

THE PARAGON

HYGIENE

ACADEMY



The Paragon Hygiene Academy™ will be held in Baltimore, Maryland on **November 9 - 10, 2017**. Attendees will learn the value and importance of scheduling, techniques, communication, compliance, case acceptance, and proper insurance coding and systems. These areas embody the essence of fundamental business principles, which greatly impact your practice's bottom line. For this reason, all team members are encouraged to attend.

LOCATION

Baltimore Convention Center

1 W Pratt Street | Baltimore, MD 21201 | 410-649-7000

Reservations can be made at the **Hilton Baltimore**, 401 W Pratt Street, Baltimore, MD 21201, (443) 573-8700, and are confirmed on a first-come, first-served basis. To obtain our group rate of \$209 per night mention you are with Paragon Management. Reservations must be made by Monday, October 9, 2017.

FLIGHT INFORMATION

When researching airfare, Paragon suggests using search engines like Expedia and Travelocity to find the best available airfare. Always book your airfare directly through the airline! Flights researched on southwest.com and/or expedia.com.

Denver (DEN) to BWI	\$391	Orlando (MCO) to BWI	\$232
Columbus (CMH) to BWI	\$151	Chicago (MDW) to BWI	\$229
New York (ISP) to BWI	\$137	Indianapolis (IND) to BWI	\$157

PLEASE REMEMBER

1. Bring a sweater or jacket as meeting rooms are often very cold.
2. In order to send everyone on his or her way before rush hour, we will not take a lunch break on Friday. You are welcome and encouraged to bring snacks.
3. A list of restaurants with lunch and dinner options is provided in your handout.

Thursday, November 9, 2017

Time	Section	Topic	Speaker
9:00 - 10:30	Section 1	<p style="text-align: center;">The Day's Prep</p> <ol style="list-style-type: none"> 1. The advantage of great prep for both the doctor and hygienist. 2. How the medical history has become critical to care and diagnosis. 3. Key performance Indicators for hygiene. 	<p style="text-align: center;"><u>LINDA MAREK</u></p> <p>Linda leads the Academy portion of The Paragon Program and she takes this highly acclaimed training to the next level. She has sought out the topics requested by Paragon clients and put them into a dynamic 2-day presentation for every dental office's benefit. lindamarek@theparagonprogram.com</p>
10:45 - 12:00	Section 2	<p style="text-align: center;">The Healthy Hygiene Appointment</p> <ol style="list-style-type: none"> 1. Adjunctive procedures that add value to the healthy appointment. 2. Verbal skills to help patients understand "it's not just a cleaning." 3. 12 "Must-Do's" to improve your recare system. 	<p style="text-align: center;"><u>LINDA MAREK</u></p> <p>Linda's background in dental assisting, dental office management, hygiene, supply representation and public relations allows her to bring a wide perspective of growth potential for dental teams. She has consulted for 31 years and speaks regularly for Paragon and other dental groups.</p>
1:30 - 2:45	Section 3	<p style="text-align: center;">True Growth of Patient Base From Retention & Reactivation</p> <ol style="list-style-type: none"> 1. Surprising facts related to the recare system. 2. Signs of a failing recare system and corrective actions. 3. Reactivation and retention to compliment to your new patient efforts for true growth of patient base. 	<p style="text-align: center;"><u>HOPE REKTORIK</u></p> <p>Hope Rektorik, senior consultant, has been with The Paragon Program for over 25 years. She consults with dentists on topics including strategic management, growth and profitability, goal achievement, systems management, marketing, increasing case acceptance, human resources, communications, and embezzlement risk reduction. Hope has a degree in dental hygiene and a business degree from Towson University in Maryland. hoperektorik@theparagonprogram.com</p>
3:00 - 4:30	Section 4	<p style="text-align: center;">The Choreography of The Doctor – Hygiene Exam</p> <ol style="list-style-type: none"> 1. Maintain consistent exams regardless of which hygienist and which doctor performs the exams. 2. Validate the hygienists as an integral part of co-diagnosis. 3. Increasing case acceptance via the hygiene exam. 	<p style="text-align: center;"><u>SUE DEMSKE</u></p> <p>Sue has been consulting for the past 25 years and has facilitated and guided over 500 dental offices to create a dynamic collaboration, based on excellence and ethics, between the dental team and the dental patient. She works with practices that produce values of \$500,000 to \$10,000,000 and knows that there is no cookie-cutter approach to practice success. Her vast knowledge of what works and what doesn't depending on community awareness and Doctor philosophy will help you take your practice to the new goal you wish to attain. suedemske@theparagonprogram.com</p>

