

# **“(g)nathos MIX, 2017”\***

**Mixed Dentition Orthodontics and Pediatric  
Dental Seminar**

**Thursday and half-day Friday**

**with Dr. Gerry Samson**

**With the Friday & Saturday Feature**

*Gerry Samson, DDS, Len Tau, DDS, Gay Lowry, RN, Tom  
Alleman, JD, Jed Best, DDS, MS*

**3 days: Thursday, Friday & Saturday (page 7 enrollment form)**

November 16, 17 & 18, 2017 in Atlanta, Georgia

Location: The (g)nathos classroom in Atlanta, GA.

Course hours: Thursday & Friday 8:30AM – 6:00PM

Saturday: 8:30AM – Noon

Location: The (g)nathos class room just outside of Atlanta in Marietta, GA

**Limited to 25 participants**

**Concluding Saturday at Noon: 21 ADA CERP Participation CE Hours\***

## **“(g)MIX, 2017” Topics and Format**

**(see details pages 3 - 7)**

Along with Dr. Gerry Samson “(g)MIX, 2017”, unites recognized experts in their fields: **Len Tau, DDS, Gay Lowry, RN, Tom Alleman, JD and Jed Best, DDS, MS (see description page 3-7)**. Our 2017 format will follow the “(g)nathos teams” method. Participants will be part of a 4 person team. Merging our keen observations will lead to appropriate treatment options, mechanics, areas of guarded prognosis, retention strategies and presentation of this information to parents. Attendees will then see the fine details of treatment mechanics and trouble shooting. As always, literature support will be an essential component. Unusually high quality manuals will be supplied to each participant.

## **\*2017 Tuition and Course Location**

The complete tuition for **2017, (g)MIX tuition remains US\$2800.00** and **includes** all course manuals, notebooks, reprints, and high quality refreshments. **In order to enroll please complete the attached form and include US\$450.00 deposit check.**

**Location** *The (g)nathos home room* about 25 minutes north of Atlanta in Marietta, Georgia. Confirmed participants will receive all transportation and hotel accommodation details by email.

## **(g)nathos, inc. 2017 Refund Policy**

All refunds are subject to US\$150.00 processing fee. After September 1, 2017 refunds are not available. However, for 12 months (until November 17, 2018) US\$450.00 deposits are 100% transferrable to any meeting held at the (g)nathos class room in Marietta, Georgia. As always I'm looking forward to seeing you,

Let me know if you have questions or concerns.

*Gerry*

(g)Samson gnathos,inc "In The Lead"

qualified orthodontic education

geraldsamson@mindspring.com

<http://gnathosce.com/>

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## **2017 AGENDA**

### **Gerry Samson, DDS**

**Thursday November 16, 2017**

**8:30AM – 6:00PM**

**Friday morning 8:30AM – 12:30PM**

- Age appropriate orthodontic treatment: primary and mixed dentition
- A tasty, all new buffet of Class 2, Class 3, extraction, non-extraction and treatment of asymmetries
- Appointment-to-appointment details and trouble shooting
- Fresh “clinical decisions based on science” – the (g)nathos advantage

**Friday Afternoon November 16, 2017**

**with Len Tau, DDS and Gay Lowry**

**On-line Reviews and Your Practice:**

**Are You Seeing Stars!!!**

**Len Tau, DDS**

**Birdeye – Reputation Management**

Word of mouth has always been the foundation for the acquisition of new patients by a dental practice but in our internet age, word of mouth is transformed because of reviews sites like Google, Yelp, Facebook, Healthgrades and dozens of others. Practices must have a plan in place to establish, promote, manage and monitor a positive reputation online. Positive reviews will drive business to your practice while negative reviews turn potential patients away. With proper information and skill sets you can now have your patients do the marketing for the practice.

Simply stated, most dentists are not aware of *how* to manage their reputations online. For this interactive, energized seminar, Dr. Tau shares numerous tips and best practices, as well as the system that has been tried and tested in his own office enabling him to elevate his practice to the next level simply by marketing his reputation.

## **Learning objectives:**

Understand the importance of taking control of your online presence

- Know how social media fits into online reputation management
- Learn software programs that help manage your reputation
- Discuss ways in which patient reviews can manifest online
- Recognize why responding to negative reviews may not be a good idea
- Develop strategies for garnering positive patient reviews
- Review team training tips for garnering positive feedback

## **Len Tau, DDS**

### **Birdeye – Reputation Management**

Len is one of the leading experts in social media, on-line reputation management, on-line, “surgical strike” marketing and trouble shooting. He is General Manager of Dental Vertical , Birdeye On-line Reputation Management. Len has received consistent “rave reviews” for his presentation at numerous dental meetings including: Invisalign study clubs (CT, NY, NJ, PA,NH, FL, CA, IL, IN, MA, OH), The Greater New York Dental Meeting 2011, 2016, The ADA 2013, 2015,, Invisalign booth (GNYDM 2011, Yankee 2012, Chicago Midwinter 2012), Academy of Stomatology, The Yankee Dental Congress, Western Regional Dental Meeting , Mid Atlantic Dental Meeting, American Academy of Cosmetic Dentistry, Dntal Town, Townie Meeting

## **Friday Afternoon**

### **"The Power of Positive Communications and Self-Awareness with Gay Lowry"**

#### ***Relational, communication, and conflict styles.***

The object is for attendees to understand their own personal styles.

