

REGISTRATION FORM

THE IMPLANT SURGERY PRACTICE:

THE ART, THE SCIENCE, AND THE BUSINESS MODEL

Saturday, September 26, 2009



Please register by Friday, September 18, 2009

by detaching and mailing this completed form, with payment information to:

Straumann Education Department
 attn: Abigail Henry
 60 Minuteman Road
 Andover, MA 01810
 phone 978/747 2702
 fax 978/747 0031
 email education.us@straumann.com

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PAYMENT INFORMATION

Total amount \$_____ check payable to **Straumann USA** enclosed.

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SPEAKERS BIOGRAPHIES



Dr. Kanyon Keeney received his D.D.S. and graduated with honors at the Medical College of Virginia in 1984, and obtained an early externship in OMS at The Jackson Memorial Hospital Trauma Center in Miami. Dr. Keeney completed his residency at the University of Pennsylvania in Oral and Maxillofacial Surgery in 1987 where he served as Chief Resident.

Today, Dr. Keeney is a partner in Drs. Niamtu, Alexander, Keeney, Harris, Metzger, Dymon and Wlodowsky. He maintains a practice in Oral and Maxillofacial Surgery with a concentration in implant surgery. He has placed several thousand implants in the past twenty years and has attended several hundred hours of additional training and updates in the latest technology in dental implants. He is a Diplomate in the American Board of Oral and Maxillofacial Surgery, a Fellow in the American Association of Oral Surgeons and American Society of Dental Anesthesia and became the first active Board Certified Oral Surgeon in Virginia to become a Diplomate in the International Congress of Oral Implantology.

As a cofounder of the Implant Forum of Virginia, Dr. Keeney has worked to bring advanced implant techniques to the Richmond Dental Community. He is a frequent lecturer and active in the use of 3-Dimensional CAT scan technology in implant treatment.

An avid philanthropist, Dr. Keeney volunteers his time locally at the Crossover Clinic, a free medical clinic in Richmond. He has also served in ten overseas medical missions on three continents.

The highlight of Dr. Keeney's life is his family. He and his wife, Michele, have three children ages 11, 14, and 19. In his spare time, Dr. Keeney coaches football, soccer, and an AAU travel basketball team.



Ilene Holden grew up in Virginia Beach and graduated with a BA from Longwood College in 1995. She immediately began a career in dentistry upon graduation and has remained in the field for the last 13 years. She began working for a small 2 doctor practice at the front desk and now is the Implant Public Relations Coordinator for one of the most prestigious Oral & Maxillofacial Surgical groups on the east coast. Ilene has had the great privilege of attending some of the most well know dental and surgical conferences in the world. She has helped start several practices from the ground up,

guest lectured at VCU School of Dentistry and also does one on one consulting for dental and surgical practices. Her specialties include office communications, marketing and practice building. Ilene, along with Dr. Kanyon Keeney have developed a series of lectures to help Dental and surgical practices introduce and build a successful and profitable Implant practice by focusing on the Implant Team.

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Presented by
Dr. Kanyon Keeney and Ilene Holden

COMMITTED TO
SIMPLY DOING MORE
 FOR DENTAL PROFESSIONALS™

THE IMPLANT SURGERY PRACTICE: THE ART, THE SCIENCE, AND THE BUSINESS MODEL

DESCRIPTION

Implant Dentistry has provided a new paradigm in the way we treat our patients. Despite becoming the “Gold Standard” and experiencing remarkable success rates, the use of dental implants in the US falls far behind many other industrialized countries in terms of rates of utilization. Much of that is due to the “business model” of Implant Dentistry in the US.

The “Team Approach” to Implant Dentistry provides for exquisite clinical outcomes but also creates several inefficiencies that often act as a disincentive to the treating doctors. The Implant Surgeon, as part of the “team”, faces many challenges that make implant surgery less profitable and more time consuming than other surgical disciplines within the scope of their practice.

