

About the programs **Catching the Wave**

“It doesn’t matter how good you are at implant dentistry if you don’t have any patients.”

The elegant Jekyll Island Club Hotel meeting venue sets the stage for doctors to take their practices to new heights. AAID credentialed members will share their secrets to success in transforming their practices into profitable dental implant practices. Attendees can also expect to learn how to utilize innovative communication skills in patient education for enrollment in Definitive Dentistry. Ms. Cindy Rothenberg, a nationally recognized dental implant management speaker, will bring clarity to the challenge of developing an Implant Treatment Coordinator. Exciting implant practice marketing strategies will also be covered.

Learning Objectives

- Empower your staff with communication skills needed to approach and educate dental implant candidates
- Treatment planning options for increased profitability and increased productivity
- Understand risk management with regard to jurisprudence, informed consent and informed refusal
- Increase case acceptance by customizing your consultation to incorporate patient psychology and patient profiling
- Evaluate the level of customer service in your office and acquire simple techniques that will elevate them
- Learn long term treatment planning protocols for practice success
- Develop communication skills applicable for all aspects of definitive dentistry
- Highlights of marketing strategies that target patients, community and internal support structure
- Understand how to develop an expanded function implant coordinator
- Understand how to utilize a mass media marketing strategy
- Understand how to evaluate your dental implant procedures for profitability
- Demonstrate confidence in addressing all variations of Frequently asked Questions
- Understand how 3D imaging can make your practice more profitable by increasing case acceptance and implant predictability
- Gain a clarity for the basic use of evidence based dentistry to increase case acceptance
- Learn how to compete in the future with website marketing
- Understand the importance of AAID credentials in the marketplace

Speakers

Cindy Rothenberg, RDH, BS

Cindy is a leading marketing expert in implant dentistry. She routinely presented dental implant marketing technique to oral surgeons and periodontists nationwide. Additional information are available on her website: www.CRimplantSeminars.com.



Adam Foleck, DMD

Adam is an Associate Fellow of AAID, and he is the president-elect of the Southern District. Adam has extensive experience in mass marketing and knows how to get maximum return with mass marketing for dental implants.



Berneer Dunson, DDS

Berneer is a past president of the Southern District, and served as a member of the Board of Trustees. He is a Fellow of AAID and Diplomate of ABOI/ID.



Brian Jackson, DDS

Brian is a Fellow of AAID and a Diplomate of ABOI/ID. He is a past president of the AAID Northeast District.



Joel Rosenlicht, DMD

Joel is the current president of AAID. He is an oral surgeon, a Fellow of AAID and a Diplomate of ABOI/ID.



Olivia Palmer, DMD

Olivia is Diplomate of ABOI/ID and Fellow of AAID. She is past president of the AAID Southern District and a member of the AAID Board of Trustees.



Thursday, June 10, 2010

7:00-9:00 pm Welcome Reception

Friday, June 11, 2010

7:30-8:00 am Registration
Continental Breakfast

8:00-9:30 am Take your practice to the next level: Dental Implants and Definitive Dentistry
Cindy Rothenberg
Exhibitor Break Networking with exhibitors and colleagues

9:30-10:30 am Communication skills for success in patient education and increasing case acceptance
Cindy Rothenberg
Lunch-Bufferet
District Caucus meetings.

10:30-12:00 pm Develop an Implant Treatment Coordinator
Cindy Rothenberg
Exhibitor Break Networking with colleagues and exhibitors.

2:30-3:30 pm Marketing practices for Dental Implants and Definitive Dentistry. Strategy and Organization
Cindy Rothenberg
President's Dinner
Jekyll Island Club Hotel
Grand Dining Room

3:30-5:00 pm

6:30-8:30 pm

Saturday, June 12

8:00-9:00 am Making your practice the Premier Dental Implant practice in your community
Dr. Olivia Palmer
Exhibitor Break Networking with exhibitors and colleagues

9:00-9:30 am Catch the wave of successful Mass Media and website Marketing
Dr. Adam Foleck
Innovative case presentation strategies
Dr. Bernee Dunson
Dine & Discuss - Utilize 3D imaging to increase case acceptance and implant predictability
Sponsored by Prexion 3D

9:30-10:30 am Developing a successful Implant Study Club
Dr. Joel Rosenlicht
The successful dental implant practice
Dr. Brian Jackson
Exhibitor Break Networking with exhibitors and colleagues

10:30-12:00 pm Marketing and long term treatment planning for implant practice success
Dr. Brian Jackson
All Speakers Round table question and answer period

12:30-1:30 pm

1:30-2:00 pm

2:00-2:30 pm

2:30-3:00 pm

3:00-4:30 pm

4:30-5:00 pm

About the location **The Jekyll Island Club Hotel**

HISTORY COMES ALIVE!

