



2018 CHICAGO *Summer* Symposium

June 2-3

Pre-Symposium Workshop,
June 1st, 2018:
PRP and Phlebotomy
for the Dental Assistant

Welcome

2018 Chicago Symposium

Dear IDIA Members,

It is with excitement and enthusiasm that the International Dental Implant Association is pleased to announce our 13th annual Summer Symposium in Chicago, Illinois, June 2-3, 2018.

Since 2010, the IDIA has grown to become one of the world's largest professional networking organizations. Affiliated with Implant Seminars, the IDIA is a unique forum where dentists who have enrolled and completed Dr. Garg's courses, can interact and engage with their fellow colleagues and establish lifelong friendships and invaluable professional contacts.

IDIA Symposia are intended as a mixture of education and entertainment – opportunities to learn about the latest cutting-edge dental procedures, practice management tips and tricks, technological breakthroughs, and to acquire this knowledge in some of the world's most sophisticated and invited settings.

Chicago, the largest city in the Midwest, rich with cultural amenities, spectacular architecture, and in many ways the “cradle of American dentistry,” is the ideal location for the IDIA to live up to its mission. Whether it's strolling down Michigan Ave., touring one of the city's famous museums, or soaking up the sun on Oak Street Beach – or any others lining Lake Shore Drive – Chicago is one of America's most vibrant cities.

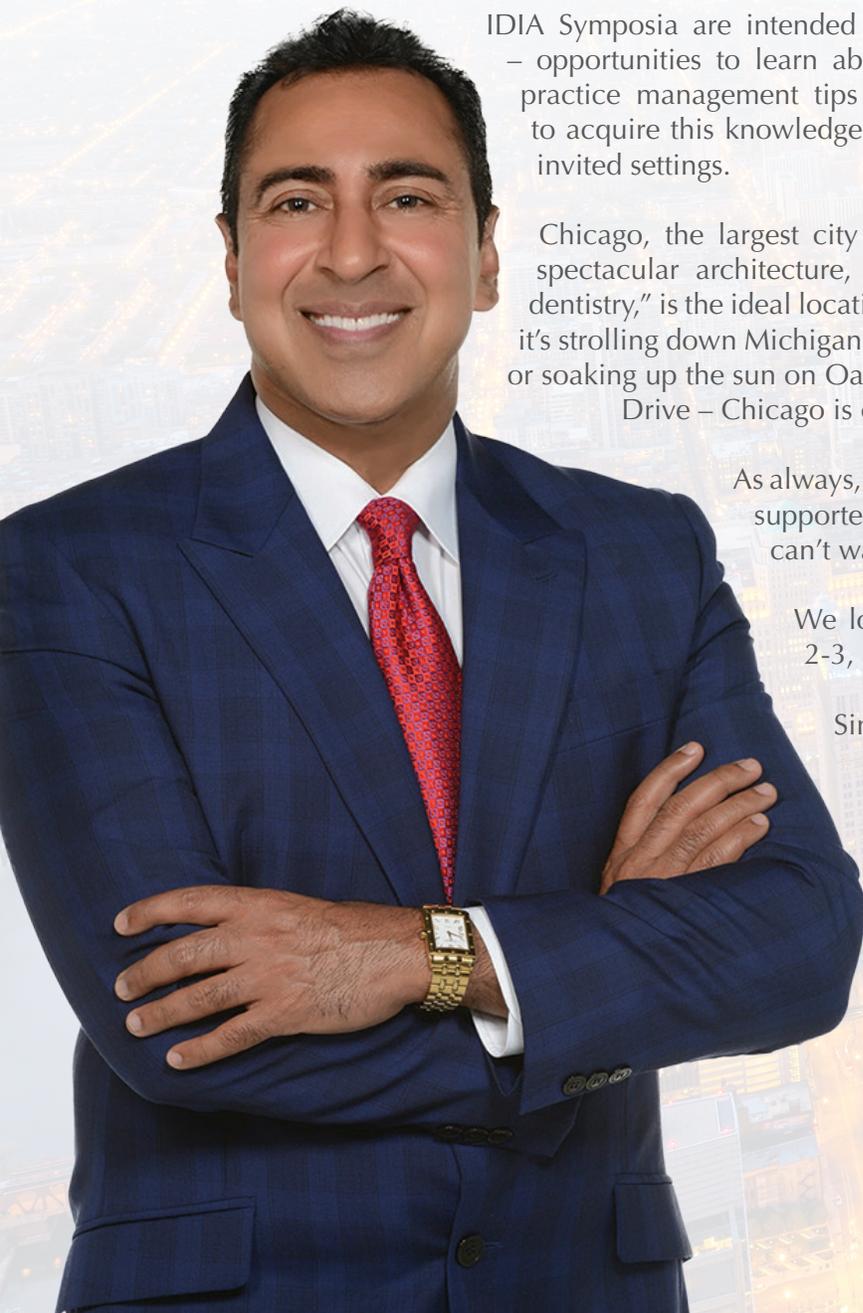
As always, the IDIA's success would not be possible without supporters like you. On behalf of the entire IDIA team we can't wait to see you in attendance!

