



**Southeastern Society of Pediatric Dentistry**  
**Modern Pediatric Dentistry**  
**“Clinical and Business Decisions”**

**2020 Annual Meeting**  
**The Whitley, Atlanta, Georgia**  
**January 10 - 12**





## Conference Agenda

Friday, January 10, 2020	
Time	Event/Lecture
7:30 a.m. - 5:00 p.m.	Registration/Check-in
7:30 - 8:30 a.m.	Continental Breakfast
8:30 - 9:15 a.m.	<b><i>Proper And Profitable Business Decisions</i></b> — Chris Sands and Brent Saunier with ProFi20/20
9:15 - 10:00 a.m.	<b><i>Raving Patients: Get Visible, Get Credible, Get More New Patients</i></b> — Dr. Len Tau with BirdEye Social Media
10:00 - 10:30 a.m.	Break
10:35 - 11:15 a.m.	<b><i>Getting Even With Underjet: Treatment Methods for Anterior Cross-bites</i></b> — Dr. Gerry Samson
11:15 a.m. - 12:00 p.m.	<b><i>Palatal Canine Impactions—Early Interceptive Treatment</i></b> — Dr. John Taylor
12:00 - 2:00 p.m.	Lunch
2:00 - 2:45 p.m.	<b><i>Pediatric Dental Technology: The Wonders, The Woes</i></b> — Dr. Jed Best
2:50 - 3:30 p.m.	<b><i>Human Resources - Avoiding Costly Mistakes</i></b> — Gay Lowry, RN of Lowry Consulting
3:30 - 4:00 p.m.	Break
4:00 - 4:45 p.m.	<b><i>Moving Up. Elevating Work/Life Balance</i></b> — Dr.'s Bobby Elliott and Phil Slonkosky
4:45 - 5:15 p.m.	PANEL Discussion
Saturday, January 11, 2020	
7:30 - 8:30 a.m.	Members Business Meeting Breakfast
8:30 - 10:00 a.m.	<b><i>Jewels and Binoculars: MAK's 2020 Clinical Gems (Part 1)</i></b> — Dr. Martha Ann Keels
10:00 - 10:30 a.m.	Break
10:30 a.m. - 12:00 p.m.	<b><i>Jewels and Binoculars: MAK's 2020 Clinical Gems (Part 2)</i></b> — Dr. Martha Ann Keels
12:00 - 2:00 p.m.	Lunch
2:00 - 3:30 p.m.	<b><i>Pediatric Oral Diagnosis: From A-Z ! (Part 1)</i></b> — Dr. Juan Yepes
3:30 - 4:00 p.m.	Break
4:00 - 4:45 p.m.	<b><i>Pediatric Oral Diagnosis: From A-Z ! (Part 2)</i></b> — Dr. Juan Yepes
4:45 - 5:15 p.m.	PANEL Discussion
Sunday, January 12, 2020	
7:30 - 8:00 a.m.	Continental Breakfast
8:00 - 9:30 a.m.	<b><i>Living in the Matrix: Cyber-Risk, Penalties and Cyber-Insurance</i></b> — Tom Alleman, JD
9:30 - 10:30 a.m.	<b><i>Good Times and The Other: Associates, Partnerships</i></b> — Dr. Scott Goodman
10:30 - 11:00 a.m.	Break
11:00 a.m. - Noon	PANEL Discussion
Noon	Adjournment



**Proper And Profitable Business Decisions — Chris Sands and Brent Saunier with ProFi20/20**

To bring clarity, like the X-ray, to both companies' and individuals' financial pictures. With an emphasis on profitability, consulting to help doctors create more margin of time and money to positively impact their quality of life. This is done through the efficient and integrated management of practice finances with a single point of contact. Our services include business consulting, comprehensive & proactive tax planning, accounting & bookkeeping, cash flow planning, business analytics, business valuations, bank loan assistance, and more.



**Chris Sands, Partner, Strategic Growth Pro-Fi 20/20, CPAs**

Chris Sands focuses on counseling dental business owners as a result of his first-hand experience working in a dental practice. His goal is to help them grow and understand the importance of being fiscally responsible in their business.

