

CE STAGE EXHIBIT HALL A

New this year, seven (7) separate hours of free Continuing Education courses will be available to attendees, off the Exhibit Hall floor. Register in advance to secure a seat or stop by while you are shopping at the exhibits.

THURSDAY SEPTEMBER 17, 2026

Course Code H70

AI in Dentistry Marketing – What’s Real vs Hype

Brittaneer Anania and Jana Leu

Thursday, September 17

9:30 a.m. to 10:30 a.m.

CE Hours: 1

OSDB CE Category: Non-clinical, Dental Practice Related – limited
AGD Subject Code 550

Fee: Free

Presented by Whiteboard Marketing

Recommended Audience: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Office Staff

Artificial Intelligence is rapidly changing how dental practices attract, communicate with, and convert patients, but not all AI solutions deliver real results. This session breaks down what’s working in today’s dental practices and what to approach with caution. Attendees will learn how AI can enhance the patient experience without replacing the human touch that defines great care. Designed for doctors, office managers, and front desk teams alike, this presentation focuses on practical, real-world applications that can help practices operate more efficiently, improve case acceptance, and grow sustainably. Course material will revolve around where AI actually works (right now), where AI is overhyped, and risks to manage. Attendees will leave with a clear understanding of how to approach AI strategically, what to prioritize first, and how to adapt as new technologies continue to emerge.

Learning Objectives:

- **Implement AI-driven workflows to improve patient acquisition and case acceptance:** Attendees will learn how to apply AI in key areas such as lead nurturing, call analysis, and front desk support to increase booking rates, reduce missed opportunities, and improve case acceptance.
- **Evaluate and mitigate risks associated with AI adoption in dental practices:** Attendees will understand key considerations including HIPAA awareness, maintaining patient experience quality, and avoiding over-automation that can negatively impact brand trust and retention.
- **Develop a practical, phased AI adoption roadmap for their practice:** Attendees will leave with a prioritized action plan for integrating AI into their marketing and operations, aligned to business goals such as increasing return on investment, improving operational efficiency, and driving sustainable growth.
- **Understand how AI is shifting the way patients discover dental practices:** Attendees will learn how AI-powered platforms like ChatGPT, Google Gemini, and Perplexity are becoming increasingly influential in local search, and what practices can do now to ensure they are visible and recommended alongside traditional search strategies.

This course is presented by employees of Whiteboard Marketing. Whiteboard Marketing is an endorsed partner of ODA Services Corp. (ODASC).

Brittaneer Anania

WM Account Service

Department Manager

Overseeing the Whiteboard Marketing account management team, managing her own clients, and being the office go-to for ideas, insights, and humor takes a lot of energy. Fortunately, Brittaneer’s got a lot, with plenty to spare. Maybe that’s why she runs so much? As a veteran WM associate, Brittaneer has helped our digital marketing clients and our own team grow tremendously over the years. She creates efficiencies in our processes, she’s got digital marketing strategies for any situation, and she cheers everybody on to drive success for our clients.

Jana Leu

WM SEO & Web Department Manager

Jana is obsessed with data. Whether she’s advising the SEO team or guiding the web team, she lets the data lead the way. While she stays in front of her teams, more often than not she works behind the scenes, supporting our subject matter experts, sharing insights about the daily industry changes, and making sure we adjust to implement and test new strategies. By far her favorite thing is digging through the analytics and showing the progress that she knows will make you smile and help you grow your business.

Course Code H71

The Simply Intelligent Choice in Preventative and Restorative Dentistry

Jason Kiser

**Thursday, September 17
12:30 p.m. to 1:30 p.m.**

CE Hours: 1

OSDB CE Category: Dental Education and Scientific Courses – unlimited
AGD Subject Code 250

Fee: Free

Presented by Kettenbach

Recommended Audience: Dentists, Hygienists, EFDAs, Assistants

The objective of the course will be to cover chemical consumable product options and how they relate to what is needed in today's dental practice. We will define the new "Gold Standards" when choosing materials. The course will cover the common challenges dentists face clinically, and offer innovative solutions with the Kettenbach restorative, preventative, and digital dental product line.

Learning Objectives:

- Learn about chair-side splint fabrication and clinical indications for when to use them.
- Discover a new long-term option for soft relining traditional and printed dentures.
- Learn how to use a cement and core build up in one syringe and the different indications to consider.
- Best practices for fabrication of provisionals and advancements in materials.

Jason Kiser

Kettenbach Dental

Jason serves as Kettenbach's Midwest regional manager, national dental lab manager and territory manager over Ohio, Western Pennsylvania, and West Virginia for Kettenbach Dental.

This course is presented by an employee of Kettenbach. Kettenbach is an endorsed partner of ODA Services Corp. (ODASC).

