

EVENT SCHEDULE

Tuesday, March 7, 2017

Pre-Conference

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| 12:00 PM - 1:30 PM | <p>Pre-Conference Lunch & Welcome
 <i>(By invitation only)</i>
 This event is only for IP members who have secured a sponsorship for the pre-conference events and DSO representatives who are participating in pre-conference meetings.
 <u>Location:</u> Il Mulino Restaurant, inside The Walt Disney Swan Hotel</p> |
| 2:00 PM - 5:00 PM | <p>Pre-Conference Meetings
 <i>(By invitation only)</i>
 One-on-one meetings between Industry Partners who have secured this sponsorship and leadership and/or purchasing agents of member DSO's. Meeting schedules will be distributed to each participant prior to the event.
 <u>Location:</u> Swan Ballroom 1 - 4, The Walt Disney Swan Convention Center</p> |

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| 5:30 PM - 7:00 PM | <p>CEO & Premium Sponsor Reception
 <i>(By invitation only)</i>
 This event is by invitation only for our premium sponsors and the CEOs of member DSO's.
 <u>Location:</u> Information will be distributed to attendees prior to event</p> |
| 7:00 PM - 9:00 PM | <p>CEO Welcome Dinner
 <i>(By invitation only)</i>
 This event is open only to CEO's of member Dental Support Organizations.
 <u>Location:</u> Information will be distributed to attendees prior to event</p> |

Wednesday, March 8, 2017

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| 8:00 AM - 11:30 AM | <p>ADSO CEO Board Meeting
 <i>(By invitation only)</i>
 This is the first CEO board meeting of 2017 and is open only to CEO's of member DSO's.
 <u>Location:</u> Information will be distributed to attendees prior to the event</p> |
| 9:00 AM - 1:00 PM | <p>Marc Cooper Presentation
 This half day session is specifically geared towards new or smaller group practices. The program is designed for dentist-entrepreneurs with several locations and a limited number of associates, who are committed to generating substantial managed group practices. Marc will cover two fundamental questions to be asked and answered for emerging or small group practices: the "what" and the "who." Knowing "what" to do and "who" you need to be for success are entirely different matters, but both are essential to succeed.
 <u>Location:</u> Swan Ballroom 1 - 4, The Walt Disney Swan Convention Center</p> |

Committee Meetings

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| 12:00 PM - 2:00 PM | <p>Government Affairs Committee Meeting
 <i>(By invitation only, GA Committee Members)</i>
 <u>Location:</u> Toucan, The Walt Disney Swan Convention Center</p> |
| 12:00 PM - 2:00 PM | <p>Medicaid Committee Meeting
 <i>(DSO Members and Guest DSOs, Medicaid Committee Members)</i>
 <u>Location:</u> Mockingbird, The Walt Disney Swan Convention Center</p> |

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| 2:30 PM - 3:00 PM | <p>Networking Committee Mixers</p> |
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(By invitation only, Networking Committee Members)

This is an opportunity for the members of our newly formed networking committees to meet one another prior to the summit. Committees include: Clinical, Operations, Information Technology, Finance & Procurement, Marketing & PR, and HR & DDS Recruitment.

Location: Pelican 1 & 2, The Walt Disney Swan Convention Center

3:00 PM - 5:00 PM

Opening General Session

Join us as we kick-off the 2017 ADSO Summit!

The ADSO is pleased to announce the keynote Certified Speaking Professional Chip Madera. Mr. Madera is a high energy, high content motivational speaker specializing in developing courageous leaders who can accelerate business results and increase employee engagement and performance. "There are 17 inches between a pat on the back and a kick in the seat. It's the job of leadership to show up swinging!"

He is one of America's premiere business speakers and experts on Courageous Leadership, Thriving in Change and Creating Environments of World-Class Excellence. Mr. Madera's expertise in the healthcare industry has afforded him the opportunity to speak to over 300 hospitals and healthcare organizations throughout his career. This event is open to all attendees.