Chris has a Bachelor of Business Administration (BBA), Real Estate and a BBA, Risk Management & Insurance from The University of Georgia. He is also an Accredited Wealth Management Advisor (AWMA). He is a member of the National Society of Certified Healthcare Business Consultants (NSCHBC) and volunteers with National Multiple Sclerosis Society, Dentistry from the Heart and Dentistry for our Vets.



**Brent Saunier, CPA, Partner, CEO, Pro-Fi 20/20, CPAs**

Brent advises business owners on all aspects of accounting, finance, tax, operational strategy and best practices. Brent's proactive and hands-on approach has built long-lasting relationships and trust with his clients. He has extensive experience identifying and implementing tax strategies for small-to-medium-sized businesses with an expertise in medical, dental and veterinary practices, professional service firms and real estate. These tax strategies save his clients thousands of dollars.

Brent has a Bachelor of Accountancy from Georgia State University and is a member of the American Institute of Certified Public Accountants (AICPA) and Georgia Society of Certified Public Accountants (GSCPA). A thought leader on tax planning and accounting matters, with a special concentration on the dental industry, Brent actively lectures and publishes on these issues. Brent enjoys volunteering with Habitat for Humanity, Open Hand Atlanta, Dentistry from the Heart and Dentistry for Our Vets.

**Raving Patients: Get Visible, Get Credible, Get More New Patients — Dr. Len Tau, BirdEye Social Media**

In this seminar, Dr. Tau shares numerous tips and best practices to not only become credible but visible online. He will also discuss the system that has been tried and tested in his own office enabling him to take his practice to the next level simply by marketing his reputation.

**Learning objectives:**

- Understand the importance of taking control of your online presence
- Learn software programs that help manage your reputation
- See why your practice may not be ranking as high as it could be
- Discuss ways in which patient reviews can manifest online
- Develop strategies for garnering positive patient reviews
- Review team training tips for garnering positive feedback



**Dr. Len Tau, BirdEye Social Media**

After purchasing his practice the Pennsylvania Center for Dental Excellence in Philadelphia in 2007, Dr. Leonard Tau solely used the power of the Internet to help grow his new patient base and went against the traditional way of marketing one's dental office. He lectures nationally and internationally on Internet marketing, social media and reputation marketing and its ability to make your dental office more visible and credible.

Chosen as one of the top leaders in dental consulting by Dentistry Today, Dr. Leonard Tau DMD is a Dentist, Consultant, Speaker Podcaster and Practice owner. Few professionals within the dental industry have the level of expertise, knowledge, and passion for the field. He has traveled the country educating dental professionals to help them succeed in growing their practice, reigniting their passion for dentistry and navigating the fast-changing nature of the job.

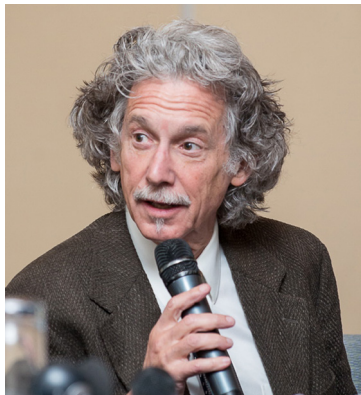
## Getting Even With Underjet: Treatment Methods for Anterior Cross-bites — Dr. Gerry Samson

Perhaps the “demilitarized zone” (DMZ) of orthodontics and pediatric dentistry may be found in the early detection and treatment of anterior cross-bites. As clinicians, all of us prefer to base our treatment on principles that are evidence based. As professionals we strive to provide accurate information to parents whose children present with occlusal relationships that, if left untreated, may lead to conditions that can be both unattractive, dysfunctional and become more severe.

