Yankee Congress expands on team-development day

28,000 expected at 2014 gathering

Organizers of the 2014 Yankee Dental Congress invite dental professionals to join 28,000 fellow professionals from Jan. 29 to Feb. 2 at the Boston Convention & Exhibition Center.

With a general theme centered on the concept of overall health starting with oral health, the YDC meeting offers the chance to explore and discover best practices, products and resources to improve your practice, increase your knowledge and better serve your patients.

Organizers describe Yankee Dental Congress 2014 as being the best opportunity in New England for every member of the dental practice to participate in a wide variety of programs.

YDC 2014 highlights include:

• The Ritz-Carlton Leadership Center — Back by popular demand, this program promotes performance and practice excellence by developing your leadership skills and creating the best possible service for your patients. Courses include “The Fire Within — Igniting Passion for Ritz-Carlton Performance Excellence,” and “Legendary Service with a Smile,” both presented by Jennifer Blackmon.
• Hands-on cadaver programs — This unique opportunity enables participants to attend hands-on courses using cadavers while exploring topics that cover areas such as anesthesia, crown lengthening and anatomy.
• “Evolutionary Dentistry” — Hear about the research and activities at the Manot Cave Dig in Israel and discuss the relationship of evolutionary biology to modern dental problems in a session led by Mark Hans, DDS, and Bruce Latimer, PhD.
• The Pankey Institute: Update 2014 — Discover how the Pankey Institute is revolutionizing treatment planning that will have a valuable impact on your practice. The series includes three courses featuring speakers Gregory Ev Lutz, DDS, Matthew Messina, DDS, and Kenneth Myers, DDS.
• “Master the Skills of Marketing Your Practice in One Day” — A one-day symposium designed to help expand your practice with the power of marketing. Courses include “High Energy Marketing to Explode Your New Patient Numbers,” “Secrets of Social Media Success and Online Marketing,” “Get Noticed, Get Booked, and Grow Your Practice” and “Best Practices for Leveraging Social Media to Engage Patients.”

By Davin Bickford

Yankee Dental Congress 2013 is set for its fourth annual meeting, which will be Sept. 19–21 at Planet Hollywood in Las Vegas.

As our meeting continues to redefine the meeting experience, this year a host of fresh speakers will accompany seasoned lecturers to bring a variety and dimension often not found at other orthodontic meetings.

OrthoVOICE has applied for CERP accreditation and will offer C.E. credits for all lectures at this year’s meeting with full registration. Doctors and team members may choose to register for the Exhibit Hall Only Pass, allowing access to the trade-show floor and all social activities.

OrthoVOICE is committed to developing a community of orthodontists, team members and companies who value and embrace practice-changing experiences through personal relationships, sharing of ideas and forward-focused techniques.

This year’s speakers include Dr. Katherine Vieg, Dr. Neal Kravitz, Dr. Dan Bills, Dr. John Pobans, Nancy Hyman and Andrea Cook.

Speaker bios, lecture topics, full speaker lineup and registration information can be found at www.orthovoice.com. Call (402) 932-1298 for a code to get $50 off your dentist and team registration.

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