



2019 Chicago Summer SYMPOSIUM



June 21st - 22nd
Pre-Symposium June 20th
Post-Symposium June 23th



Platinum Sponsor
LocalMed



WELCOME

2019 SUMMER CHICAGO SYMPOSIUM

Dear Members,

It is with excitement and enthusiasm that the International Dental Implant Association is pleased to announce our 15th annual Summer Symposium in Chicago, Illinois, June 21-22, 2019.

Since 2010 the IDIA has grown to become one of the world's largest professional networking organizations. Affiliated with Implant Seminars, the leading postgraduate dental implant continuing education provider, the IDIA is a unique forum where dentists who have enrolled and completed Dr. Garg's courses, can interact and engage with their fellow colleagues and establish lifelong friendships and invaluable professional contacts.

IDIA Symposia are intended as a mixture of education and entertainment – opportunities to learn about the latest cutting-edge dental procedures, practice management tips and tricks, technological breakthroughs, and to acquire this knowledge in some of the world's most sophisticated and invited settings.

And Chicago, the largest city in the Midwest, rich with cultural amenities, spectacular architecture, and in many ways the “cradle of American dentistry,” is the ideal location for the IDIA to live up to its mission. Whether it's strolling down Michigan Ave., touring one of the city's famous museums, or soaking up the sun on Oak Street Beach – or any others lining Lake Shore Drive – Chicago is one of America's most vibrant cities.

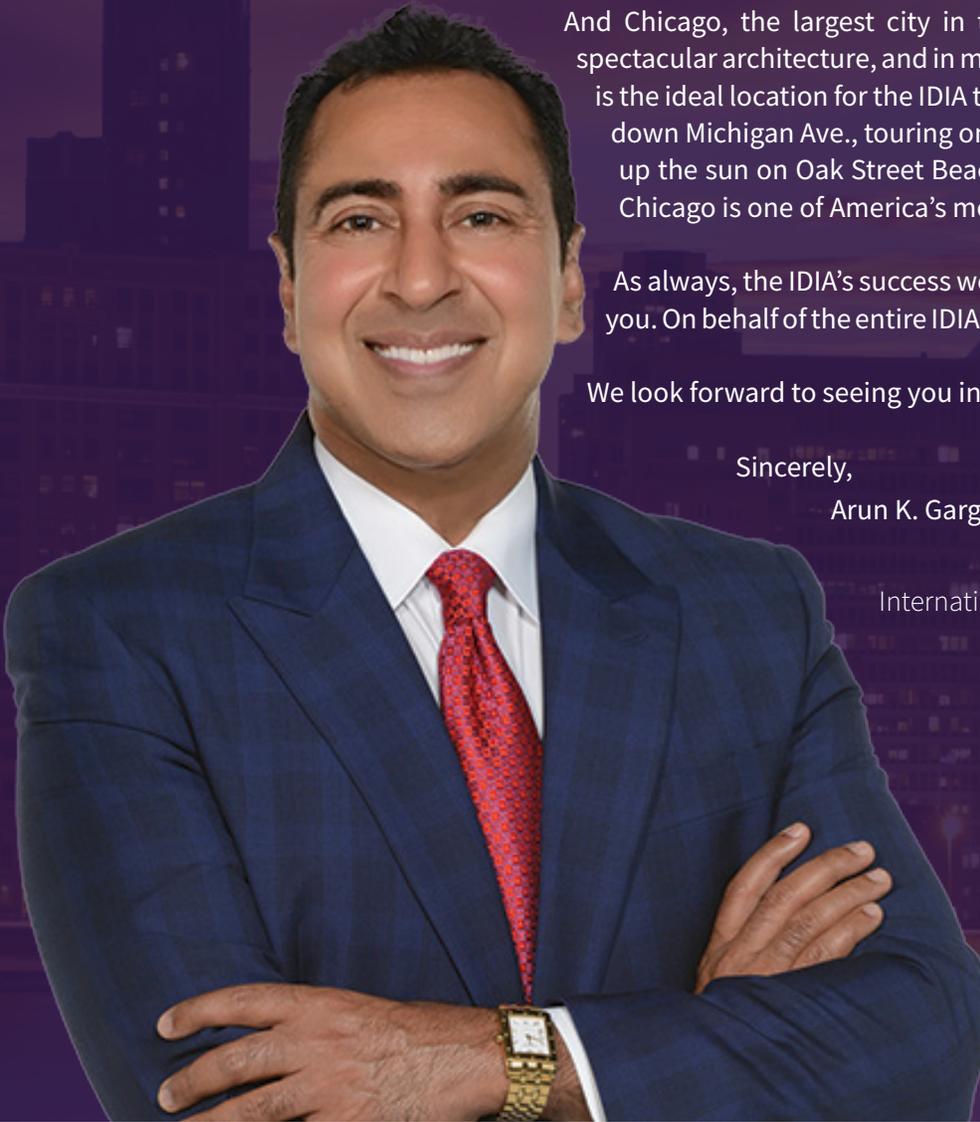
As always, the IDIA's success would not be possible without supporters like you. On behalf of the entire IDIA team we can't wait to see you in attendance!