Location: Swan Ballroom 5 - 10, The Walt Disney Swan Convention Center

6:00 PM - 8:00 PM

Opening Reception

Join us for this great opportunity to network with industry leaders. This event is open to all attendees.

Location: Sorcerer's Apprentice, Disney Garden Pavilion

Thursday, March 9, 2017

8:00 AM - 9:30 AM

Breakfast

Open to all attendees

Location: Lake Terrace, The Walt Disney Swan Hotel

8:00 AM - 9:30 AM

Private Gold Sponsor Breakfast

(By invitation only)

Location: Osprey Ballroom, The Walt Disney Swan Convention Center

9:30 AM - 10:30 AM

Building A Centralized Operational Infrastructure**"Building out a centralized operational infrastructure for back office tasks and services in order to fuel predictable growth"**

As DSOs attempt to scale their back office infrastructure, it is important to understand the requirements involved, risks and benefits, as well as some unique technological setups to maximize productivity and quality measurements. This session will deliver a unique perspective on the ups and downs of scaling back office support, as well as ideas to improve and enhance this type of infrastructure.

9:30 AM - 10:30 AM

Dental Team Leadership

This session will be taught by Julie Thomas of Heartland Dental

More details to come...

9:30 AM - 10:30 AM

DSO Entity Setups - Legal and CFO Responsibilities

This session will be led by a panel of industry experts.

More details to come...

9:30 AM - 10:30 AM

PPO Billing: Tools & Techniques

I Am More Than My Balance

Just as everyone has a very personal healthcare experience, each has financial needs and preferences that affect how, when and if they pay their bill. Patients are paying more out of pocket than ever before, and that share continues to grow. The shift has put enormous pressure on healthcare organizations to balance financial outcomes with patient satisfaction and loyalty. This session will look at industry trends, challenges that healthcare and dental providers face

as it relates to patient financial engagement. To resolve those challenges, we'll explore:

- Survey data that shows how patient needs, behaviors, and preferences diverge based on a variety of factors, including generational, financial and technology propensities, gender and family make-up, frequency of care and type of encounter.
- How to tailor a multi-channel communication strategy to the needs of the patient:
 - create goals and objectives for how you want and expect different types of patients to engage financially
 - how to message to them effectively across the revenue cycle
 - most importantly, how to measure the impact
- A proven process to provide your staff complete transparency, clarity and efficiency across multiple locations when processing patient statements, facilitating patient payments, answering patient support inquiries, and posting payments.

Through case studies, we'll demonstrate the impact that targeted messaging has had for healthcare and dental providers.

9:30 AM - 10:30 AM

The Language of Our Industry

This session will be led by Gary Pickard of Pacific Dental and representatives from DCI

More details to come...

10:30 AM - 11:00 AM

Break

Refreshments available in the convention center hallways.

11:00 AM - 12:00 PM

Becoming a Focus-Wise Leader in the Age of Distraction

This session will be presented by Curt Steinhurst from the Center for Generational Kinetics.

More details to come...

11:00 AM - 12:00 PM

Government Affairs Panel Discussion

This session will be led by a panel of government affairs experts.

More details to come...

11:00 AM - 12:00 PM

Managing Patient Reviews to Promote Your Practice

In this session, Tom Clark, founder and CEO of Banyan will discuss how to use patient reviews to promote your practices.

11:00 AM - 12:00 PM

Metrics & Technology - Practice Management Software

This session will be taught by Vance Taylor of Henry Schein.

More details to come...

11:00 AM - 12:00 PM

Patient Connection

This course will explore three tools to assist you in engaging and establishing effective relationships with the patient. Through Emotional Intelligence, Weapons of Influence and Motivational Interviewing you can improve patient engagement while reducing personal stress and anxiety.

- Define Emotional Intelligence
- Identify the four components of Emotional Intelligence
- Explain why EQ may be more important than IQ
- Apply EQ in the dental office
- Describe the six weapons of influence
- Explain how to apply influence in your communication with patients
- Define motivational interviewing
- Explain O.A.R.S

11:00 AM - 12:00 PM

Practice & Staff Key Performance Indicators for the DSO

Michael White of MWA CPAs + Business Advisors will provide simple performance identifiers to help you run your practice more efficiently. This presentation is geared toward groups with 30 to 40 locations that are looking to build their DSO.

