Admission to Events
Attendees must wear a convention badge for admission to Maine Dental Association courses and to the exhibit hall. Tickets are required for courses and social events. There will be on-site registration at the Harborside Hotel, Spa, and Marina for continuing education courses on a space-available basis.

There will be no on-site ticket sales for meals. Lunch will be available to all registrants on Friday, May 31, as long as attendees are pre-registered.

Pre-registration
You may pre-register using the registration forms in this booklet, or you can register online by going to www.medental.org and clicking on Annual Convention. Registration materials, including name badge and tickets, can be picked up at the MDA Annual Convention registration area. Registration begins at 8:00 am on Friday and Saturday, June 1. PLEASE NOTE: Nothing will be mailed ahead.

Payment of Fees
Registration forms will only be processed if payment is included. Please make your check payable to the Maine Dental Association and mail to:

Maine Dental Association
PO Box 215
Manchester, ME 04351

(If paying by credit card, please complete the inserted form, and either mail it to the MDA, fax it to (207)622-6210, or email it to lknowles@medental.org)

Refunds
If you request a refund by May 17, we will refund 80% of your payment. After May 17, no refunds can be made.

Hotel Accommodations
See page 4 for hotel reservation information.

Exhibit Hall — Thanks To Our Exhibitors
The Exhibit Hall will be open on Friday from 10:00 am until 4:00 pm. Plan to spend some time visiting the booths and supporting the vendors who support the MDA’s Annual Convention. A free lunch buffet will be provided on Friday. Raffle prize drawings will be held on Friday after Dr. Crossley’s course.

Evening Meal Tickets
Please use the registration form found in this booklet to order tickets for the President’s Dinner on Saturday night. There will be no on-site sale of meal tickets.
Exhibitors (as of brochure printing)

42 North Dental
Air Techniques
Alexion Pharmaceuticals
Androscoggin Bank
Best Card LLC
BioHorizons
Cigna
Colgate
Crest/Oral-B
DenVantage
Designs for Vision, Inc.
Diatech Inc.
Garfield Refining Company
Halyard Health
Hayes Maine
Healthplex Inc.
Henry Schein Dental
Jim Kasper Associates
J.M. Arbour Wealth Management
KaVo Kerr
Kuraray America
MedSafe
Northeast Delta Dental
PARAGON Dental Practice Transitions
Patterson Dental
Philips Oral Healthcare
Rosen & Associates LLP
SS White Dental
SurgiTel
Synca Direct
TD Bank
Ultradent Products Inc.
UNE College of Dental Medicine
USI Insurance Services

... more to come
May 30, 2019  
Presented by Professional Protector Plan® for Dentists

Time: 12:30 - 5:00 pm

Professional Dental Liability Risk Management Seminar
Anthony E. Chillura, DMD, FICD
(4.5 CE credits for Maine licensure)

Disclosures: None

All dentists and staff welcome

Every practice strives to provide dental care for patients in an effective manner with the highest quality outcome. In order to achieve that, risk and risk management associated with all treatment must be addressed concurrently using the latest principles and techniques available. When the proper protocols and policies are employed, patients can be treated safely and efficiently in a controlled risk-lowered environment. This seminar will provide the latest claim information statistics to help mitigate risk and present cases and experiences of your colleagues who have experienced risk exposures.

The following risk management fundamentals will be addressed in this seminar:

- Management of patient communications by choosing words wisely, listening intently, earning trust and respect, and creating the happy and loyal patient
- Implementing office policy so the entire team utilizes the same risk and safety policies
- Providing all clinical treatment that meets or exceeds the accepted standard of care in your locality
- Understanding the basic principles of accepted chart and record documentation and the responsibilities of protecting patient health information
- Effective patient management regarding non-clinical issues and adverse events
- Fundamentals of legal concepts, including general informed consent, vicarious liability and negligence

Additionally, dentists insured with the Professional Protector Plan® for Dentists (PPP) will receive 10% professional liability premium credit upon renewal for three successive years. Dentists who are not insured with the PPP may be eligible for credit by purchasing PPP coverage within one year of attending the seminar.

Maine Dental Association 2019 Convention Room Reservations

Rates Available Thursday, May 30 -- Sunday, June 2, 2019

<table>
<thead>
<tr>
<th>Room Type</th>
<th>Single / Double Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deluxe Two Doubles Standard View</td>
<td>$164.00</td>
</tr>
<tr>
<td>Deluxe King Standard View</td>
<td>$164.00</td>
</tr>
<tr>
<td>Premium King Standard View</td>
<td>$164.00</td>
</tr>
<tr>
<td>Deluxe Two Doubles Island View</td>
<td>$192.00</td>
</tr>
<tr>
<td>Premium King Island View</td>
<td>$192.00</td>
</tr>
<tr>
<td>Deluxe Two Doubles Harbor View</td>
<td>$220.00</td>
</tr>
<tr>
<td>Deluxe King Harbor View</td>
<td>$220.00</td>
</tr>
</tbody>
</table>

*Various suites are also available

For reservations, call (866) 258-7253 or go to www.theharborsidehotel.com

Make sure to identify yourself with the Maine Dental Association, and, if you book online, use the Group/Block Special Code "MDA19."