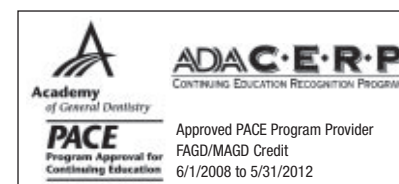
The Jekyll Island Club was founded in 1886 by America's wealthiest and most influential men, including Rockefeller, Pulitzer, Morgan and Vanderbilt. For 56 years, Club members enjoyed the mild winters and lush beauty of Jekyll Island, leaving behind a rich heritage in what is now a National Historic Landmark District.

PLAN YOUR VACATION to come early with your family and enjoy the Island's golfing, tennis, beach, the historical district and the GEORGIA SEA TURTLE CENTER.

Located 45 minutes north of Jacksonville, FL, and 75 minutes south of Savannah, GA, there are shuttles available from the Jacksonville airport.

A very affordable rate starting at \$199 single/double (plus tax) has been arranged by AAID's Southern District for those attending this meeting. The room rate cutoff is May 31, 2010. To register, call 800.535.9547 or 912.635.2600 or register online at <http://www.jekyllclub.com>. Use either AAID or group code #24140 to identify yourself as a part of the AAID group.

For more information about Jekyll Island visit www.jekyllisland.com/history.



Support AAID Southern District Sponsors and Exhibitors

Over 5 hours of face time has been set aside for you to visit with exhibitors. Show your support for those who support the AAID:

Exhibitors (as of February 16, 2010)

American Dental Software
Implant Direct International
Pittman Dental Lab
Salvin Dental



REGISTRATION FORM

A separate registration form must be completed for each attendee, including office staff and guests. Please print clearly or type. Any corrections, modifications or additions must be submitted in writing. This blank form should be copied for additional registrants.

Last Name _____ First Name _____ Degree _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

A. Meeting Registration *Catch the Wave of Success*

Select one category ONLY	By 5-3-10	After 5-3-10
_____ AAID Member	\$495	\$595
_____ AGD Member	\$495	\$595
_____ AGD # _____		
_____ AAID Non-Member*	\$595	\$695

* Join AAID by June 30, 2010 and \$100 will be applied to your one-year membership in the American Academy of Implant Dentistry. Applications for AAID membership will be available at the meeting and must be submitted independently.

_____ STAFF \$150 \$150

Meeting Registration Fee includes registration book, meeting materials, name badge, coffee breaks and refreshments, Welcome Reception on Thursday, lunch on Friday, President's Dinner on Friday, and Lunch on Saturday evening.

\$_____ A. Meeting Registration Total

Method of Payment

Check enclosed Visa Mastercard

Card number _____ Exp _____

3 digit security code on back of card _____

Make checks payable in US\$ to: **AAID Southern District**
Send this form with your check to: American Academy of Implant Dentistry
211 E. Chicago Avenue, Suite 750,
Chicago, IL 60611

Or you may fax the form with your credit card information to 1-312-335-9090.

CANCELLATION & REFUND POLICY: The American Academy of Implant Dentistry-Southern District reserves the right to cancel all or any part of this course should circumstances warrant such action. In the event a course is cancelled, the Southern District will refund the full tuition and will not be responsible for any other damages. Requests for refunds must be made in writing and received by May 10, 2010 for a 100% refund, or between May 11, 2010 and May 25, 2010 for a 50% refund. Due to advance commitments to the hotel, no refunds can be made after May 25, 2010. A \$50 administrative fee will be applied to all refunds regardless of when request is received. **NO EXCEPTIONS.**