11:00 AM - 12:00 PM	<p>Straight from Organized Dentistry</p> <p>This session will be led by a panel of industry experts.</p> <p>More details to come...</p>
12:00 PM - 1:30 PM	<p>Lunch</p> <p>Open to all attendees Location: TBD</p>
12:00 PM - 1:30 PM	<p>Private Gold Sponsor Lunch</p> <p><i>(By Invitation Only)</i></p> <p><u>Location:</u> Osprey Ballroom, The Walt Disney Swan Convention Center</p>
1:30 PM - 2:30 PM	<p>Align. Lead. Grow.</p> <p>This session will be taught by Steve Bilt of Smile Brands.</p> <p>More details to come...</p>
1:30 PM - 2:30 PM	<p>Contracting & Credentialing: Best Practices</p> <p>More details to come...</p>
1:30 PM - 2:30 PM	<p>DSO Transactions - Sales & Acquisitions</p>
1:30 PM - 2:30 PM	<p>Multi-Doctor Dynamics: Fostering an Entrepreneurial, Partnership Mentality Between Doctors</p> <p>This session will be taught by Dr. Mark Hodge of Heartland.</p> <p>More details to come...</p>
1:30 PM - 2:30 PM	<p>Partnering with the Specialty Dental Trade Associations</p> <p>More details to come...</p>
1:30 PM - 2:30 PM	<p>Promoting the DSO Story</p> <p>This session will be led by representatives from DCI and Bill Newman of Efficiency in Group Practice.</p> <p>More details to come...</p>
1:30 PM - 2:30 PM	<p>Standardizing a Scalable Patient Experience of Quality</p> <p>"Creating a standardized repeatable patient experience of quality in the DSO environment"</p> <p>A common challenge within multi-location growing organizations revolves around standardizing a great customer experience. Especially in the DSO environment of associate-driven models and fragmented processes, creating a predictable quality new patient experience is a valuable initiative in order to maximize case acceptance, online reviews, and patient retention.</p>
2:30 PM - 3:00 PM	<p>Break</p> <p>Refreshments will be available in the convention center hallways</p>
3:00 PM - 4:00 PM	<p>Affiliations & Denovo Best Practices</p> <p>This session will be led by Geoff Ligibel of Gentle Dental and Scotte Hudsmith of Smile Doctors.</p> <p>More details to come...</p>
3:00 PM - 4:00 PM	<p>Attracting Tomorrow's Patient Today</p> <p>Marketing to new patients has reached a crossroads where strategy combines with data, tactics, and reporting to make exciting new forms of marketing possible however the pressure to demonstrate ROI could not be higher. In this session you'll learn effective ways of reaching patients in their digital lives and also hear ideas on how to combine internal and external resources to achieve your goals. Real examples will be used featuring ADSO member, North American Dental Group.</p>
3:00 PM - 4:30 PM	<p>Balancing Patient Experience, Profitability & Clinical Quality</p> <p>Business leaders today are increasingly held to standards that extend beyond the bottom line. Moral standards and ethical integrity are becomingly just as</p>

important to gauge and improve as it is for the bottom line. Society increasingly is demanding higher standards in healthcare. How do 21st century healthcare business leaders create and lead a culture of optimal healthcare for the patient in a profitable and sustainable fashion? This course is intended for the innovative healthcare team interested in developing a balanced business model that puts patient care, and patient experience on par with the profitability.

3:00 PM - 4:00 PM

Clinical Leadership

The goal of this course is to introduce you to leadership in your dental practice. We will define what it means to be a leader, and why it is important for you as a dentist. We will also discover what your current leadership style is, and how that may be impacting your practice. We want to identify the components of vision statements, and explore why they are an integral part of leadership development. And finally, we will look at how we can get you from your current state to your desired state, and introduce a tool that will help you along the way.