The Harborside Hotel, Spa, and Marina, 55 West Street, Bar Harbor, ME 04609

(page 4)
May 31 and
June 1, 2019
Times: Friday, 9:00 am - noon,
Saturday, 1:30-4:30 pm

How to ROCK Your Practice Marketing on a Budget/
Overcoming “I’ll Think About It”/
The Cancellation Solution
Jameson Group - Carrie Webber,
Amy Logan Parrish, Patty Flanagan
(6 CE credits for Maine licensure)

The following programs will be offered separately
on Friday morning and Saturday afternoon.

How to ROCK Your Practice Marketing on a Budget
(includes Let’s Get Social, focusing on social media):
There are secrets to success that every rock star
knows. Learn these key techniques to building your
practice’s “fan base” and grow your business the
grassroots, rock star way – one raving fan at a time.

Overcoming “I’ll Think About It”:
Tired of investing your time and energy into a
treatment presentation only to have the patient say,
“I’ll think about it”? In today’s economy, money is
the dental professional’s primary obstacle for a patient
to move forward with recommended treatment.
Have you found this to be true in your practice? If so,
discover, develop and implement the techniques and
skills needed to get patients to say YES to treatment.

The Cancellation Solution:
It is well known that dentists and team members
alike struggle to keep patients from cancelling after
appearing to be committed while in the
office. This interactive course will leave you with new
tools in your armamentarium. Find out how to shift
the level of commitment. Learn to become a catalyst
for change with your most challenging patients.

Disclosures: Jameson Group LLC, Henry Schein Dental, CareCredit

Carrie Webber is chief communications officer and co-
owner of Jameson, a dental management, marketing and
hygiene coaching firm. She is a contributing author to
several publications and blogs on the topics of marketing,
customer service and business development. Amy Logan
Parrish is chief development officer for Jameson. She has
been a featured speaker at numerous dental meetings
across the country, delivering presentations on a variety
of subjects. Patty Flanagan, RDH, MS, is a practicing
clinician, speaker and writer who works with clients as a
Jameson advisor.

May 31 and
June 1, 2019
Times: Friday, 1:30-4:30 pm,
Saturday, 9:00 am-noon

Opioid Abuse, Appropriate Opioid
Prescribing, Alcohol, and Marijuana
and Their Impact On You, Your
Family, and Your Dental Practice
Harold Crossley, DDS, MS, Ph.D.
(6 Category 1 credits for Maine licensure)

This program will have two parts, on Friday
afternoon and Saturday morning.

The first part will discuss the addictive nature, abuse,
and proper prescribing of opioids in a dental practice.
For centuries, opioids have been used to control pain
and suffering, but at what cost to us, our families, and
our dental practices? The first part of Dr. Crossley’s
course will satisfy Maine’s three-hour opioid
education requirement every two years for dentists.

The second half of the course will be devoted to
marijuana, and will discuss some of the concerns
about marijuana use/abuse, and its bearing on dental
treatment.

Learning Objectives: Attendees will learn
• Appropriate clinical use of the opioid and non-
opioid analgesics
• The difference between the synthetic and natural
forms of “the big three”
• How these drugs were useful, but are abused today
• The medicinal and recreational effects of these
drugs on the body systems
• The physical characteristics of marijuana
• Differences between edible, vaping, and smoking
marijuana
• The meaning of “shatter,” “dab,” “wax,” and “scat”

Disclosures: None

Harold Crossley, DDS, MS, Ph.D., is Professor Emeritus
at the University of Maryland Dental School. He has
co-authored a number of pharmacology articles and books. Other areas of expertise
include street drugs and chemical
dependency. He has been a consultant for the
US Drug Enforcement Administration
and other law enforcement agencies since
1974. He has become nationally and
internationally recognized as an expert on
street drugs and chemical dependency, as
well as the clinical pharmacology of dental drugs.

Sponsored by
Northeast Delta Dental

(page 5)
**June 1, 2019**

**Time:** Noon - 1:30 pm

**Dental Student/New Member Lunch & Learn:**
Managing Student Loans in a Changing Landscape

**Adam Minsky**

**Open to all attendees, with ticket**

This course will provide a detailed overview of the complex student loan system and programs that may be available to borrowers to better manage student debt.

