



## No Limits XIX Conference Agenda

ARIA Resort & Casino – 3730 South Las Vegas Boulevard

Conference will be located in the Convention Center West Wing, in Juniper Ballroom 1 & 2, on level three.

### Thursday, September 8<sup>th</sup>

- 7:30am–8:30am      Registration & breakfast—Please visit our exhibitors
- 8:30am–10:00am      **John Christensen, MS – Founder & CEO, chrisad**  
John has been uniquely effective in guiding U.S. & worldwide dental practices since 1980. In 2021, chrisad clients produced a combined \$6 billion, representing growth of approximately \$1 billion over 2020. Based on his pioneering four decades of dental practice & patient-consumer research & evidentiary data, unprecedented patient attitude & behavior studies & more in-person visits to dental practices than anyone in the world, John has grown more practices FAR larger & more rapidly than anyone.
- 10:00am–10:30am      Introduction to our exhibitors
- 10:30am–11:00am      Break—Please visit our exhibitors
- 11:00am–12:00pm      **Justin Coke – CEO of 7 to 7 Dental – Seven offices in San Antonio, Texas**  
Since joining chrisad, this outstanding client has grown from approximately 70 new patients & \$80,000 in production per month to 1,626 new patients & \$3 million in production per month! Over the years he has spoken on every conceivable topic relating to dental practice management, so this year he would like to open the floor to you to ask him anything you'd like.
- 12:00pm–1:00pm      Lunch—Located in Juniper Ballroom 3 & 4—Please visit our exhibitors
- 1:00pm–1:45pm      **Dr. Ryan Bailey & Andrew Gordon – Three offices in Southern Oregon**  
Starting from a low of \$62,500 per month in early 2016—with just 56 new patients a month—they now produce up to \$860,880 per month with 443 new patients & 969 hygiene patients per month. They will discuss the ethics of retaining hygiene, how they accomplished their growth & focus on team mentoring. They'll share insight on the associate addition process as well—how to attract associates, onboard & mentor the
- 1:45pm–2:30pm      **Michelle Zavacky, Office Manager, & Brittany Zavacky, Clinical Coordinator – Franklin, Ohio** - This great practice recently more than TRIPLED in size since 2018, from the \$140,000 per month range to rocketing (after chrisad's Select Academy) to \$574,187 per month & 975 hygiene appointments per month with 215 NEW PATIENTS per month! They'll discuss staff & culture, retaining staff, how to manage & steps for getting owners out of the chair.

- 2:30pm–3:00pm Break—Please visit our exhibitors
- 3:00–3:45pm **Paul Madsen, Co-Owner of Prime Dental Partners — Dr. William Madsen’s office — West Richland, Washington** - Was producing \$450,000 with 64 new patients per month in 2016 before chrisad. Recently (after Select Academy) they skyrocketed to over \$1 million per month & 220 new patients per month. He will discuss how he opened up Saturdays, hired additional staff & how chrisad’s Select Academy helped him open his eyes to growth opportunities.

*We’ve joined together with Treatment24seven to host a welcome reception this evening from 6pm to 8pm (located in the top & middle level of the GIANT chandelier at the Cosmopolitan hotel). Allow 15 minutes to walk from ARIA. Feel free to bring your significant other!*



### Friday, September 9<sup>th</sup>

- 7:30am–8:30am Breakfast—Please be sure to visit our exhibitors
- 8:30am–9:30am **Dr. Sharon Bleiler & Colin Ambler — Jenkintown, Pennsylvania**  
Grew from \$25,000 per month in 2016 to \$441,840 per month with nearly 800 HYGIENE APPOINTMENTS per month. She’s mostly away from the chair! All this in a chrisad “SCRATCH” office high up in a high-rise building with no site sign. They will also discuss some of the amazing practice digital monitoring & incentivization systems that they have developed.
- 9:30am–10:30am **Dr. Mollie Rojas — Downtown Chicago**  
After just a year & a half with chrisad, this fine skyscraper office grew from the \$55,000 per month range...with just seven new patients a month...to \$130,868 per month with 48 new patients per month. They will discuss how they took a leap of faith on adding hygiene, hiring an associate & working toward getting Dr. Rojas out of the chair.
- 10:30am–11:00am Break—Please visit our exhibitors
- 11:00am–12:00pm **Dr. Steve Mascarin & Sherry Fitzpatrick — Taunton Village Dental & Georgetown Village Dental — Two offices in Ontario, Canada**  
Their \$0 chrisad scratch office that opened just a few years ago is NOW very profitably producing \$1.35 MILLION per chair...per year...on ONLY 12 chairs while the owner is commonly away! Dr. Mascarin & Sherry will discuss how they produce over \$1 million per chair by using hygiene as a compounding annuity.
- 12:00pm–1:00pm Lunch—Located in Juniper Ballroom 3 & 4—Please visit our exhibitors  
*There will not be a scheduled PM break, please take a break as needed.*

- 1:00pm–2:00pm **Dr. Kenneth Dale & Theresa Dale – New Albany, IN** – For a decade, these practice owners produced only \$40k per month & saw as few as four new patients per month. After enlisting chrisad’s help in 2012, they transformed their small office into a multimillion-dollar dental powerhouse. Now their production has skyrocketed to \$540k per month & they bring in over 250 new patients per month! The Dales will recount how they took their practice from ordinary to exceptional by adding associates & growing their hygiene patient intake.
- 2:00pm–3:00pm **Sheela Roth – Penrod Dental Care – Rancho Santa Margarita, CA**  
This outstanding practice has been partnered with chrisad for almost two decades. Sheela will review how they’ve expanded & maximized their hygiene department, producing \$700,000 a month out of 15 chairs.
- 3:00pm–4:00pm Questions & networking

**CE credits are available for attending both days of the conference. Please be sure to scan the QR code at the event to receive your CE credits.**



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This activity has been planned & implemented in accordance with the standards of the Academy of General Dentistry Program Approval for Continuing Education (PACE) through the joint program provider approval of Zoom Education, LLC, & chrisad. Zoom Education, LLC is approved for awarding FAGD/MAGD credit.