

Thursday, July 21

8:00am – 2:00pm

WHS/NDA-HEALTH NOW-Atlanta® Launch - Community Outreach Initiative

Sponsored by W.K. Kellogg Foundation, Colgate-Palmolive, Sunstar, Schein Cares and Morehouse School of Medicine.

12:00pm—5:00pm

NDA Registration

NDA Joint BOT/HOD Meeting

2:00pm – 6:00pm

7:00pm – 8:30pm

NDA/SNDA Leadership Reception

Friday, July 22

7:00am – 7:00pm

NDA Registration

8:30am—11:30am

Contemporary Cosmetic Dentistry

Hugh Flax, DDS, AACD, MICOI

Sponsored by Catapult Group, LLC

3.0 CE

- Learn Critical factors in smile design that help you create Beauty and “Keep it real”
- See how veneer cases can be easy to do by always doing 4 critical steps
- Discover how laser technology can make your cases esthetically beautiful, biologically healthy the promote healing and improve your bottom line - even 2 months faster in complex cases
- Find out how having the ability to efficiently and effectively design smiles with composite is not a “lost art” using minimally invasive preparation design and property layering composite resin with simple layering of opacity, translucency and color to achieve the beautiful and believable results.
- Learn updated techniques in posterior composites that are minimally invasive



Hugh Flax

8:30am—11:30am

Bone Grafting Surgery & Implant Dentistry

Berneer Dunson, DDS

3.0 CE

8:30am – 1:45pm

Minority Faculty, Administrator’s & Practitioner’s Forum: Emerging Workforce Models in Improving Oral Healthcare Outcomes: Where Are We Now?

Leon A. Assael, DMD; Kim Butler Perry, DDS, MS; Karl D. Self, MBA, DDS

Sponsored by Colgate-Palmolive & National Dental Association Foundation

4.0 CE



Berneer Dunson

CONVENTION AGENDA: Friday, July 22

9:00am - Noon

Eddie G. Smith Leadership Institute

Sponsored by Academy for Academic Leadership & GlaxoSmithKline

The Power of Reframing Leadership: When You Understand, You Know What to Do

Felicia L. Tucker-Lively, MPH, PhD

- Assess one's preferences for using specific frames.
- Develop a working knowledge of multi-frame thinking.
- Engage in application experiences of multi-frame thinking through discussion.
- Discuss personal, local and national leadership challenges faced in each of the frames.
- The Leadership Journey: Shaping Your Path in the Community and Organized Dentistry

Twana Lee-Ware, DDS

- Explore the definition of leadership
- Investigate critical leadership qualities
- Discuss best practices of successful leadership
- Discover your leadership landscape

12:30pm—3:30pm

3.0 CE



Karen Baker

Advances in Dental Pharmacotherapy

Karen Baker, BS, MS

Sponsored by Crest Oral-B

- Buy and easily use the best drug and alternative medicine references for dental practice
- Choose the most effective antibiotic for a specific patient
- Prescribe antibiotic premedication for certain patients with a variety of implants including cardiac and orthopedic devices
- Discuss the benefits and risk of specific pain control regimens for effective dental analgesia

12:30pm—3:30pm

3.0 CE



Harvey Levy

Successful Treatment of Anxious and Special Needs Patients

Harvey Levy, DMD, MAGD

- Appreciate how personally gratifying and professionally rewarding it can be to treat anxious, medically compromised and special-needs patients
- Become familiar with clinical techniques for performing standard procedures on difficult, compromised, or otherwise unmanageable patients of all ages and medical or mental conditions
- Be able to implement protocols and checklists for treating patients with anxiety or special-needs in the office, hospital, operating room, home, nursing home, and elsewhere off-site
- Explore and demonstrate special equipment such as wrap, mouth props, new nitrous oxide mask, hand-held x-ray unit, self-developing films, instant images, intra-oral lighting and more