We look forward to seeing you in Chicago on June 21-22, 2019.

Sincerely,

Arun K. Garg, DMD

International Dental Implant Association



HOTEL

HYATT ROSEMONT



HYATT
REGENCY

Hyatt Rosemont

6350 N River Rd
Rosemont, IL 60018
Tel: 847.518.1234

The Hilton Rosemont/Chicago O'Hare, is all about luxury combined with convenience! Take advantage of their complimentary airport shuttle service to and from each terminal. Energize in the fitness center or plunge into the heated indoor pool, or unwind with a cocktail in the lounge. Whichever you choose your comfort is their top priority.

Their guest rooms are flooded with natural light and feature floor-to-ceiling bay windows, classic décor, and amenities like WiFi, and a plush bed with a Serta Suite Dreams® Mattress and a Pacific Coast® Down Duvet.

Enjoy tasty, all-American favorites in Liberty Tavern, and relax with a chilled glass of wine or a refreshing beer in Liberty Tavern Lounge. Pick up your favorite hot drink and a snack to-go in their full-service Starbucks cafe.

Hotel Features

- Complimentary 24-hour airport transportation to O'hare Airport
- Complimentary high-speed WiFi Internet
- Starbucks Coffee on property
- NETWORKS Restaurant: serving breakfast, lunch, and dinner
- Comfortable Hyatt Grand Beds®
- Room service/in-room dining available
- Business center and 24-hour fitness center
- Located near convention center and major businesses



PRE-SYMPOSIUM

2019 SUMMER CHICAGO SYMPOSIUM



THE BUSINESS OF IMPLANT DENTISTRY

Lecture with Joy Millis, CSP

Thursday, June 20, 2019 – 8:30am - 4:30pm

Marketing, management, and communication skills go hand-in-hand with the clinical skills necessary for providing this life-changing care. Joy Millis is an expert in the business of implant dentistry. She is a professional speaker and practice development consultant—helping dentists grow their practices, train their teams, and influence patients to do the right thing. With more than three decades of hands-on clinical and business results in the field of implant dentistry, Joy has a rich history providing innovative solutions for implant dentistry providers—influencing patients to receive quality care, getting paid without insurance involvement, recovering lost patients, and managing risk.

Joy has earned the National Speakers Association's highest earned designation of Certified Speaking Professional, CSP, an accomplishment achieved by less than 12 percent of professional speakers in the world. She is also on the visiting faculty of several universities, where she teaches the business of implant dentistry.

Learn how to:

- Find Implant Patients—Everywhere!
Marketing that is not only effective, but cost-effective, too!
- Create An Environment That Sells Implants
What would patients buy in your office if no one spoke to them?
- Answer Questions About Dental Implants
What is an implant? Will my insurance cover it?
- Influence Treatment Acceptance
Helping patients make great decisions and receive the best care.
- Get Paid Without Insurance Involvement
How can you get paid and get patients to go beyond the “max”?
- Coordinate Care
Who does what, when and where—without losing patients?
- Manage Risk
Everyone's role in consent, care, documentation and follow-up!