Topics will include:
- Student loan types
- Student loan players
- Student loan statuses
- Repayment plans, including income-driven plans
- Loan forgiveness programs and repayment assistance programs
- The pros and cons of consolidation and refinancing
- Recent and proposed policy changes, including legislative changes and pending litigation

Learning Objectives: Attendees will learn
- The different student loan types, players, and statuses so that they can get a better handle on the complexities of the student loan system
- The nuances of the multiple repayment plans and forgiveness options that are available to student loan borrowers, as well as changes that may be on the horizon
- How to separate fact from fiction when it comes to proposed policy changes

**Relax with friends, staff and exhibitors**

**Reception Friday, May 31, from 4:30 - 5:30 pm**

Wind down after a long day, and begin your evening by enjoying hors d'oeuvres and a complimentary beer and wine bar, all provided by the MDA. It will be a chance to talk to friends and colleagues, and interact with exhibitors as well.

**Dental Student Reception**

**Join us Saturday. June 1, from 5:30 - 6:30 pm**

The Saturday evening festivities begin with our annual dental student reception. The Maine Dental Association is proud of its partnership with the University of New England College of Dental Medicine, which includes a mentorship program at the school, matching up students with MDA members. This event will feature complimentary hors d'oeuvres and drinks.

**Visit Exhibits, and You Could Win Raffle Prizes**

Pick up a raffle card, and once it's filled with hole punches from exhibitors, enter for your chance at winning one of several raffle prizes. Winners will be drawn Friday, May 31, after Dr. Crossley’s course. You must be present to win.

**President’s Awards Dinner**

Saturday, June 1, the new slate of Maine Dental Association officers will be acknowledged and awards will be presented. Enjoy a delicious meal with your fellow attendees and toast the MDA.

**Sponsored by:**
Northeast Delta Dental

Adam Minsky practices in Massachusetts and New York, and is one of the nation’s leading experts in student loan law.

He remains one of the only attorneys in the country with a practice devoted entirely to helping student loan borrowers. He has been interviewed by several major national media outlets, and has been named a Massachusetts Super Lawyer “Rising Star.” He maintains a nationally recognized blog, “Boston Student Loan Lawyer.” He has published three handbooks: Student Loan Debt 101, The Student Loan Guide for Parents and Cosigners, and The Student Loan Handbook for Law Students and Attorneys, published by the American Bar Association. He is also a contributing author to the National Consumer Law Center’s manual, Student Loan Law, as well as various law review articles.
## Schedule-At-A-Glance

### Friday, May 31, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am</td>
<td>Registration Opens</td>
</tr>
<tr>
<td>9:00 am - noon</td>
<td>CE Course -- How to ROCK Your Practice Marketing on a Budget (includes Let’s Get Social) with representatives from Jameson</td>
</tr>
<tr>
<td>10:00 am - 4:00 pm</td>
<td>Exhibits Open</td>
</tr>
<tr>
<td>Noon - 1:30 pm</td>
<td>Lunch buffet on exhibit floor -- meet with exhibitors and collect punches for your chance at raffle prizes</td>
</tr>
<tr>
<td>1:30 - 4:30 pm</td>
<td>CE Course -- Part 1 -- Opioid Abuse, Appropriate Opioid Prescribing, Alcohol, and Marijuana and Their Impact On You, Your Family, and Your Dental Practice with Dr. Harold Crossley (Sponsored by Northeast Delta Dental)</td>
</tr>
<tr>
<td>4:30 pm</td>
<td>Raffle winners drawn in Exhibit Hall</td>
</tr>
<tr>
<td>4:30 - 5:30 pm</td>
<td>Reception for all convention attendees, exhibitors</td>
</tr>
</tbody>
</table>

### Saturday, June 1, 2019

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</tr>
<tr>
<td>Noon - 1:30 pm</td>
<td>Honors Luncheon (Past Presidents, PFA, ICD, ACD)</td>
</tr>
<tr>
<td>Noon - 1:30 pm</td>
<td>Dental Student/New Member Lunch &amp; Learn (open to all attendees, with ticket) -- Managing Student Loans in a Changing Landscape with Adam Minsky (Sponsored by Northeast Delta Dental)</td>
</tr>
<tr>
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<td>CE Course -- Overcoming “I’ll Think About It” and The Cancellation Solution with representatives from Jameson</td>
</tr>
<tr>
<td>4:45 - 5:30 pm</td>
<td>MDA Business Meeting (Members Only)</td>
</tr>
<tr>
<td>5:30 - 6:30 pm</td>
<td>Dental Student/Mentor Reception (Sponsored by Northeast Delta Dental)</td>
</tr>
<tr>
<td>6:30 - 8:00 pm</td>
<td>President’s Awards and Dinner</td>
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</tbody>
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**The Maine Dental Association 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. The Maine Dental Association designates these activities for one to six continuing education credits. Concerns or complaints about a CE provider may be directed to the provider or to the Commission for Continuing Education Provider Recognition at ADA.org/CERP.
Join us for this year’s event!

CE By The Sea Bar Harbor