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Nov. 8 to 10, 2012, in Atlanta!

PRACTICEOLOGY

The Study of Practice Management



**Special rate
for registering
five or more
attendees!***

prac·tice·ol·o·gy noun \prak-tes-öl'ə-jē \: A landmark learning event hosted by the Academy of General Dentistry that brings the brightest minds in the industry together to teach you the theory of practice management.

prac·tice·ol·o·gist noun \prak-tes-öl'ə-jēst \: A general dentist who excels in the concepts of practice management due to the cutting-edge training he or she received from Nov. 8 to 10, in Atlanta.

***Register five attendees at the \$595 or \$795 rate, and you'll receive a 10% discount!**

The Academy of General Dentistry presents:



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Nov. 8 to 10, 2012
The Westin Buckhead Atlanta

Early Bird Registration Fee (per person) ends Sept. 14, 2012:

\$595 for AGD members; \$595 for spouses attending courses; \$795 for nonmembers; \$595 for dental team;
\$195 for students/residents/2012 graduates; \$50 for spouses (*networking receptions only*)

Registration includes access to:

- All conference courses
- Up to 13 hours of CE credit
- Practiceology Welcome Reception on Thursday, Nov. 8
- Networking Receptions on Friday, Nov. 9, and Saturday, Nov. 10
- Networking lunch on Friday, Nov. 9, and Saturday, Nov. 10
- Tabletop exhibit displays on Thursday, Nov. 8, and Friday, Nov. 9



Call 888.AGD.DENT (888.243.3368) for more information.
Register today at www.agd.org/practiceology.

The AGD would like to thank the following AGD 2012 Lead Corporate Sponsors for their generous support of Practiceology.





The Academy of General Dentistry presents:

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Program At-A-Glance

Thursday, Nov. 8, 2012

- 3 p.m.Registration Opens
- 4:45 to 5 p.m.Welcome from the Academy of General Dentistry
- 5 to 6 p.m.**Opening Session**
Linda Miles, CSP, CMC
L01: "Five Necessities of a Successful Practice"
- 6 to 7 p.m.Welcome Reception and Exhibits (included with registration)

Friday, Nov. 9, 2012

- 7 a.m.Registration Opens
- 7 to 8 a.m."Ask the Experts" with Dentist's Advantage (by appointment only)
- 8 to 9 a.m.**Opening Session: Linda Miles, CSP, CMC**
L02: "Life Cycles of a Successful Dental Practice"
- Room A**
9:15 to 10:30 a.m.**Linda Miles, CSP, CMC**
L03: "Inside the Consultant's Files"
- 10:45 a.m. to noon**Mark Buczko, CPCU, CIC, RPLU, Dentist's Advantage**
L05: "Protecting Your Assets—Risk Management in the Dental Practice"
- Noon to 2 p.m.Lunch and Exhibits (included with registration)
- 2 to 4 p.m.**Tim Twigg, Bent Ericksen & Associates**
L07: "Employment Compliance for Dentists—What You Don't Know Could Hurt You"
- Room B**
9:15 to 10:30 a.m.**Brad Guyton, DDS, MBA, MBH, Jameson Management**
L04: "What's Next? A Course for New Dentists"
- 10:45 a.m. to noonL06: "Software Panel"
- Noon to 2 p.m.Lunch and Exhibits (included with registration)
- 2 to 4 p.m.**Tanya Brown, DMD, FAGD**
L08: "Make Your Practice a Masterpiece: Practice Profitability and Case Acceptance"
- 4 to 5 p.m.Networking Reception in Exhibits Area (included with registration)

