



Ohio Dental Association
2018 Leadership Institute
March 23-24, 2018
Hilton Columbus Polaris Hotel

People, Purpose & Passion: The Pathway to Success

The Ohio Dental Association Leadership Institute invites ODA member dentists, dental residents and dental students to participate in this free, two-day leadership conference to become more successful and effective leaders in your practice, in your community and in your association. This year's event brings together people, purpose and passion by featuring renowned speakers, three breakout sessions and multiple networking opportunities that promise to guide you on the pathway to success!

AGENDA

Friday, March 23, 2018

- 10:00 a.m. - 11:00 a.m. **Registration**
11:00 a.m. **Welcome**, Dr. Steve Moore, ODA President
11:00 a.m. - 12:00 p.m. **10 Truths About Leadership**, Pete Luongo
12:00 p.m. - 1:00 p.m. **Lunch**
1:00 p.m. - 2:00 p.m. **Breakout Session Round 1**
2:15 p.m. - 3:15 p.m. **Breakout Session Round 2**
3:30 p.m. - 4:30 p.m. **Resources for a Thriving Dental Practice: The ADA Center for Professional Success**, Dr. Joe Crowley, ADA President, and Dr. Betsy Shapiro, Director, ADA Center for Professional Success
4:30 p.m. - 4:45 p.m. **Presentation of ODA's Component Dental Society Membership Awards**, Dr. Steve Moore and Dr. Ruchika Khetarpal
4:45 p.m. - 6:00 p.m. **Reception**, hosted by Superior Dental Care

Saturday, March 24, 2018

- 7:30 a.m. - 8:30 a.m. **Registration and Breakfast Buffet**
8:30 a.m. **Welcome**, Dr. Steve Moore, ODA President
8:30 a.m. - 9:30 a.m. **ADA Update**, Dr. Joe Crowley, ADA President; Dr. Ron Lemmo, ADA Treasurer; Dr. Billie Sue Kyger, ADA Seventh District Trustee
9:30 a.m. - 10:30 a.m. **Legislative Town Hall/Election Preview**, ODA Legislative Team
10:30 a.m. - 11:30 a.m. **The Oral Health - Systemic Health Connection: What's the Evidence?**, Dr. Thomas Paumier
11:30 a.m. **Closing Remarks and Adjournment**

CONTINUING EDUCATION

Attendees of the 2018 ODA Leadership Institute have the opportunity to earn up to 5 CE credits. Complete CE information can be found on www.oda.org/events.

ACCOMMODATIONS

Discounted hotel rooms are available at the Hilton Columbus Polaris Hotel (8700 Lyra Drive, Columbus, OH 43240) for \$149 per night. **Rooms must be booked by March 1, 2018.** Contact the Hilton directly by calling (614) 885-1600 for reservations. Reference the group name Ohio Dental Association to receive this special ODA rate.

REGISTRATION INFORMATION

Registration is free for ODA members, dental residents and dental students. **Register online at www.oda.org/events.** You may also return the attached card by mail or call 800-282-1526. Registration is limited, so please register early.



Register online today!



For the most up-to-date information about the Leadership Institute, follow [@OhioDentalAssoc](https://twitter.com/OhioDentalAssoc) on Twitter and use the hashtag #ODA18LI

Support for the
Leadership Institute
is provided by:





Pete Luongo

Pete Luongo is the former President and CEO of the Berry Company. During his time at the Berry Company, Luongo led the nearly 100 year old company as an industry leader while also making it a “great place to work” for its employees.

Since leaving the Berry Company, Luongo has devoted himself to “giving back” through his book, “10 Truths About Leadership...It’s Not Just About Winning,” speaking engagements, and board memberships. Luongo is the former

Executive Director of the University of Dayton’s Center for Leadership and serves as an adjunct professor teaching leadership at both the undergraduate and graduate level. He is a past member of the University of Dayton’s Board of Trustees. Luongo has worked with hundreds of businesses, professionals, and collegiate athletic programs, sharing his behavior-driven model “The Leadership Pledge,” which focuses on people, support, expectations, feedback, and accountability.



