

# Straumann Digital Dentistry Symposium: The Time Is Now

## AGENDA



### THURSDAY, SEPTEMBER 13 | Pre-Symposium

*Attendees must be pre-registered for these sessions.*

**Workshop 1: Guided Surgery Treatment Planning Workflow with Dr. Adam Hamilton and Ron Roche - 1:00 PM to 4:30 PM in Yorkshire**

In this hands-on workshop, participants will learn how to use treatment-planning software for implant cases, including how to import a dicom file, how to segment and plan the case and how to export files for printing guides.

**Workshop 2: Tooth-borne: Scanning, Designing and Milling a crown using the chairside workflow with Dr. Rodrigo Fuentealba and Dr. Marcus Abboud - 1:00 PM to 4:30 PM in Olympic**

This hands-on workshop is geared towards the busy general dental practice, and will focus on the digital chairside workflow. Participants will learn how to use the intraoral scanner to take digital impressions, and then plan and mill the tooth-borne restorations in office. If you want to learn HOW to use the digital equipment in your office, this is the workshop you won't want to miss!

### FRIDAY, SEPTEMBER 14 | DAY 1 – Morning General Sessions in Grand Ballroom

**“Digital Dentistry: The Time is Now” Embracing Change and Creating Opportunities with Dr. Marcus Abboud and Craig Kierst, Vice President Sales North America - 8:45 AM to 9:00 AM**

The time to embrace the digital workflow is NOW! As we kick off Straumann's Digital Dentistry Symposium, join Straumann and Dr. Marcus Abboud, Scientific Chair, as they introduce and discuss the fully integrated digital workflow and why it is important for clinicians and patients alike to embrace change and create opportunities.

**Efficient Treatment Protocol: The Digital Workflow – with Dr. Will Martin and Dr. Adam Hamilton - 9:00 AM to 10:30 AM**

This session will explore different digital dentistry workflows and how to determine the most efficient treatment protocol for the best possible outcome and satisfaction for the patient. There are many ways to utilize digital dentistry and Drs. Martin and Hamilton will discuss the path to the most efficient protocol for your practice.

**Break & Exhibits - 10:30 AM to 11:00 AM**

**Implementing Predictable Digital Workflows in Your Practice with Dr. David Rallis and Tracy Butler, CRDH, MFT - 11:00 AM to 11:45 AM**

How can you increase efficiency and predictability in your practice? Go digital. This session will explore efficient digital workflows for treatment and enhanced communication between the entire dental team and the patient.

**Morning Q&A - 11:45 AM to 12:00 PM**

**Lunch & Exhibits - 12:00 PM to 1:00 PM in Colonial Room and Italian Room Foyer**

FRIDAY, SEPTEMBER 14 | DAY 1 – Afternoon Professional Tracks

	Surgical Track California West	Restorative Track Grand Ballroom	Lab Track Elizabethan A
1:00 PM – 2:00 PM	<p><b>Minimally Invasive Implant Procedures using Digital Dentistry with Dr. Farhad Boltchi</b></p> <p>Using planning software, clinicians can potentially place narrow diameter implants with more accuracy, even in narrow spaces. In this session, learn how to design guides, plan, and provide immediate temporization at the time of implant placement, resulting in less chair time for the patient.</p>	<p><b>Tooth-borne Digital Workflow for Chairside Milling with Dr. Rodrigo Fuentealba</b></p> <p>In a busy general practice, having access to the digital workflow can help reduce chair time and provide predictable patient outcomes. Learn how to leverage your investment in digital by understanding the chairside workflow for tooth borne restorations. This session will explore the workflow from the intraoral digital impression, to the scanning, design and milling of the final crown in the comfort of your own practice.</p>	<p><b>Milling: Outsourcing vs. In-lab Milling and Choosing the Right Materials with Alex Wuensche, CDT</b></p> <p>Explore the opportunities of outsourcing certain parts of the workflow versus milling in-lab. Understand the materials available for each, how to define what works best for your own lab purposes with a variety of different and innovative materials including zirconia and chrome cobalt.</p>
2:00 PM – 2:30 PM	<p><b>Making Digital Dentistry Profitable for your Practice through Referral Communication with Dr. David Rallis and Tracy Butler, CRDH, MFT</b></p> <p>The key to making digital dentistry profitable and growing your practice is efficient referral management. Learn how the integration of referral management software can improve communication while reducing errors and increasing productivity for the surgeon, the referral and their teams.</p>	<p><b>Implant Options: Leverage your Digital Investment with Dr. Robert Vogel</b></p> <p>An intraoral scanner is the starting point for implant treatment in digital dentistry. Dr. Vogel will describe how to leverage your investment, improve team communication and reduce chair time and cost for the provisional and final implant restoration. Learn how to implement an intraoral scanner in your practice, how you should train your staff and what benefits this brings to patients – all while helping to grow your practice.</p>	<p><b>3D Printing with Brandon Dickerman, CDT</b></p> <p>In this session we will explore 3D printing, what can be printed and how to incorporate it into the Dental Lab.</p>
2:30 PM – 3:00 PM	<p><b>Implementing Milling in a Busy Surgical Office - Introducing the ZirkonZahn Option with Enrico Steger</b></p> <p>Learn about a unique in-office milling machine for the busy surgical practice and how to incorporate to make in-office milling profitable.</p>		
3:00 PM – 3:30 PM	Break & Exhibits		
3:30 PM – 4:30 PM	<p><b>Using Digital Workflow with Full Arch Cases with Dr. Yong-Han Koo</b></p> <p>Full arch treatment planning and implementation can be complex. Now there are digital solutions to help optimize the planning and treatment process. In this session, you will learn about new innovations in the digital workflow for fully guided full arch treatment. Revolutionize the way you approach full arch treatment, and take away tips to immediately implement in your practice.</p>	<p><b>Orthodontic Options: Leverage your Digital Investment with Dr. Jeffrey Briney</b></p> <p>With versatile equipment like an intraoral scanner, clinicians can expand their clinical offerings to patients. Dr. Jeffrey Briney, orthodontist, will explore how to incorporate orthodontics into the digital workflow effectively and reduce patient concerns of time, pain and money.</p>	<p><b>Social Media and How to Market your Lab with Ashley Byrne, Managing Director of Byrnes Dental</b></p> <p>Social media is impactful – but what does that mean for your dental laboratory? Learn the power of social media from one of the dental industry’s leading sources. #Dontmiss this discussion.</p>
5:00 PM – 7:00 PM	<p><b>Straumann Reception on the Imperial Floor</b> featuring hors d’oeuvres, beer and wine, live DJ, and entertainment!</p>		