This enhanced awareness allows the individual to better influence others to make productive decisions for the common good.

### **Gay Lowry, RN, Lowry Consulting**

<http://www.lowryconsulting.net/>

With more than 20 years of nursing and hospital administration experience Gay Lowry initiated Piedmont Management Services, now know as **Lowry Consulting**. Beginning in 2005 Gay served as coach and consultant in the dental industry. Her goal is to educate clients in areas included but not limited to: Strategic planning for growth, stability, acquisition and expansion, best practices for accounting and accounts receivable practices, creation and

implementation of practice productivity metrics, human resources, staff recruitment, compensation and incentive plans, evaluation and implementation of practice management software, marketing internally with a focus on patient retention, growth and marketing.

**Saturday morning November 18, 2017**  
**“Living in The Matrix” Tom Alleman**  
**Dykema Cox Smith, Dallas, TX.**



- **Topics: your relationships in cyberworld and why they are critical**
- **Cyber-risks and penalties**
- **Cyber-insurance: what it covers, what it doesn't and who needs it**

Nearly every business operating today accumulates and saves confidential information about employees, customers, consumers, clients, patients and/or third-parties. By US Federal Law every business (including yours) which does so MUST take care to protect that confidential information. Loaded with all kinds of sensitive and up-to-date personal data all health care records are an especially seductive meal for cyber-hackers. When successful these thieves will either hold your data for ransom or sell it to the highest overseas bidder. We are faced with an ever-increasing number of state and federal laws and regulations that address privacy requirements, from those concerned with individual privacy (e.g. patient, client, employee, etc.) of a given organization—these are subject to numerous different sets of privacy laws and regulations. The penalty for a medical or dental records data breach is \$355.00 PER RECORD. Imagine you have 4000 patient records and are hacked. **Your potential US Federal Government HIPPA liability might be \$1,420,000.00 (OMG).**

- **Tom Alleman, Dallas, Texas:** A veteran courtroom lawyer described as “really tenacious” by *Chambers USA* (2013), Tom Alleman is at home in trial

and appellate courts throughout the United States. His practice focuses on litigation, regulatory proceedings ranging from cyberliability and data breach questions to environmental and D&O issues. His extensive experience enables him to step in on short notice when necessary to assist clients in resolving problems or trying cases.

**Saturday afternoon, November 18, 2017**  
**Concluding at Noon**

*In the know with Techno-Doc*

**“Is it shiny? Is it new?  
Will it leave me black and blue?”**

**Jed Best, DDS, MS**

**New York City, USA**

Today's dentists, patients and parents adore technology. Considering cost, time, over-kill - what should we believe, what should we discard and what should we choose? How to stay cured from “GAS” otherwise know as gear acquisition syndrome.

**What should we do?**

Jed Best adhering strictly to the, "I am not selling anything" methods will investigate:

- clouds and the paperless office: what are the benefits, risks, liabilities and what happens when the system goes down?
- use of Digital Films
- transfer of records and data
- intrusion of hipaa
- lasers, scanners and cameras

**Jed Best, DDS, MS**

Diplomat American Board of Pediatric Dentistry

Fellow The American and International College of Dentists

Jed Best is a 1979 graduate of the Case Western Reserve Dental Medicine and went on to earn an M.S. degree from University of Minnesota Department of Pediatric Dentistry graduating in 1981. Jed holds formal appointments at Columbia University Dental School, and at Case Western Reserve Department of Pediatric Dentistry. His special areas of interest include practice management using new and high levels of technology, clinical uses for glass ionomer cements, and the correct use of light bonded adhesives.

Since 1981 Jed has been in the full-time clinical practice of Pediatric Dentistry in New York City.

## The REAL DEAL

As time permits - for discussion during the meeting participants are invited to bring their very own "toughest cases". Together the group will sort out how to best treat these demanding cases. Faced with these difficult situations participants will carry on with better tools and added confidence.

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*Gerry*

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Name & title \_\_\_\_\_

Specialty \_\_\_\_\_ Dental School(s) \_\_\_\_\_ Year \_\_\_\_/ \_\_\_\_

Office Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ zip \_\_\_\_\_

Office Phone(    ) \_\_\_\_\_ Mobile Phone(    ) \_\_\_\_\_

Fax (    ) \_\_\_\_\_

**Email (print or type very clearly)** \_\_\_\_\_

**Class size is limited to 25 participants.** Tuition is US\$2800.00 for the entire course and includes all course manuals and related materials. Meals and lodging are not included. In order to reserve a place in the class, a **US\$450.00 minimum deposit** is required. **Confirmed registrants will receive notification, and all course location details by email.** *\*\*Sorry, credit card payments are not available.* Make checks payable and send to:

**(g)nathos, inc**

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