VIRTUAL

Lecture
Credits

Dentistry Transformed:
How AI Elevates Practice Management & Marketing

Adrian Lefler

Join us for a game-changing presentation on the evolving role of artificial intelligence in dentistry. Discover how AI is driving unprecedented improvements in practice management and marketing by providing 24/7 phone and web chat coverage, replacing voicemail, and capturing more new patient appointments. Attendees will learn how AI seamlessly integrates into the dental team as a specialized "AI employee," allowing practices to streamline data entry and customer service interactions—saving at least 30 minutes a day. More importantly, this enables dental professionals to focus on what truly matters: building stronger patient relationships. Throughout the session, you'll see live demonstrations of conversational AI in real-world scenarios, showcasing natural language processing capabilities that match or exceed human performance on the phone and online. We'll also explore future AI developments on the horizon, including new marketing and management features that will continue to drive profitability and improve the patient experience.

- **Demystifying AI** Understand the core principles behind AI software systems and how they produce human-like predictive responses to enhance decision-making and patient care.

- **Introduction to Advanced AI Tools** Identify pivotal AI solutions—including ChatGPT, Google Gemini, and Perplexity—and learn how these tools optimize patient communication, reduce administrative tasks, and improve practice efficiency.

- **Understanding Natural Language Processing & Conversational AI** Explore the fundamentals of how AI interprets and responds to human language, including real-time demonstrations of AI agents interacting with patients through web chat and phone calls.

- **Exploring Annie AI: Dentistry's Most Advanced AI Conversational Agent** Discover Annie AI's specialized capabilities for dental practices, including training for practice-specific conversations, problem-solving, and customer service that seamlessly integrates as an AI "team member."

- **The Future of AI in Dentistry** Examine upcoming AI capabilities—particularly with Annie AI—in the realms of practice management and dental marketing, and learn about exclusive opportunities to implement this technology in your own office

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Adrian Lefler

Adrian Lefler, CEO of My Social Practice, is a seasoned expert in the dental marketing industry with 15 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.

Date: June 10, 2025

Time: 6:00 p.m. to 7:00 p.m. CST, 7:00 p.m. to 8:00 p.m. EST

Location:
Virtual Webinar

Registration is per person, not by office. Each person attending the course that requires CE credits or verification of participation for license renewal needs to register individually to receive a unique join link for the virtual course. This join link is how attendee participation is tracked.

Each course is offered in a virtual, live webinar format. Participants must attend the live course during the scheduled date and time. This course will not be recorded or shared for on-demand viewing. Seats are limited.
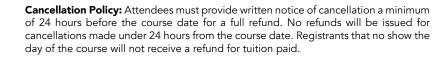
Cost:
General Admission: $19.99 per person
AIDA Members: $9.99 per person
(This discount is automatically applied at checkout)

Register at cvent.me/ERRPvv

Prerequisites: None
CEs: Lecture CE Credits
CE CODE: VDN24YYPSRG
AGD SUBJECT CODE: 550

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