- This course will give an overview on developing your personal leadership style to accelerate your growth and embark on a path of personal development.
- Define what it means to be a leader and why it is important in dentistry.
- Discover your leadership style and what that means to your practice.
- Identify the components of a vision statement.
- Explain the importance on how we get from our current state to our desired state.

3:00 PM - 4:00 PM

Developing a High Performance Culture

According to the godfather of business management, Peter Drucker, “culture is king.” Numerous acclaimed business authors such as Jim Collins, Jerry Porras, Patrick Lencioni, C.K. Prahalad and Gary Hamel, also claim that culture is superior-ordinate in any business. Yet few business leaders have direct access to determining their culture.

Corporate culture refers to the beliefs and behaviors that determine how a company's employees and management interact and handle business transactions. Corporate culture denotes the model or style of business operations within a company. Corporate culture determines how different levels of management and employees communicate with one another as well as how employees deal with customers or patients.

Corporate culture has been defined as the arrangement of different attributes that express an organization and differentiate one company from another.

Others define corporate culture as the collective thinking of minds within a company. Corporate culture has also been distinguished as a set of different values and behaviors that may be considered the guide to success.

But culture is not something physical, something corporeal, something tangible. It is water to the fish, air to the bird, dark matter to the stars and planets. Yet corporate culture is the ultimate determinant that directly influences everything and everyone. If culture is the dominating force of your business, how do you shape and maintain it so the people within the culture operate at their highest level?

This brief hour long breakout session will present a proprietary and proven model whereby a high-performance culture can be generated and sustained.

7:00 PM - 8:30 PM

Reception at Epcot

Join us for another great networking opportunity. This event is open to all attendees.

Location: World Showplace Events Plaza, Epcot Center

8:30 PM - 9:30 PM

IllumiNations Fireworks Display & Dessert Reception

Join us lakeside for a dessert reception and the IllumiNations Fireworks display.

Location: Showcase Plaza/Lake Epcot, Epcot Center

Friday, March 10, 2017

8:00 AM - 9:00 AM

Breakfast

Location: Lake Terrace, The Walt Disney Swan Hotel

9:00 AM - 10:30 AM

Closing General Session

This year, the ADSO is excited to work with Align Technology, Inc., makers of the Invisalign® system and iTero® intraoral scanner, which is sponsoring the closing keynote speaker, George Blankenship, former executive at Tesla Motors, Apple Computer, and Gap Inc. Mr. Blankenship is well known for his business innovation strategies. Most recently he disrupted the auto industry, redefined customer engagement, and revolutionized the car-buying experience in his executive role at Tesla Motors. As vice president of real estate at Apple, Mr. Blankenship formulated and executed one of the most triumphant retail growth strategies in history and is widely recognized as the architect of Apple's brand-building retail method. An industry leader and market expert, he brings high energy and unmatched insight on how companies can build and create brand loyalty, remain competitively positioned in a modern market, and thoroughly equip themselves to deliver first-class customer care. This event is open to all attendees.

Location: Swan Ballrooms 5 - 6, The Walt Disney Swan Convention Center

10:45 AM - 12:00 PM

CCO Breakout & Clinical Networking Group

More details to come...

10:45 AM - 12:00 PM

CEO Breakout

More details to come...

10:45 AM - 12:00 PM

CFO Breakout & Finance & Procurement Networking Group

More details to come...

10:45 AM - 12:00 PM

CIO Breakout & IT Networking Group

More details to come...

10:45 AM - 12:00 PM

C-Level and Networking Breakout Sessions

More details to come on the schedule of presenters, content, and times for our 2017 breakout sessions.

10:45 AM - 12:00 PM

CMO Breakout & Marketing & PR Networking Group

More details to come...

10:45 AM - 12:00 PM

COO Breakout & Operations Networking Group

More details to come...

10:45 AM - 12:00 PM

HR & DDS Recruitment Networking Group

More details to come...