We look forward to seeing you in Chicago on June 2-3, 2018.

Sincerely,

Arun K. Garg, DMD

International Dental Implant Association





International Dental Implant Association Who We Are

The International Dental Implant Association is an alumni network for dentists who have taken Implant Seminars dental continuing education courses. Founded in 2008 by Dr. Arun K. Garg, an international lecturer, author, and oral surgeon, the IDIA has grown to become one of the largest organizations of its kind with nearly 3,000 members.

By joining the IDIA you will have access to some of the dental profession's most influential clinicians and their colleagues from around the world. From engaging discussion groups and practice management marketing tips, to high resolution surgical videos, IDIA membership will give you and your practice the boost it needs. As an organization committed to excellence you will also have the opportunity to increase your membership status. Whether you're a Member, a Fellow, a Master, or a Diplomate, feel free to inquire about award eligibility and to advance your credentials.

One of the additional highlights of membership includes our annual symposiums. Now held three times a year in cities throughout the world, these weekends are designed entirely for you! Filled with engaging seminars and workshops taught by renowned guest lecturers, this is your chance to acquire new knowledge and network with colleagues and friends in person. While the web is a signature resource, nothing can replace the impact face-to-face conversations can have. You'll also have a chance to learn about the latest equipment and products transforming our profession from several vendors.

In addition to Chicago our next symposium in New Orleans, Louisiana November 3-4, 2018 is only a few months away! Famous for its jazz and partying nightlife, the French Quarter is where it's at.

