



## Winter Mandatory and Core Training for the Entire Dental Team

Friday, December 3, 2021

### Preliminary Program

**8:30**

#### **Emerging Dental Technology that will Elevate your 2022 Patient Experience**

**Bryan Laskin, DDS**

- Consider dental technology emerging on the 2022 scene
- Help your team see technology as an opportunity rather than a problem
- Host ethical, practical conversations with your patients defining the benefits of new technology

**10:00** Break

**10:15**

#### **Cultivating Emotional Intelligence to Manage Stress**

**Karin Goettsch, PhD**

- Assess the importance of emotional intelligence and consider a research-based emotional intelligence model that addresses stress management
- Evaluate yourself on three of the key components: flexibility, stress tolerance, and optimism
- Strengthen emotional intelligence for better workplace and personal satisfaction

**11:15**

#### **CDC Updates on Infection Control**

**Natalie Kaweckyj, LDA**

- Locate the CDC's most up to date infection control recommendations
- Discuss up to date CDC recommendations with your team
- Share CDC guidelines with your patients when requested

**11:45** Break

**12:30** The afternoon session includes a 15-minute break.

#### **Practical Dental Practice—Business Intelligence (BI) Dashboards**

**Curtis Marshall**

- Discuss why business intelligence is important for every member of your team
- Determine what aspects of your practice you should measure and why
- Use trends in your own practice data to make effective, ethical decisions
- Examine best practices in BI dashboards

## Scale Up Your Business with Smarter Huddles and Communications

### Curtis Marshall

- Retool your daily huddle agenda
- Consider daily practice metrics worth discussing daily
- Examine how daily discussions on practice bottlenecks lead to better performance and happier employees
- Reduce hassles, save time, and discover new opportunities in communications

3:45

Adjourn

## Meet Our Experts

**Karin Goetsch**, PhD, holds a Master of Education and a PhD in Professional Communication from the University of Minnesota. As Principal of Global Collaboration Insights, she is a consultant, facilitator, and executive coach, drawing on 20 years of human resources talent development experience at many large organizations. She serves as adjunct faculty at Concordia University St. Paul and the University of Minnesota and regularly speaks at national and international conferences. Her work focuses on strategic organizational and leadership development, collaboration on global virtual teams, effective communication, and cultural and emotional intelligence.

**Natalie Kaweckyj**, LDA, CDA, is a licensed dental assistant from Minneapolis, a two-time Immediate Past President, and the first Master of the American Dental Assistants Association. As a clinician in public health dentistry with thirty years in the profession, Natalie finds time to share her passion for dentistry, not only lecturing domestically but internationally. She is at the forefront in developing continuing education courses and writing articles that advance the profession. Natalie holds a Bachelor of Arts in biology and psychology and all six DANB certifications. She currently serves as an Executive Moderator for Dental Peeps Network.

**Bryan Laskin**, DDS, graduated from the University of Minnesota School of Dentistry and is currently Senior Vice President of Innovation for Dental Care Alliance and leads Lake Minnetonka Dental. Dr. Laskin is the founder of Operability, developer of game-changing technologies including the communication suite OperaDDS, as well as the first system to virtually reduce dental pain and anxiety—OperaVR. He serves as counsel for the most innovative dental companies, enjoys bringing others' transformational ideas to dentistry, and is an active member of the American Dental Association, Minnesota Dental Association, and Minneapolis District Dental Society. Dr. Laskin also hosts The Operatory Podcast. His new book, "The Patient First Manifesto," was released earlier in 2021.

**Curtis Marshall** is the Director of Partnerships for Dental Intel, centered in Provo, Utah. Dr. Marshall is a graduate of the University of Utah. He has worked in dental office marketing solutions since 2007, including Stonehaven Dental, ProCore CPA's dental office team, and a range of dental offices across the country. Dr. Marshall is a highly regarded, energetic speaker and the host of The Naked Dentist podcast. He aims to remove all of the "clothing" covering dental practices to reveal and resolve hidden flaws within their organizations.

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*Minnesota credits*

- 6 Fundamental Credit Hours
- Includes CORE Subject Areas Ethics and Patient Communication
- Includes MANDATORY Subject Area Infection Control