

YouTube Favorites!

We've got ...

Worldwide Entertainers!

The Madow Brothers!

LIVE



- ☒ Learn the best kept secrets in Dentistry
- ☒ Enhance productivity while enjoying your profession
- ☒ Increase new patient numbers
- ☒ Serve your current patients better
- ☒ Incorporate new technology



American Academy of Dental Group Practice

2525 E. Arizona Biltmore Circle
Suite 127
Phoenix, AZ 85016
www.aadgp.org

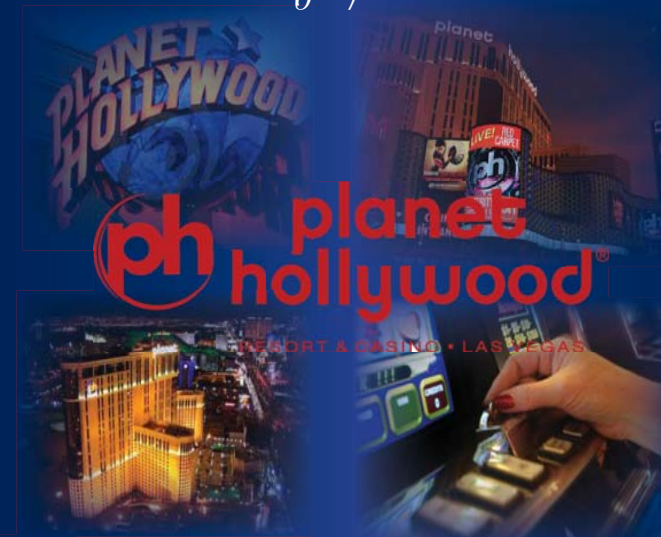
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Prospering... in the New Dental Terrain

40th Annual AADGP Conference & Exhibition

February 1-4, 2012

Las Vegas, Nevada



Our Saturday-Morning Panel Session:

Using web-based marketing tools -
Advice from the experts and user experiences.

Social media and web marketing tools are taking center stage in practice building. This panel session will feature experts from organizations that provide web-based services to dental groups, practice members who will share their experiences, and a lively back-and-forth with you!

David Singh



David Singh, Director of Enterprise Solutions - Demandforce
As Director of Enterprise Solutions at Demandforce, David is responsible for support and customer success for large group businesses. David has extensive experience working with various technology companies. In his capacity at Demandforce he has worked with numerous group practices throughout the U.S.



Tennli Toole

Tennli Toole, Vice President of Corporate Development - Smile Reminder
Tennli has been working in corporate sales, service, and development for over ten years. She has managed and developed customer service and support programs in both the hospitality and Internet technology industries.

John Berkowitz



John Berkowitz, Co Founder- Yodle
John has held many roles throughout his nearly five years with Yodle, including, training, managing client relationships, and sales development. John brings a "Customers Rule" focus to Yodle and helped establish its position in the dental-group market.

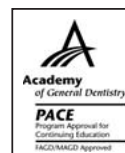
AADGP returns to our most popular location- Las Vegas- to provide three information-packed days of learning and fun at Planet Hollywood. This year we are presenting sessions covering the new dental terrain- social networking, new technologies, path breaking office design and legal and regulatory updates from the experts. More than 90 exhibitors will be on hand to demonstrate the latest advancements in the products and services you need. And, as always, our signature roundtable and networking events will compliment our educational sessions and social events.

Make your reservations early. Exceptional guest room accommodations are available at the Planet Hollywood Resort & Casino. Be sure to identify the AADGP Conference to qualify for special rates, available until December 24, 2011 on a space-available basis. Contact the hotel directly at 866-317-1829

Network & Learn

Join AADGP in Las Vegas for nationally renowned speakers, intensive training sessions for you and your staff, roundtable discussions, numerous social opportunities for networking and fun and more than 90 of the industry's top dental suppliers. These are just a few reasons to join us in Las Vegas at the 40th Annual AADGP Conference & Exhibition. Come learn about the new dental terrain. To register, please fill out the attached registration form.