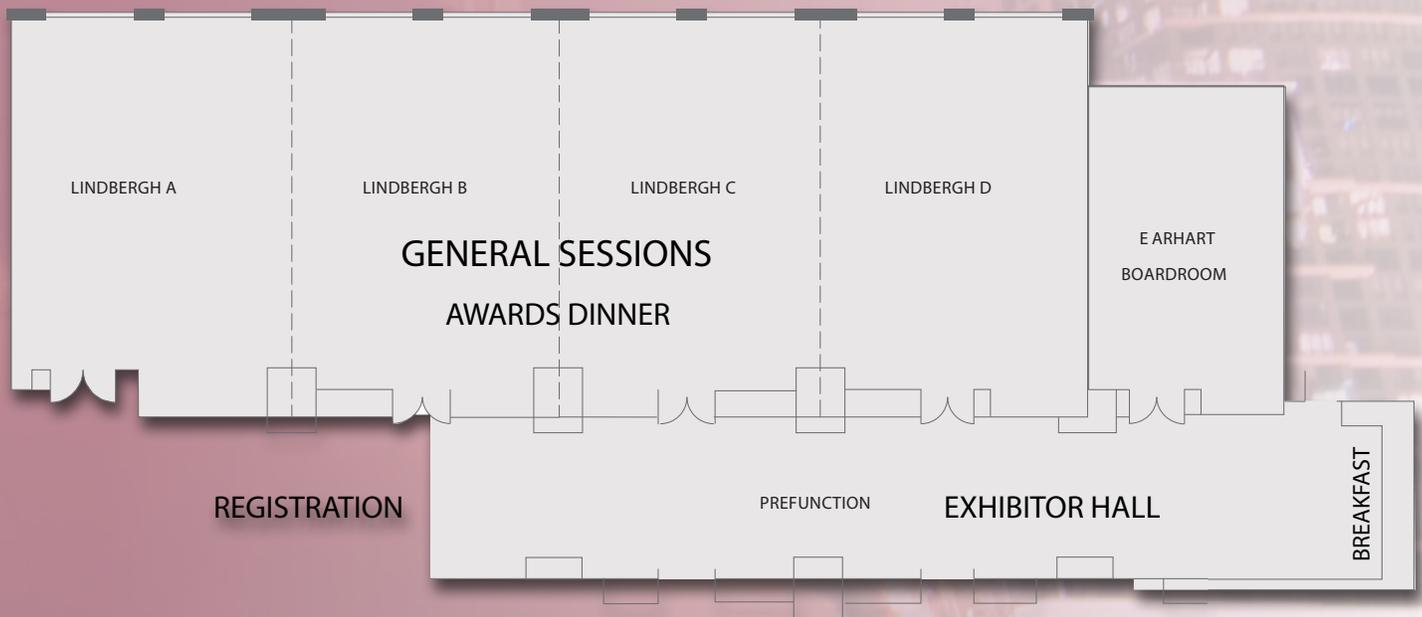
By joining our programs, attendees will receive continuing education credit hours approved by the Academy of General Dentistry (AGD). Best of all is that doctors return home with an increased knowledge in dental implants and the possibility of professional and personal contacts that will last a lifetime. Please visit our home page and click on the latest meeting brochure for details!

On behalf of the IDIA, we appreciate your membership and look forward to seeing you in attendance at future events.



Hyatt

Floorplans Banquet Level



Lectures

Day 1

SATURDAY, JUNE 2, 2018

7:45am - 8:00am **ARUN K. GARG, DMD** *Formal Introduction*

8:00am - 9:00am **STEVEN J. ANDERSON**
Double Your New Patients. Double Your Treatment Plans. Double Case Acceptance... for FREE!
Hidden Secrets to Dramatically Growing Your Practice at No Cost TODAY!

As a prolific entrepreneur and top performance coach, Steve Anderson is dentistry's "Yes Man" having trained thousands of top dental teams in proven systems to help patients say "yes" to recommended treatment. Discover new ways to introduce and engage your patients in implant and restorative dentistry that will take your practice to the top.

9:00am - 10:45am **PINHAS ADAR, MDT, CDT**
The Latest Technology & Solutions with Restorative and Implant Esthetics

This presentation will address more effective methods of utilizing the latest CAD/CAM technology workflow and how to communicate esthetic smile design solutions through several tools such as DSD, Trial Smiles, PMMA's and temporary restorations. These new CAD/CAM technologies have made proper communication between the laboratory technician and the dentist not only very different but extremely crucial to achieve optimal outcomes and save precious chair time.

In CAD/CAM technology, just as with ceramic powders, the skill level of the technician is critical, this presentation will cover the key points that make the difference between laboratories using digital solutions for Full Monolithic (no ceramic layering) Zirconium and Pressed porcelain e.max. The 20% that is still the "human" touch is what makes the difference. Also to be covered is the follow-up process for selecting the best all-ceramic system for each individual patient along with effective communication tools for a consistent and predictable outcome with the all zirconia implant supported hybrid..

