



2018 CHICAGO *Summer* Symposium

June 2-3

Pre-Symposium Workshop,
June 1st, 2018:
PRP and Phlebotomy
for the Dental Assistant



Welcome

2018 Chicago Symposium

Dear IDIA Members,

It is with excitement and enthusiasm that the International Dental Implant Association is pleased to announce our 13th annual Summer Symposium in Chicago, Illinois, June 2-3, 2018.

Since 2010, the IDIA has grown to become one of the world's largest professional networking organizations. Affiliated with Implant Seminars, 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.

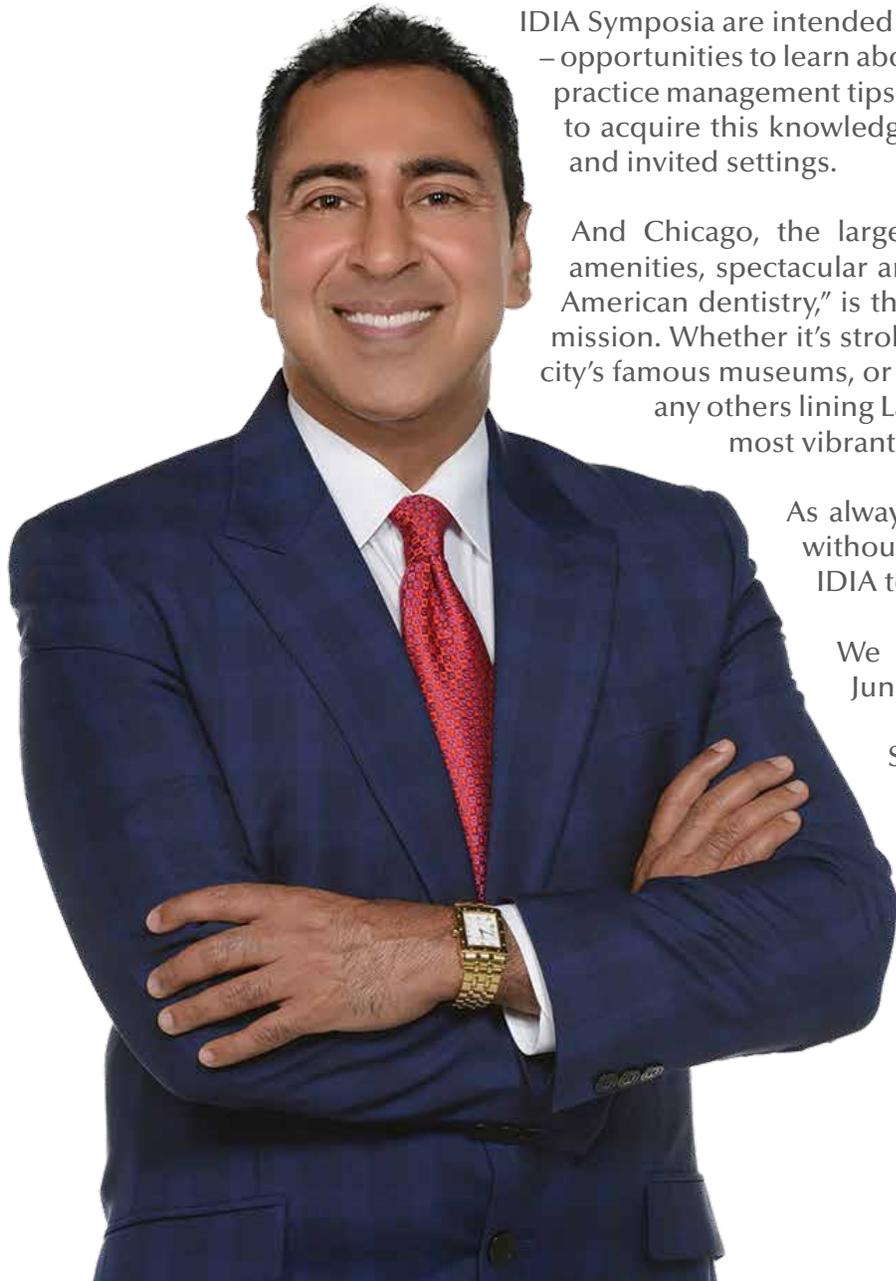
As always, the IDIA's success would not be possible without supporters like you. On behalf of the entire IDIA team we can't wait to see you in attendance!

We look forward to seeing you in Chicago on June 2-3, 2018.

