JOIN US TO CELEBRATE AADGP’S 40TH ANNIVERSARY!

In 1974, AADGP became the first and only organization to represent the interests of group practice dentistry by advocating for the group concept within the profession, and by providing educational resources to our members. This year we celebrate our accomplishments and our profession with Vegas-themed entertainment throughout the schedule, including a "surprise" performance and give-aways.

The conference will host nationally-renowned speakers on topics that cover a broad spectrum of practice management issues including quality-assurance initiatives, dental office design, social media, advertising & marketing and corporate imaging.

Care to try your Vegas luck…?

...EVERY 40TH REGISTRATION WILL RECEIVE A FREE ADMISSION.

THE ARIA @ CITYCENTER EXPERIENCE

Described as the crown jewel of the 67-acre urban metropolis CityCenter, Aria Resort & Casino offers a unique experience for every taste. Nightlife options at Aria abound with the hip nightclub Haze and ultra lounges like The Deuce Lounge and the Gold Nightclub and Lounge. Among Aria’s other offerings are The Spa & Salon and a 215,000-square-foot pool deck. Liquid Pool Lounge is also a great spot for daytime indulgence in a party-like atmosphere.

Cirque du Soleil is presenting its show “Zarkana” at Aria. You’ll see incomparable acrobats and a motley collection of off-the-wall characters in this spellbinding extravaganza.

Even with all the action under Aria’s roof, the CityCenter experience continues outside. The Crystals at CityCenter retail and entertainment district is located just beyond the lobby. So a stay at Aria not only puts you in the lap of luxury, but also in the heart of it all in CityCenter and within easy walking distance to the world-famous Las Vegas Strip.

THE LUXURIOUS ARIA RESORT & CASINO

Reservations at the Aria can be made by calling them directly at 1-866-309-7757 or via a web link on the AADGP Conference page.

Rooms start at $155 a night, plus tax. Mention the code “AAD” to qualify for preferred rates that are available until January 6, 2014 on a space-available basis.

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EARN AGD CREDITS

American Academy of Dental Group Practice
2525 E. Arizona Biltmore Circle
Suite 127
Phoenix, AZ 85016
www.aadgp.org

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AADGP’S ANNUAL CONFERENCE & EXHIBITION
Las Vegas / Aria Resort / February 5 - 8, 2014

GROWING YOUR GROUP:
BREAK-THRU STRATEGIES TO BRING YOUR PRACTICE TO THE NEXT LEVEL

JOIN AADGP to celebrate our 40th Anniversary - Las Vegas-Style! This year’s Conference & Exhibition will feature internationally-renowned speakers, intensive training workshops 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.

American Academy of Dental Group Practice
2525 E. Arizona Biltmore Circle
Suite 127
Phoenix, AZ 85016
www.aadgp.org
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**Network & Learn**
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**Visit www.aadgp.org for special attendee discounts for these great shows!**

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After Dec. 15

ADDRESS

T

City

Saturday / February 8th

MOYO CLINIC PRESENTATION:
VALUE CREATION SYSTEMS
STEVEN SWENSEN, MD

Dr. Stephen Swensen is the Medical Director for the Mayo Clinic’s Office of Innovation and will serve as the Director for Quality and Process Improvement for the Mayo Clinic. The program will discuss Mayo’s approach to QI initiatives and how investing in QI initiatives can provide financial benefit, as well as better patient outcomes and satisfaction. Dr. Swenson’s presentation will highlight the gaps that are present in both patient care and practice design, and how improving patient care and eliminating the gaps can improve outcomes while reducing the cost of providing care to the patients and providers. The program will provide insights into a valuable framework for dental office environments.