Saturday, Nov. 10, 2012

- 7 a.m.Registration Opens
- 7 to 8 a.m."Ask the Experts" with Dentist's Advantage (by appointment only)
- 8 to 9 a.m.**Opening Session: Lois Banta, Banta Consulting, Inc.**
L09: "Office Management for a Happier, More Profitable Practice"
- Room A**
9:15 to 10:30 a.m.**Lois Banta, Banta Consulting, Inc.**
L10: "Goof-Proof Claims: Don't Commit Fraud!"
- 10:45 a.m. to noonPanel Discussion:
L12: "What Path Do I Take?"
Moderator: Brad Guyton, DDS, MBA, MBH, Jameson Management
- Noon to 1 p.m.Lunch (included with registration)
- 1 to 3 p.m.**Rhonda R. Savage, DDS, Miles Global**
L14: "Marketing and Technological Advancements and the Team Process"
- 3:15 to 4:15 p.m.**Closing Session: Rhonda R. Savage, DDS, Miles Global**
L16: "It's a Jungle Out There! Are You Keeping Up With the Times?"
- Room B**
9:15 to 10:30 a.m.**Tim Twigg, Bent Ericksen & Associates**
L11: "Advanced HR: It's A Very Simple Formula: Leadership + Organizational Fundamentals + The Right People = Engagement"
- 10:45 a.m. to Noon....**Kathleen Johnson**
L13: "Bulletproof Your Practice and Avoid Embezzlement"
- Noon to 1 p.m.Lunch (included with registration)
- 1 to 3 p.m.**Kathleen Johnson**
L15: "Preparing to Sell or Buy: The Keys to Holding the Keys"
- 4:15 to 5:15 p.m.Networking Reception (cash bar)

Agenda and times are subject to change.



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Program

THURSDAY, NOV. 8, 2012

L01: Opening Session—Five Necessities of a Successful Practice

Linda Miles, CSP, CMC

Subject: 550—Practice Management and Human Relations
Credits: 1

Thursday, Nov. 8: 5 to 6 p.m.

Audience: DTC (D, H, A, O, T)

Description

What does your practice need to succeed? After looking at the traits of top practices that she has consulted over the years, Linda Miles, CSP, CMC, has developed a list of the five necessities necessary for higher practice income and a better work-life balance.

Key topics include:

- How the attitudes of the leader filter to the staff and patients on a daily basis.
- Leadership levels, from the dentist owner to the last hired employee.
- Cleanliness and organization of your facility.
- Efficiency of the hygiene department.
- Communication, scheduling, and case acceptance.

FRIDAY, NOV. 9, 2012

L02: Opening Session—Life Cycles of a Successful Dental Practice

Linda Miles, CSP, CMC

Subject: 550—Practice Management and Human Relations
Credits: 1

Friday, Nov. 9: 8 to 9 a.m.

Audience: DTC (D, H, A, O, T)

Description

Dentists and staff at any stage of their careers can benefit greatly from Linda Miles' newest seminar, adapted from more than 30 years of experience consulting dental practices in North America. During this course, those attendees in the "Infancy Stage" will learn why starting a practice holds many surprises and sets the tone for the health of the practice—from the very beginning. Attendees that fall into the "Mid-Cycle Stage" will grasp why it is so important to enhance systems, communication skills, and technology, while also continuing education in clinical excellence. All participants will learn what can be done to avoid the "Plateau Stage," and the exciting options that exist for senior practices. Participants wishing to bring in another dentist, merge practices, or semi-retire, will leave this course with a healthier attitude toward the "Golden Age Stage" of dentistry.

Key topics include:

- Hiring and retaining exceptional employees.
- Overhead control—important numbers the doctor and team should monitor.
- How dental insurance impacts each level of dentistry.
- "Put to use tomorrow" verbal skills that increase staff confidence and case acceptance.
- Exceptional customer service that solidifies all marketing efforts.
- Staff meetings that motivate rather than alienate.

Visit www.agd.org/practiceology and reserve your spot to become a practicologist to master the study of practice management today!



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L03: Inside the Consultant's Files

Linda Miles, CSP, CMC

Subject: 550—Practice Management and Human Relations
Credits: 1.25

Friday, Nov. 9: 9:15 to 10:30 a.m.

Audience: DTC (D, H, A, O, T)

Description

In this exciting lecture, Linda Miles, CSP, CMC, shares several true-to-life client consultations with dental practices. Miles will provide examples of how three different practice types (solo, two-doctor, and group) overcame obstacles that were keeping them from reaching their full potential. Participants will learn the power of teamwork, as well as why it is important to not only work in the practice, but to also work on it.

Key topics include:

- Challenges for a solo practice in a metropolitan area: low gross percentages in hygiene treatments, low treatment acceptance, and high levels of stress.
- Challenges for a two-doctor practice in a suburban area: scheduling and missed appointments, inactive/ineffective recare system, and high overhead.
- Challenges for a three-doctor practice in a suburban area: lack of organization/confusion (patients and team), low productivity/hygienists waiting for exams, and no defined duties (administration).