Bring your entire team to enjoy this fun-filled full-day event to learn from one of the most inspiring dental team members we know! Joy will give you powerful tools and how-tos for bringing more comprehensive care including implant dentistry into your practice!

POST-SYMPOSIUM

2019 SUMMER CHICAGO SYMPOSIUM



PHLEBOTOMY & PRP COURSE

Lecture with Cathie Ellyn

Sunday, June 23, 2019 – 8:00am - 3:30pm

While some PRP and Phlebotomy courses do exist, none so expertly combine the two disciplines, emphasizing their interrelated importance. In only a half-day lecture and workshop clinical staff will learn the skills they need and the confidence they require to perform phlebotomy and PRP therapy with ease. The time to acquire these skills is now!

Lecture Review

- Picking the Right Patients: When phlebotomy and PRP are considered beneficial i.e. “the patient checklist.”
- Understanding the Basics: Review of phlebotomy and PRP procedures, equipment and usage
- Safety Protocols: Extracting blood safely in proper storage
- Procedural “Cheat” sheets: On PRP extraction and centrifuge usage, as well as blood collection sites and the “Ten Commandments of Phlebotomy”
- Complications and Emergencies: Dealing with complications and challenges and how any associated risks can be mitigated

Workshops:

- Practice drawing blood on fellow course participants (optional)
- Practice drawing blood on mannequin

LECTURES

2019 SUMMER CHICAGO SYMPOSIUM

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THURSDAY - JUNE 20, 2019 - PRE- SYMPOSIUM



8:30am – 4:30pm

Joy Millis
The Business of Implant Dentistry

FRIDAY - JUNE 21, 2019 - SYMPOSIUM



8:30am – 12:30pm

David Hornbrook, DDS, FAACD, FASDA
Functional Anterior Aesthetics

12:30pm - 1:30pm

Lunch



1:30pm – 1:45pm

Tom Brown
The Secret Ingredient for a Growing Practice:
Online Scheduling (that actually works)



1:45pm – 3:15pm

Arun K. Garg
Autologous Blood Concentrate

3:15pm - 3:45pm

Afternoon Break



3:45pm – 5:00pm

Jason H. Goodchild, DMD
Pharmacological Considerations for Implant Dentistry

SATURDAY - JUNE 22, 2019 - SYMPOSIUM



8:30am – 10:00am

Steven J. Anderson (part1)
Why Implant Dentistry Fails

10:00am - 10:30am

Morning Break



10:30am – 12:00pm

Steven J. Anderson (part2)
Why Implant Dentistry Fails

12:00pm - 1:00pm

Lunch



1:00pm – 1:15pm

Jared Parente
Destination Happy: A roadmap to practice growth through
greater patient satisfaction and loyalty



1:30pm – 2:30pm

Pinhas Adar, MDT, CDT
The All Zirconia Full Arch Implant Supported Hybrid

2:30pm - 3:00pm

Afternoon Break



3:00pm - 4:00pm

Lisa Dunn
BCT Imaging at Your Practice



4:15pm – 5:00pm

Pete Johnson, Cofounder, Chief Revenue Officer
Using Video Marketing to generate
High Value Implant Cases

7:00pm - 11:00pm

Awards Ceremony

SUNDAY - JUNE 23, 2019 - POST SYMPOSIUM



8:00am – 3:30pm

Cathie Ellyn
Phlebotomy & PRP Course

FOR DENTAL STAFF MEMBERS

Thursday - June 20, 2019 - Pre-Symposium



8:30am - 4:30pm

Joy Millis

The Business of Implant Dentistry

Friday - June 21, 2019 - Symposium



8:30am - 12:30pm

Lisa Dunn

CBCT Imaging at Your Practice

12:30pm - 2:00pm

Lunch



2:00pm - 3:30pm

Liz Lundry, RDH

Patient Health and Hygiene for Long Term Implant Success

3:30pm - 4:00pm

Afternoon Break



4:00pm - 4:30pm

Tom Brown

The Secret Ingredient for a Growing Practice: Online Scheduling (that actually works)