12:30pm – 3:30pm

NDA House of Delegates Meeting

1:00pm – 3:30pm

NDA Board of Trustees Meeting



Jennifer Webster-Cyriaque

2:00pm – 4:00pm

2.0 CE

4:00pm – 5:00pm

5:00pm – 7:00pm

7:00pm – 9:00pm

Saturday, July 23

7:00am – 8:00am

7:00am – 5:00pm

8:30am – 11:00am

2.5 CE

11:30am – 1:00pm



Darwin K. Hayes

11:30am – 1:30pm

2.0 CE

11:00am – 5:30pm

Minority Faculty Research Forum: Human Genome Project & HIV: Dentistry's Role
Bob Wildin, MD; Kimon Divaris, DDS, PhD; Jennifer Webster-Cyriaque, DDS, PhD

Opening Night Reception

Sponsored by Georgia and North Georgia Dental Societies

NDA 103rd Annual Convention Opening Session

Get Acquainted Reception

Healthy Living Exercise Sessions

NDA Registration

President's Symposium: Countdown to 2020 ...Shaping America's Oral Health Care Future: Multi-generational Perspectives (see description on page 5)

Dr. Alison P. Riddle-Fletcher Women Dentists' Awards Luncheon—**Ticketed event**
Sponsored by Colgate-Palmolive and Henry Schein

New Dentist Panel & Professional Development Forum

Navigating the Future with Professional Development

Moderator: **Darwin K. Hayes, DDS, FAGD**

Featuring: **Drs. Catrise Austin, Simone Ellis, Tarem Hendricks, Heavenly Kimes, Tawana Lee-Ware, Jennifer McCants, Rico Short, Antwan Treadway**

Sponsored by Crest Oral-B

NDA Product & Resource Center

See What's New in Dentistry—CE Opportunity, Relaxation Station, Networking Nook, Retail Row, and Cyber Café

CONVENTION AGENDA: Saturday, July 23

2:00pm – 5:00pm

3.0 CE



Catrise Austin

New Dentist Professional Development Short Talks

Building Your Brand and Practice Marketing: Who are YOU?

Catrise Austin, DDS

In today's world it's no longer an option to just hang up a shingle saying "Dentist" or even place an ad in your local telephone book in hopes of attracting new customers. With the invention of the World Wide Web, THE GAME HAS CHANGED! Today, if you want to even be IN THE GAME and get noticed in the sea of dental competition, you have to earn your way into the "spotlight" to get new customers. Whether you are an associate dentist or dental business owner if you really want to build your personal or corporate brand and earn an income more than the average dentist, you have to unlock the secrets to attracting a community of raving customers or "fans" who will pay top dollar and ultimately make you a dental megastar!

Learning Objectives:

1. Why Every Dentist Should Aim To Become A Local or National Celebrity or Megastar
2. Learn The 5 Major Components To Reaching Megastar Status
3. How To Discover Who You Are As A Brand
4. Discover The Key Tools You Need To Network and Build Profitable Relationships
5. How To "Really" Answer The Question....."So What Do You Do"?
6. Learn Secrets To Gaining A Community of Raving "Fans" and Dental Patients (With Social Media, Marketing, Public Relations)
7. Secrets To Closing Sales AKA "Treatment Plans" With Dental Patients To Reach A Megastar Income!

CV/Resume and Alternatives: How to Get out of Obscurity

Darwin K. Hayes, DDS, FAGD

Getting the interview for a position is a major 1st step in the hiring or selection process for associateships, residencies and dental school. Many candidates apply which means there are many applications that need to be reviewed and screened. Having a professional document that immediately grabs the attention of the reviewer and differentiates you from the other candidates is vital in this highly competitive process. In this presentation, participants will learn the following:

1. The difference between a CV and a resume.
2. Why knowing how to use a cover letter the right way is important
3. How many seconds it takes for the reviewer to make a first impression of you based on your CV/Resume.
4. The 2 tools used that give you an advantage over other candidates and get you to the next step of the selection process.

Student Debt: Repayment Options and Opportunities

Jason Fink and Jared Rothbarth

Learning Objectives:

- Complete Financial Organization and Coordination.



Darwin K. Hayes



Richard Lipscomb, Jr.



