

# today



## The business of budgeting

Now is the time to plan for the future of your practice. We have some tips that can help.

»page 4



## Live from Boston

Learn about osseous fixations and the impact of implants with this live surgery and lecture.

»page 6



## Head to Seattle this May

If you have any interest in pediatric dentistry, then look no further than the AAPD annual session.

»page 6

# No stopping Yankee

## Meeting aims to go 'Beyond Expectations'

■ It would take more than a supersize snowstorm to stop the 2015 Yankee Dental Congress (YDC). Despite the not-exactly-perfect weather conditions, the doors to the Boston Convention and Exhibition Center were scheduled to open as planned, inviting in nearly 28,000 dental professionals from around the United States, most of whom hope to spend the next three days going "Beyond Expectations."

This year's meeting is set to offer all the educational courses and product viewing one could hope for.

Today, YDC is once again offering the Fast Track series, this time focused on "Immediate Implant Placement in the Esthetic Zone." This is an opportunity for dental professionals to learn about implant planning, the esthetic zone and immediate implant placement in six one-hour sessions presented by several different speakers.

\*see YANKEE, page 2



• This statue, an allegorical representation of the sciences, rests outside of the Boston Public Library and was sculpted by Bela Lyon Pratt around 1910. It is one of a number of Pratt statues in Massachusetts; others can be found in the Boston Public Garden, in New Bedford and in Salem. (Photo/ Tim Grafft, Massachusetts Office of Travel & Tourism)

# Flash your badge and save some cash

■ Once the 2015 Yankee Dental Congress is over, there is no better time to get out and explore the city of Boston. (Just be sure to dress warm!). And you'll want to take your badge along with you – showing it will save you lots of money.

• *Improv Asylum*: Voted Boston's best comedy club, the Improv Asylum features improvisation and sketch

## Here at Yankee

For even more discounts, visit [www.yankeedental.com](http://www.yankeedental.com) and click on "Attraction Discounts" located under "Travel & Housing."

comedy. Performances are Wednesday through Sunday evenings. Get \$5

off the full price ticket using promo code Yankee 15 at the box office or online. [improvasylum.com](http://improvasylum.com)

• *New England Aquarium*: The aquarium features a Caribbean coral reef teeming with more animals than ever before. The exhibit features views of sharks, sea turtles, stingrays and thousands of tropical fishes. Get \$5 off gate rates. [www.neaq.org](http://www.neaq.org)

• *Institute of Contemporary Art*: Located on the South Boston Waterfront, the ICA is Boston's first new art museum in more than 100 years. It features contemporary paintings sculptures and photographs, in addition to live, cutting-edge dance and musical performances. Get \$2 off regular admission. [www.icaboston.org](http://www.icaboston.org)

**YANKEE** \*from page 1

New to Yankee this year is the “Interprofessional Symposium: Complete Health Dentistry,” also being offered today. This symposium is designed for attendees to share knowledge, discuss comprehensive dental cases and ask questions to the expert panel of physicians from some of New England’s leading hospitals about the management of patients with medical issues that a dentist may encounter in daily practice.

Another not-to-be-missed event today is “The Dental Team Playbook: The 360 Experience,” a unique C.E. experience for each dental practice team member, including dentists, assistants, hygienists and office personnel. Each team member will join his or her respective “team” for a

**Here at Yankee**

For information on courses and events, and the latest changes, check [www.yankeedental.com](http://www.yankeedental.com) or download the free app on your smartphone.

session intended to improve production, case acceptance and office communication. This program includes a working lunch.

**Exhibit hall features**

When you’re not in courses, the exhibit hall is the place to be. Teeming with dental products and technologies from 450-plus exhibitors, there is also a variety of continuing education programs, including Catapult Continuum, Healthy Living Pavilion (brought to Yankee for the first time

by Brigham and Women’s Hospital), Live Dentistry and Dental Office Pavilion, all back by popular demand.

Team Smile, the nation’s premier advocacy group that partners oral-health professionals with professional athletic organizations to provide life-changing dental care to hundreds of underserved children, will be at YDC today and Friday. Dental professionals may volunteer their time to help improve a child’s smile.

**Social opportunities**

Entertainment is also provided at YDC. On Friday, join Jeff Bauman, survivor of the 2013 Boston Marathon attacks, and Dave McGillivray, Boston Marathon race director, for the Boston Stronger forum to hear their inspirational true stories and life lessons.

