



AMERICAN ACADEMY
OF IMPLANT DENTISTRY

LAS VEGAS

Excellence through
Evidence-Based
Implant Dentistry

November 7-11, 2007
Rio Suites Hotel
Las Vegas, Nevada

CONFERENCE
INFORMATION

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY
SUNDAY

EXHIBITORS

FRIDAY, NOVEMBER 9, 2007 (CONTINUED)

allied dental program

8:00 am - 5:30 pm

Miranda I - 4

8:00 am - 10:00 am

Frank R. Recker, DDS, JD

Risk Management in the Dental Office: "What Happens Here, Should Stay Here"



This presentation will include a humorous overview of the dental office, dental staff, and dental patients. An array of risk management scenarios will be presented to inform the dentist and dental staff of the potential legal pitfalls encountered in the practice of dentistry. Topics will include patient selection and "de-selection," treatment options,

informed consent, staff roles in record keeping, patient termination, and effective malpractice defense strategies. Additionally, properly handling state licensing board investigations or complaints will be addressed through actual case scenarios. The primary objectives of this presentation are to candidly present the risks related to dental staff, dental patients and dental treatment in order to prevent adverse legal issues from arising. The real malpractice and dental board scenarios discussed will also illustrate the dental staff's vital role in risk management.

11:00 am - Noon

Todd Hunt

Communication Bleeps and Blunders in Business



The biggest challenge in business today is communication. You said one thing; your coworker heard another. Neither was wrong, but now the patient is mad and someone has to fix it. This workshop uses funny, true stories to illustrate how we all mess up communicating and how we can fix it to become more successful. The examples stick with us as we improve our own communication with patients, employees and family. We'll laugh at ourselves...with Todd leading the way. He's a recovering anal retentive professional who finally learned to lighten up!

1:30 pm - 3:00 pm

Walter Chitwood, DDS

The Implant Process: From Phone Call to Follow Up



How can you encourage patients to choose your office? Do you feel ready to answer their questions? Is everyone in your office speaking the same language? As front desk associates, dental assistants and dental hygienists, you are the ones who spend the most one-on-one time with the patients. We will take a look at various ways to lead your implant patients through a process they often don't understand. We will discuss:

- Marketing through education
- Communicating with referral doctors
- Image presentation