

CDDS Fall CE Event - NOVEMBER 8th, 2024

Location: Idle Hour Golf & Country Club, Macon, GA

**6 CE
LIVE
LECTURE!**

MORNING COURSE: Blood, Spit & Fears: A Painless OSHA Update *With Laney Kay*

Let's face it...most OSHA training courses are anything but fun. Join us for a class that will change your mind forever. It's fast, it's informative, it's fun, and it satisfies your annual OSHA requirements. We'll cover the newest infection control and HIPAA guidelines, new disease information, and other relevant regulations.

- Understand the importance of standard, droplet, and transmission precautions and the use of PPE in the dental office
- Recognize the importance of the CDC's infection control guidelines and training for the dental health care worker
- Recognize the role of regulatory and risk management issues in dentistry
- Understand updated requirements for HIPAA regulations in the dental environment
- Identify strategies that can prevent occupational exposures to blood and body fluids, ALL without being put to sleep!

AFTERNOON COURSE 1: Artificial Intelligence: Elevating the Standard of Care

With Mike Buckner

With dentists examining hundreds of radiographs each week in their practice, it is inevitable we may miss potential pathologies, especially since the human eye can only distinguish between 30 and 50 different shades of grey. With the introduction of Artificial Intelligence (AI) into the dental industry, we now have a powerful tool that can be leveraged to increase case acceptance by up to 35%.

- Examine the 3 key strategies of today's top 10% dental practices utilizing AI to increase case acceptance.
- Explore AI's path in dentistry, and many ways that practices are leveraging this technology to increase efficiency and profitability.
- Learn how AI is being used in the industry as a tool to improve and increase the approval rates of insurance claims, while dispelling the myths of AI.

AFTERNOON COURSE 2: How AI is Revolutionizing Practice Management & Marketing.

With Adrian Lefler

This course explores how artificial intelligence is transforming dentistry. Discover the impact of AI on digital marketing, practice management, team dynamics, and content creation, setting new industry standards. Gain practical insights and actionable strategies to integrate AI into your practice, enhancing efficiency, service delivery, and growth.

- Understand and implement AI tools and systems which generate human-like predictive responses and identify cutting-edge tools that streamline patient communication.
- Recognize dental marketing powered by AI and how language models can create diverse types of content to enhance and streamline dental marketing initiatives.
- Experience advanced AI tools and future practice management with live demonstrations including emerging technologies to enhance efficiency and profitability by automating tasks.

LOCATION:

Idle Hour Golf & Country Club
251 Idle Hour Drive
Macon, GA 31210

\$250

Dentist
General Admission
(Meals Included)

EVENT SCHEDULE:

8am - 9am: Breakfast/Registration

9am - 12pm: Morning Course - Laney Kay

12pm - 1pm: Lunch

1pm - 4pm: Afternoon Courses - Mike Buckner & Adrian Lefler

\$15

Staff
General Admission
(Meals not included)



SPEAKER: Laney Kay, JD, MPH of Entertaining Training, LLC.

Laney is a nationally known speaker and writer on technical and regulatory topics, especially HIPAA and OSHA. Her expertise is in taking very complex, and/or incredibly boring, topics and making them both fun and informative. She is a featured consultant with the ADA's CELL Seminar Series and has taught courses at multiple Hinman and ADA meetings, the TBSE, the Yankee Dental Congress, the Chicago Midwinter Meeting, the Pacific NW Dental Conference, the Texas Meeting, the SW Dental Conference, plus other national, state and district meetings, study clubs and in individual offices all over the country.



SPEAKER: Mike Buckner, Executive Vice President, Pearl

Mike has spent the last 12 years growing dental software technology companies that are designed to streamline office efficiency, increase overall production, while elevating the standard of care for your patients. He helped grow Dental Intelligence, focusing on providing valuable insights to practices allowing them to focus on vital key performance indicators to improve overall practice health. His most recent endeavor finds him as the Executive Vice President of Revenue at Pearl, the first company to bring Artificial Intelligence into the dental space with comprehensive FDA clearance to assist the clinicians and team members in reading and detecting pathologies in 2D X-rays (Bitewings and PAs).



SPEAKER: Adrian Lefler, CEO of My Social Practice

Adrian is a seasoned expert in the dental marketing industry with 14 years of experience. He is widely recognized for his engaging and informative presentations. Based in Suncrest, Utah, Adrian shares his life with his wife, four children, and a lively mix of pets. My Social Practice is a leading dental marketing company, and Adrian is passionate about helping dental professionals succeed in this dynamic field.



Registration is required. To Register, Please scan the QR code.

For more information: email: education@atlantadental.com or call **833.872.9203**

AGD SUBJECT CODE: 148, 550

CANCELLATION POLICY: Attendees must provide written notice of cancellation 7 days prior to the course date for a full refund. No refunds will be issued for cancellations made 6 days prior to the course date. Registrants that no show the day of the course, will not receive a refund for tuition paid.



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01/01/2024 to 12/31/2027
Provider ID# 414682

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