Earn AGD Credits



AADGP is an approved PACE Program Provider by the Academy of General Dentistry. The formal continuing education programs of this meeting are accepted by AGD for Fellowship, Mastership and Membership Maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry.



American Academy of Dental Group Practice

Schedule

February 1, 2012

2:00 - 5:00pm Registration
 5:00 - 7:00pm Opening Reception

February 2, 2012

7:30 - 8:30am Breakfast with Exhibitors
 8:30 - 11:30am The Madon Brothers: How to Love Dentistry, Have Fun and Prosper

11:30 - 12:00pm Networking with Exhibitors
 12:00 - 1:30pm Business Luncheon
 1:30 - 3:00pm David Ahearn: This Can All Be Made Easier
 3:00 - 3:30pm Networking with Exhibitors
 3:30 - 4:15pm Breakout Session (Patrick Steele or Charles Cohen)

Patrick Steele: Technology: Are You Ready for Its Changes?

Charles Cohen: Making Talent Management a Competitive Advantage

4:15 - 5:00pm Breakout Session (Patrick Steele or Charles Cohen)
 5:00 - 7:00pm Reception with Exhibitors

February 3, 2012

7:30 - 8:30am Breakfast with Exhibitors
 8:30 - 10:00am Mary O'Neill: You Can Run, But You Can't Hide: Conflict Resolution and Communication Skills

10:00 - 10:45am Networking with Exhibitors
 10:45 - 12:15pm Administrator Roundtables
 12:15 - 1:15pm Lunch

1:15 - 2:45pm Linda Harvey: HIPAA & HITECH: The New Wave of Compliance

2:45 - 3:30pm Networking with Exhibitors
 3:30 - 5:00pm William Prescott: Getting In, Staying in & Getting Out
 5:00 - 7:00pm Reception with Exhibitors

February 4, 2012

8:00 - 9:00am Breakfast with Exhibitors
 9:00 - 11:00am Panel Session:
 Using web-based marketing tools
 Advice from the experts and user experiences

11:00 - 11:45am Networking with Exhibitors

Featured Speakers

The Madon Brothers: How to Love Dentistry...

Drs. Richard and David Madon founded the Madon Group in 1989 to provide fellow dentists with publications, articles, blogs and seminars focused on how to achieve success and happiness within their practices. The Madons are best-known for their spontaneous and entertaining media-filled presentations, some of which have become YouTube favorites.



David Ahearn, DDS: This Can All Be Made Easier

Although Dr. David Ahearn prides himself first and foremost as a full-time practicing dentist, he has also distinguished himself as the founder of Design Ergonomics, where he has applied the principles of the Toyota Production System in dental offices throughout the US. David's innovative designs create comfortable, productive, and cost effective solutions.

Patrick Steele: Technology: Are you Ready for its Changes?

Patrick Steele is Executive Vice President and CIO for Delta Dental of California and a member of the Senior Executive Management Team. With over 40 years of experience, he is a technologically-astute executive who focuses primarily on the new landscape of strategic marketing and business transformation.



Charles Cohen: Making Talent Management An Advantage

Charles Cohen is Managing Director and third-generation owner of Benco Dental Company. Charles joined Benco Dental as a Sales/Territory representative in 1989. After taking on management roles in the company's sales and marketing department, he was named president in 1997; since that time, the company's revenues have nearly tripled.

Mary O'Neill: You Can Run, But You Can't Hide

Mary O'Neill is a licensed psychotherapist, speaker, trainer, and consultant who founded Great Dental Teams, a firm which offers professional development programs for all dental professionals. Mary's emphasis is on change management and conflict resolution, specifically how to become less reactive and more responsive to conflict by finding creative solutions that reduce office stress.



Linda Harvey: HIPAA & HITECH

Linda Harvey is a healthcare risk manager, compliance expert and author who trains dental professionals to enhance quality of care by integrating regulatory compliance and patient safety tools into their practices. She specializes in OSHA/HIPAA requirements, employment law, and ambulatory accreditation, and also provides remediation courses and dental record audits.

