

## Dental Business Summit: Elevate, Innovate, Dominate!

### Course 1 Description

#### Your Practice Online & Growing Your Revenue in the Era of AI

This lecture will discuss the newest and latest internal and external marketing techniques that were developed to respond to the ever-changing digital marketing strategies that your practice needs to perfect. The advent of AI tools has presented both challenges and opportunities in perfecting your marketing strategies. By incorporating these fresh new marketing techniques and by reinforcing the marketing procedures that have worked in the past, using the tools taught in this lecture can help you drastically grow your revenues and your patient base.

**By the end of this program, the dental professional will be able to:**

- Incorporate new digital marketing plans to make their offices more efficient and their patients much happier
- Compare internal marketing tools and strategies to determine which will work in their practices
- Develop internal and external marketing strategies that will boost office income

### Course 2 Description

#### 30 Tax-Saving Tips in 30 Minutes: Smart Strategies for Small Businesses & Professionals

This fast-paced course provides 30 actionable federal tax-saving strategies designed to help small businesses and professionals optimize tax planning and ensure compliance. Attendees will learn how to maximize work-related deductions, leverage tax breaks for education and families, and stay informed on the latest estate and gift planning updates. Ideal for business owners, organizational staff, and financial professionals, this course also serves as a valuable refresher for seasoned experts with limited exposure to individual taxation.

**By the end of this program, the dental professional will be able to:**

- Identify key tax-saving opportunities for small businesses and individual taxpayers
- Understand and apply tax deductions and credits related to work expenses, education, and family planning
- Stay updated on changes in estate and gift tax laws to enhance long-term financial planning

### Course 3 Description

#### Understanding Insurance Participation to Maximize Revenue

In today's business world, there are many challenges to offset the business acumen of a dental practice. To be fully aware of how to move forward successfully, this course will discuss private practice challenges, insurance contracting options, goals and strategies, and revenue impact of decisions.

**By the end of this program, the dental professional will be able to:**

- Understand the various contracting options for insurance networks/PPO
- Understand the impact of each option on the practice
- Implement goals and strategies that maximize revenue from insurance

### Course 4 Description

#### Scale to CEO – Take Your Organization to the Next Level

Understand what it means to truly be the CEO and Leader of your organization. In this impactful presentation, Tim and Lauen will share how to take your practice from good to exceptional. Leave with strategic steps for growing and scaling your organization. Learn actionable knowledge of how to maximize your team, operations, and financials to compound your practice growth. Gain the blueprint of scaling your business and creating more time for you as the business owner.

**By the end of this program, the dental professional will be able to:**

- Understand the difference between growing & scaling
- Discover four-time absolutes to scale
- Create scale as an individual, with your team and as an organization

# Speaker Biographies



Dr. Josh Gindea

## COURSE 1 SPEAKER: DR. JOSH GINDEA

An honors graduate of the combined BA-DDS program at NYU nearly 40 years ago, Dr. Joshua Gindea completed a GPR residency and went into private practice, owning and operating 4 dental practices in New York City for over 35 years.

His lectures are very timely in that they deal with website and internet marketing, reputation building and management and growing and making practices more efficient and more profitable.



Brian Seymour

## COURSE 2 SPEAKER: BRIAN A. SEYMOUR

Brian A. Seymour is a licensed CPA with almost 20 years of experience working with an array of clients ranging from multinational firms managing fortune 500 companies, to small local firms, and family-owned businesses looking for a personal touch.



Michael Ingram

Dental Advocacy Group (DAG)

## COURSE 3 SPEAKER: MICHAEL INGRAM - DENTAL ADVOCACY

Michael joined Dental Advocacy Group seven years ago with the goal of growing the company through their unique revenue enhancing solutions, and by developing strategic partnerships with like-minded dental organizations and industry experts. Michael's role with Dental Advocacy Group draws on three decades of experience in business and relationship development, insurance negotiations, and sales. Michael is a member of the Leadership Team at DAG, directing the sales and marketing efforts of the company. Over the last seven years, DAG has grown to over 1100 Dentist clients in 39 states.

## COURSE 4 SPEAKER: TIM AND LAUREN JOHNSON - BIZROK

Tim and Lauren Johnson, co-founders of BIZROK, have proven track records of leadership, business coaching and training to help identify the purpose and goal of each practice. Using strategic, tailored plans that meet the unique needs of each client, Tim and Lauren focus on creating achievable goals that maximize the dental practice and wealth creation potential.



Tim Johnson  
Bizrok



Lauren Johnson  
Bizrok

Date: Friday, August 22, 2025

### Location:

The 1818 Club  
6500 Sugarloaf Parkway  
Duluth, GA 30097

### Time:

8:00 am CST - Breakfast/Registration  
9:00 am - 4:00 pm CST - Event  
12:00 pm - 1:00 pm - Lunch

### Cost per person:

General Admission: **\$149**

AIDA member or PPM customer: **\$99**

### CEs: 5 Hours

AGD Subject Code:

Course 1: **550**

Course 2: **550**

Course 3: **550**

Course 4: **550**



Register at:

<https://cvent.me/GeLD77>

**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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Nationally Approved PACE Program  
Provider for FAGD/MAGD credit.  
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01/01/2024 to 12/31/2027  
Provider ID# 414682



This activity has been planned and implemented in accordance with the standards of the Academy of General Dentistry Program Approval for Continuing Education (PACE) through the joint program provider approval of THE ATLANTA DENTAL SUPPLY COMPANY and AMERICAN INDEPENDENT DENTAL ALLIANCE. THE ATLANTA DENTAL SUPPLY COMPANY is approved for awarding FAGD/MAGD credit.