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today Yankee Dental Congress 2015 Show Dailies Vol. 6 appear during the Yankee Dental Congress in Boston, Massachusetts, Jan. 29–31, 2015.

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# There is a better way (and LVI can show you how to get there)

By Mark Duncan, DDS, LVIF, FAGD, FICCMO, Clinical Director, LVI

■ You know how those days go — all morning long, it felt like you were struggling to keep on track with the schedule. Your team is frustrated because they haven't had their full hour lunch more than one day a week in as long as they can remember.

You walked by the sterilization room 15 minutes ago, and it sure sounded like they were complaining to each other because you said to work in that emergency, and they were struggling to figure out how to get to their kid at daycare on time. Again.

You want them to enjoy working here, but you have to be able to pay the bills. And your best assistant asked you again if she can have that raise you have been promising her. Don't they understand?

Today will be another day of three chairs and patient after patient ask-

## For more information

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ing you questions about treatment, all eager to get started with getting their mouth fixed, but yet you still won't see any of them show up on the schedule. They said they wanted to do the work, but for some reason, they never seem to come back and do it.

They say insurance doesn't cover it, or they ask for a pre-determination. Too bad they don't know the pre-determination doesn't mean much.

Today, you have 27 patients on your schedule and will work your butt off and still not have a chance to pee. It looks like you should be able to be done by 5, but today will finish worse than yesterday.

It feels like half of your patients

are crankier than you are, and your team isn't really talking to you today, and you know when you get home, all you will want to do is go to sleep and wake up on Saturday — except it's still Tuesday!

It doesn't make sense — you have taken C.E. courses every time they come to town. The new insurance plan was supposed to make things easier. You bought a bunch of new equipment to save money on taxes — of course now you have to pay for it every month — but why does it seem like the harder you work, the further behind you get? There has to be a simple reason.

Well, it turns out there actually is — and it's something that you learned when you were about 5! Do unto others. More specifically, build systems in your office so that you can treat your patients the way you would want to be treated — comprehensively and with exceptional information to make

good decisions — and produce a consistent experience time after time.

While doing that, add exceptional care — esthetic adhesive excellence like you see in the journals. But how? Well, the answer happens to be the foundation that LVI was built upon — building the excellence in a patient-centered practice. And the programs at LVI have been teaching clinical excellence and communication and business systems for almost 20 years to help doctors do a better job of not only seeing the patient but, more importantly, connecting with them. Two decades of not only communication but comprehensive diagnosis and clinical excellence. As a result, the doctors at LVI have a statistically higher professional satisfaction and income.

Isn't it time you go find out what they are doing differently? Yes. Yes, it is — and congratulations on the journey you are about to start.

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# Practice possible

■ Since 2008, few dental practices have been immune to the downturn in the economy throughout North America. This is evidence that dentistry is no longer recession-proof.

At the same time, dentistry has seen technological advances that were unimaginable 20 years ago. Staying "current" means higher capital and operating costs for practice owners. In a declining economy, spending on upgrades for equipment and infrastructure may be one way

to survive and thrive. But acquiring capital to acquire a practice or build, renovate or expand an existing clinic facility may be challenging for some dentists, particularly first-timers.

Adding a line of credit is advisable for temporary cash flow coverage and is recommended for added peace of mind. But before deciding to build, expand or upgrade the physical plant or invest in any other practice enhancement, it is vital to consider how it will impact all aspects of your

business, so you can make informed choices. In other words, this is the time to develop your practice business plan.

A business plan, sometimes called a marketing plan, is a valuable tool for any practitioner. Beyond it being a requirement for borrowing through a traditional lending institution, it is a foundation for policies, protocols and processes that will give the practice operational structure. It will serve as a guide for the principal, professional

advisers, employees and others who will be involved in the practice.

The process for creating a practice business plan, which is a modified business plan, varies slightly depending on whether it is for a start-up or an existing practice, but the principles are the same. The five Ps — product, promotion, place, price and people — are the basic elements that should be given equitable weight, recognizing the interdependent relationships that exist between them and further understanding that each will have multiple impacts that contribute to measurable outcomes.