Friday, November 10, 2017

Time	Section	Topic	Speaker
7:00 - 8:30	Section 5	<p style="text-align: center;">Say Aah....</p> <ol style="list-style-type: none"> 1. "Say Aah! A 2015 film about fighting the world's largest cavity." The first documentary on oral health showcasing the connection between oral health and overall well-being. 2. Recommended for all health care providers. 	
8:45 - 10:30	Section 6	<p style="text-align: center;">Those Pesky 4-5mm Pockets / Active Perio Therapy</p> <ol style="list-style-type: none"> 1. The potential therapy not being completed in your office. 2. Case typing according to the Academy of Periodontology (AAP). 3. Verbal skills of Perio presentation. 	<p style="text-align: center;"><u>LINDA MAREK</u></p> <p>Linda has been leading the Academy portion of The Paragon Program for many years. Now, she has taken this highly acclaimed training to the next level. She has sought out the topics requested by Paragon clients and put them into a dynamic 2-day presentation for every dental office's benefit. lindamarek@theparagonprogram.com</p>
10:45 - 12:00	Section 7	<p style="text-align: center;">The Other Half of The Hygiene Appointment – Operative Identification</p> <ol style="list-style-type: none"> 1. Expectation of both Periodontal and operative health. 2. The role the hygienist plays in operative case presentation. 3. Aligning the operative philosophy of care between hygiene and doctor. 	<p style="text-align: center;"><u>LINDA MAREK</u></p> <p>Linda's background in dental assisting, dental office management, hygiene, supply representation and public relations allows her to bring a wide perspective of growth potential for dental teams. She has consulted for 31 years and speaks regularly for Paragon and other dental groups.</p>

The speakers may discuss various products or services during the lecture program. Neither they nor Paragon Management receives any type of financial compensation for mentioning these products, which are based purely upon client feedback and industry statistics. Paragon Management strives to use unbiased statistics and market research.

RECOGNIZED PROVIDER

We feel continuing education is vital to the success of your practice and personal growth. Paragon has gone to great lengths to ensure that our participants receive continuing education credits for every academy we offer. Recognition term: November 2015 – December 2017.

Paragon Management is an approved provider of Continuing Dental Education, and acknowledges that all courses relating to the areas of human resources and practice management aspects of dentistry are accepted by the AGD (PACE), ADA (CERP).



ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of dental education. ADA CERP neither approves nor endorses individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at www.adaorg/gotocerp.

CANCELLATION / REFUND POLICY

Paragon reserves the right to modify the advertised course content or change the times and dates of any courses offered. In such a case, a full refund will be issued for any party who is not able to accommodate the change in their schedule. Also, please note that Paragon is not responsible for participant reimbursement of airline tickets, hotel reservations, or any other incurred expense in the event that a course is altered or changed.

All registration fees may be processed at the time of registration or thereafter leading up to the program start date. Cancellations received the day of the course may not be eligible for a full refund; however, registrants may choose to receive a credit toward a future course Paragon offers.

— FOUR WAYS TO —
REGISTER

1 **WEB**
theparagonprogram.com

2 **PHONE**
800-448-2523

3 **MAIL**
120 Northwoods Blvd.
Columbus, OH 43235

4 **FAX**
614-433-7921

Please print or type

Name- Title

Name- Title

Name- Title

Name- Title

Name- Title

Name- Title

Doctor(s) attending? Yes No

Doctor's Name

Doctor's Name

Mailing Address

Website

City, State, Zip

E-mail Address

Telephone

AGD Member #

Fax

ADA Member #

Method of Payment

I am a Paragon Member – **NO FEE**

I am a former client of The Paragon Program—**\$497**

Guest Fee—**\$997**

Check Visa MasterCard American Express

Credit Card # _____ / _____
Exp. Date

Signature

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Paragon Management is a CERP-approved provider of Continuing Dental Education, and certifies that all courses relating to the areas of human resources and practice management aspects of dentistry are acceptable by the AGD (PACE), ADA (CERP).



All attendees will receive a total of 12 CEUs for this 2-day Academy.