BREAKOUT SESSION:
OPTIMAL IMAGE DESIGN JANICE HURLEY-TRAIAL

Jenice Hurley-Trai is known as Dentistry’s Image Expert for Optimal Practice and Impact. The last more than 20 years experience as a dental consultant helping providers formulate their own unique vision of what their practice can be, she has learned how to help practices grow and capitalize on their assets. The program will demonstrate how to build a marketing strategy that will be powerful enough to shine above the rest and grow your practice. The program will be developed by providing thought-provoking examples followed by the power of choices and impact their practice success.

MARKETING SUMMIT:
EVIDENCE BASED PROMOTION HOWIE HORROCKS & MARK DIALTHUS

Howie Horrocks & Mark Dialthus have been Dinner at the Mayo Clinic. They have shown extensive knowledge and understanding of how patients acquire and develop trust in their practice, and how to build a practice that is successful. They have authored numerous books and articles, and present to association meetings on the effectiveness of digital marketing strategies. The program will cover the tools that provide the targeted solution for developing advertising and marketing strategies to achieve their practice growth goals, with the greatest return on investment.

OPENING SESSION:
EMOTIONAL INTELLIGENCE - THE KEY TO SUCCESS BRUCE CHRISTOPHER, PH.D.

Bruce Christopher, Ph.D. is the Managing Vice President of Health Policy Resource Center at the American Dental Association. He will be responsible for the Association’s policy agenda on group practice, a classification nomenclature of group practice and provide insight on the collaborative efforts between the ADA and the AADGP. The scope of the economic, demographic and healthcare reform focuses on policy gaps to help continue to grow.

WORKSHOP:
HANDS-ON SOCIAL MEDIA LARRY EMMOTT, DDS

Dr. Larry Emmott is one of the most experienced dental consultants in the country, and he is best known for his work while at the Mayo Clinic. This presentation will focus on how to use social media to promote your practice, and it will cover the basics of how to build a social media strategy that will work for you. The program will use live online examples to explain what social media is and how it can be used by dentists to improve patient communications and relationships. The program will include hands-on training that will help you to establish your presence on social media, as well as improve your current social media strategies.

BREAKOUT SESSION:
DENTAL OFFICE DESIGN MICHAEL UNTHANK NCARB, DDS

Michael Unthank is a leading dental design consultant, and he is a member of the American Dental Association since 1986. Successful dental office planning improves your productivity, how you see patients, and how you perceive your practice, while improving your patients’ confidence and allow you to create an “image” consistent with the level and standard of care to attract. This course aims to build a strong foundation in dental office design strategies that will provide insights into the collaborative efforts between the ADA and the AADGP. The program will provide an overview of the ADA’s research agenda on group practice, a classification nomenclature of group practice and provide insight on the collaborative efforts between the ADA and the AADGP. The program will cover the basics of how to build a social media strategy that will work for you. The program will use live online examples to explain what social media is and how it can be used by dentists to improve patient communications and relationships. The program will include hands-on training that will help you to establish your presence on social media, as well as improve your current social media strategies.

AD PA PRESENTATION:
DENTISTRY AT THE CROSSROADS MARKOS YUVICHI, PH.D.

Dr. Markos Yuvich is the Managing Director of Health Policy Resource Center at the American Dental Association. The program will provide an overview of the ADA’s research agenda on group practice, a classification nomenclature of group practice and provide insight on the collaborative efforts between the ADA and the AADGP. The program will cover the basics of how to build a social media strategy that will work for you. The program will use live online examples to explain what social media is and how it can be used by dentists to improve patient communications and relationships. The program will include hands-on training that will help you to establish your presence on social media, as well as improve your current social media strategies.

STREET ADDRESS

STATE

ZIP/POSTAL CODE

PHONE NUMBER

E-MAIL ADDRESS

NAME

TITLE

CONTACT NAME

Early Bird After Dec. 1

30% 20% 15% 10% 5%

2013 AADGP Members

445

495

01

Non-Members

545

595

02

Spouse/Guest of registered attendee (maximum one per registrant)

$295

$345

03

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

*Please provide direct contact information

______________________________________________________________________________________________

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*SUBMISSIONS received after January 5, 2014 WILL NOT BE ELIGIBLE FOR A REFUND.