Rico Short



Rachel Elahee



Ron Kaminer

2:00pm – 4:30pm

2.5 CE

2:00pm – 4:30pm

2.5 CE

Minorities and Money: How to Close the Gap

Shaun Massiah, DMD

This short talk will give a description of the actual costs that went into a start up dental practice practice in NYC Learning objectives

1. Knowledge of actual cost factors in a dental practice
2. Understanding of the various factors that go into profitability
3. Analyze income disparities between minority and non –minority dentists

Dental GPS How New Dentist Navigate Today's Profession

Richard Lipscomb, Jr. DDS

- Learn about the options young dentists have in terms of employment
- Discuss the importance of continuing education
- Discuss knowing when and how to be an associate
- Learn steps to take to prepare yourself for a long career in dentistry

Endo Pearls for the New Dentist

Rico Short, DMD

This talk will give a brief overview on how to evaluate, treat, and refer complicated endodontic cases. It will also teach the new dentist to maximize chair time, keep them out of trouble, and their patients happy.

Learning Objectives:

1. Learn When To Refer
2. Learn How To Diagnose & Treat Simple Cases
3. Discuss Root Canal vs Extraction and Implant
4. Discuss The Standard Of Care

Sponsored by Colgate Palmolive and Certified Financial Services

WHS Lecture—Look Good, Feel Better: Managing the Business of You

Rachel Elahee, PsyD, CDP, BCC

Minimally Invasive Dentistry as it Relates to all Specialties

Ron Kaminer, DDS

Learning Objectives:

- Restorative Dentistry - New predicatable materials for maximum success
- Minimally Invasive Perio - A sure fire way to keep disease under control
- Implant Dentistry - A simple Technique for single tooth temporization.

Sponsored by VOCO America

CONVENTION AGENDA: Saturday, July 23 - Sunday, July 24



Roger M. Arce

2:00pm – 4:30pm

2.5 CE

Oral-Systemic Connections: A Guide to Patient Care

Roger M. Arce, DDS, MS, PhD

Sponsored by Colgate-Palmolive

6:30pm – 9:00pm

ALUMNI Receptions & Dinners

8:30pm – Midnight

NEW EVENT

New Dentist/GDS Afterglow Fundraiser—Ticketed Event

Late Night Social/Reception for the Night Owls

Sunday, July 24

7:00am – 8:30am

Sunrise Service

Pastor Michael Chapman

7:00am – 5:00pm

NDA Registration

8:30am – 9:15am

Sunrise Breakfast in the NDA Product and Resource Center

Sponsored by Oberman Law Firm

8:30am – 10:30am

2.0 CE

Great New Products, Techniques and Strategies for Your Practice in 2016

Joseph Blaes, DDS, Limited to 45 participants per session

This exciting Hands-On NEW Products, Techniques, and Strategies workshop will present the features and benefits of 18 or more products that will increase your efficiency and profitability. Product educators will be available to demonstrate the products and answer questions. This is a FUN “Dental Play House”. You will “speed date” using these exciting new dental products while saving your precious time and money.

8:30am – 1:30pm

NDA Product and Resource Center

CE Opportunity, Door Prizes, Silent Auction, Relaxation Station, Networking Nook, Retail Row, and Cyber Café



Simone Ellis

9:15am – 11:15am

2.0 CE

Professional Development Short Talks

Million Dollar Tips and Mistakes

Simone Ellis, DDS

Many dentist practice for years losing MILLIONS OF DOLLARS making the same mistakes over and over. But when you know better, you do better. Learn tips on how to maximize your efficiency, hire the correct staff, work with the right suppliers, negotiate the correct lease, manage your money correctly, create realistic expectations and much more.



Joseph Blaes

8:30am – 11:30am

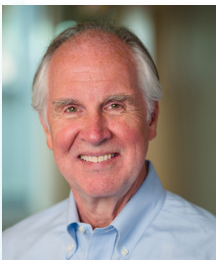
11:00am—1:00pm

2.0 CE

11:30am—1:00pm

1:30pm – 2:30pm

2:00pm – 4:30pm



Mark Hollis

2:45pm – 5:00pm

2.25 CE

Dental Pharma and Its Role In Improving Patient Engagement

David Williams

Learning Objectives

- The critical need for increased oral education to patients, regardless of their periodontal risk level
- The role of the dental practice in providing clear and consistent information to patients
- The Practice's ability to dispense prescription medications directly to patients

Sponsored By QualDent

The Living Balance Sheet: Financial Solutions for Dentists

Jason Fink and Jared Rothbarth

Learning Objectives:

- How to protect your greatest asset and maintain the ability to earn an income.