L04: What's Next? A Course for New Dentists

Brad Guyton, DDS, DDS, MBA, MPH

Subject: 550—Practice Management and Human Relations
Credits: 1.25

Friday, Nov. 9: 9:15 to 10:30 a.m.

Audience: D, S

Description

This course will focus on new dentists who graduated from dental school less than 10 years ago and are exiting from group practice or an associateship and looking for their calling in dentistry. Participants in this course will focus on important core competencies, including PEAKS in Career Mapping and Business Development.

Key topics include:

- Discovering your calling in the dental profession.
- Mastering key concepts in goal setting, time management, and the three Hs of a successful dental practice.
- Mapping out a vision for both your life and your practice.
- Understanding key benchmarks that will elevate your practice past others in your community.

L05: Protecting Your Assets—Risk Management in a Dental Practice

Mark Buczeko, CPCU, CIC, RPLU

Subject: 554—Dental Insurance
Credits: 1.25

Friday, Nov. 9: 10:45 a.m. to noon

Audience: DTC (D, H, A, O, T)

Description

For general dentists, their most valuable assets are their practices. However, many don't think too much about the financial risk their face every time they treat a patient. In fact, general dentists risk an allegation of malpractice every day they see patients. This course will help participants think about their exposure to a malpractice claim before something goes terribly wrong.

Key topics include:

- Understanding risk management techniques commonly applied to a malpractice exposure and the top procedures dentists perform that lead to malpractice allegations.
- Learn how some malpractice situations can go from bad to worse.
- Develop skills for evaluating your insurance policy and your insurance provider.

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Program

L07: Employment Compliance for Dentists—What You Don't Know Could Hurt You

Timothy Twigg

Subjects: 550—Practice Management and Human Relations

Credits: 2

Friday, Nov. 9: 2 to 4 p.m.

Audience: D, S

Description

Since human resource management and compliance with the variety of state and federal labor regulations are not taught in the typical dental school curriculum, doctors often find themselves in court over employment issues. Such lawsuits can be emotionally draining and financially devastating. This course will help participants learn to wisely and effectively deal with complex employment and personnel issues, including employee pay, benefits (vacation, sick, medical, retirement, etc.), leave of absence, pregnancy, hiring, and termination.

Key topics include:

- Determining your degree of potential exposure and liability.
- Minimizing exposure to potentially costly lawsuits and complaints.
- Ensuring compliance with state and federal employment regulations.
- Preventing misunderstandings in order to create a positive and productive work environment.
- Defining rights and responsibilities of employer and employees.
- Improving morale and job performance.
- Hiring the right people.
- Reducing costly staff turnover.

** This course is geared toward the dentist/owner. Each participant will be provided with a presentation handout along with supporting resource material.*

L08: Make Your Practice a Masterpiece—Practice Profitability and Case Acceptance

Tanya Brown, DMD, FAGD

Subject: 550—Practice Management and Human Relations

Credits: 2

Friday, Nov. 9: 2 to 4 p.m.

Audience: DTC (D, H, A, O, T)

Description

Would you like to increase your case acceptance? Would you like to be more profitable? Do you want to have more fun? This interactive course teaches participants the simple steps they need to get patients to say, "Yes!" In this course, attendees will discover how to connect instantly with new patients, increase their productivity, and achieve higher case acceptance. This course will also discuss how treatment acceptance and profitability go hand in hand.

Key topics include:

- Simplify treatment planning: master tips and shortcuts to make treatment planning fast and easy.
- Effective case presentations: simple steps to enhance your confidence and communication skills.
- Increase your case acceptance: learn secrets that can easily increase your case acceptance.
- Uncover the hidden potential: learn how to analyze your practice objectively.
- Maximize profitability: discover ways to reduce overhead and improve the bottom line.

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EVENTS

Dentist's Advantage—Ask the Experts

Choose from a variety of session times!

E04 Session I: 7 to 7:15 a.m.

E05 Session II: 7:15 to 7:30 a.m.

E06 Session III: 7:30 to 7:45 a.m.

E07 Session IV: 7:45 to 8 a.m.