**For this seminar, our attention will include specific answers to questions, such as:**

- What are the potential consequences of advising to not treat the anterior cross-bite and wait until all the permanent teeth are in occlusion and what is the best time to correct these problems?
- Clinically, what are the most interesting and effective anterior cross-bite correction appliances and how are they adjusted by the doctor?
- What should I do if my treatment method is not working?
- When confronted with an anterior cross-bite, which are true Class III problems with eventual ortho-surgical potential?
- What are the best post-treatment retention methods?
- Which patients have the highest Class 3 relapse potential; what factors are responsible for the relapse and what can be done about that risk?
- Which specific orthodontic records are needed prior to treatment?
- Which specific informed consent documents should be used?

Participants will receive a detailed syllabus and are assured of a clinically useful, motivating, and entertaining educational experience.



### Dr. Gerry Samson, DDS, ABO, FACD, TE

Described as an educational entertainer Gerry Samson completed pediatric dental residency at Emory University in 1979 and orthodontics at Northwestern University in 1981 under the direction of Dr. Hal Perry. Gerry offers meaty clinical presentations spiced with a blend of biting wit, edgy humor, and sauced with evidenced based literature.

Dr. Samson has lectured extensively, is a Diplomat of The American Board of Orthodontics and a Fellow of The American College of Dentists. He has been the featured speaker for numerous regional, national and international meetings including the annual sessions of The American Association of Orthodontists (AAO) and The American Academy of Pediatric Dentistry (AAPD).

---

## Palatal Canine Impactions: Early Interceptive Treatment — John Taylor, D.M.D.

Imagine your hygienist softly saying, “doctor, you’ll want to check out Johnny’s panorex film before speaking with his mother”! Examining the film your pulse quickens as you discover the upper left canine has destroyed half the root of the adjacent lateral incisor and is now targeting the central as it’s next victim. Panic sets in. What went wrong?

Along with these kinds of “intraoral horror shows” this real life presentation will address normal development, prognosis, risk management, and early prevention of palatally displaced canines. Participants can expect clear, no nonsense guidelines based on science.

### Course Objectives:

- What is the normal development and eruption path of a maxillary canine.
- What are the genetic markers to help us diagnosis canines before they become impacted.
- When is the best time to intervene in the prevention of impacted canines.
- What are the odds of preventing impacted canines if we do intervene early.



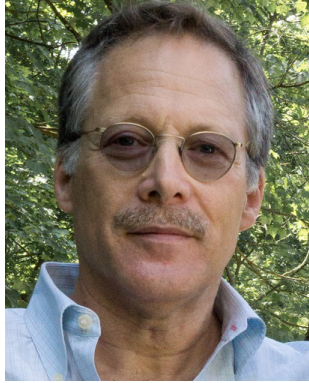
### John Taylor, D.M.D

John Taylor is a 1982 graduate of the Medical College of Georgia School of Dentistry and completed his specialty training at the same institution. He is the current president of the Georgia Academy of Pediatric Dentistry. John is a Fellow of the American College of Dentists (FACD). He has served as Vice-Chief of Staff for Hospital Dentistry at Children’s Healthcare of Atlanta. He has extensive experience in the field of early interceptive treatment of impacted canines. A major portion of John’s pediatric practice is dedicated to providing orthodontic care to his patients.

## ***Pediatric Dental Technology: The Wonders, The Woes — Dr. Jed Best***

### **Course Objectives:**

1. To be able to identify hype from reality
2. To know where to find the actual facts and evidence base
3. To be better consumers of technological devices
4. To know the deleterious side effects that may affect the practitioner



### **Dr. Jed Best**

Dr. Jed Best earned his dental degree from Case Western Reserve University and went on to complete a pediatric dental residency at the University of Minnesota. At the end of his residency and thesis defense he was awarded an MS degree and subsequently was a AAPD Graduate Student Research Award winner.

He is a past president of the College of Diplomates of the American Board of Pediatric Dentistry. In addition, he is a Fellow of the American Academy of Pediatric Dentistry; The International College of Dentists and the American College of Dentists. Dr. Best has been in clinical practice for almost forty years and holds teaching positions at Case School of Dental Medicine, Columbia University College of Dental Medicine and New York University College of Dentistry.