Check Enclosed (Make check payable to: AADGP)

Charge my:

MasterCard

American Express

VISA

Discover

Cardholder’s Name (it appears on the card)

Cardholder’s Signature

Cardholder’s Address

Cardholder’s City

Cardholder’s State

Cardholder’s Zip/Postal Code

Charge it

Card Holder’s Name (it appears on the card)

Card Holder’s Signature

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Card Holder’s City

Card Holder’s State

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*Please provide direct contact information

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______________________________________________________________________________________________

Call us at: 602.381.1185

FAX: 602.381.1093

aadgp@aadgp.org

Phoenix, AZ 85016

www.aadgp.org

www.aadgp.com

MEMBERSHIP OFFICE

IN生动VAN SAVINGS

Register by December 15 and receive $10 off your registration! Meeting registration fees include all educational sessions, including all scheduled educational sessions, luncheons, receptions and special events.

WIN A FREE ADMISSION

Don’t miss your recognition of our Anniversary! Non-Members with a valid membership registration will receive a free admission to the 2014 Conference.

RECEIVE A COMPLIMENTARY MEMBERSHIP BROCHURE

Guests of registered member registrations receive a complimentary membership in the AADGP at no cost. Only ADMG 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 5, 2014, less a 2.5% processing fee.

*ANY CANCELLATIONS RECEIVED AFTER JANUARY 5, 2014 WILL NOT BE ELIGIBLE FOR A REFUND.

EMAIL: MAIL OR FAX

E: admin@aadgp.org

M: 602.381.1093

F: 602.381.1183

www.aadgp.org

PHOENIX, AZ 85016

L SET YOUR STOP:

Visit us in Las Vegas, NV

LAS VEGAS
WEDNESDAY / FEBRUARY 5th

2:00 - 5:00pm Registration
5:00 - 7:00pm Reception with Exhibitors

THURSDAY / FEBRUARY 6th

7:45 - 8:45am Breakfast with Exhibitors
9:00 - 12:00pm Emotional Intelligence - The Key to Success
Bruce Christopher, MA

12:00 - 12:30pm Networking with Exhibitors
12:30 - 2:00pm Lunch - 40th Anniversary Celebration
2:00 - 3:30pm ADA Presentation: Dentistry at a Crossroads
Marko Vujicic, P.D.D., FRACDS
3:30 - 5:00pm Refreshments with Exhibitors
5:30 - 7:30pm Business Roundtables
5:00 - 7:00pm Reception with Exhibitors

FRIDAY / FEBRUARY 7th

7:45 - 8:45am Breakfast with Exhibitors
9:00 - 10:30am Mayo Clinic Presentation: Value Creation Systems
Stephen Swensen, MD

10:30 - 11:00am Refreshments with Exhibitors
11:30 - 12:30pm Hands-On Social Media
Larry Emmott, DDS

12:30 - 2:00pm Business Luncheon
2:00 - 2:45pm & 3:45 - 3:30pm Optimal Image Impact/Celebrity Hurlay-Trailor
Dental Office Design: Where Dentistry and Architecture Merge/ Michael Unthank, DDS

3:30 - 4:00pm Refreshments with Exhibitors
4:00 - 5:30pm Business Roundtables
5:30 - 7:30pm Reception with Exhibitors

SATURDAY / FEBRUARY 8th

8:00 - 9:00am Breakfast with Exhibitors
9:00 - 12:00pm The Marketing Summit: Effective Promotion of Dentistry – An Evidence Based Approach
Howie Horrocks & Mark Dilatush

Our Speakers

Opening Session: Emotional Intelligence - The Secret to Success
Bruce Christopher, MA

"Laugh if you can. Learn 'til you change." These are the words that open any of Bruce Christopher’s presentations. What separates the Psychology of Humor from the rest of the pack is its powerful analytical and dynamic delivery of truths. His light, yet captivating audience interaction is both educational and entertaining. The combination of humor, contagious enthusiasm, and practical content will provide you with new insights and strategies that you can easily implement to improve your personal and professional success.

