



No Limits XVIII Conference Agenda

Aria Resort & Casino - 3730 South Las Vegas Boulevard
Conference will be located in Pinyon Ballroom 4 on level one.

Thursday, September 23

- 7:00am-8:00am Registration & breakfast
- 8:00am-10:00am **John Christensen, MS - Founder & CEO, chrisad**
John has been uniquely effective in guiding U.S. & worldwide dental practices since 1980. In 2019, chrisad clients produced a combined \$6 billion, representing growth of approximately \$1 billion over 2018. Based on his pioneering 4 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. He'll explain to you the NEW SECRETS & implications of chrisad/Northwestern University's new 2020 post-COVID consumer research findings, how to deal with COVID fears & increased cancellations & how to work fewer hours, care for more patients at a higher level & prosper during this economic downturn slump!
- 10:00am-10:30am Break
- 10:30am-11:15am **Anthony Viazis, DDS, MS - Founder & CEO of Fastbraces® - Dallas, TX**
This is a worldwide revolution in orthodontics! This is a patented, perfected...& stunningly effective NEW system of straightening teeth...at up to half the cost & half the time of yesterday's ortho...using ASSISTANTS! Amazing results for you & your patients! Some clients start a case a day!
- 11:15am-12:15pm **Justin Coke - Owner of 7 to 7 Dental - Seven offices in San Antonio, TX**
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.
- 12:15pm-1:15pm Lunch - Located in Pinyon 3 & 5
- 1:15pm-2:15pm **Dr. Ryan Koenig & Kristi Rathbun, Operations Director - Fox Creek Family Dental - Five offices in Colorado**
This amazing multi-office practice will show you how quickly & easily the right strategy & mindset can jump-start a practice! They will share with you the steps they took to go from \$600,000 in production to \$1.1 million in only a few months & will discuss scheduling, team building & operational organization.

- 2:15pm-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-3:30pm Break
- 3:30pm-4:30pm **Steven Weidler – Manager of Smith Dental Care – Four offices in Georgia**
Steven Weidler will talk about Smith Dental Care's extraordinary practice growth since joining chrisad, when they were seeing 2 new patients & approximately \$50,000 in production per month. They now see 2,009 new patients & \$1,658,000 in production per month!

We've joined together with Treatment 24seven to host a welcome reception this evening from 6:30pm to 8:30pm (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!

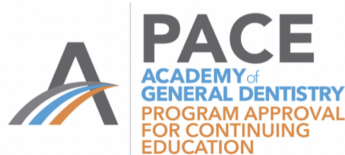


Friday, September 24

- 7:30am-8:30am Breakfast
- 8:30am-10:30am **John Christensen, MS – Founder & CEO, chrisad (continued)**
- 10:30am-11:30am **Dr. Cedric Lewis – Wai'ala'e Dental Care, Dental Care of Pearlridge, Honolulu Dental Care & Kaneohe Family Dental Care – Four offices in Honolulu, HI**
In his presentation, Dr. Cedric Lewis will talk about servant leadership & how it drives growth. He uses these principles in his own offices & has grown them from nothing (scratch practices) to now seeing 585 new patients & \$1,148,624 in production per month.
- 11:30am-12:30pm Lunch – Located in Pinyon 3 & 5
- 12:30pm-1:30pm **Dr. Jessy Malli – Tulare Family Dentistry & Redwood Family Dentistry – Two offices in Tulare & Visalia, CA**
This practice was producing an average of \$158k/month in the year before joining chrisad & is now producing as much as \$612k/month & is on pace to see 3,554 new patients in 2021. Dr. Malli will discuss the challenges of opening a scratch office during a pandemic & his strategy for preparing & training new doctors.

- 1:30pm-2:30pm **Mandy Dennis – Hygiene Director, 7 to 7 Dental – Seven offices in San Antonio, TX**
As 7 to 7 Dental’s hygiene director, Mandy will talk about how to run an efficient hygiene team. Many times dental offices fail at assisted hygiene & growing their hygiene department because they haven't properly prepared. Some offices assume assisted hygiene takes away the personal touch of the appointment because they don't understand the how & why! One of the reasons hygienists hate change is fear. Learn how to grow your hygiene department with processes that will help your team feel proud about the care they provide. Prepare your team with ways to be successful so they'll wonder why they ever did anything else before assisted hygiene!
- 2:30pm-3:00pm Break
- 3:00pm-4:00pm **Dr. Steve Mascarin & Sherry Fitzpatrick – Taunton Village Dental & Georgetown Village Dental – Two offices in Ontario, Canada**
Since opening his fifth scratch office in mid-2017, this time adhering to all the principles in chrisad’s scratch manual, Steve, along with Sherry, took this small 2,000-foot, seven op office from \$0 to \$7 million in under 24 months. With his recent expansion to 12 ops, the projected revenue by the end of 2021 is \$14 million. Steve & Sherry will share their team’s core values, culture, recruiting & onboarding techniques. They will explain the unique systems they developed for a consistent & predictable customer journey covering every single touch point that synergizes perfectly with the chrisad model. They will also share their big plans & vision for their two new locations opened in 2021.

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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