



2018 ADSO Summit

The Gold Standard DSO

Event of the Year

Join us April 18-20, 2018 at the JW Marriott Austin in Austin, Texas for the 2018 ADSO Summit! This event's attendance has grown exponentially over the last several years and 2018 promises continued growth as industry experts from around the globe gather to share best practices, network with one another and share strategies for sustainable growth.

This year's summit will have sessions designed for every member of the team with breakouts on topics such as leadership, marketing and public relations, human resources and recruitment, advocacy, and growth and development. DSOs and Group Practices of all sizes will benefit from the general sessions, breakout sessions, round table discussions, talk table visits with Industry Partners, and networking receptions.

The ADSO Summit draws C-level executives and team members from DSOs as well as Industry Partner representatives from more than 150 companies. These Industry Partners specialize in providing the products and services required to help DSOs grow strategically.

- Visit www.theadso.org for more information and to register.



We look forward to seeing you and your team in Austin April 18 – 20, 2018!



2018 ADSO Summit Program

General Topics

Leading Change: Supporting and Developing Newly Affiliated Practices

Steve Bilt

Smile Brands, Inc., CEO
Smiles for Everyone Foundation, Chairman

Kenneth Cooper

North American Dental Group (NADG), CEO & Founding Partner

Future DSO Trends: Strategies to Address a Rapidly Changing Industry

Dr. Alan Acierno

DecisionOne Dental, CEO/Owner

Michael Bileca

Dental Care Alliance, President of Florida Operations & Main Street Dental

Scotte Hudsmith

Smile Doctors, CEO

Alistair Madle

D4C Dental Brands, Inc., CEO

Connecting With the Broader Dental Community: A Panel Discussion Among Industry Leaders

Ann Battrell

American Dental Hygienists' Association (ADHA), CEO

Dr. Martin Eichner

American Association of Oral and Maxillofacial Surgeons (AAOMS)

Dr. Richard Kao

American Academy of Periodontology (AAP), President-Elect

Dr. Dave Preble

American Dental Association, Senior Vice President of the ADA Practice Institute

Stephen E. Thorne, IV

Pacific Dental Services, Founder, President, and CEO

The Role of Dental Schools and Dental Student Practice Pathways

Dr. Leo E. Rouse D.D.S., FACD

American Dental Education Association (ADEA),
Senior Scholar in Residence

DSOs Worldwide: Challenges and Opportunities

Michelle Aquilina

Primary Health Care, Chief of Dentistry

Advocacy

Legal Hot Issues for DSOs

Dennis LaGanza

ADSO, Sr. Vice President of Government Affairs

Donald Moody

Waller Law, Partner

Kelly Skeat

Benesch Attorneys at Law, Partner

David Slezak

Affordable Care, Vice President – Chief Legal Officer and Corporate Secretary

Government Relations: Protecting and Enhancing the DSO Landscape

TJ Bolger

Centerpoint360, LLC, Senior Vice President

Tamra Kempf

Heartland Dental, Senior Corporate Counsel

Dennis LaGanza

ADSO, Sr. Vice President of Government Affairs

Lisa Steelman

ADSO, Vice President of Government Affairs

Join industry experts from around the globe as they gather to share best practices, network with one another and share strategies for sustainable growth.

Strategic Business Planning: The Fundamentals of Internal Processes for DSOs

Ken Kaufman

Community Dental Partners, Chief Financial Officer

Andy Oreffice

Benevis, Sr. Vice President, Compliance & Government Relations

Mike Williamson

Pacific Dental Services, Chief Compliance Officer,
Senior Director of Compliance & Ethics

Strategic Growth: \$100 Million and Up

Doug Brown

Affordable Care, Inc., Vice Chairman

Steve Spellman

Midwest Dental, President & CEO

Stephen E. Thorne, IV

Pacific Dental Services, Founder, President, and CEO

Strategic Expansion

Kenneth Cooper

North American Dental Partners (NADP), CEO

Karan Garg

Houlihan Lokey, Director, Healthcare Group

Ira Kaplan

Benesch Attorneys at Law, Partner and Executive Chairman

Emmet Scott

Community Dental Partners, CEO

Integrating Specialties into Your DSO

Steve Bilt

Smile Brands, Inc., CEO
Smiles for Everyone Foundation, Chairman

Greg Nodland

Great Expressions Dental Centers, President & Chief Operating Officer

Mitch Olan

Dental Care Alliance, Executive Chairman

“Off the Record” with DentaQuest

A Medicaid Compliance open forum Q&A session with the nation’s largest dental Medicaid benefits administrator. Get the inside scoop straight from the source.