Sponsored by Certified Financial Services

CPR Certification/Recertification Course

*Limited to 20 participants—**Ticketed Event***

Great New Products - **REPEAT of 8:30am**

Joseph Blaes, DDS, *Limited to 45 participants per session*

Colgate President's Luncheon—*By Invitation Only*

Sponsored by Colgate-Palmolive

District Caucus Meetings

NDA Corporate Roundtable Meeting

ECONOMIC SHORT TALKS

Receive \$63,750 Medicaid HER Incentives- IT'S NOT HARD! USE IT BY OCTOBER

OR LOSE IT!

Mark Hollis

Learn how dentist who have 30% Medicaid encounters can still qualify in 2016 for a first year federal incentive of \$21, 250, as well as incentives of \$8,500 for years 2017-21, for a maximum of \$63,750 per provider. Mark explains the government EHR Program intended to provide funding to doctors who serve underserved Americans. Mark's company, MacPractice, has assisted 600 doctors to use MacPractice's ONC-ACB Certified software to qualify for incentives. Practically speaking, the money will not be available to a doctor who waits until after October 1, 2016 to act. Mark shows you that with some assistance, it's not that hard, contrary to what you may have heard!

Sponsored by MacPractice

CONVENTION AGENDA: Sunday, July 24



Kelvin Pettaway

2:45pm – 5:00pm

2.25 CE



Kaneta Lott

2:45pm – 5:00pm

2.25 CE

2:45pm – 5:00pm

2.25 CE

3:00pm – 5:00pm

7:00pm – Midnight

HIPPA Update, Employment, Practice & More

Stuart Oberman

Learning Objectives:

- How the world of HIPAA changed since 2013
- What you need to perform Risk Analysis
- Fines and penalties if a breach occurs
- The steps you need to follow if you have a breach

Sponsored by Oberman Law Firm

From Start to Finish – Financial Planning for Every Life Phase

Kelvin Pettaway

Sponsored by The Walton Group at Morgan Stanley

Techniques and Tools Needed for Great Pediatric Dentistry

Kaneta Lott, DDS

Learning Objectives:

- Diagnose and Prepare teeth for quick and effective placement of stainless steel crowns
- Diagnose the necessary and effective pulp therapy
- Definitively diagnose and provide treatment plans by: Determining the appropriate X-ray's for young patients and Understanding the appropriate use of fluoride
- Make a decision on the type of cosmetic treatment that may be provided based on the current options for repairing anterior primary teeth

Sponsored by NuSmile

Endodontics Session

Marc Balson, DDS

Sponsored by SS White Dental

Periodontics Session

Wilke Stadeker, DDS

Sponsored by Colgate-Palmolive

NDA Board of Trustees Meeting

NDA House of Delegates Meeting

President's Gala—**Ticketed Event**

Sponsored by Colgate-Palmolive



David Williams

Monday, July 25

7:00am – 2:00pm

8:00am – 11:00am

3.0 CE

NDA Registration

Profiting from Accepting Medicaid Dental Benefits! Yes, Really!

David Williams

Learning Objectives:

- The critical need for increased oral education to patients, regardless of their periodontal risk level
- The role of the dental practice in providing clear and consistent information to patients
- The Practice's ability to dispense prescription medications directly to patients• The critical need for increased oral education to patients, regardless of their periodontal risk level
- The role of the dental practice in providing clear and consistent information to patients
- The Practice's ability to dispense prescription medications directly to patients

Sponsored by QualDent



Marty R. Lipsey

8:00am – 11:00am

3.0 CE

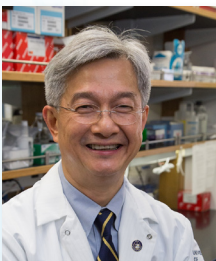
Introduction to Dental Sleep Medicine

Marty R. Lipsey, DDS, MS

Learning Objectives:

- An analysis of patients' symptoms and how to screen for them
- How to motivate the Dental team to engage their patient on the subject
- The morphology of the airway
- Comorbidities to look out for
- The effects to other systemic diseases
- Hands-on experience with diagnostic equipment
- Design of intra-oral appliances
- The reimbursement strategy and medical billing coding
- Open question time

Sponsored by Sleep Group Solutions



David L. Wong

8:00am – 11:00am

3.0 CE

Salivary Diagnostics: Mapping for the Future, Detecting Diseases Earlier for Better

Overall Health Outcomes

David L. Wong, DMD, DMSc

Learning Objectives:

- History of Salivary Diagnostics
- Salivaomics
- Salivary Biomarker Development
- Saliva Liquid Biopsy

CONVENTION AGENDA: Monday, July 25



Marc H. Morial

9:00am – 11:00am

Election/Polls Open

11:30am – 1:00pm

Civil Rights Luncheon—**Ticketed Event**

Keynote: **Marc H. Morial, President & CEO, National Urban League**

Invited Honorees: Honorable John Lewis; Dr. Walter Young

1:30pm – 4:30pm

Atraumatic and Efficient Oral Surgery: New Concepts and Technology

3.0 CE

Antwan Treadway, DMD

1:30pm – 4:30pm

OSHA Infection Control Workshop

3.0 CE

Kathy Eklund, RDH, MHP; Michele Junger, DDS, MPH; Karen Gregory, RN

Learning Objectives:

- Describe the OSHA standards that apply to dentistry and how to implement them.
- List the written safety plans, training, monitoring and documentation that are required to comply with OSHA regulations.
- Explain the new Globally Harmonized Hazardous Communication Rule
- List the Bloodborne Pathogen Standard requirements including transmission of disease, exposure control methods, hepatitis B vaccine, post exposure protocols, and record keeping.
- Describe the new CDC Summary of Infection Prevention Practices in Dental Settings: Basic Expectations for Safe Care's role in dental infection prevention.
- Describe how to apply the assessment tool included in the Summary to evaluate compliance with standard precautions in dental health care settings.



Kathy Eklund



Karen Gregory

2:00pm – 5:00pm

NDA Board of Trustees Meeting

NDA House of Delegates Meeting

6:30pm – Midnight

NDA Family Night

Movie: Service to Man, featuring **Lamman Rucker**

So You Think You Can Sing? Karaoke Competition – Win Great Prizes

NDA FAMILY NIGHT

So You Think You Can Sing?
Karaoke Competition – **Win Great Prizes**



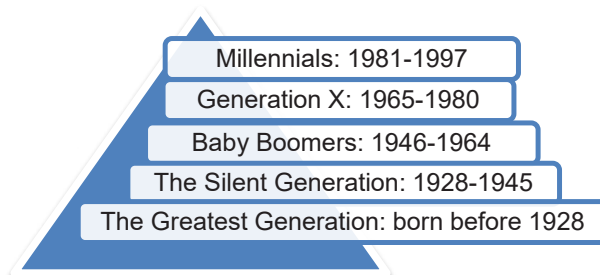
President's Symposium: Countdown to 2020

"Shaping America's Oral Health Care Future: Multi-generational Perspectives"

Saturday, July 23, 2016
Continental Breakfast 8:00am – 8:30am
Symposium 8:30am - 11:00am

Welcome and Introduction: Embracing Diversity and Generational Mix

The 92nd President invites you to this collaborative dialogue between generations on *Oral Health in America* and *Diversity*. Synergism within the healthcare culture consists of a work and healthcare delivery environment that succeeds in the creation and implementation of flexible policies designed to meet the needs of the different generations, while embracing diversity. Knowledge of generational differences, typical communication, and relevant intergenerational issues is essential. Understanding the differences, values and attitudes between generations will help stimulate lively dialogue in developing corresponding strategies to both panel topics.