10:45am - 11:00am MORNING BREAK

11:00am - 12:00pm **MEGHNA DASSANI, DMD, FICOI**
Sleep Apnea and the General Dentist

This course will discuss the diagnosis and treatment of patients with sleep disorders, including snoring and sleep apnea. The dentist can be an important part of treatment of mild-to-moderate obstructive sleep apnea. Dentists who have knowledge and training are ideally suitable to provide oral appliance therapy for these patients.

12:00pm- 1:00pm LUNCH

1:00pm - 3:00pm **ALFRED SEBAN, DDS, PhD**
Bone Grafts For Dental Implants: New Paradigms

A variety of bone grafting materials is available to facilitate the augmentation of defective alveolar ridges. This presentation evaluates current techniques regarding bone grafting materials and highlight on autologous, alloplastic, and allogeneic bone augmentation including various new surgical techniques as the use of piezo-surgery. There is still a need for continued education of the general doctors regarding all those procedures.

Vertical alveolar bone deficiencies are challenging cases for dental implantology; the segmental osteotomy technique could be considered as an alternative method for vertical augmentation of mandibular alveolar bone in cases where difficulty is encountered regarding arch length discrepancy.

The use of segmental osteotomy can quickly and effectively correct lower anterior disharmony and facilitate surgical correction of alveolar bone asymmetry.

The choice of augmentation materials should assure the long-term stability of the bone volume created. In addition to those materials recombinant bone morphogenetic protein-2 significantly improve enhanced bone regeneration. Concentrated platelets capable of releasing endogenous growth factors have showed a rapid healing of the soft tissue as well as it's a potentially useful substance in the fight against periodontal pathogens; this might represent a valuable property in adjunct to the enhancement of tissue regeneration.

3:00pm - 3:15pm AFTERNOON BREAK

3:15pm -5:15pm **DAVID HORN BROOK, DDS, FAACD, FASDA**
Functional Anterior Aesthetics

Participants will learn:

- » A complete understanding of adhesive dentistry: New materials and techniques for success
- » Avoiding sensitivity and eliminating microleakage with bonded restorations
- » Case planning, both aesthetically and functionally, of anterior restorative dentistry
- » Preparation steps that follow a predictable and systematic approach
- » Understanding functionally why things work, while others fail
- » A series of easy to understand principles of how posterior dentition can affect long term anterior success
- » A thorough understanding of the new restorative materials and their applications
- » Veneer provisionalization that's amazingly fast and aesthetic
- » Laboratory communication to ensure success
- » Cementation principles designed for predictable placement of multiple units

5:15pm- 7:00pm COCKTAIL HOUR

7:00pm AWARD DINNER IN THE LINDBERGH ROOM

Lectures

Day 2

SUNDAY, JUNE 3, 2018

8:30am - 9:45am

BATYA MAMAN

Build Your Own Brand and Be Social

Avoiding the Biggest Mistakes that cost every dental practice the most money, Learn what's important and what's not, How to increase new patients, Secrets in locating and attracting qualified people, Learn how to ensure total practice visibility, Learn the best way to lower the cost of new patient acquisition, Learn what systems you need to stand out and control growth, Learn how to build credibility and influence in your community before you even see a new patient.

9:45am - 10:00am

MORNING BREAK

10:00am - 10:45am

YOSHIHIRO YAMADA, DDS

Implant Prosthetic Treatment for Extensive Bone Loss and Missing Teeth; The Effectiveness and Potential of All-on-4

In the last several decades, the rate of edentulism, or people with missing teeth, has been increasing around the world. Likewise, there has been a corresponding uptick in the demand for dental implant treatment.

Today, numerous implant procedures have been developed to assist edentulous patients. One such approach is known as All-on-4. And it's a technique that's proven especially useful for certain types of patients and for their dentists looking for optimal treatment outcomes.

The lecture will introduce the effectiveness of All-on-4 with a review of several case studies.

11:00am - 12:00pm

TRENT REDFEARN, DDS

How To Increase Revenue While Not In Practice

Learn how to increase your take home profit without having to be in the practice by establishing a dental assisting school during your off hours. We will outline the process it takes to get licensed by the state and review why the curriculum is different than any other program out there.

