

APRIL 12-17, 2021

MDACDA2021.COM

THE NEW WORLD OF
DENTISTRY
2021

2021 Annual Conference



CANADIAN
DENTAL
ASSOCIATION
ASSOCIATION
DENTAIRE
CANADIENNE

Hosted by:

Manitoba
Dental
Association



PATTERSON
DENTAL/DENTAIRE

BREAKFAST CLUB SCHEDULE:

Join us each morning for thought leader presentations and network with colleagues.
Thought Leader Presentations will start at 7:15 Am and run for 15 – 20 minutes.

Monday April 12th – 7am – 8am

Charlie Mussche

Keeping Patient Communications Current With Changing Health Regulations

Real-time connection/messaging in the new normal with your patients via Intiveo. This content is to help provide the dentists with a look at how Covid has changed the way clinics interact with patients. Intiveo effortlessly connects with your patients through automated and customizable appointment confirmations, reoccurring appointments, booking requests and reputation management to optimize an office's online presence.

Tuesday April 13th – 7am – 8am

Dan Pisek (SmileShop Marketing)

Times Have Changed And So Must Your Marketing Mindset

Prior to the pandemic, the overall objective of a dental marketing strategy was growing the practice's patient base. Now, over a year into COVID-19, too many patients are still nervous about visiting their dentist. Times have most definitely changed and investing in marketing, with the right strategies and messaging is more important than ever.

Wednesday April 14th – 7am – 8am

Jodie Stafford

Network security risks and compliance strategies via ExoDock

Thursday April 15th – 7am – 8am

Dr. Yooson Kim, DMD

A peer lead presentation on how Solea drives practice growth, increases efficiency and optimizes the revenue of each patient.

Fillings without freezing, bloodless dentistry, less re-bookings. Do your patients snore? Dr. Kim will discuss how the single 5 minute treatment by Solea is changing lives.

Friday April 16th – 7am – 8:30am

LaVonne Keal/Paricia Campbell

Women in Dentistry- Design a Thriving Practice & Life that You Would Love.