Boston’s Yankee Dental 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 new techniques and innovative approaches in treatment planning that will have a valuable impact on your practice. The series includes three courses featuring speakers Gregory Di Lauri, 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.”

• Dental Team Playbook: Strategies for Success (an expansion on the popular team-development day) — Your entire dental team can benefit from this one-day program with courses tailored to dental assistants, hygienists and office personnel. Team members can learn from experts in their respective fields. Presenters include Lois Banta, Amy Kirsch, RDH, Shannon Pace Brinker, CDA, Diane Peterson, RDH, and Anastasia Turchetta, RDH.

• Social media hot spot — Learn how effectively utilizing social media such as Facebook, Instagram, LinkedIn and Twitter can help improve practice performance by drawing new patients in and keeping current patients connected to your dental practice.

For more information, please visit www.yankeedental.com.

(Source: Yankee Dental Congress)