Join one of these four sessions to learn the reasons why having the right type of professional liability coverage is as important to your career and practice as having the right location. Participants will walk away with a better understanding of how rates are determined, and the components they should look for in a comprehensive professional liability policy.

SATURDAY, NOV. 10, 2012

L09: Opening Session—Office Management for a Happier, More Profitable Practice

Lois Banta

Subject: 552—Financial Management

Credits: 1

Saturday, Nov. 10: 8 to 9 a.m.

Audience: DTC (D, H, A, O, T)

Description

Do you have written systems for practice management in your office? Are you consistently frustrated by your numbers? Do you know what numbers to track in your practice? Does your dental team know and share in your goals? You must answer these questions to establish a thriving, more profitable practice. The course will teach participant how to monitor their practices effectively through proven systems, streamlined scheduling, successful communications, and internal marketing strategies.

Key topics include:

- Maximizing and streamlining insurance reimbursement.
- HIPAA: how and why it affects your dental practice.
- Collecting from past-due accounts quickly.
- Streamlining scheduling for greater profit.
- Marketing your services more effectively.
- Communicating with patients, office staff, and insurance companies.
- Effective treatment planning and consultation techniques.
- Effective management systems.

L10: Goof-Proof Claims—Don't Commit Fraud!

Lois Banta

Subject: 555—Dental Jurisprudence/Ethics

Credits: 1.25

Saturday, Nov. 10: 9:15 to 10:30 a.m.

Audience: DTC (D, H, A, O, T)

Description

Nothing is more confusing than trying to sort through the maze of proper billing, coding, and reimbursement procedures. This course will teach participants the proven techniques for writing a detailed narrative, documenting in the patient's chart, using the dental coding systems to maximize reimbursement for patients and reduce fraud potential, and developing key communication techniques when dealing with insurance companies.

Key topics include:

- Utilizing the patient benefit book.
- Billing claims correctly.
- Writing a detailed narrative.
- Helping the patient own their benefit.
- Dealing with insurance companies.
- Addressing tough insurance issues.
- Understanding documentation techniques.



Program

L11: Advanced HR: It's A Very Simple Formula: Leadership + Organizational Fundamentals + The Right People = Engagement

Timothy Twigg

Subject: 551—Auxiliary Utilization

Credits: 1.25

Saturday, Nov. 10: 10:45 a.m. to noon

Audience: D, S

Description

Nothing contributes to a practice's consistent, long-term success like a truly effective and cohesive team. Building a winning team is not an elusive, unachievable task. In fact, it is very attainable with basic organizational fundamentals and the right staff, coupled with effective communication and leadership. This course will instruct participants on how to build a winning team through finding and identifying the right staff with the right attitude. This presentation also teaches participants the principles behind team development and team building, as well as the techniques for maintaining a winning team.

Key topics include:

- Leadership and organizational fundamentals.
- Selection tools that increase the odds of long-term hiring success.
- The four evolutionary phases of team development.
- How to build more trust with team members.
- Keys for increasing engagement.
- The role emotional intelligence plays in a winning team.
- The things that cause conflict.

**This presentation is geared toward doctors and staffs.*

L13: Bulletproof Your Practice and Avoid Embezzlement

Kathleen Johnson, DDS

Subject: 552—Financial Management

Credits: 1.25

Saturday, Nov. 10: 10:45 a.m. to noon

Audience: D, S

Description

This course will provide participants with an in-depth look at proper financial management for the dental practice.

Key topics include:

- Knowing your numbers and the real signs of practice health.
- Understanding that time is money: eliminate those BAs and CAs.
- Developing key marketing strategies to grow your practice.
- Overseeing seamless handoffs.
- Increasing hygiene profitability.
- Implementing systems to prevent embezzlement.
- Staying flexible and stay on-course.

L14: Marketing and Technological Advancements and the Team Process

Rhonda Savage, DDS

Subject: 561—Information Technology/Computers

Credits: 2

Saturday, November 10: 1 to 3 p.m.

Audience: DTC (D, H, A, O, T)

Description

Do traditional practice operations, marketing, and patient communication modalities still have value? Is there a way to lower overhead, have a higher ROI on investment, and increase practice efficiency? In our changing world, dentists and teams must challenge themselves to be more efficient with their resources. This fast paced, informative and fun session will show you how.