Budgeting is part of the "price" element within the practice plan and should be done as the final step, after considering all of the other four components. There are two parts to preparing the budget — revenue and expenses. Think conservatively — under forecasting revenue and overestimating operating costs can provide peace of mind to any investor.

Estimating revenue is dependent upon the operator's skills, anticipated demand, composition and quality of the dental team, fees, billing and collection, etc. An experienced clinician will have reasonable expectations of his production capabilities.

Other considerations need to include the operating schedule and types of services that will be delivered. For example: Number of hygienists and their operating schedule will influence the demand for dentistry, and, of course, referrals to specialists will impact production. Daily practice production can range from \$2,500 to \$10,000.

For many dentists, the expenses may be more challenging to predict. Capital costs and operating expenses are generally separated for planning purposes. Operating costs should recognize fixed (those which are not production-related, such as rent and utilities) and variable (those which are directly influenced by production, such as dental supplies and lab fees). Today, total (capital and operating) expenses have escalated during the past decade and now average 60 to 80 percent for many family practices.

In today's dental marketplace, investing in a practice takes more than money. Time, effort, skills and collaboration turn dreams to realities, starting with developing a custom practice plan. Even for a mature dentist, this may require expertise from a team of experienced professionals who can help turn challenges into opportunities.

The experienced team of professionals at Dental Equities LLC provides education and support to dentists in private practice at all stages of career and business cycle. Visit [www.dentalequities.com](http://www.dentalequities.com) for more information.

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# It's live: 'The Advantage of Osseous Fixation'

By OCO Biomedical Staff

■ If a live lecture and surgery is on your agenda, be sure to check out "The Advantage of Osseous Fixation," presented by Dr. Charles Schlesinger, OCO Biomedical chief operating officer and director of education and clinical affairs, today on the exhibit hall floor in Classroom K.

Schlesinger's first live dentistry lecture and surgery is scheduled for 10:30 a.m. to 12:30 p.m., followed by a second lecture and surgery from 2 to 4 p.m.

Participants will learn about osseous fixations and how implants can change the way they practice dentistry. The lecture will be followed by a live surgery demonstrating the advantages of this implant system.

Learning objectives of the presentation include:

- Review the dental implant system
- Understand immediate load and how it is possible
- Discover what osseous fixation means
- Learn how dental implants can change your practice and your patient's life

During the Yankee Dental Congress, OCO Biomedical, a global leader in dental implant products,



■ See Dr. Charles Schlesinger speak on "The Advantage of Osseous Fixation" today in the exhibit hall. (Photo/Provided by OCO Biomedical)

technology and training, will also exhibit new additions to the company's product line, showcase the fully revised and updated "OCO: The Next Generation of Dental Implant Training" program and provide registration and detailed information about the upcoming OCO 2015 International Dental Implant Symposium.

OCO Biomedical representatives

will be onsite at the OCO Biomedical booth, No. 833, to demonstrate new products and provide information for course and event registration. Special YDC attendee discounts will also be available.

Stated Dr. Charles Schlesinger: "During the last year, OCO Biomedical has developed and expanded our product line, updated our technology and fully redesigned our educational and training program. As an annual participant at YDC, this year's live dentistry event and exhibit will truly showcase the many innovative changes that we have made and offer attendees a preview of what we have in store for 2015.

"We're particularly excited about our upcoming OCO 2015 International Dental Implant Symposium, to be held Friday, July 17, and Saturday, July 18, at the Sandia Casino and Resort in Albuquerque, N.M. Last year's event went beyond our expectations — like the 2015 YDC theme — enabling us to go 'international' this year. We've put together a robust roster of industry-leading presenters and vendors as well as added special events for networking and connecting with colleagues."

The company has stated that a new product announcement will also be made during the YDC Convention.

## Here at Yankee

Dr. Charles Schlesinger, OCO Biomedical chief operating officer and director of education and clinical affairs, will present "The Advantage of Osseous Fixation" today on the exhibit hall floor in Classroom K. The first lecture and surgery is scheduled for 10:30 a.m. to 12:30 p.m., followed by a second one from 2 to 4 p.m. For more information on the presentation or on OCO Biomedical products, training program or upcoming symposium, call OCO Biomedical at (800) 228-0477, visit [www.ocobiomedical.com](http://www.ocobiomedical.com) or stop by the booth, No. 833. Print product catalogs are available upon request.