12:00pm - 1:00pm

LUNCH

1:00pm - 2:30pm

Isaac Gorin & David Herman featuring Brendan Jacobson from Google

Google Insiders: Getting Implant Patients From The Web Into Your Practice

You will be shown:

- » dental-specific search data that Google makes available nowhere else
- » GP implant practice case studies where offices went from 4 implants a month to 50
- » how to gauge if your practice is capable of this transformation
- » lessons from the team that spent \$30 million running 148,000 dental-oriented Google ads
- » how best to engage and convert implant patients searching online

2:30pm - 2:45pm

AFTERNOON BREAK

2:45pm - 3:45pm

TRACEY POWERS, BSBA, MAT, CHHC, AADP

The Holistic Approach to Maximizing YOUR Health to better Treat your Patients

Discover a holistic approach to health and wellness, which means seeing how all areas of your life are connected. Does stress from being a dental practitioner cause you to overeat? Does lack of sleep or low energy prevent you from exercising? Reach your health goals in areas such as achieving optimal weight, reducing food cravings, increasing sleep, and maximizing energy, to be able to treat YOUR patients better!

4:00pm

ARUN K. GARG, DMD *Closing Remarks*

Speakers & Bios



David Hornbrook, DDS, FAACD, FASDA

A gifted clinician and product researcher turned mentor, guides meeting participants to the realization that they, too, possess the ability to practice aesthetic dentistry at the very highest level. He is one of dentistry's most famous faces and one of the pioneers of hands-on clinical education. He has been a guest faculty member of the post-graduate programs in Cosmetic Dentistry at Baylor, Tufts, SUNY at Buffalo, UMKC, and the UCLA Center of Cosmetic Dentistry. Dr. Hornbrook lectures internationally on all facets of aesthetic and restorative dentistry and has published articles in all of the leading dental journals. A prolific researcher and materials enthusiast, he consults with numerous manufacturers on product development and refinement.

Dr. Hornbrook's warm and engaging style earns him the highest possible marks from participants and meeting sponsors.



Pinhas Adar, MDT, CDT

Master Ceramist Pinhas Adar studied initially in Tel Aviv, Israel and then completed his internship with Mr. Willi Geller in Zurich, Switzerland. He returned to Israel to complete his master's degree in Dental Technology. He has over 40 years experience in all phases of dental laboratory technology. For over 27 years he operated his own private dental laboratory within a multidisciplinary practice and now has a private practice where he practices, teaches and does research in Atlanta, Georgia.

His obsession with solid monolithic zirconia, and fighting mediocrity, brought him to find a unique formula to create natural looking hybrid restoration and to add even more value by offering solid zirconia veneers, crowns and bridges to solve the dilemma of breakage and chipping that exists in ceramics.



Trent Redfearn, DDS

Trent Redfearn graduated Cum Laude in 2008 from the University of Missouri-Kansas City. He then moved to Denver, CO where he bought a small dental practice. Through implementing systems and adding technology he was able to triple production within four years. After building and moving into a bigger office space he realized that he needed to learn how to maximize his investment. He has instigated a patient wellness program called the Fit to Smile Program that rewards his patients for being active. He has also developed a dental assisting program that runs in the evenings and on weekends. Trent loves to teach others about digital technology and how to maximize the investments they make in their dental practices.



Isaac Gorin

Isaac Gorin is the Vice President of Business Development and Consulting for Web Marketing for Dentists. A graduate of the Wharton School at the University of Pennsylvania he is a seasoned strategy and marketing consultant. Over the last 7 years, Isaac has helped architect and lead a performance based dental marketing agency focused on helping dentists and their teams both generate and manage opportunities. With a special focus on the convergence of sales and marketing and associated patient communication strategies and emerging technologies, Isaac and his team have generated over 1 million patient opportunities for more than 1000 dentists for whom they provide consulting and marketing services.



