



No Limits XVI Conference Agenda

Aria Resort & Casino

3730 Las Vegas Boulevard South

Conference will be located in Juniper Ballroom 1 & 2, on the 3rd floor

IMPORTANT! Last day to book hotel reservations at our discounted rate is Tuesday, February 5th unless our room block has sold out prior to that date.

Thursday, February 28th

- 7:00-8:00 Registration & light breakfast
- 8:00-11:30 **John Christensen, MS – Founder & CEO, chrisad** – John has been uniquely effective in guiding U.S. & worldwide dental practices for 38 years. Chrisad clients grew by a combined approximately \$1 billion in 2017 over 2016 & produced \$6 billion. Based on his **pioneering** nearly 4 decades of dental practice & patient-consumer research & evidentiary data, unprecedented patient attitude & behavior studies, & visiting more dental practices in person than anyone in the world, John has grown more practices FAR larger & more rapidly than anyone. He'll explain to you the NEW SECRETS & implications of chrisad/Northwestern University's new 2018 consumer research findings, how to work fewer hours, care for more patients at a higher level & earn far more money!
- 11:30-12:00 Break
- 12:00-12:30 **Anthony Viazis, DDS, MS – Founder & CEO of Fastbraces** – You will hear how dentists & their many THRILLED patients in 50 nations worldwide are benefitting from this world-changing orthodontic technology. You will be hearing directly from the inventor himself. This orthodontic approach is safe & easy to learn, can be performed in practice at a cost that is usually much lower to your patients...takes far less time to complete...& gets amazing results in only 120 days.
- 12:30-1:30 Lunch – Located in Juniper Ballroom 3 & 4
- 1:30-2:30 **Justin Coke - Practice Owner - San Antonio, TX, 7 to 7 Dental** – Before chrisad, this outstanding practice owner's new patients were only 64/mo. Now they see 1,550 new patients/mo. & growing!

- 2:30-3:00 Break
- 3:00-4:00 **Brent Simon – Managing Partner – 5 locations in New Jersey** – Brent will talk about his experience opening multiple scratch offices, particularly how to expand profitably in a tough marketplace. He'll discuss scouting locations & the amount of marketing he needs to do in order to have the practice he wants. Brent's practices have been growing rapidly at over 20% & he has systems in place to monitor his practices' success.

We've joined together with Unified Smiles & Treatment 24seven to host a welcome reception this evening from 6:00-8:00pm. The event will take place at Jewel nightclub in the Aria. Feel free to bring your significant others!



Friday, March 1st

- 7:00-8:00 Registration & light breakfast
- 8:00-9:00 **Dr. Declan Devereux – Honolulu, HI** – It's time to abandon the old-fashioned need to fully book your entire day in advance. Dr. Devereux will talk about the short-sightedness of doctors who don't build their schedule with same-day dentistry. He'll talk about how to see the potential production in a seemingly empty schedule & how to fill it without disrupting prime-time exams & hygiene.
- 9:00-10:00 **Dr. Todd Bickling – Edgewater, MD** – The doctor will discuss case presentation, case acceptance & how to read your patient & look for cues in the words they use, unmasking who the patient is to determine what approach is best. His associates have been producing more since he asked them to scale back case presentation. With chrisad, he grew two scratch practices to \$720k/mo. in production with 256 new patients/mo. & 509 patients/mo. seen in hygiene & is looking for a 3rd location.
- 10:00-10:30 Break
- 10:30-11:15 **Dr. Soren Michaelsen - Catoosa, OK** – This doctor has been experiencing incredible growth, from \$1.74 million in production before chrisad in 2016 to \$3.78 million in 2018. He went from seeing 990 new patients in 2016 to over 2,600 in 2018, & his hygiene department grew from 1,772 to 4,878.

- 11:15-12:15 Lunch - Located in Juniper Ballroom 3 & 4
- 12:15-1:15 **Dr. Manoj Sharma - Litchfield Park, AZ** - This client once had a stagnant practice & was considering selling his practice & going back to specialty school. Since working with chrisad, he's gone from producing \$624k to nearly \$1.7 million in 2018. New patients are up from 4/mo. to a high of 55/mo., with patients seen in hygiene growing from 773/mo. to 2,327/mo. He'll tell the story of how he got to where he is now, including getting his practice in order, leading a team, marketing, & the more fun parts of how his practice & life have changed.
- 1:15-2:15 **Dr. Carey Penrod, Sheela Roth & Kathleen Gwaltney- Rancho Santa Margarita, CA** - This outstanding practice has been partnered with chrisad for almost 17 years. Kathleen will discuss how to remove blockages to "yes" during the entire patient visit, from answering phones like a pro to smoothing out transitions from front desk, to hygienist, to doctor, to treatment coordinator. Sheela will discuss how they overcame hurdles in their growth process, in particular taking the financial leap of faith to staff the practice for growth & how to train & manage the new additions. Dr. Penrod will talk about what it really takes to run an associate-driven practice.
- 2:15-2:45 Break
- 2:45-3:45 **Dr. Cedric Lewis - Kaimuki, HI** - He'll discuss how to communicate with associates in a way that ensures they feel respected & listened to. He'll address the gap between ownership goals & associate doctor sensibilities.
- 3:45-5:00 Q&A

14 CE credits available for attending both days of the conference. Please ask us for details.



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