## About the speaker

As a nationally recognized speaker, clinical author and OCO chief operating officer/director of education and clinical affairs, Charles Schlesinger, DDS, FICOD, graduated from The Ohio State University College of Dentistry in 1996 and completed a general practice residency at the VAMC San Diego. He then went on to become the chief resident of the GPR program at the VAMC W Los Angeles. While at VAMC, he received extensive training in oral surgery, implantology and complex restorative dentistry. Schlesinger maintained a private practice in San Diego prior to assuming his executive duties at OCO Biomedical, Inc. headquartered in Albuquerque, N.M.

## Seattle awaits pediatric dental professionals

■ Pike Place Market, The Space Needle, the EMP Museum and some of the top thought leaders in pediatric dentistry are among the reasons to be in Seattle from May 21-24 for the American Academy of Pediatric Dentistry (AAPD) annual session.

Scientific sessions are at the Washington State Convention Center, in the heart of downtown, adjacent to hotels, restaurants, nightlife and shopping. Taking advantage of the location, the welcome reception on Thursday, May 21, features exclusive access to the Space Needle, EMP Museum and Chihuly Gardens.

The keynote, on May 22, features Frank Abagnale with "The True Story of Catch Me If You Can." An authority on forgery, embezzlement and secure documents, Abagnale became an expert of sorts 40 years ago as a world-famous con man, as depicted in his best-selling book, "Catch Me If You Can." Leonardo DiCaprio and Tom

### To attend

For more information or to register for the AAPD annual session, visit [www.aapd.org/annual/](http://www.aapd.org/annual/).

Hanks starred in a Steven Spielberg film based on the book.

Attendees must register for the meeting prior to making hotel reservations to get the meeting rate. Hotels in the AAPD official block are the Sheraton Seattle (headquarter hotel), the Grand Hyatt Seattle, the Hyatt at Olive 8, the Fairmont Olympic, the Crowne Plaza, the Hilton Seattle and the Renaissance Seattle.

### Three-day exhibit hall

Products and services in the meeting's exhibit hall will be geared toward pediatric dental practices. An AAPD booth will have a bookstore, which will have copies of the Coding



■ The AAPD welcome reception venue includes the EMP Museum. (Photo/Provided by EMP Museum)

Manual, the new pediatric dentistry handbook. Also in the exhibit hall will be the Healthy Smiles, Healthy Children Donor Lounge, where you can learn more about Access to Care Grants and donate to its supporting foundation.

The exhibit hall schedule provides attendees plenty of time to explore

without conflicting with education courses. A hospitality area on the exhibit hall floor will offer a continental breakfast, and there will be complimentary beverages each morning and afternoon and lunch available for purchase.

You can register for the meeting online at [www.aapd.org/annual](http://www.aapd.org/annual).

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**Here at Yankee**

For more information or to take a closer look at the Planmeca Compact i, Sovereign Classic or Sovereign, stop by the booth, No. 1631.

(Photo/ Provided by Planmeca)



# Better care through innovation

By Planmeca Staff

■ The Planmeca Compact i Touch, Sovereign Classic and Sovereign make up a distinctive product line that is built with the doctor in mind. Feature-rich and designed to accommodate your preferred working positions, these units are made to minimize physical strain and maximize the life of your practice.

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## Planmeca Sovereign Classic

The Planmeca Sovereign Classic was designed around the key concepts of comfort and usability.

A slim, compact cuspidor makes it the perfect choice for any treatment room, while the user-centered design offers ease of use for both doctor and assistant.

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The unit is fully customizable, providing options for personalized settings from its user-friendly touchscreen. A six-position instrument console allows easy access to preferred instruments, while the Flexy™ holder for suction tubes and additional instruments supports the treatment needs of any practice.

## Planmeca Compact i

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For versatility, its compact size fits almost any office design, plus it's packed with features and functionalities to maximize your productivity.

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#### WHAT OTHER ATTENDEES ARE SAYING ABOUT THE COURSE

"Great refresher in making sure that we are doing everything according to AAPD standards and guidelines while sedating in our office."

"It was an excellent course that I think everyone who performs sedation should attend. I believe that it was a better didactic sedation course and covered more than I learned in my residency."