Key topics include:

- Keeping the operatory full.
- Staying on schedule.
- Improving patient case acceptance.
- Managing past due accounts receivables.
- Attracting new patients.
- Retaining existing patients.

L15: Preparing to Sell or Buy—The Keys to Holding the Keys

Kathleen Johnson, DDS

Subject: 556—Practice Transitions/Associateships

Credits: 2

Saturday, Nov. 10: 1 to 3 p.m.

Audience: D

Description

While purchasing or starting a scratch practice of your own is a powerful dream and something that can easily become a reality, you need to proceed with caution. The dream of owning your own practice can quickly turn into a nightmare if one is not ready or chooses the wrong practice. This course will prepare participants looking to start their own practices by providing an in-depth look at the many issues dentists encounter when selling or purchasing a dental practice.

Key topics include:

- Knowing your role as seller and what you need to get in order.
- Getting your team in order: broker, lender, consultant, CPA, and attorney.
- Due diligence protocol: researching and evaluating books and records.
- Analyzing the active patient count.
- Analyzing the dental software and chart review.
- Ensuring the reason for the sale and covenant do not compete.
- Informing the dental team.
- Moving on after finalizing the sale.
- Transitioning smoothly.
- Deciding when to make changes.

L16: "Closing Session—It's a Jungle Out There! Are You Keeping Up With the Times?"

Rhonda Savage, DDS

Subject: 561—Information Technology/Computers

Credits: 2

Saturday, Nov. 10: 3:15 to 4:15 p.m.

Audience: DTC (D, H, A, O, T)

Description

Are unmet sales expectations driving you wild? This course will help participants learn what it takes to create a self-directed, enthusiastic, and accountable business team. Additionally, attendees will learn how to unlock the keys to successful leadership from the top down (owner to the new hire). Designed for dentists and staff, this fast-paced class provides information you can implement immediately in your practice!

Key topics include:

- Simple and effective techniques to create an environment of self-motivation.
- Performance reviews.
- Daily coaching.
- Merit increases.
- Office policies.
- Projecting the desired image.

EVENTS

Dentist's Advantage—Ask the Experts

Choose from a variety of session times!

E08 Session I: 7 to 7:15 a.m.

E09 Session II: 7:15 to 7:30 a.m.

E10 Session III: 7:30 to 7:45 a.m.

E11 Session IV: 7:45 to 8 a.m.

Join one of these four sessions to learn the reasons why having the right type of professional liability coverage is as important to your career and practice as having the right location. Participants will walk away with a better understanding of how rates are determined, and the components they should look for in a comprehensive professional liability policy.

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Speakers



Lois Banta
CEO, President, and Founder of Banta Consulting, Inc.

Speaker Bio:
From terrified dental patient to popular international speaker and dental consultant, Lois Banta, CEO of Banta Consulting, Inc., has been involved in dentistry for more than 30 years. Banta Consulting, Inc., is a company which specializes in all aspects of

dental practice management.

She also owns and operates the Speaking Consulting Network and is a member of the Academy of Dental Management Consultants, American Academy of Dental Office Managers, and the American Academy of Dental Practice Administration.

Banta has written monthly columns for Dental Practice Report and has been a featured writer for the Australian Dental Journal, Dentistry Today, AGD Impact, and many other publications.



Tanya Brown, DMD, FAGD
Speaker/Consultant at Miles Global

Speaker Bio:
Tanya Brown, DMD, FAGD, has worked in all aspects of dentistry, from dental assistant to owner dentist to management consultant. Dr. Brown is a senior consultant and speaker for Miles Global, a leading practice management firm. She also has been selected to speak for the American Dental Association Student Success

Program at dental schools across the country. Her mission is to help dentists and dental teams provide five-star service, be more productive, and have more fun!



Mark Buczko, CPCU, CIC, RPLU
Vice President of Affinity Insurance Services

Speaker Bio:
Mark Buczko is a native of Chicago, a graduate of Loyola University Business School, and a more than 30-year "survivor" of the insurance industry. He continues to be a student of the insurance industry and holds several prestigious insurance industry designations.

Buczko first began working with dentists in 1987 and has gained experience in all aspects of dental professional liability. In his current role as vice president of the Dentist's Advantage program, Buczko's responsibilities include aspects of underwriting, marketing, and risk management. Buczko has worked very closely with the AGD since 2000 and is proud to be a past president of the AGD Foundation Board of Directors.