William Prescott: Getting In, Staying In, & Getting Out

William Prescott is an attorney who is a nationally-recognized expert on dental-related legal matters. He practices at the firm of Wickens, Herzer, Panza, Cook & Batista Co. in Avon, Ohio, where he primarily represents dental and dental specialty practices in succession planning and business and tax structures. Bill also provides guidance and education focused on associate buy-ins and owner buy-outs.



2012 AADGP Conference Registration

Las Vegas

GROUP / ORGANIZATION NAME _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP/POSTAL CODE _____

CONTACT NAME _____

PHONE NUMBER _____ E-MAIL ADDRESS _____
***Please provide direct contact information**

	Early Bird	After Dec. 16	Code (for office use)
2011 AADGP Members	\$445	\$495	01
Non-Members	\$545	\$595	02
Spouse/Guest of registered attendee (receptions only, 1 per reg. att.)	\$295	\$345	03

Large Block/Group Discounts*
 *Applies to single group practice location, paid by a single transaction, excluding guests.

5-9 Attendees	15% Discount
10-14 Attendees	20% Discount
15+ Attendees	25% Discount

Please print full names and titles of **ALL** registrants, identify **ALL DENTISTS** (Dr., DDS, etc.) and administrators and select the appropriate membership status.

1. NAME	TITLE	<input type="checkbox"/> Dentist <input type="checkbox"/> Administrator	<input type="checkbox"/> Member <input type="checkbox"/> Non-Member <input type="checkbox"/> Guest	FEE
2. NAME	TITLE	<input type="checkbox"/> Dentist <input type="checkbox"/> Administrator	<input type="checkbox"/> Member <input type="checkbox"/> Non-Member <input type="checkbox"/> Guest	FEE
3. NAME	TITLE	<input type="checkbox"/> Dentist <input type="checkbox"/> Administrator	<input type="checkbox"/> Member <input type="checkbox"/> Non-Member <input type="checkbox"/> Guest	FEE
4. NAME	TITLE	<input type="checkbox"/> Dentist <input type="checkbox"/> Administrator	<input type="checkbox"/> Member <input type="checkbox"/> Non-Member <input type="checkbox"/> Guest	FEE
5. NAME	TITLE			FEE

Registration Fee Total: \$ _____

*The AADGP reserves the right to adjust application codes and/or fees as appropriate.

Check Enclosed (Make check payable to: AADGP)

Charge my: Visa MasterCard AmEx Diner's Club

CREDIT CARD NUMBER _____ EXP. DATE _____ CSV/CID Code _____

CARDHOLDER'S NAME (as it appears on the card) _____ CARDHOLDER'S SIGNATURE _____

CARDHOLDER'S ADDRESS (if same as company address please write "same") _____

CARDHOLDER'S CITY _____ STATE _____ ZIP/POSTAL CODE _____
 09/2011

INSTANT \$50 SAVINGS

Register by December 16 and receive \$50 off your registration! Meeting registration fee includes all educational sessions, program materials, receptions and social events.

WIN A FREE ADMISSION

Don't wait! The first 100 attendees to register for the 2012 Conference are automatically entered into a drawing to win one free admission for 2013.

RECEIVE A COMPLIMENTARY MEMBERSHIP

Group practice non-member registration fees include a 2012 membership in the AADGP at no cost. Administrators and dentists will be provided full member privileges in their category.

CANCELLATIONS

All cancellations must be in writing. Refunds will be made for cancellations received prior to January 4, 2012, less a \$55 processing fee. Those registered in the "Guest" category will be charged \$10. CANCELLATIONS RECEIVED AFTER JANUARY 4, 2012 WILL NOT BE ELIGIBLE FOR A REFUND.

MAIL OR FAX:

2525 E. Arizona Biltmore Cir., Suite 127
 Phoenix, AZ 85016
 FAX: 602.381.1093

QUESTIONS?

Call us at: 602.381.1185