"I would plan to attend this seminar every couple of years as long as I continue to offer sedation, even if it is not a requirement for my licensure."

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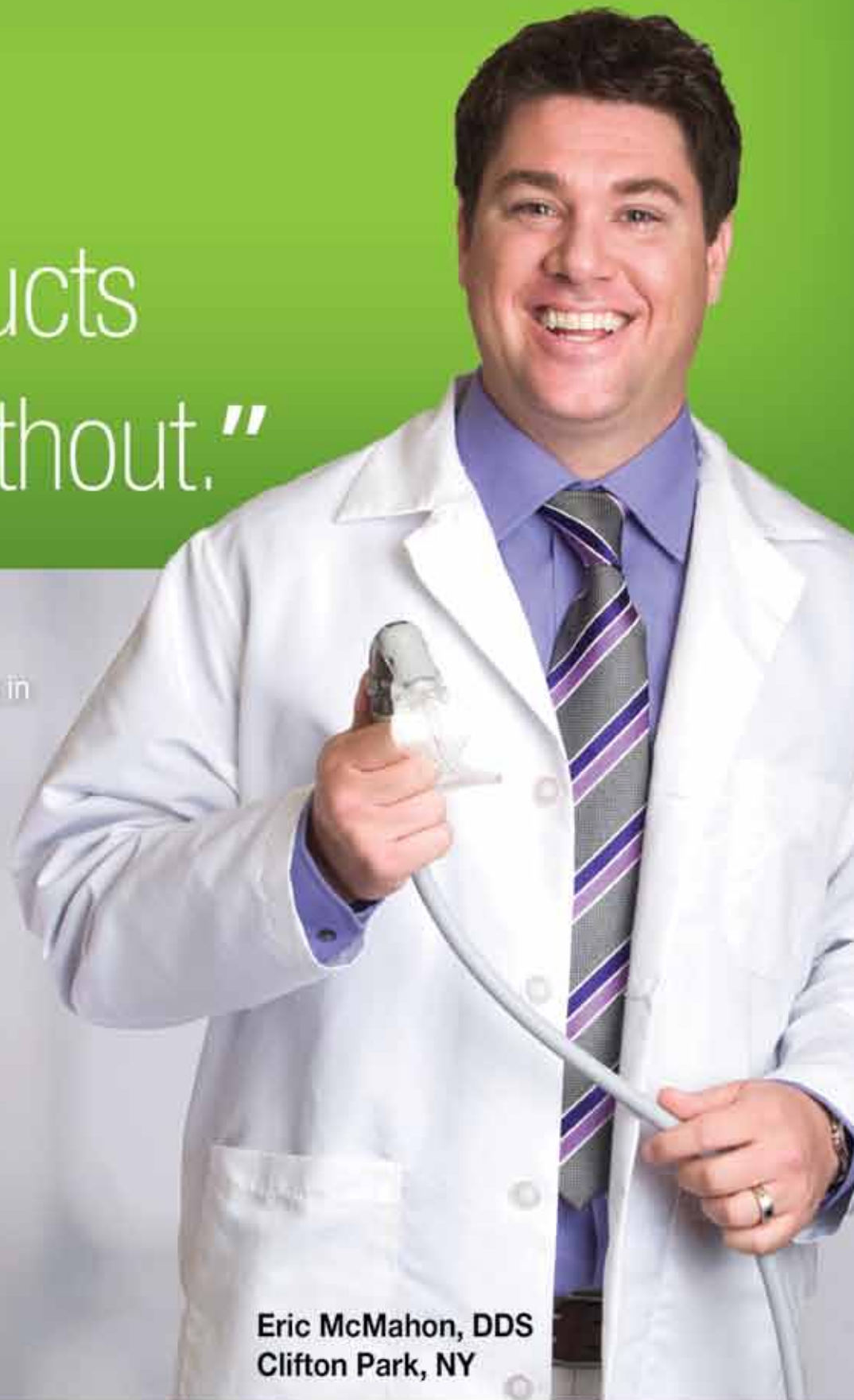
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Eric McMahon, DDS is a successful pediatric dentist in Clifton Park, New York. His young patients love the “squishy fishy” because using Isolite means he can work on two quadrants at once, reducing chair time.



Eric McMahon, DDS  
Clifton Park, NY

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