Course Code H72

Surcharging in Dental Practices | The Pros, Cons, and Regulations

Phil Nieto

**Thursday, September 17
2:00 p.m. to 3:00 p.m.**

CE Hours: 1

OSDB CE Category: Non-clinical, Dental Practice Related – limited

AGD Subject Code 550

Fee: Free

Presented by Best Card

Recommended Audience: Dentists, Office Managers, Front Office Staff

Explore the impact of surcharging, where patients cover the credit card processing fee instead of the dental practice. This approach, often marketed as "credit card processing for free," has gained traction among some payment providers, but understanding the full implications is essential for making an informed decision.

Surcharging can have a strong impact on patient perceptions and financial outcomes, particularly in dental practices where higher average transaction amounts lead to more noticeable fees. This potentially pushes patients to seek care elsewhere and risks long-term revenue from patients who may otherwise stay with a practice for years. In this course, we'll discuss the rules, regulations, and the pros and cons of surcharging to help you make an informed decision.

Learning Objectives:

- **Obtain Comprehensive Knowledge of Surcharging Rules:** A clear understanding of the specific regulations and legal frameworks that govern passing credit card fees on to patients.
- **Analyze Financial Outcomes:** An analysis of the "pros and cons" of surcharging, helping you weigh immediate fee savings against the potential risk of losing long term patient revenue.
- **Gain Insight into Patient Psychology:** An understanding of how surcharges impact patient perceptions, particularly for high value dental procedures where transaction fees are most noticeable.
- **Understand Strategic Decision-Making Tools:** Practical guidance to help your practice make an informed choice on whether "credit card processing for free" is the right fit for your specific patient base and business goals.

Phil Nieto

President, Best Card

Phil Nieto is the president of Best Card, the endorsed credit card processor of more than 50 dental and medical associations and ADA Member Advantage. He enjoys working with thousands of dental offices to help minimize the headaches of accepting card payments by focusing on providing what the merchant services industry often lacks: innovation and integrity. On the rare opportunities for a quiet moment, he loves spending time with his wife and kids.

This course is presented by an employee of Best Card. Best Card is an endorsed partner of ODA Services Corp. (ODASC).

Course Code H73

Why Do I Keep Getting Cavities? Clinical Guideline for Caries Management

Becky Horst, RDH, BA

Thursday, September 17

4:30 p.m. to 5:30 p.m.

CE Hours: 1

OSDB CE Category: Dental Education and Scientific Courses – unlimited

AGD Subject Code 250

Fee: Free

Presented by Colgate

Recommended Audience: Dentists, Hygienists, EFDAs, Assistants

How many times have we heard this question from our patients? Dental caries are preventable, yet it continues to be the most common chronic problem with today's dental patients. Management of the caries-prone patient requires a multifaceted approach – caries risk assessment, in-office care, patient education, and at-home regimens. Fluoride therapies are the most scientifically proven and accepted treatment for caries but often under-utilized therapy in dental practices.

This program will provide the participant with a review of in-office and at-home fluoride therapies in the management of patients who are at risk for caries development and how implementing effective caries treatment protocols such as dispensing fluoride in your practice will garner better patient compliance and treatment outcomes.

Learning Objectives:

- Utilize data obtained through caries risk assessment techniques and assigning patients to the correct caries risk level.
- Review in-office and at-home products for caries management.
- Develop and implement an effective in-office fluoride treatment protocol for your practice based on the appropriate patient risk for caries development, focusing on better patient outcomes.
- Develop and implement an effective at-home fluoride treatment protocol for your practice based on the appropriate patient risk for caries development, focusing on better patient outcomes.

Becky Horst, RDH, BA

Professional Education Manager, Colgate

Becky Horst is a professional education manager for Colgate Oral Pharmaceuticals for the Southeast and Great Lakes regions. Becky provides scientific evidence and product presentations to dental students, dental hygiene students, and faculty of dental and dental hygiene learning institutions. She is passionate about educating students and dental professionals to enhance the care and health of their patients. Becky hopes to educate as well as to inspire students and dental professionals to love the field of dentistry as she does. Becky has provided numerous continuing education courses to dental and dental hygiene components, and has been a speaker at ADHA, South Carolina and Florida state dental meetings, Academy of General Dentistry and corporate DSO events.

This course is presented by an employee of Colgate.