In addition to enjoying a close working relationship with the AGD, Buczko also works with the National Dental Association, the Hispanic Dental Association, and the National Society of Dental Practitioners, which is a risk management organization for dentists.



Brad Guyton, DDS, MBA, MPH
Chief Operating Officer at Jameson Management, Inc.

Speaker Bio:
Brad Guyton, DDS, MBA, MPH, serves as Chief Operating Officer for Jameson Management Inc., a company which has partnered with more than 2,500 practices. Jameson Management, Inc., serves its clients with the intent to increase productivity, profitability, and control stress through effective management, communication, and clinical skills.

Dr. Guyton received his DDS from Baylor College of Dentistry and an MPH in health policy and management from Harvard in 1998. He worked in Boston for five years in private practice, health policy, and public health, while concurrently earning his MBA and Fellowship in geriatric dentistry. Dr. Guyton owned a solo private practice in the foothills of Colorado for six years before he joined DENTSPLY, where he served four years as the director for Corporate Professional Services.

Dr. Guyton joined Jameson Management, Inc., in 2011. He practices clinical dentistry with Gary Radz, DDS, at Cosmetic Dentistry of Colorado and is an assistant professor and course director at the University of Colorado School of Dental Medicine.



Kathleen Johnson
President of Kathleen Johnson Consulting, Inc.

Speaker Bio:
Kathleen Johnson is a practice management consultant, coach, and author. She is a founding member of the Academy of Dental Management Consultants and a member of the American Dental Hygiene Association, with 34 years and thousands of client successes to her credit.

Johnson is known for her comprehensive practice evaluations and transition consulting and coaching services for dentists. Whether helping a dentist confidently transition into retirement, assisting a new dentist with finding the ideal practice, or helping a dentist find new passion in her or his business, Johnson provides the support and expertise dental professionals need to make it happen!



Linda Miles, CSP, CMC
Founder of Miles Global

Speaker Bio:
Linda Miles, a certified speaking professional of the National Speakers Association, has worked to improve the professional success of more than 60,000 seminar attendees during the past three decades. She has spoken on four continents on business principles and the importance of creating a happy work environment through leadership at all levels. Miles works to empower employees at every level, from the CEO to the least experienced employee. She emphasizes the important of every person on the team to achieving daily and annual outcomes.

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Speakers



Rhonda Savage, DDS
CEO of Miles Global

Speaker Bio:

Rhonda Savage, DDS, is the CEO of Miles Global, an internationally known practice management and consulting business. Dr. Savage began her career in dentistry as a dental assistant in 1976.

She earned a bachelor's degree in biology, cum laude, from Seattle University in 1985. Then she attended the University of Washington School of Dentistry, graduating in 1989 with numerous honors. She was then active duty as a dental officer in the U.S. Navy during Desert Shield/Desert Storm and received several awards.

Dr. Savage has been in private practice for 16 years, has authored many published peer-reviewed articles, and has lectured internationally. She is active in organized dentistry and is a past president of the Washington State Dental Association. She is an affiliate faculty member of the University of Washington School of Dentistry. In addition, she is a Fellow of the Pierre Fauchard Academy, the American College of Dentists, and the International College of Dentists.

She is a member of the National Speakers Association and the Institute of Management Consultants. Dr. Savage is a noted speaker who lectures on practice management, women's health issues, and zoo dentistry.



Timothy Twigg
President of Bent Ericksen & Associates

Speaker Bio:

Timothy Twigg is the president of Bent Ericksen & Associates, a leading authority in human resources and personnel management in the healthcare industry, helping dentists successfully deal with the ever-changing and complex labor laws.

Twigg brings nearly 30 years of practice management and business consulting experience and knowledge specifically in the health care field. He has presented seminars nationally on practice management, human resources, and employment compliance.

Twigg is a published author and currently co-authors a regular column in Dental Economics. He is part of the management faculty and/or speakers bureau for CareerFusion, Seattle Study Club, Jameson Management, Inc. LVI Global, Transitions Consulting Group, and Fortune Practice Management.

Twigg is the current president of the Academy of Dental Management Consultants and a member of the Society for Human Resources Management.