Sincerely,

Arun K. Garg, DMD

International Dental Implant Association



Workshops

Pre-Symposium Workshop

PRP AND PHLEBOTOMY FOR THE DENTAL ASSISTANT

Lecture with Workshop — Tuition: \$595

Friday, June 1st, 2018 — 8:00am - 3:00pm

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 – at an exceptionally competitive tuition of \$595 – clinical staff will learn the skills they need and gain 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

Workshops

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



Lectures

Symposium

DAY 1 - SATURDAY, JUNE 2, 2018

- 8:30am - 10:30am PINHAS ADAR, MDT, CDT
The Latest Technology & Solutions with Restorative and Implant Esthetics
- 10:30am - 11:00am MORNING BREAK
- 11:00am - 12:30pm MEGHNA DASSANI, DMD, FICOI
Sleep Apnea And the General Dentist
This course will discuss the diagnosis and treatment of patients with sleep disorders, including snoring and sleep apnea. The dentist can be an important part of treatment of mild-to-moderate obstructive sleep apnea. Dentists who have knowledge and training are ideally suitable to provide oral appliance therapy for these patients.
- 12:30pm - 1:30pm LUNCH
- 1:30pm - 3:30pm DAVID HORN BROOK, DDS, FAACD, FASDA
Functional Anterior Aesthetics
- 3:30pm - 5:00pm JACK KRAUSER, DDS
All on Four: the Good, the Bad and the Ugly
- 7:00pm AWARD DINNER

DAY 2 - SUNDAY, JUNE 3, 2018

- 8:30am - 10:00am BATYA MAMAN
Build Your Own Brand and Be Social
- 10:00am - 10:30am MORNING BREAK
- 10:30am - 12:00pm TRENT REDFEARN, DDS
How To Increase Revenue While Not In Practice
Learn how to increase your take home profit without having to be in the practice by establishing a dental assisting school during your off hours. We will outline the process it takes to get licensed by the state and review why the curriculum is different than any other program out there.
- 12:30pm - 2:00pm LUNCH
- 2:00pm - 4:00pm ISAAC GORIN & DAVID HERMAN feat. BRENDAN JACOBSON from Google
Business Development



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 master's degree in Dental Technology. He has over 40 years 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.

His obsession with solid monolithic zirconia, and fighting mediocrity, brought him to find a unique formula to create natural looking hybrid restoration and to add even more value by offering solid zirconia veneers, crowns and bridges to solve the dilemma of breakage and chipping that exists in ceramics.

As a speaker, he has the ability to engage the audience in all senses, not only by showing the skillsets that the audience needs, but by touching their heart, minds and spirits to open them up to what is possible for them to accomplish. By doing so, he adds value to not only the people present but also an increase from their referral doctors having added value as much as \$1.2 million within a 1 month period after his presentation.



Trent Redfearn, DDS

Trent Redfearn graduated Cum Laude in 2008 from the University of Missouri-Kansas City. He then moved to Denver, CO where he bought a small dental practice. Through implementing systems and adding technology he was able to triple production within four years. After building and moving into a bigger office space he realized that he needed to learn how to maximize his investment. He has instigated a patient wellness program called the Fit to Smile Program that rewards his patients for being active. He has also developed a dental assisting program that runs in the evenings and on weekends. Trent loves to teach others about digital technology and how to maximize the investments they make in their dental practices.

Now part of an 8-year success story, he delivers the most complete and robust turnkey strategy marketing solution for dentists and doctors. Simply put, Isaac enjoys building lifelong relationships through life changing marketing and consulting. His specialties include: Marketing strategy, SEM Management Analysis and Measurement, SEO Strategy, Web Design Strategy, Traffic Generation, Web Visitor Conversion, A/B Testing, Lead Generation, Medical Industry Marketing with a focus on Dental and Plastic Surgery, Lead Management technology and operational integration. Phone handling and training. Sales and Marketing Convergence and Automation with a focus on measurable impact on ROI.



Isaac Gorin

Building on his Wharton School relationships, Isaac Gorin develops internet based marketing related start-ups, successfully transitioning to Park Avenue Venture Capital and on to Fortune 500 Strategy and Marketing consulting with a special focus on small business incubators.

Now part of an 8-year success story, he delivers the most complete and robust turnkey strategy marketing solution for dentists and doctors. Simply put, Isaac enjoys building lifelong relationships through life changing marketing and consulting. His specialties include: Marketing strategy, SEM Management Analysis and Measurement, SEO Strategy, Web Design Strategy, Traffic Generation, Web Visitor Conversion, A/B Testing, Lead Generation, Medical Industry Marketing with a focus on Dental and Plastic Surgery, Lead Management technology and operational integration. Phone handling and training. Sales and Marketing Convergence and Automation with a focus on measurable impact on ROI.



David Herman

David Herman is Chief Marketing Officer for Web Marketing For Dentists. He received a Masters Degree in Language & Psycholinguistics from Cambridge University (yes, the British one!) and spent 10 years making ads for big blue-chip businesses like Procter & Gamble, General Motors and Blue Cross Blue Shield with absolutely no idea if his marketing campaigns helped any of those companies in any way. It was soul-destroying but made his mother very proud and paid the bills.

In 2004, David ran his first online marketing campaign for a dentist office in Boston. The campaign's success transformed the dentist's business model and David's job satisfaction at one and the same time. Since then David has worked with over 1000 general dentists and specialists in the USA, Canada and England and generates in excess of \$30 million of production annually for his clients. Individual client dentists add between \$10K-100K to their monthly production numbers when marketing campaigns are fully actualized.

