cathy has been studying stress at the Masters and PhD levels. She is able to share the results of her research throughout this motivational seminar so that it can immediately be applied to your life, both professionally and personally. Cathy's course will show you how to balance your energy, career family and health through proven systems of communication, organization and self-discovery. Doctors – Office Managers – Hygienists – Dental Assistants	Secrets of Total Team Scheduling Ms. Lois Banta Learn the secrets of effective Total Team Scheduling. Last minute cancellations, procedures that take longer than expected, grumpy patients in the reception room and cranky employees can make for long, inefficient days in the office. Good scheduling guarantees happier doctors, team members and patients. When everyone is happy, you end up with a healthier bottom line. Doctors – Office Managers – Hygienists – Dental Assistants
3:40 – 5:40 PM SESSION 7 Choose One Class	Marketing That Moves Ms. Misty Absher Clark This power-packed course teaches you how to market in a way that moves patients to your office, motivates your team, and energizes your practice. You'll learn key elements on how to successfully market in a highly competitive world that is trying to earn the coveted consumers' discretionary dollar. Determine your brand. Make your ad stand out. Learn internal and external marketing strategies. Successfully track your marketing efforts. Doctors – Office Managers	Social Media – The New Rules of Dental Marketing Ms. Naomi Cooper In this course, you'll learn how to grow your practice with websites, social media, SEO, email and online marketing – it's all about combining new media with traditional marketing for maximum ROI! Plus how patients find you online, how to manage your online reputation and Facebook, Twitter and more... Doctors – Office Managers

Dentrix Track A*

Dentrix Track B*

Enterprise Track**

Dentrix in the Front Office Dentrix Certified Trainer

Learn how to enter new patient records, manage patient information, and create and manage appointments in Dentrix. This course is for beginning Dentrix users who need to learn the basic features in the Family File and the Appointment Book.

Office Managers – Dental Assistants – *Dentrix Users

New Features in Dentrix Dentrix Certified Trainer

Learn about the new features in the latest Dentrix releases, including Productivity Packs 6, 7, and 8, and see how to use them effectively. This course will also include a sneak peek of upcoming features in Dentrix G5.

Dentists – Office Managers – Hygienists – Dental Assistants – *Dentrix Users

Rate Code: Simple, Efficient, Automatic Enterprise Certified Trainer

The Rate Code feature makes it easy for users to report rate codes on insurance claim forms. No more cumbersome designing of blocks of information to make them appear correctly on a claim. Choices for numerous insurance company data requirements are available at the mere click of a button!

Dentrix Enterprise Users

Dentrix for the Office Manager Dentrix Certified Trainer

Learn how to set up and maintain your Dentrix database, track important practice statistics, and manage your practice. This course is for Dentrix users who need to learn the basic features in the Office Manager, important reports in Dentrix, and practice management routines.

Dentists – Office Managers – *Dentrix Users

Schedule Optimization with Dentrix Dentrix Certified Trainer

Learn how to set up your schedule for maximum efficiency and production, reduce no-shows, and find patients with outstanding treatment plans. This course is for Dentrix users who are ready to learn new tips to fill their schedule and keep it full.

Office Managers – Dental Assistants – *Dentrix Users

eServices For Dentrix Enterprise Enterprise Certified Trainer

This course will demonstrate the various Electronic Services that are available to all Dentrix Enterprise clients, such as Insurance Manager, Electronic Claims, QuickBill, website design and many others. You will gain an understanding of how Electronic Services can benefit your clinic without costing additional man hours.

Dentrix Enterprise Users

Financial Transactions in Dentrix Dentrix Certified Trainer

Learn how to enter payments and adjustments, create insurance claims, create billing statements, and manage patient account balances in Dentrix. This course is for Dentrix users who need to learn the basic features in the Ledger.