Saturday June 22, 2019 - Symposium



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Destination Happy: A roadmap to practice growth through greater patient satisfaction and loyalty



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Using Video Marketing to generate High Value Implant Cases

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Awards Ceremony

Sunday June 23, 2019 - Post-Symposium



8:00am - 3:30pm

Cathie Ellyn

Phlebotomy & PRP Course

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SPEAKER & BIOS

2019 SUMMER CHICAGO SYMPOSIUM



ARUN K. GARG, DMD

Dr. Garg is the founder of Implant Seminars, the nation's largest provider of dental implant continuing education. He is considered the world's preeminent authority on bone biology, bone harvesting and bone grafting for dental implant surgery and is also the co-discoverer of platelet-rich plasma. He has written and published 14 books, many of which have been translated into multiple languages and distributed worldwide. Dr. Garg is the current president of the International Dental Implant Association.



STEVEN J. ANDERSON

As a prolific entrepreneur and top performance coach, Steve Anderson is dentistry's "Yes Man" having trained thousands of top dental teams in proven systems to help patients say "yes" to recommended treatment. Discover new ways to introduce and engage your patients in implant and restorative dentistry that will take your practice to the top.



CATHIE ELLYN, MSN

Cathie Ellyn is a surgical coordinator of the University of Miami Department of Oral and Maxillofacial Surgery. She is a registered nurse offering over 30 years experience on healthcare and patient communication, and is recognized for her leadership and organizational skills. Cathie is a graduate of the University of Miami with a bachelor's of Science in Nursing. For the past 16 years she has been involved in the research and clinical uses of PRP.



DAVID HORNBOOK, DDS, FAACD, FASDA

A gifted clinician and product researcher turned mentor, guides meeting participants to the realization that they, too, possess the ability to practice aesthetic dentistry at the very highest level. He is one of dentistry's most famous faces and one of the pioneers of hands-on clinical education. He has been a guest faculty member of the post-graduate programs in Cosmetic Dentistry at Baylor, Tufts, SUNY at Buffalo, UMKC, and the UCLA Center of Cosmetic Dentistry. Dr. Hornbrook lectures internationally on all facets of aesthetic and restorative dentistry and has published articles in all of the leading dental journals. A prolific researcher and materials enthusiast, he consults with numerous manufacturers on product development and refinement. Dr. Hornbrook's warm and engaging style earns him the highest possible marks from participants and meeting sponsors.



LIZ LUNDRY, RDH

Liz Lundry, RDH has been a practicing Dental Hygienist since 1979 when she graduated from Foothill College in Los Altos, California. She has been an in-office trainer since 1988 and earned her Laser Certification in 2000. As a consultant, Liz works with dental practices all over North America through the JP Institute, providing hands-on technology training including lasers and ultrasonics, integration of nutrition, customized in-office coaching and rigorous post-graduate seminars and workshops. She is a published author, and a veteran clinician. As a speaker she has presented to national study clubs and state meetings. Liz also currently works in a general dental practice that offers state of the art cosmetic and laser dentistry.



JASON H. GOODCHILD, DMD

Dr. Jason Goodchild is a graduate of Dickinson College in Carlisle, Pennsylvania. He received his dental training at the University of Pennsylvania School of Dental Medicine where he still holds a faculty position as Clinical Associate Professor in the Department of Oral Medicine. Dr. Goodchild has published numerous articles on enternal sedation, oral medicine & pharmacology. He is also the reviewer for the Journal of the American Dental Association, General Dentistry & Quintessence International.

SPEAKER & BIOS

2019 SUMMER CHICAGO SYMPOSIUM



JOY MILLIS, CSP

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TOM BROWN, VICE PRESIDENT OF SALES

Tom Brown brings over 20 years of sales leadership experience to his position of Vice President of Sales and Marketing at LocalMed. He is experienced in leading start-ups and turn-a-rounds, his specialty is bringing a relationship style, value-added, process oriented approach to Sales. He has earned a Black Belt in Lean Six Sigma, rolled out Salesforce.com to three different organizations and enjoys public speaking. Tom is also a sports enthusiast, participating and coaching in multiple team sports, always with an obsession for winning with integrity.