Patrick Connolly

Samson Dental Partners

Todd Cruse

DentaQuest, Executive Vice President and CEO Care Delivery

O’Shellie Myers

DentaQuest, DSO/ Large Group Recruitment Liaison,
Network Strategic Solutions

Dr. James Thommes

DentaQuest, Vice President of Clinical Management

JD Thomas

Waller Law, Partner



2017 ADSO Summit: Attendees Networking



2017 ADSO Summit: Talk Table Discussions

Operations & Recruitment

Developing a Centralized Operational Infrastructure Including Billing Solutions and Call Centers

Paul Benson

Apex Revenue Technologies, Senior Consultant

Pat Mauer

Apex Revenue Technologies, President

Dr. Scott Leune

Breakaway Practice, Founder & CEO

Developing Performance Indicators

Tarek Aly

COO, Orthodont, LLC

Michael White

M. White & Associates, Managing Partner, CPA, Founding Partner

Strategies to Recruit Dental Students for Long Term Practice Opportunities

Shannon Patterson

*Bentson Copple & Associates,
Director of Practice Opportunities & Placement Consultant*

Best Practices for Clinical Directors and Their Supported Doctors

Dr. John Barnes

Pacific Dental Services, Regional Partner and Owner Dentist

Dr. Andrew Matta

North American Dental Group

Dr. Shalin Patel

Deca Dental

Dr. Antarpreet Singh

Heartland Dental

Practice Management Software

Michael Smith

DentalOne Partners, Inc., Chief Information Officer

Marketing

The Changing Landscape of the Dental Consumer and the Impact on Your Business

Brian Wright

New Patient Group, CEO

The Importance of Becoming Part of Your Patient's Community

Dr. Sonny Chokka

Pacific Dental Services, Owner Dentist, Consultant & Member of PDS National Dental Advisory Board

Online Reputation Management

Justin Everette

Solutionreach, Inc., Vice President of Marketing

Growing Your DSO Brand Through Public Relations

Tom Clark

Banyan, Inc., Founder

Developing a Digital Presence to Engage Today's Consumer

Brian Wright

New Patient Group, CEO

Please note: agenda items and schedule are as of February 8, 2017 and are subject to change.

Roundtable Discussions

This is a great opportunity for team members to network and share best practices and strategies for growth and development.

Discussion groups include:

- CEOs
- Marketing & PR
- Information Technology
- Human Resources & DDS Recruitment
- Clinical
- Finance & Procurement
- Operations



2018 ADSO Summit Schedule

Wednesday, April 18, 2018

- 11:30am – 5:30pm ➤ On-site Registration and Bag Pickup
- 12:00pm – 1:30pm ➤ Pre-Conference Lunch & Welcome (by invitation only)
- 2:00pm – 3:00pm ➤ Round Table Discussions for DSO Team Members
- 3:30pm – 5:30pm ➤ Pre-Conference Pre-Arranged Meetings (by invitation only)
- 6:30pm – 9:30pm ➤ Opening Reception

Thursday, April 19, 2018

- 7:00am – 5:00pm ➤ Registration Open
- 7:00am – 8:00am ➤ Breakfast
- 7:00am – 8:00am ➤ Private Gold Sponsor Breakfast
- 8:15am – 9:45am ➤ Opening General Session with a CEO Panel Discussion
- 9:45am – 10:45am ➤ Opening Keynote Speaker
- 10:45am – 11:00am ➤ Coffee Break
- 11:15am – 12:30pm ➤ Morning Breakout Sessions
- 12:30pm – 1:45pm ➤ Lunch
- 12:30pm – 1:45pm ➤ Private Gold Sponsor Lunch
- 2:00pm – 3:30pm ➤ Afternoon Breakout Sessions
- 3:30pm – 4:30pm ➤ Dedicated Talk Table Time & Break
- 6:00pm – 6:30pm ➤ Transportation to Networking Reception

Friday, April 20, 2018

- 7:00am – 12:30pm ➤ Registration Open
- 7:00am – 7:45am ➤ Breakfast
- 7:00am – 8:00am ➤ Private Gold Sponsor Breakfast
- 8:00am – 9:15am ➤ Breakout Sessions
- 9:15am – 10:15am ➤ Dedicated Talk Table Time and Coffee Break
- 10:30am – 11:45am ➤ Breakout Sessions
- 11:45am – 12:15pm ➤ Coffee Break
- 12:15pm – 1:30pm ➤ Closing General Session



See you in Austin.