Symposium

Speakers & Bios



Batya Maman

Batya Maman - Renowned National Speaker, Author, Social Media Expert and Visionary Founder and CEO of Social Connect, a company that builds people online and gives them presence. Her proprietary Social Connect Social Media Program is a unique and personalized system designed for the client to assist with their needs and execute a comprehensive and coordinated plan to build the owner(s) and their business social media presence on numerous social media outlets.

Batya's wisdom is best demonstrated by her stream of success stories with some the biggest names in the industry. Her accolades number in the hundreds with the most recent achievements being named one of Distinctive women 2016, Distinctive women 2017, Leadership Collier™ Class of 2017, Distinguished Entrepreneur Nominee of SWFL 2017. She supports local and national charities and has delivered seminars to tens of thousands of dentists and entrepreneurs nationwide. Her approach is direct and her events are powerful, providing cutting-edge fundamentals and solutions to help control and expand your business.



Meghna Dassani, DMD, FICOI

Dr. Dassani is an internationally educated dentist located in Houston, TX. She received her dental training from University of Mumbai in India and ran a successful practice there for 6 years before moving to the U.S. She is a 2005 graduate of Boston University School of Dental Medicine and now practices full time in Houston, TX.

She has a passion for providing patients with high quality oral healthcare that will benefit their overall health. Screening and treatment of Obstructive Sleep Apnea is an integral part of her practice. Her goal for herself and her team is to help patients with sleep breathing disorders get the treatment they need to live healthier, happier lives.



David Hornbrook, 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.

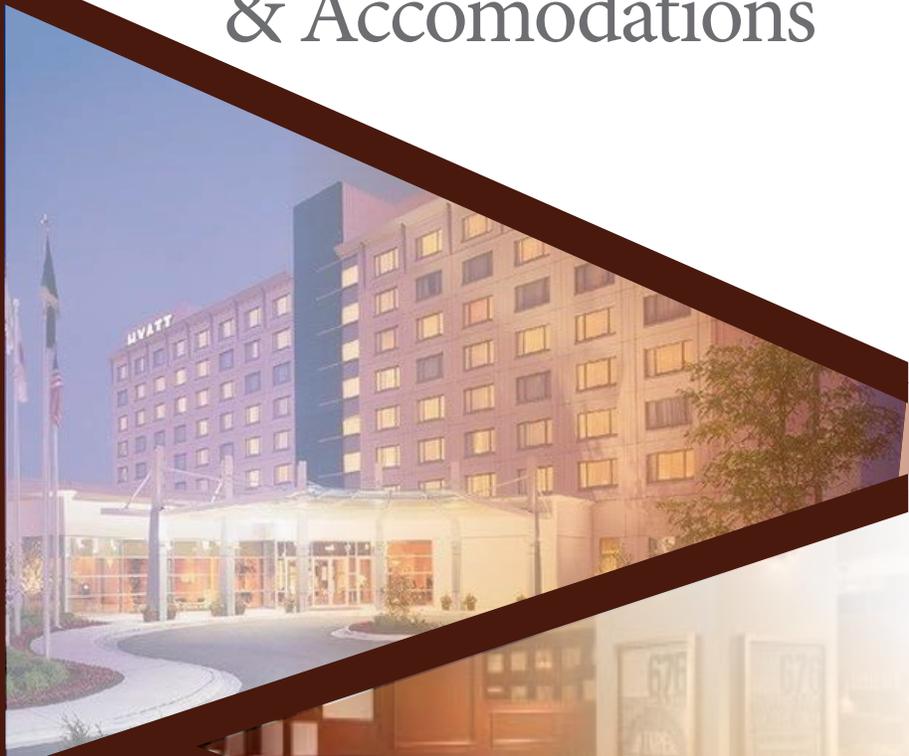


Jack Krauser, DMD

Jack T. Krauser DMD went to the University of Pennsylvania school of dental medicine and the advanced training in Periodontics at Boston University. He has a private practice in Palm Beach county Florida. He has authored several peer reviewed journal articles, several textbook chapters and co-authored a popular text titled "Dental Implants: The Art and Science. This has been published in English, Spanish, Portuguese, Italian, German and Mandarin Chinese. Soon the update edition will become available. Dr. Krauser is an esteemed member of many organizations and has achieved Fellow Status in the Academy of Osseointegration and Diplomate of the ICOI. He has lectured on six continents and enjoys interacting with his audience.

Venue

& Accommodations



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

Symposium

Registration

Symposium Registration for Doctor

Non-Members \$795 Members \$595

PRP and Phlebotomy for the Dental Assistant _____ \$595
Friday June 1st, 2018 – 8:00am - 3:00pm

Award Ceremony (Black Tie Event) _____ \$120 pp
Saturday, June 2nd, 2018 Time: 7:30pm - 9:30pm Total attending dinner: _____

Name

Full Name _____

AGD Number (if applicable) _____

Billing Address

Address _____

City _____ State _____ ZIP Code _____

Telephone _____ Mobile _____

Email _____

Payment Information

Please complete the following information

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

Name on Card _____

Card Number _____ Exp. _____ CVV# _____ ZIP _____

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Approved PACE Program Provider FAGD/MAGD credit 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 or AGD endorsement. The current term of approval extends from 12/1/2015 to 11/30/2020.
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