---

## ***Human Resources – Avoiding Costly Mistakes — Gay S. Lowry***

In this “#MeToo” era of litigation, this session is intended to open the eyes of the attendees to the very real danger of failing to set a clear expectation of civility among team members. Learn how to solve issues that arise in human resources, such as intimidation, discrimination, gender or racial equality, and sexual harassment.

### **Course Objectives:**

1. Understanding the importance of clear and consistent messaging regarding your practice culture.
2. Provide each attendee with information to help them to avoid sending messages to their team, whether in word or action, that can be mistaken as permission for incivility in the workplace. Setting consistent example and expectations for all team members. Understanding the importance of communicating messages that set clear expectations.



### **Gay S. Lowry, Lowry Consulting, LLC**

Gay Lowry is owner of Lowry Consulting, LLC, a business management consulting and coaching organization specializing in dentistry. After a long career in the medical field as a clinician she moved into management, serving as Director for a system of hospital owned urgent care centers and later as Director of Physician Services. In 1996 Piedmont Management Services, now Lowry Consulting, LLC, began working with medical professionals in private practice. Ten plus years ago, Gay faced a new, exciting, and challenging opportunity to venture into the dental and orthodontic world.

Gay encourages and supports continuing business education and speaks at many dental and orthodontic conferences, and dental society meetings each year. In recent years the topics most requested have been “The Challenges of Creating & Managing Teams”, “Conflict Management & Resolution”, “Process Improvement”, and “Facing Conflict with Confidence”.





## ***Moving Up. Elevating Work/Life Balance — Dr.'s Robert D. Elliott and Phil Slonkosky***

### **Course Description:**

The key to a successful practice is making sure that you and your TEAM have a healthy work life balance. Whether you are starting a practice or looking for a re-boot there are time tested strategies that you can implement to maintain profitability while at the same time working less. In this presentation Drs. Robert Elliott and Phil Slonkosky will present strategies they've developed to reinforce a positive office culture and implement effective business practices while maintaining a healthy work/life balance.

### **Course Objective:**

1. Develop a better understanding of how to create a more efficient and predictable patient schedule in order to decrease stress.
2. Learn how to develop a schedule for your office so that your TEAM and business responsibilities do not overwhelm you.



### **Dr. Robert D. Elliott**

Dr. Elliott is from Louisville, Kentucky where he graduated from the University Of Louisville School Of Dentistry. He lectures throughout the year to other dentists, specialists, dental team members and residents. In his "not so much free time", he has founded his own pediatric dental consulting business, Pedo Springboard, Inc. to help residents and pediatric dentists successfully start their own practice.

Dr. Elliott is a recognized authority on the development of creative and innovative office designs for pediatric dental practices and is often called upon to consult with new office construction as well as dental team development and practice. He works with his best friend and partner and 12 rockstar TEAM members and has been in private practice for 20 years in Cary, NC.



### **Dr. Philip Slonkosky**

Dr. Philip Slonkosky, DMD, MS is a licensed, board-certified pediatric dentist, business owner, practice strategist, and amateur podcaster. He is the co-founder of Pediatric Dental Directions (a pediatric dental consulting/coaching company), co-owner of Minster Dental Care, and co-founder of Integrative Health Supplements, a new company focused on providing next generation integrative health products, as well as educating consumers so they can make better health care decisions.

As a practitioner of Pediatric Dentistry, Dr. Slonkosky continues to push the profession forward by integrating emerging medical science with the latest technology dentistry has to offer.

In 2014 Dr. Slonkosky founded Pediatric Dental Direction, a dental practice consulting/coaching business with his longtime friend and mentor Dr. Robert Elliott. Dr. Slonkosky and Elliott saw an emerging need for young pediatric dentists who wanted to start their own practice but needed help. Since 2014 Dr. Slonkosky has given numerous presentation and lectures with Dr. Elliott and their friends focusing on customer services, TEAM leadership, advanced clinical treatment planning.



