

THE PARAGON

HYGIENE

ACADEMY



The Paragon **Hygiene Academy™** will be held **November 8-9, 2018** in Columbus, Ohio. Attendees will learn about the multifaceted business world of Dental Hygiene. A special guest discussion, “Ask the Periodontist” has been added to complete this program with clinical advice and pearls (*see [RSVP page for details](#)*).

LOCATION

Sheraton Columbus Capitol Square

75 E State Street | Columbus, Ohio 43215 | 614-365-4500

Reservations can be made by calling the Sheraton Columbus directly at (614) 365-4500 or by visiting, starwoodmeeting.com/Book/ParagonMgmtNov2018 and entering your room reservation(s) directly. All rooms and reservation request are confirmed on a first-come, first-served basis. To obtain our group rate of \$139 per night please mention you are with the Paragon Management block when calling.

Reservations must be made by Friday, October 12, 2018.

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.

Baltimore (BWI) to CMH	\$199	New York (JFK) to BWI	\$253
Chicago (MDW) to CMH	\$188	New York (ISP) to BWI	\$320
Denver (DEN) to CMH	\$157	Orlando (MCO) to BWI	\$190

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 will be provided in your handout.
4. Submit your “ask the Periodontist” questions by **Friday, October 12, 2018**.
5. Traveling to C.E. courses can bring about the unexpected. Create a plan and please:
 - a. confirm your hotel reservations at least two weeks before departure
 - b. communicate any expectation to team members prior to departure
 - c. review all parking, flight and transportation details for all team members.

Thursday, November 8, 2018

TIME	SESSION	TOPIC	SPEAKER
9:00 - 10:30 a.m.	ONE	<p align="center">SAY AAH...</p> <p>“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.</p> <p>Recommended for all health care providers.</p>	<p align="center"><u>LINDA MAREK</u> <i>lindamarek@theparagonprogram.com</i></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.</p>
10:45 a.m. - 12:00 p.m.	TWO	<p align="center">THE HEALTHY 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 align="center"><u>LINDA MAREK</u> <i>lindamarek@theparagonprogram.com</i></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>
12:00 - 1:30 p.m.	LUNCH BREAK- <i>during this time the group will be on their own for lunch</i>		
1:30 - 2:45 p.m.	THREE	<p align="center">TRUE GROWTH OF PATIENT BASE FROM RETENTION AND 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 align="center"><u>HOPE REKTORIK</u> <i>hoperektorik@theparagonprogram.com</i></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.</p>
3:00 – 4:30 p.m.	FOUR	<p align="center">THE NEW CLASSIFICATION SCHEME FOR PERIODONTAL DISEASE- AN UPDATE FROM 1999</p> <p>The 2017 World Workshop on Classification of Periodontal and Peri-Implant Diseases and Conditions resulted in a new classification and staging system. This system will be discussed for usage in the office.</p>	<p align="center"><u>LINDA MAREK</u> <i>lindamarek@theparagonprogram.com</i></p>

Friday, November 9, 2018

TIME	SESSION	TOPIC	SPEAKER
7:00 – 8:30 a.m.	FIVE	<p align="center">THE COREOGRAPHY OF THE DOCTOR- HYGIENE EXAM</p> <ol style="list-style-type: none"> 1. Maintain consistent exams regardless of which hygienist and/ or 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 align="center"><u>SUE DEMSKE</u> <i>suedemske@theparagonprogram.com</i></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 multiple practices across the country and knows 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.</p>
8:45 - 10:30 a.m.	SIX	<p align="center">THE ROLE OF DIAGNOSIS BETWEEN THE DOCTOR AND HYGIENIST</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 align="center"><u>DR. JESSICA KILE</u></p> <p>Dr. Kile is an amazing example of someone who can handle multiple team members, multiple associate Doctors and two large general practices. She has built this organization by sharing her philosophy to never stop learning and always strive for excellence with your patients and team.</p>
10:45 – 12:00 a.m.	SEVEN	<p align="center">ASK THE PERIODONTIST????</p> <ol style="list-style-type: none"> 1. Paragon will chair a panel discussion where questions, techniques, and solutions will be discussed. 2. Submit your questions to Paragon prior to the Hygiene Academy to participate in this rare inter-disciplinary discussion (<i>see RSVP page for details</i>). 	<p align="center">PANEL DISCUSSION FEATURING: DR. FRED SAKAMOTO</p> <p align="center">MODERATED BY: LINDA MAREK</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 2017- December 2020.

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

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 #

The Paragon Hygiene Academy™ – November 8-9, 2018 – Columbus, OH

ASK THE PERIODONTIST:

This is your opportunity to ask anything of a clinical nature and the relationship that should exist between specialists and referring offices. We are asking that you submit questions ahead of time, so we may have these available to present at our Academy. The deadline to submit questions is **Friday, October 12, 2018**. You can simply write out your question(s) below and fax back to our office or you can simply email to theoffice@theparagonprogram.com and enter the subject line: *Ask the Periodontist*.



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.