Course Code H74

Cybersecurity: Protect Company, Patient, and Employee Data

Carrie Dean

**Friday, September 18
9:30 a.m. to 10:30 a.m.****CE Hours: 1**OSDB CE Category: Non-clinical, Dental Practice
Related – limited

AGD Subject Code 550

Fee: Free

Presented by Presented by 3C Technology Solutions

**Recommended Audience: Dentists, Hygienists, EFDAs,
Assistants, Office Managers, Front Office Staff**

Every day, businesses face new and increasingly sophisticated cyber threats. In this session, we take a closer look at phishing attempts, whether they arrive by email, text message, or phone call. You will learn what warning signs to look for, how to recognize suspicious messages, and the steps to take if you encounter them. We also cover the importance of strong password management and the use of multifactor authentication. Cybersecurity is a shared responsibility across your entire team. In this session, we will cover the everyday responsibilities each employee has in keeping your workplace secure. From front desk staff handling emails and payments to clinical team members accessing patient systems, every role plays a part in either strengthening or exposing your business to risk. We will highlight how each team member contributes to cybersecurity and why a team-based approach is essential. This training will equip you with the necessary knowledge and skills to effectively safeguard yourself, your employees, and your workplace against the ever-changing world of cyber threats.

Learning Objectives:

- Recognize common phishing attempts (whether by email, text, or phone) and know what warning signs to watch for.
- Learn how to apply best practices for password security and understand how tools like multifactor authentication help protect accounts and sensitive information.
- Understand how each team member's day-to-day actions play a role in keeping the practice secure.

Carrie Dean**Training & Operations Specialist,
3C Technology Solutions**

Carrie is a long-term employee at 3C Technology Solutions, specializing in dental clients.

This course is presented by an employee of 3C Technology Solutions. 3C Technology Solutions is an endorsed partner of ODA Services Corp. (ODASC).

Course Code H75

Hitting the Reset Button: A Modern Approach to Air Polishing Technology

Matt Hudson, RDH, MS

**Friday, September 18
11:00 a.m. to 12:00 p.m.****CE Hours: 1**OSDB CE Category: Dental Education and
Scientific Courses – unlimited

AGD Subject Code 490

Fee: Free

Presented by HuFriedyGroup

**Recommended Audience: Dentists, Hygienists, EFDAs,
Assistants**

Discover how modern air polishing technology can elevate your standard of care, improve clinical efficiency, and increase patient comfort and compliance. In this course, we will review air polishing techniques and the appropriate powders for supra- and subgingival procedures.

Learning Objectives:

- Review air polishing techniques for preventive care and periodontal maintenance.
- Compare supragingival and subgingival air polishing techniques and powders.
- Identify opportunities for increased clinical efficiency and patient outcomes through modern air polishing.
- Analyze scientific evidence behind glycine powder and its role in effective biofilm management.

Matt Hudson, RDH, MS

Matt is a Registered Dental Hygienist and educator who focuses on translating evidence-based concepts into advanced, clinically applicable dental hygiene care. He currently serves as Senior Professional Education Manager with HuFriedyGroup, leading professional education initiatives centered on innovation, instrumentation, workflow efficiency, and patient-centered outcomes. Matt holds a master's degree in Adult Education from SUNY Buffalo State, and his educational approach is grounded in adult learning principles that promote active engagement and immediate clinical adoption. Matt earned his Bachelor of Science in Dental Hygiene from SUNY Farmingdale and has practiced in both general and periodontal settings. He began his academic career as an adjunct faculty member at SUNY Erie before serving as full-time faculty at the University of Pittsburgh, where he taught didactic and clinical courses including Dental Radiography, Periodontal Instrumentation, and Local Anesthesia. Matt is passionate about empowering clinicians to refine advanced hygiene treatment protocols and confidently elevate the standard of care in daily practice.

This course is presented by an employee of HuFriedyGroup.

Course Code H76

Rethinking **FIXED** Full Arch with Zest **LOCATORS**

Dr. Ankur Gupta

Friday, September 18

2:30 p.m. to 3:30 p.m.

CE Hours: 1

OSDB CE Category: Dental Education and Scientific Courses – unlimited

AGD Subject Code 670

Fee: Free

Presented by Zest Dental Solutions

Recommended Audience: Dentists, Hygienists, EFDAs, Assistants

A review of the Zest Dental Solutions LOCATOR Abutment system and how we are the industry leader for overdenture attachments. Zest has introduced a solution to fixed full arch using the same LOCATOR Abutments that clinicians know and trust to transition the patient for a truly **FIXED** solution with Zest LOCATOR Fixed.

Learning Objectives:

- Understand diagnosis, treatment planning, and requirements of full-arch fixed implant options.
- Acquire basic understanding of the surgical and prosthetic protocols of full-arch fixed restorations.
- Exposure to various clinical philosophies and treatment approaches to full-arch fixed implant dentistry.

Dr. Ankur Gupta

Dr. Gupta is a private practice dentist in North Ridgeville, Ohio and is a graduate of the University of Michigan School of Dentistry.

Zest Dental Solutions provided the speaker of this presentation.