Oral Health in America 2000 to Present: Progress Made but Challenges Remain

Two of the most common barriers to access to oral health care grounded in policy are: financing oral health care and ensuring a diverse, sustainable oral health care workforce. After expert presentations, we seek to stimulate multigenerational perspectives of these issues. Do generations look at access to care concerns differently? Is the mismatch between medical care private/public insurance and dental care insurance the problem or is it the need for a more flexible, expanded dental workforce and one that diversely mirrors the population in the U.S.? What are the workforce trends in dental specialties? Lastly, oral health professionals are on the frontlines of many call to actions, the latest is our role in fighting the opioid drug crisis. How can we make a difference?

- Improving Access to Care: 1) Financing Healthcare: The Affordable Care Act, Medicaid Expansion 2) Dental Workforce Issues: The Big Debate 3) Policy and politics
- Trends in Dental Specialties
- President Obama and HHS: A Call to Action for on the Opioid Crisis in America

Diversity in Healthcare, Leadership and Business: Are we there yet?

We set out to ask questions that would stimulate discussion between colleagues of all races and generations about how people of color practicing dentistry in the United States would describe the conditions they practice in today, versus what colleagues entering dentistry in the past faced. We further stimulate conversation on Race relations, double standards, increasing workforce and leadership diversity.

- Student Recruitment, Mentorship and Reclaiming the African American Male in STEM and Healthcare Professions
- Big Business, Small Business: Solo, Group Practice and the Impact of Corporate Dentistry
- Building Diverse leadership into the pipeline of Organizations, Government and Academics

"Informed, Engaged and Focused on our Future"

6th Annual NDA New Dentist Conference

Professional Development • Networking Opportunities • Customized CE Courses • VIP Social Events



Friday, July 22, 2016

9:00am – Noon
Eddie G. Smith Leadership Institute
Sponsored by Academy for Academic Leadership & GlaxoSmithKline

The Power of Reframing Leadership: When You Understand, You Know What to Do

Felicia L. Tucker-Lively, MPH, PhD

The Leadership Journey: Shaping Your Path in the Community and Organized Dentistry

Twana Lee-Ware, DDS

Saturday, July 23, 2016

11:30pm – 1:30pm
New Dentist Panel & Professional Development Forum Navigating the Future with Professional Development

Moderator: Darwin K. Hayes, DDS, FAGD

Panelists: Drs. Catrise Austin, Simone Ellis, Tarem Hendricks, Heavenly Kimes, Tawana Lee Ware, Jennifer McCants, Rico Short, and Antwan Treadway

Sponsored by Crest Oral-B

2:00pm – 5:00pm
New Dentist Professional Development Short Talks
Sponsored by Colgate Palmolive and Certified Financial Services

How Young Dentists Navigate Through Today's Dentistry

Richard Lipscomb, Jr., DDS

Building Your Brand and Practice Marketing: Who are YOU?

Catrise Austin, DDS

CV/Resume and Alternatives: How to Get out of Obscurity

Darwin Hayes, DDS, FAGD

Student Debt: Repayment Options and Opportunities

Jason Fink and Jared Rothbarth

Minorities and Money: How to Close the Gap

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Rico Short, DMD

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Sponsored by QualDent and Certified Financial Services

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Simone Ellis, DDS

Dental Pharma ad Its Role in Improving Patient Engagement

David Williams

The Living Balance Sheet: Financial Solutions for Dentists

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HIPPA Update, Employment, Practice & More

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From Start to Finish – Financial Planning for Every Phase of Life

Kelvin Pettaway

Monday, July 25, 2016

8:00am – 11:00am
Profiting from Accepting Medicaid Dental Benefits! Yes, Really!
David Williams

Sponsored by QualDent

1:30pm – 4:30pm
OSHA Infection Control Workshop
Kathy Eklund, RDH, MHP; Michele Junger, DDS, MPH, Karen Gregory, RN

Sponsored by OSAP

New Dentist registrants are welcomed to attend any CE courses and special events provided during the NDA Annual Convention. Payment of fees for any courses or special events offered at an additional cost is the responsibility of the registrant.