## Jewels and Binoculars ~ MAK's 2020 Clinical Gems — Dr. Martha Ann Keels

There are the easy procedures we do day in and day out, but what happens when you get thrown a curve ball ~ this session will present a series of interesting cases (gems) ~ from the new diagnosis of Late Childhood Caries (LCC) and how to frame treatment for this diagnosis to cases of gingival pathology including Localized Juvenile Spongiotic Gingival Hyperplasia (LJSGH) and a new diagnosis of Neutropenia. A few patient stories involving dental erosion will be shared along with several cases of managing eruption disturbances. The goal is to make these complex cases more manageable and enjoyable.



### Martha Ann Keels, DDS, PhD

Dr. Martha Ann Keels received her dental degree from the University of North Carolina, Chapel Hill. In 1990 she established the Pediatric Dental Program at Duke Children's Hospital. She is board certified in pediatric dentistry and has been an examiner with the American Board of Pediatric Dentistry from 2007 until present.

Dr. Keels holds Fellowships in the American Academy of Pediatric Dentistry, American College of Dentists, the International College of Dentists and the Pierre Fauchard Academy. She has served as president of the North Carolina Academy of Pediatric Dentistry; on the editorial board of Pediatric Dentistry; and on the Council for Clinical Affairs and the Council of Scientific Affairs for the American Academy of Pediatric Dentistry. Presently, she serves on the American Dental Association's Council on Scientific Affairs and she is chair of the ADA Clinical Science Committee. She has served on the Examination Committee for the American Board of Pediatric Dentistry.

Currently, she is the PI for a NIH grant assessing caries risk factor analysis. She also is the pediatric dentist for the Duke NIH grant studying undiagnosed genetic disorders in children. Her research interests include dental acid erosion, pediatric periodontal disease and the care for children with special health care needs.

## Pediatric Oral Diagnosis: From A-Z! — Dr. Juan Yepes

This seminar will provide to the attendee with the most up-to-date information regarding the fascinating and emerging field of oral medicine in the pediatric patient.

The seminar will cover three main aspects in oral diagnosis in the pediatric patient: 1) most common soft tissue lesions; 2) most common radiographic lesions and 3) most common medical conditions. All these three topics will be discussed in detail in the baby, child and teenager.

### Objectives:

After attending this seminar, the participant will be able to:

- Understand the importance of "building" a differential diagnosis based on the clinical presentation of oral lesions
- Understand the importance of a correct radiographic differential interpretation
- Learn and review the "5 Yepes steps" of a good radiographic interpretation
- Discuss the main issues of radiographic safety related with the pediatric patient: use of digital radiology, handheld devices, rectangular collimation
- Learn the most common soft tissue lesions in infants, children, and adolescents
- Learn the most common radiographic lesions in infants, children and adolescents
- Review the most common medical issues in the pediatric patient and the most updated dental protocols



### Dr. Juan F. Yepes

Juan F. Yepes DDS, MD, MPH, MS, DrPH is an associate professor in the Department of Pediatric Dentistry at Indiana University School of Dentistry and an attending at Riley Children Hospital in Indianapolis, Indiana.

Dr. Yepes is board-certified by the American Boards of Pediatric Dentistry, Oral Medicine, and Dental Public Health. He is an active member of the American Academy of Pediatric Dentistry, American Academy of Oral Medicine, American Academy of Oral and Maxillofacial Radiology, American Association of Public Health Dentistry, Indiana Dental Association, and American Dental Association. Juan F. is a fellow in dental surgery from the Royal College of Surgeons at Edinburgh. He is a member of the editorial board of the journals Pediatric Dentistry and Oral Surgery, Oral Medicine, Oral Pathology, and Oral Radiology. He has many years of experience in medicine, medically compromised children and dental protocols, diagnosis and radiology in children and shares these experiences in outstanding lectures.



### *Living in the Matrix: Cyber-Risk, Penalties and Cyber-Insurance — Tom Alleman, JD*

#### Course description:

Living and practicing a profession in today's cyberworld truly involves navigating a matrix of new risks and threats. This course introduces fundamental concepts of risk aversion and perception of risk, and how that affect decisions to purchase insurance. We conclude by examining the ins and outs of your contractual relationships with the cyberworld and typical coverages available in data and cyber insurance policies.