Yoshihiro Yamada, DDS

Clinic information: Medical Corporation Takayoshi-kai | Yoshihiro Dental clinic

Career: The International Dental Implant Association - Medical Specialist Showa University in Japan -

Education section visiting lecture/Japanese Society of Oral Implantology - Medical Specialist



Tracey Powers, BSBA, MAT, CHHC, AADP

A Certified Integrative Nutrition Health Coach, a guide and mentor, Tracey Powers is known for her passion in educating and creating awareness about foods and ingredients associated with poor health, digestion issues, and metabolism. Tracey graduated from the Institute for Integrative Nutrition where she learned innovative coaching methods, practical lifestyle management techniques, and over 100 dietary theories; everything from Ayurveda, gluten-free, and Paleo, to raw, vegan, and macrobiotics, and everything in between.



Alfred Seban, DDS, PhD

Dr. Alfred Seban is an assistant professor and department head of Oral Surgery and Implant Surgery at Saint Louis Hospital, Paris, France. He is the Diploma Director for Maxillofacial Rehabilitation at the Paris University of Medicine, as well as a former professor at Penn State University, in Philadelphia.

As the author of several textbooks, including 2017's Bone Grafts and Dental Implants: Clinical Practice and New Paradigms, Dr. Seban is considered one of the world's foremost leaders in dental implantology today.



Batya Maman

Batya Maman - Renowned National Speaker, Author, Social Media Expert and Visionary Founder and CEO of Social Connect, a company that builds people online and gives them presence. Her proprietary Social Connect Social Media Program is a unique and personalized system designed for the client to assist with their needs and execute a comprehensive and coordinated plan to build the owner(s) and their business social media presence on numerous social media outlets.



Meghna Dassani, DMD, FICOI

Dr. Dassani is an internationally educated dentist located in Houston, TX. She received her dental training from University of Mumbai in India and ran a successful practice there for 6 years before moving to the U.S. She is a 2005 graduate of Boston University School of Dental Medicine and now practices full time in Houston, TX.

She has a passion for providing patients with high quality oral healthcare that will benefit their overall health. Screening and treatment of Obstructive Sleep Apnea is an integral part of her practice. Her goal for herself and her team is to help patients with sleep breathing disorders get the treatment they need to live healthier, happier lives.



David Herman

David Herman is Chief Marketing Officer for Web Marketing For Dentists. He received a Masters Degree in Language & Psycholinguistics from Cambridge University (yes, the British one!) and spent 10 years making ads for big blue-chip businesses like Procter & Gamble, General Motors and Blue Cross Blue Shield with absolutely no idea if his marketing campaigns helped any of those companies in any way. It was soul-destroying but made his mother very proud and paid the bills.



Brendan Jacobson

Brendan Jacobson is the Healthcare Vertical Lead on Google's Channel Partnerships team, where he works with carefully-vetted partners to help empower SMBs by leveraging the power of digital advertising to better compete in today's marketplace. In his 6 years at Google, Brendan has worked in several client-facing roles with clients of all sizes and his current focus is scaling growth within the healthcare vertical through successful channel partnerships.

Prior to joining Google, Brendan spent several years working in Major League Baseball and most recently served as the Head of Sales for Zagat Survey, publisher of consumer-generated ratings and reviews for leisure and lifestyle information. A graduate of the University of California at Los Angeles, Brendan spends his time outside of work with his family and pursuing his passion of photography.



Steven J. Anderson

As a prolific entrepreneur and top performance coach, Steve Anderson is dentistry's "Yes Man" having trained thousands of top dental teams in proven systems to help patients say "yes" to recommended treatment. Discover new ways to introduce and engage your patients in implant and restorative dentistry that will take your practice to the top.

Take the Next Step

Registration

Credentialing Registration

- Membership Fellowship Mastership Diplomate Symposium _____
 Awards Banquet Quantity _____

I Want More Information On:

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For More Information or to Register

www.InternationalDentalImplantAssociation.com

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