LISA DUNN

Since 2008 our Mobile Imaging Center has become an extension of your Practice, while your patients enjoy the fact that you and your Practice controls their imagery. If you choose to invest in your own Cone Beam machine, I will assist you in understanding what will benefit your Practice needs. I am also certified in training your Team once the purchase is made. From educating you and your Team to read 3D scans, understanding GA law in having your scans read by a certified Oral and Maxillofacial radiologist, or purchasing your own Cone Beam.



PINHAS ADAR, MDT, CDT

Master Ceramist Pinhas Adar studied initially in Tel Aviv, Israel and then completed his internship with Mr. Willi Geller in Zurich, Switzerland. He returned to Israel to complete his Masters degree in Dental Technology. He has over 40 years of experience in all phases of dental laboratory technology. For over 27 years he operated his own private dental laboratory within a multidisciplinary practice and now has a private practice where he practices, teaches and does research in Atlanta, Georgia.



PETE JOHNSON, COFOUNDER, CHIEF REVENUE OFFICER

Pete Johnson is a speaker, video marketing expert, and professional storyteller. He has spent his career in marketing, with the last 7 in dental marketing. He has held multiple leadership positions at both boutique and large dental marketing agencies.

In early 2018, Pete cofounded Get Practice Growth and set out on a mission to disrupt the dental industry. Get Practice Growth is a dental specific marketing company that focuses on enhancing the patient journey through the use of custom video and branding. GPG specializes in creating custom websites and marketing strategies, rich with video, that allow doctors to create an emotional connection with their patients and establish themselves as their community's subject matter expert.



JARED PARENTE

Jared Parente is the CEO of Dental Warranty Corp, and has committed the vast majority of an entrepreneurial career to growth opportunities in healthcare – focused on generating results through better patient experiences driven by unique solutions for practices.

Jared has held influential roles with early stage ventures through one of the largest business and financial software companies in the world. He has been interviewed across top podcasts in dentistry, and continues to draw valuable insight from a network spanning the industry's leading influencers and hundreds of practices he has had the opportunity to both learn from and impact.

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How does your online scheduling work?

If you offer online appointment requests, you don't really have online scheduling.

Request systems just send an email to your front desk. Your staff still has to play phone tag with the patient, and patients don't want that. Most say convenience is the #1 factor in scheduling a dental appointment. They just want to click 1 button and know they're getting an appointment at the time they want.

Uber can do it. Airlines can do it. And with LocalMed, your practice could do it too. ***Here's how it works.***

LocalMed is the only real-time online scheduling in the dental industry that integrates with your practice management system. That means patients can schedule straight into your calendar, and it's instantly fully booked, just like your front desk would do it. That means:

- No confirmations
- No phone tag
- No double-bookings

Best of all, **you stay in control of your schedule.** Patients can only book the times and appointment types that you choose, so there's never a surprise or a conflict. ***Here's how it works.***

The average LocalMed client sees a 33:1 return on their investment.

This is the easiest way to grow your practice this year.

You can get **50% off setup (a \$500 value)** when you set up LocalMed before 4/30*. Just visit localmed.com/dentists, or call (888) 203-7531.

*new clients only

REGISTRATION

SYMPOSIUM



Symposium Registration

- Non-Members \$795 Members \$595 Staff \$195
- Awards Ceremony (Black Tie Event) _____ \$120 pp
Saturday, June 22, 2019 Time: 7:00pm - 11:00pm Total attending dinner: _____

Pre-Symposium & Post-Symposium Courses

- Phlebotomy & PRP Course – June 23rd, 2019 \$595
- The Business of Implant Dentistry – June 20, 2019 \$795 Doctor/ \$195 staff

Name

Full Name _____

AGD Number (if applicable) _____

Billing Address

Address _____

City _____ State _____ Postal Code _____

Telephone _____ Mobile _____

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Payment Information

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Total to be charged on credit card: _____ VISA® MasterCard® American Express® Discover®

Name on Card _____

Card Number _____ Exp. _____ CVV# _____ ZIP _____

INTERNATIONAL DENTAL IMPLANT ASSOCIATION

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