This course is intended to explore these challenges and offer solutions to make implant surgery more efficient, less frustrating and more rewarding while significantly “increasing the numbers”. **Dr. Keeney will address the art, science and business model to surgeons while Ilene Holden will concurrently address these issues from a staff perspective. Surgeons and their staff are encouraged to attend together.**

INFORMATION

Date	Saturday, September 26, 2009
Speakers	Dr. Kanyon Keeney and Ilene Holden
Time	8:00 am – 8:30 am <i>Registration</i> 8:30 am – 5:00 pm <i>Program</i>
	<i>Lunch is included with tuition</i>
Location	Sheraton Inner Harbor Hotel 300 S. Charles St. Baltimore, MD 21201 410/962 8300
Type	Lecture
Tuition	\$150.00 clinicians; \$95.00 auxilliary; Tuition fee includes \$84.05 for breakfast, lunch and breaks
CE credit	5.0 hours (provided by Dr. Kanyon Keeney)



FOR THE CLINICIAN

The Art and Science

- **Treatment planning protocols:** Discussion of routine implant treatment scenarios, offering prudent techniques to streamline the treatment process to completion
- **Time to Change:** How changes in surgical protocol can reduce the number of office visits for each case
- **2 stage, 1 stage and immediate load:** When to use each protocol effectively to optimize efficiency and maximize results
- **Grafting:** Clinical excellence vs. the prudent business model. What grafting techniques can predictably restore sites, improve results and still be cost effective
- **The Cone Beam Scan:** When to use guided surgery and CT diagnosis
- **Magic Dust:** What grafting material you can use RELIABLY without breaking the bank
- **To Flap or Not Flap:** When flapless surgery makes sense
- **Which implant is the best:** How the brand and model of implant affect treatment success
- **The Anterior Esthetic Zone:** How to make a masterpiece without losing your shirt!
- **The Full Arch Case:** Mandibular and Maxillary full arch Surgeries from transition to completion and how they vary from the standpoint of clinical outcomes, patient experience and efficiency of delivery
- **The Restorative Surgical Practice:** How much of the restorative/prosthetic work should the surgeon do and how
- **Controlling Complications:** Simple techniques to improve outcomes and reduce complications thus creating the optimum win/win for the patient and clinician

The Business Model

- **The Decision:** Should your practice be implant “focused” or implant “exclusive”?
- **The Restoring Doctors:** How to classify and manage the strengths and weaknesses of the referring dentists to achieve maximum success for the patient, surgeon and restoring doctor
- **Establishing your “Implant Image”:** 12 steps to establishing your practice as an authority, leader and THE “go to” practice for implant surgery
- **“Controlling the Madness”:** How to manage the immense flow of communication, logistics and having all the components necessary to work successfully with many different referring doctors.
- **“Raising the bar”:** How to improve the capabilities of your referring doctors, thus improving the outcomes and referral numbers
- **Keys to an effective Implant Surgical Facility:** The bare essentials of office and equipment for a successful implant surgery practice
- **“We are nothing without them”:** Vital staffing requirements and job descriptions to create the ultimate surgical team
- **“Block Party”:** Utilizing “block” scheduling to create the most organized and efficient day for optimum success
- **“Forget lunch!”:** Proven tactics to increasing referrals without falling into the old routine

FOR THE STAFF

Being the “**Ultimate Implant Team**” takes hard work and extreme organization. This course will explore the day-to-day challenges in dealing with referring doctors, making the implant process seamless for the patient and increasing acceptance rate and profits for your surgeon.

The Art and Science

- Ability to explain to patients why implants and other procedures will benefit them- in terms they can understand
- Understand the overall implant process
- Provide patient confidence
- Provide surgeons the tools needed to streamline surgeries and provide excellent patient care

The Business Model

- Decide to be implant driven or implant exclusive: shifting the focus to make either choice productive
- Project the right image to patients and referring doctors
- Effectively communicate the important aspects of a case to all parties involved
- Increase case acceptance before the doctor has even entered the room
- Help the referring doctor improve his skills with out stepping on toes
- Recognize crucial members of the implant team- assign tasks to the one best suited for the job
- Use block scheduling for effective and efficient maximum output

