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Allentown, PA 18105-7017

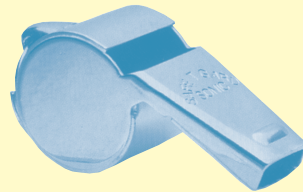
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**“Six Steps to a Paperless Practice”**



Continuing Dental Education Program  
*presents*

## “Six Steps to a Paperless Practice”



*featuring*

**Dr. Lorne Lavine**

September 12, 2012  
7:45am - 3:30pm

**Holiday Inn Conference Center**  
Rt. 100 & I78  
7736 Adrienne Drive  
Breinigsville, PA 18031

## INFORMATION

**DATE –**  
September 12, 2012

**FEE –**  
Dentist: \$275.00  
Auxiliaries/Technician: \$95.00

\* Late registration fee (after September 5, 2012)  
Dentist: \$295.00  
Auxiliaries/Technician: \$115.00  
Fee includes refreshment breaks, lunch, parking and AGD credits.



**Lehigh Valley Health Network is an ADA CERP  
Recognized Provider.**

ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. Lehigh Valley Health Network designates this activity for 6 continuing education credits.

FAGD/MAGD Credit  
November 2009 - December 2013

**EDUCATIONAL METHODS –**  
Lecture and audience participation

**SPONSORS –**  
This continuing education activity has been planned and implemented in accordance with the standards of the ADA Continuing Education Recognition Program (ADA CERP) through Lehigh Valley Health Network.

**PROGRAM DIRECTOR –**  
Charles A. Kosteva, D.D.S.

*If you are already enrolled in Lehigh Valley Health Network's Continuing Dental Education Program, disregard this notice unless you want to bring an auxiliary or spouse.*

\* Refund Policy - Full refund if requested prior to September 12, 2012. NO refund on day of course (September 12, 2012), or later.

*This course is designed for the Entire Office Team.*

## “Six Steps to a Paperless Practice”

Overview: Many dental practices are still unprepared to adapt to the rapid changes occurring in the dental technology field. Few are aware that the Federal Government is mandating that all patients records, dental and medical alike, must be electronic by the year 2014. The market is dominated by large dental supply companies and dentists often have limited access to objective information to make very critical decisions. Furthermore, even dentists who have made the plunge to going paperless do not have the skills and training to know how to properly market their practices to potential patients. At the end of the day, an influx of new patients and retaining existing patients is the lifeblood of any practice.

This course takes a two-pronged approach to technology in the dental practice: evaluating the different systems that help a practice become chartless, and using technology to market the practice to patients.

Step 1 involves the development of a six-step plan for taking an office from a paper-based format to a digital one.

1. Practice Management Software – Review the main features of practice management software, discuss what features are important for a digital office, and explore some of the modern systems that are currently on the market.

2. Image Management Software – One of the most difficult decisions for practitioners is whether to purchase an image program from the practice management company, or consider a third-party program. This course will provide information in order to evaluate and make an informed decision.

3. Operatory Design – With software selected, the operator must be properly planned out, including things such as single vs. dual monitors, ergonomic positioning of the computers and keyboards, and working with cabinets.

4. Computers – There are three different types of computers used in the dental office: operatory, non-clinical, and the server.

5. Digital System – Great detail will be provided to assist offices in choosing their digital radiography systems, intraoral cameras, digital cameras, scanners, and other high-tech items.

6. Data Protection – Finally, it is crucial to make sure that proper backup is in place and to protect data from viruses and other malware.

Step 2 focuses on:

1. Modifying or building the most dynamic marketing tool, your website, to attract and retain patients.

2. Drive traffic to your website and utilize it as the primary new patient generation tool through proven search engine optimization techniques, theories and initiatives.

3. Promote current technology internally to patients. From digital imagery to laser technology they are all designed to answer the most common patient's question, “What's in it for me?”

4. Identify the most underused software applications that support mining of the database for unscheduled treatment, reactivation of patients and promoting treatment.

## Lorne Lavine, DMD

Dr. Lorne Lavine, founder and president of Dental Technology Consultants, has over 26 years invested in the dental and dental technology fields. A graduate of USC, he earned his D.M.D. from Boston University and completed his residency at the Eastman Dental Center in Rochester, NY. He received his specialty training at the University of Washington and went into private practice in Vermont until moving to California in 2002 to establish DTC, a company which focuses on the specialized technological needs of the dental community.

Dr. Lavine has vast experience with dental technology systems. He is a CompTia Certified A+ Computer Repair Technician; CompTia Network+ certified and will soon be a Microsoft Certified Systems Administrator. As a consultant and integrator, he has extensive hands-on experience with most practice management software, image management software, digital cameras, intraoral cameras, computers, networks, and digital radiography systems.

Dr. Lavine writes for many well-known industry publications and lectures across the country. He was the regular Technology columnist for Dental Economics Magazine. His articles have appeared in Dentistry Today, Dental Economics, Dental Equipment and Materials, Dental Practice Report, New Dentist, Dental Angle Online, and DentalTown Magazine, where he is a moderator of ten of their Computer and Software Forums. He has lectured to the Yankee Dental Congress, American Academy of Periodontology, American Academy of Endodontics, the DentalTown Extravaganza, and numerous State Dental Society and Study Club lectures. In addition, he is a member of the Speaking and Consulting Network. He is also the former technology consultant for the Indian Health Service.

## PROGRAM SCHEDULE

7:45 am	-	8:30 am	-	Registration
8:30 am	-	12:30 pm	-	Program
12:30 pm	-	1:30 pm	-	Lunch
1:30 pm	-	3:30 pm	-	Program

*The Lehigh Valley Health Network has been designed and approved sponsor by the Pennsylvania constituent of the Academy of General Dentistry. As such this sponsors continuing dental education is accepted by the Academy of General Dentistry for credit applicable toward membership maintenance, fellowship and mastership credit.*

*The approval of the course in no way indicates endorsement of the course by the Pennsylvania Academy of General Dentistry. The participant must make the decision as to the merit and the practicability of the material to which he/she is exposed.*

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

### Email

Telephone No. (w/area code) \_\_\_\_\_

Assistant (s) \_\_\_\_\_

Hygienist (s) \_\_\_\_\_

Receptionist (s) \_\_\_\_\_

Other (s) \_\_\_\_\_

**NOTE: Memberships are sold to individual doctors only and not to groups or associations. This membership is non-transferable.**

### Make checks payable to:

Lehigh Valley Hospital Dental Education Fund

Credit Card Payment:        

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

### Return registration and fee to:

Dental Suite  
Lehigh Valley Health Network-17th & Chew  
P.O. Box 7017  
Allentown, PA 18105-7017

For Further Information Call: 610-969-4839

\* Please return by September 5, 2012