American Academy of Periodontology to host 95th annual meeting in Boston

The American Academy of Periodontology (AAP) will host its 95th Annual Meeting in Boston, from Sept. 12–15 at the new Boston Convention & Exhibition Center.

Dental professionals from all specialties are encouraged to register to learn about the latest advancements in periodontology. More than 5,000 dental professionals and participating vendors are expected to attend.

The four-day meeting will include a variety of educational and scientific sessions in seven distinct program tracks, covering topics such as dental implants, periodontal-systemic relationships, practice development and management, and regeneration and tissue engineering.

Traditional continuing education courses, as well as hands-on workshops and hands-on technique showcases, will be offered. In total, more than 50 educational and scientific sessions will be offered.

Of particular note is this year’s Opening Ceremony, which will officially kick off the meeting on Sept. 12, with welcome remarks from the 2009 AAP President, Dr. David Cochran, DDS, PhD.

The four-day meeting will include:
- The Innovations in Periodontics sessions where the latest concepts, techniques or products in periodontics will be showcased.
- The Dental Hygiene Symposium, which will discuss how periodontal care, continues to evolve based on new research on the role of inflammation in the progression of periodontal disease.
- The popular Insurance Workshop, which will instruct attendees how to submit appropriate procedure codes to dental benefit carriers, communicate with benefit carriers in adjudicating claims and file claims with medical plans.
- The exhibit hall, which will feature more than 150 dental products and services and will offer on-floor order placements and complimentary attendee lunches.

“The American Association of Dental Office Managers annual conference is the premier educational and networking event in the country for dental office managers, practice administrators, patient coordinators, finance coordinators, treatment coordinators, business managers and dentists. Here are the highlights of this two-day conference on Oct. 16 and 17:
- Great Communication = Great Production, by Cathy Jameson

In these tough economic times, now, more than ever, you and your team need to use effective communication to increase your practice’s bottom line.

Learn proven presentation and communication skills to be used by the entire team that will increase your case acceptance to 90 to 95 percent.
- The Chartless Office and What It Means to the Office Manager, by Jana Berghoff

How does chartless look to your patient? Take a walk, from a patient’s perspective, through an actual high-tech, chartless office that will be simulated on site.
- How to Maximize Your Patient Referral Program, by Kim McQueen, Patterson Office Supplies

Learn how to use your most effective marketing tool: your current patients! Did you know that 75 percent of all new patients that come to a dental practice are referred? Did you know that 75 percent of all new patients that come to a dental practice are referred-driven? Learn how to entice your current patients to send referrals to you.
- Successful Techniques to Incorporate Implants Into Your Practice, by Lynn Mortilla and Teresa Duncan

Understanding the impact implants have in patients’ lives and how an office can benefit from incorporating implants into treatment options will be discussed.

There will be a discussion of the perceived challenges and realistic implementation of strategies to create ideal patient experience.
- Purpose-driven HR for the Dental Office Manager, by Robyn Adkins, PhD

A course for those with human resources/staff management questions. Join Adkins in discovering your HR purpose, and reduce your stress, focus your energy and simplify your decisions.

In this course you will learn how to identify and manage your prime risk areas, where to focus your efforts for the most return, and how to plug into the ample online resources available to you. Turn your ad-hoc, task-based and reactive HR routine into a deliberate, strategic and proactive part of your practice.
- Getting Results As A Manager, by Linda Drennenstedt

Managing your dental staff is complex and requires a variety of skills. Getting results requires mastering seven critical management skills, which you’ll learn in this presentation.
- Professional Self Development for the Dental Office Manager, by Janice Harley-Truelove

This course will focus on understanding the impact your image has on your professional success as a dental professional, as well as how to project confidence and receive respect, improving self-esteem, effectively using body language in patient communication, and learning life-changing makeovers in the dental office including your own ten step image evaluation.
- Dental Practice Management Consultant Panel Discussion

Join some of the top consultants in dentistry for this one-hour Q&A. Expert consultants representing all fields of practice management will take to the stage to answer attendees’ questions.
- Roundtables by specialty

Bring your most pressing practice management questions with you for your peers to answer and bring your advice for them too. Tables divided by practice specialty, which means networking at its best.

For more information aboutAADOM’s annual conference, please visit www.dentalmanagers.com.

What you learn in Vegas, doesn’t have to stay in Vegas!’

The academy is also pleased to announce Paul M. Bidker, MD, as the Opening Ceremony’s keynote speaker.

Bidker is a leading researcher in inflammation and cardiovascular disease, and was an important contributor to the recent joint consensus paper on cardiovascular disease and periodontal disease published by The American Journal of Cardiology and the Journal of Periodontology.

Other events of interest this year include:
- The Innovations in Periodontics sessions where the latest concepts, techniques or products in periodontics will be showcased.
- The Dental Hygiene Symposium, which will discuss how periodontal care, continues to evolve based on new research on the role of inflammation in the progression of periodontal disease.
- The popular Insurance Workshop, which will instruct attendees on how to submit appropriate procedure codes to dental benefit carriers, communicate with benefit carriers in adjudicating claims and file claims with medical plans.
- The exhibit hall, which will feature more than 150 dental products and services and will offer on-floor order placements and complimentary attendee lunches.

“An exciting time in periodontics, so I am thrilled to invite the dental community to join us in Boston,” Cochran said.

“It has become critical that all dental professionals understand the connection between periodontal disease and chronic diseases of aging, such as cardiovascular disease, and especially the role inflammation plays in this connection.”

“Our 2009 annual meeting offers an exciting and informative forum to learn about these important advances in periodontology.”

For more information or to register for the annual meeting, visit the AAP Web site or contact the AAP meetings department at (312) 573-5216 or meetings@perio.org.