Mayo Clinic Presentation: Value Creation Systems
Stephen Swensen, MD

Dr. Stephen Swensen is the Medical Director for the Center for $100 Million Project at Mayo Clinic. He has served as the Director for Quality and Process improvement for the Mayo Clinic. This program will discuss Mayo’s approach to quality improvement and flow improvement in dentistry and how it can provide financial benefits, as well as better patient outcomes and satisfaction. Dr. Swenson’s insights provide a valuable framework for dental office environments.

Breakout Session: Optimal Image Impact/Celebrity Hurlay-Trailor

Janice Hurlay-Trailor is known as Dentistry’s Image Expert for a reason. For over 20 years, she has helped dentists refine their image and look their best. This session will cover how to influence patient perception and what you can do to improve your presentation. This presentation will be packed with real-life examples and tips that will help your practice stand out from the crowd.

Marketing Summit: Evidence Based Promotion
Howie Horrocks & Mark Dilatush

The Marketing Summit is a popular topic at aADGP! Howie has been providing advertising and marketing expertise for dentists since 1990. They have authored numerous books and articles and provided instructor workshops on the effectiveness and impact of marketing strategies. They will discuss the latest trends in marketing and how to apply them to your practice. The session will also include a Q&A session to address any specific questions you may have about marketing your dental practice.

Breakout Session: Dental Office Design
Michael Unthank, NCARB, DDS

Dr. Michael Unthank is a renowned architect and designer, and founder of the award-winning Unthank Design Group, providing services exclusively to the dental profession since 1989. Successful dental office planning improves your productivity, decreases your stress, communicates the quality of your services, inspires your patients, and helps you attract new patients. It costs more to build it wrong than to do it right!

Breakout Session: Dentistry at the Crossroads
Marko Vujicic, P.D.D., FRACDS

Marko Vujicic, the Managing Director of Health Policy Resource Center at the American Dental Association, where he is responsible for all of ADA’s policy research and analysis. This presentation will provide an overview of ADA’s research agenda on group practices, a classification framework of group practices and provide insights on the collaborative efforts between the ADA and the AADP. He will cover the legal, economic, demographic and health care reform issues, turn to policy and try to continue to grow.

Workshop: Hands-On Social Media
Larry Emmott, DDS

Dr. Larry Emmott is one of the most entertaining and entertaining dentists you will have heard before you attend. This is considered the leading dental digital, technology, and communication expert. This presentation will explore what social media is and how it can be used to build and improve patient awareness and communication.

Registration Fee Total: *

* The AADGP reserves the right to adjust application rates as well as for any applicable services. Check Enclosed (Make check payable to AADGP)
Price: $295
Charge my: MasterCard/Diners
Visa/Access
$295

Questions? Call us at 602.381.1185
OPENING SESSION:
EMOTIONAL INTELLIGENCE - THE KEY TO SUCCESS
BRUCE CHRISTOPHER, MA

Laughter will only cure. Learn if you change! These thoughts are key that will address a Brain Emotional Intelligence presentation. What separates the psychologically healthy from the rest of us, is to gain an underlying funny and dynamic awareness of our emotional self. By capitalizing and promoting our emotional self to the world, we can begin to address the neuroscience of our brains. As neuro-surrounding brain change, so does the need for improved teamwork, or just to get a new job and actually get a paycheck... - Bruce Christopher

MIYO CLINIC PRESENTATION:
VALUE CREATION SYSTEMS
STEPHEN SWENSON, MD

Dr Stephen Swenson is the Medical Director for MetroHealth System in Cleveland, Ohio. He holds a BPO degree from the University of Pennsylvania where he also performed his residency and fellowship training in orthodontics. His primary research interests provide a valuable framework for dental office environments.