Dentists – Office Managers – *Dentrix Users

Insurance Management with Dentrix Dentrix Certified Trainer

Learn how to find and reduce outstanding insurance accounts receivable, check patient insurance eligibility, and update coverage tables in Dentrix to ensure accurate insurance estimates. This course is for Dentrix users who are looking for tips to manage insurance more effectively.

Dentists – Office Managers – *Dentrix Users

Interoperability: Interface with Your Medical Program Enterprise Certified Trainer

Would you like to exchange information between your medical software and Dentrix Enterprise? This course will focus on the basics of how that exchange happens through the HL7 Interface. For those folks in your practice who are less than tech-savvy, this course will help them master the “language” of interfacing two software programs.

Dentrix Enterprise Users

Dentrix in the Operatory Dentrix Certified Trainer

Learn how to post procedures, enter clinical notes, create and manage treatment plan cases, and present treatment to your patients with Dentrix. This course is for Dentrix users who need to learn the basic features in the Patient Chart, the Treatment Planner, and the Presenter.

Dentists – Hygienists – Dental Assistants – *Dentrix Users

Production and Collections with Dentrix Dentrix Certified Trainer

Learn how to measure your production against your goals, improve your production, find outstanding accounts receivable, and improve collection processes. This course is for Dentrix users who are prepared to implement key tactics to increase production and decrease accounts receivable.

Dentists – Office Managers – Dental Assistants – *Dentrix Users

DXOne Reports: Mining Info for Meaningful Outcomes Enterprise Certified Trainer

During this course, we will take an in-depth look at the new reports available in version 5.0 as well as offer a preview of what's coming in a future release. We will also discuss scheduling, emailing and exporting DXOne Reports for ease of use and more effective communication between managers, accountants, practice management consultants and the practice.

Dentrix Enterprise Users

Top 5 reasons to attend the Dentrix Business of Dentistry Conference.

- **Enhance your Dentrix skills.** For two full days you can have one-on-one interaction with seasoned trainers and support technicians focusing on tips, tricks and insider Dentrix and Dentrix Enterprise knowledge.
- **Learn from the best.** Hear leading industry experts – including Cathy Jameson, Dr. Larry Emmott, and Amy Morgan – speak on important topics like scheduling, daily huddle, effective marketing, social media and more.
- **Learn from a bestselling author.** Featured keynote speaker, Andy Andrews, is the author of *The Traveler's Gift*. Andrews is well-known for communicating to his audience through the heart—an uncommon style in today's media-driven world.
- **Network with the best dental teams in America.** This user conference offers you prime opportunities to network, interact with and learn from dental professionals who share your interests and goals.
- **Experience Las Vegas!** During the day you'll fill your days with invaluable information and learning, your nights will be free to spend in the casino, at a show or club, or just seeing the lights.

Register Today. Seating is limited!

www.BusinessOfDentistry.com

Henry Schein Practice Solutions 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. The current term of approval extends from 1/1/2011 to 12/31/2014.

For more information, please visit the Academy of General Dentistry web site.



SPECIAL DISCOUNTS!

\$100 Early Bird Discount to all primary registrations if registered on or by April 30, 2011, (total primary registration fee is \$995).

\$100 Customer Service Plan Discount for all primary registrations for Dentrix or Dentrix Enterprise customers currently subscribed to a customer service plan (total primary registration fee is \$895 if you register by April 30, 2011).

\$500 Team Discount for each additional attendee who registers with a primary registrant from the same practice (total registration fee for each additional registrant is \$595).

3 easy ways to register

- 1 online** Visit www.businessofdentistry.com and click on the register now button.
- 2 fax** Complete the attached registration form and simply fax it to 801.847.3670
- 3 mail** Complete the attached registration form place in an envelope and mail.

Register Today. Seating is limited!

www.BusinessOfDentistry.com/Enterprise

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Cancellation Policy: Requests for cancellation refunds for your registration and selected courses should be submitted via a written request to Henry Schein Groups and Meetings Department. Cancellation requests must be received by April 25, 2011 in order to receive a refund. Visit www.businessofdentistry.com/register for detailed cancellation policies.