Dr. Joe Crowley

Dr. Joseph Crowley, who practices general dentistry in Cincinnati, Ohio, is president of the American Dental Association. He served the ADA as Seventh District Trustee, as a board member on the American Dental Political Action Committee, and as chair of the Council on Government Affairs. He also served as a member of the Dental Quality Alliance Committee, ADA Library Transition Plan Task Force, and Board of Trustees Standing Committees on Audit and on Information Technology. He served as ADA liaison to the Dental

Lifeline Network and participated in the ADA delegation for multiple years. He served as liaison to the Council on Communications, Council on ADA Sessions, American Student Dental Association and New Dentist Committee. Dr. Crowley is past president of the Ohio Dental Association and the Cincinnati Dental Society.

Dr. Crowley and Dr. Shapiro will discuss the ADA’s recent initiatives to provide member dentists with innovative resources related to practice management, regulatory compliance, third-party payer issues, and risk management.



Dr. Elizabeth A. “Betsy” Shapiro

Dr. Betsy Shapiro is a graduate of the University of Illinois College of Dentistry. She practiced general dentistry in rural Illinois for 15 years before leaving practice and entering law school. In 2008 she received her JD degree from Northern Illinois University and was admitted to the Illinois Bar. In 2011 Dr. Shapiro was fortunate enough to be selected as the Hillenbrand Fellow at the American Dental Association. Following the one year fellowship she joined the staff of the Practice Institute at the ADA, where she now serves

as the director of Practice Management Resources and Strategy, with oversight of the Center for Professional Success as one of her main responsibilities.



Dr. Thomas Paumier

Dr. Thomas Paumier who has a private general dental practice in Canton, Ohio, is a former chair of the ADA’s Council on Members Insurance and Retirement Programs, a past ODA president and currently serves on the faculty of the Mercy Medical Center Dental General Practice Residency program. He will give an overview of where there have been associations between dental disease and systemic disease and what the current literature supports

as evidence. Dr. Paumier will discuss how this information can be used to educate patients, the community at large and physicians to promote interdisciplinary collaboration to enhance the overall health and wellbeing of patients.

BREAKOUT SESSIONS

Best Practices in Dental Office Human Resources

Presented by: Adrienne Twigg, Bent Ericksen & Assoc.

Since human resource management and compliance with the variety of state and federal labor regulations are not taught in the typical dental school curriculum, doctors often find themselves in court regarding employment issues. This presentation delves deeply into how to easily apply proven, professional personnel management techniques to some of the many common personnel problems to help take the risk out of being an employer/manager and ensure employment law compliance.

Dental Marketing Made Simple

Presented by: Kristie Simone, Whiteboard Marketing

Today’s practice marketing landscape is constantly changing, but it is here to stay. Understanding the true purpose of building an integrated, proactive marketing program for a dental practice is a vital component of attracting new patients and driving practice revenue. This seminar will focus on how to develop and implement strategic, comprehensive and sound marketing processes into your practice. Learning to market your practice effectively will not only bring in new “quality” patients, but it will help turn your existing patient base into practice ambassadors.

Pain Management in the Dental Office: An Update on Ohio’s Prescribing Rules

Presented by: Dr. Kumar Subramanian

Dr. Kumar Subramanian is a practicing Endodontist in Columbus, Ohio and a Clinical Assistant Professor at Nationwide Children’s Hospital and The Ohio State University College of Dentistry. As a current member of the Ohio State Dental Board, Dr. Subramanian will provide an update on recent changes to Ohio’s laws and regulations related to dentists prescribing opioids and other controlled substances.

The Leadership Institute is **FREE** for ODA member dentists, dental residents & dental students.

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Event Registration

Name _____

Address _____

City _____ State _____ ZIP _____

Phone _____

E-mail _____

I plan to attend (choose one): Friday Saturday Friday and Saturday

Breakout Session choices (choose 2 if you are attending Friday)

- Best Practices in Dental Office Human Resources
- Dental Marketing Made Simple
- Pain Management in the Dental Office: An Update on Ohio's Prescribing Rules

I am a dentist who has been in practice for 10 years or less.