BREAKOUT SESSION:
OPTIMAL IMAGE DESIGN
JANICE HURLEY-TRAILOR

Janice Hurley-Trailor is known as Dentistry’s Image Expert for Optimal Performance and Image. She has more than 20 years experience as a dental consultant helping professionals find their own unique way to use the tools they have to gain higher treatment acceptance and attract quality patients. Learn what it takes to put yourself out there and begin developing relationships using your dental office as the key platform. Learn to profitably expand your office by the power of these images that impact your practice success.

MARKETING SESSION:
EVIDENCE BASED PROMOTION
HOWIE HORROCKS & MARK DILATUSCH

Howie Horrocks is the Marketing Consultant for The Unthank Group and their Dental Branding subsidiary, Mark Dilatush, DDS. They have authored numerous books and articles, and provided interactive seminars on the effectiveness of social media. Howie is considered one of the best in the industry at developing, designing and implementing effective marketing strategies to achieve your practice’s growth goals, with the greatest return on investment.

ADP PRESENTATION:
DENTISTRY AT THE CROSSROADS
MARKO JUVICIC, PHD

Dr Marko Juvicic is Managing Director of Health Policy Resource Center at the American Dental Association where he is responsible for maintaining a research agenda on group practice, a classification nomenclature of group practice and provides oversight to the collaborator efforts between the ADA and the ADSA. With the rapid, economic, demographic and health care reform forces, he presents a panel to continue the growth.

BREAKOUT SESSION:
DENTAL OFFICE DESIGN
MICHAEL UNTHANK, NCARB, DDS

Dr Larry Emmott is one of the most entertaining speakers in dentistry - he will have you laughing while you are learning. It is considered the leading dental high tech expert in the country, and recently recognized as one of the top ten dentists in social media. This presentation will explore what social media is and how it can be used by dentists to improve patient awareness and communication.

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Howie Horrocks (CEO) and Mark Dilatush (President) of The Unthank Group, offer a unique presentation: Value Creation Systems - On Social Media. They will present their expert knowledge on how to present yourself in a positive manner through the internet, and how to keep the patients you already have, and how you can use this strategy to attract new patients.

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Routinies to include:
- Pacific Dental Services on Improving DSO Perceptions
- Hugh Monistolt on Risk Management in Dentistry
- Hayley Kaplan on Privacy in the Internet Age
- Sessions with several of this years speakers
- And many more to be announced.

Reception with Exhibitors

You will receive direct admission to all of the Association’s policy events.

Cancellation and Refund policy: Refunds will not be given for cancellations received prior to January 5, 2014, a 15% processing fee.

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602.381.1185
E-mail: aadgp@aadgp.org

CONFERENCE FEES:

Registration Fee Total: $295
3.0 - 5.0 Attendees
Guest
Member
Non-Member
5.1 - 9.9 Attendees
Guest
Member
Non-Member
10.0 - 19.9 Attendees
Guest
Member
Non-Member
20.0 + Attendees
Guest
Member
Non-Member

 mantled in $50
Savings
Register by December 15 and receive $50 off your registration! Meeting registration fees include all educational sessions, exhibits, receptions, social events and special tours.

WIN A FREE ADMISSION
Don’t wait to recognize the benefit, as well as better patient outcomes and satisfaction. Dr. Swenson’s New Patients, Inc have been providing advertising and marketing expertise exclusively to dentists since 1989. Howie Horrocks (CEO) and Mark Dilatush (President) of The Unthank Group, offer a unique presentation: Value Creation Systems - On Social Media. They will present their expert knowledge on how to present yourself in a positive manner through the internet, and how to keep the patients you already have, and how you can use this strategy to attract new patients.

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AMERICAN ACADEMY OF DENTAL GROUP PRACTICE

CELEBRATING OUR 40TH IN VEGAS!

Visit www.aadgp.org for special attendee discounts for these great shows!