#### **Tom Alleman, JD**

Tom Alleman is co-director of the Insurance Industry Group at Dykema Gossett PLLC. From his office in Dallas, Tom provides advice to a wide variety of corporations, individuals and businesses on complex insurance coverage questions in areas ranging from professional liability to autonomous vehicles and artificial intelligence. Tom is a Fellow of the American College of Coverage Counsel, a national body of 300 attorneys whose practice focuses on complex questions relating to insurance and risk management. Tom is a graduate of Williams College and the Washington University School of Law.

---

### *Good Times and The Other: Associates, Partnerships — Dr. Scott Goodman*

#### Attendees will:

Be able to define the different types of dental associateship and partnerships. Understand the advantages and disadvantages of dental partnerships. Learn the reason many associateships/partnerships fail. Attendee will be presented techniques to address conflicts that threaten partnerships.



#### **Dr. Scott Goodman**

Dr. Goodman is a 1979 graduate of The Ohio State University Dental School. He completed a GPR residency at the Memorial Hospital, Worcester, Mass and a fellowship at the Bowman Gray School of Medicine, Wake Forest University prior to obtaining his Master's degree and certificate in Pediatric Dentistry from the University of Iowa in 1983.

Dr. Goodman is a Diplomat of The American Board of Pediatric Dentistry, and a Fellow of the International College of Dentists and American Academy of Pediatric Dentistry. He enjoys lecturing to private practice dentists, dental residents and faculty at multiple dental schools and residency programs, concentrating on pediatric growth and development, interceptive orthodontic therapy, practice management and intra office conflict resolution. Dr. Goodman has been a consultant to management organizations and private practices to improve office protocols, chart documentation, and practice productivity. Dr. Goodman is the founder of a 3-office group pediatric practice in the Charlotte, NC Metropolitan area. He has worked with national/ state dental organizations and state/local governments to improve access to pediatric dental care and has been the local clinic coordinator for the Charlotte- Mission of Mercy Clinic since its inception.

# Registration Form

Please print, detach, and return this form with your payment by December 1, 2019, or register online at: [www.sspd.org/meeting](http://www.sspd.org/meeting).  
Copy form for additional attendees.

Doctor Name(s) \_\_\_\_\_

Guest/Spouse/Staff Name(s) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Office Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Attendee	Registration Fee
AAPD Member	\$
Non Member	\$
Staff	\$
Guest/Spouse	\$
Resident/FT Faculty	\$
Retired Members and FT Faculty (\$50 cost for breakfast and daily refreshments)	\$
<b>TOTAL</b>	\$

## Mail this form with payment to :

SSPD

6307 Colebrook Road  
Richmond, Virginia 23227-1611  
(Make checks payable to SSPD)

## Questions?

Kimberly Brooks, Executive Secretary  
804-475-9551 Email: kbmw716@aol.com

Johnathan Jackson, Executive Director  
404-255-8443 Email: jmjmdmd@hotmail.com

**Cancellations** must be in writing and received by SSPD at least seven days in advance of the time registration opens at the meeting. Cancellations will be assessed a \$50 administration fee. Refunds will be processed after the meeting.

Attendee	Registration Fee by 12/1/19	Registration Fee after 12/1/19
AAPD Member	\$595	\$695
Non Member	\$695	\$795
Staff	\$295	\$395
Guest/Spouse	\$275	\$375
Resident/FT Faculty	No Charge	No Charge
Student	No Charge	No Charge
Registration includes daily continental breakfast, mid-morning and afternoon breaks, and AAPD Continuing Education credits and a chance to mingle with fellow members of the Southeastern Society of Pediatric Dentistry.		

## Hotel Information

### The Whitley Hotel

With an awe-inspiring view of the city skyline outside and timeless sophistication inside, The Whitley, a Luxury Collection Hotel, in Atlanta's coveted Buckhead neighborhood offers luxury in chic Southern style.

**Room Rates:** \$269 per night, plus taxes and fees

Reserve your room by phone: **404-237-2700**

**(Mention the Southeastern Society of Pediatric Dentistry)**