## SATURDAY, SEPTEMBER 15 | DAY 2 – General Sessions in Grand Ballroom

### **How Technology, Demographics and Values are Disrupting the Future of Work and Talent with Nancy Giordano, Strategic Futurist - 9:00 AM to 10:00 AM**

Artificial Intelligence, robotics, virtual and augmented reality, drones, and other technologies are increasingly making certain job functions obsolete. Behaviors and attitudes are changing what we want to do for work. How will these change the nature of work, and how companies operate in the future? This session delves into both the advancing technologies and the critical shifts companies and the workforce must confront to stay relevant in the future.

### **Break & Exhibits - 10:00 AM to 10:30 AM**

### **Digital Marketing Makeover: Is your digital footprint winning or losing you business? with Corey Perlman, Owner & President of eBoot Camp, Inc. - 10:30 AM to 11:30 AM**

People make buying decisions based on what they see online. Are you confident in all of your online assets? Attendees will get a checklist of improvements they can make in every area that they are being evaluated including LinkedIn, Facebook, Google and Yelp.

### **Putting it All Together- Your Roadmap for Success with Dr. Marcus Abboud - 11:30 AM to 12:00 PM**

Now that you've seen what digital dentistry can do for your clinical protocols and practice, Dr. Marcus Abboud will discuss how to tie it all together and define key takeaways for immediate implementation into your practice on Monday morning.

### **Digital Technology Demonstration Pods - 12:00 PM to 2:00 PM on the Second Floor**

Choose the pods from the list below that you would like to attend. Enjoy Lunch at your leisure. Technology Demonstration Pods will continue during lunch.

#### Surgical Workflow

- Tech Pod # 1 - Before you can PRINT it, you must DESIGN it! Tooth-borne Surgical Guide Design with CoDiagnostiX with Bret Royal**  
3D printing is easy! The real expertise is how to quickly design a stable, strong and accurate surgery-ready tooth-borne surgical guide. Learn valuable tips using CoDiagnostiX software to avoid poor designs that will lead to inaccurate implant placement, breakage or wobbly tooth-borne surgical guides from Bret Royal, CEO of Implant Concierge.
- Tech Pod # 2 - Digital Planning with Omar Zaire**  
Computer-guided implant planning may appear complex and the many tools provided by planning software can be overwhelming. Join us as we go step by step through the digital workflow and a thorough live implant planning session that will break down the process and reduce its learning curve.
- Tech Pod # 3 - 3D Printing in the Dental Laboratory Utilizing Straumann P-Series with Brandon Dickerman, CDT**  
In this technology pod we will explore Straumann's new 3D printer and its applications in the digital age of dental laboratory technology. On display will be the P Series which will allow the printing of a surgical guide to take place in as little as 20 minutes! Hope to see you there!

#### Restorative Workflow

- Tech Pod # 4 - The Patient First with Dr. Bryan Harris**  
Learn how the Straumann CARES IO intuitive design and remarkably small handpiece allow users to focus on the patient rather than the technology.
- Tech Pod # 5 - Your Digital Journey: Why it Should Start with 3Shape with Dr. Parag Kachalia**  
In this technology pod, we will be introducing the scanning workflow with 3Shape TRIOS intraoral scanner, explaining the potential application in CAD/CAM dentistry, presenting a patient case and smile design.
- Tech Pod # 6 - Chairside Milling of Implant Restorations with NICE with Dr. Farhad Boltchi and Tony Bulley**  
The digital revolution in implant dentistry is progressing rapidly. This technology pod session will focus on the application of a new CAD/CAM material in restorative implant dentistry. The Straumann N!ce fully crystallized lithium aluminosilicate glass-ceramic can be utilized for the efficient and predictable chairside fabrication of cemented and screw-retained implant restorations.
- Tech Pod # 7 - Esthetics for the Lab using Zolid® sht/ml (multi layered zirconia) for M/D series with Alex Wuensche, CDT**  
This technology pod features techniques using stains and liquids to achieve esthetic outcomes on your restoration.
- Tech Pod # 8 - Digital Dentistry Workflow and Clear Aligners with Dr. Melissa Shotell**  
Combining the use of intraoral scanning and digital design in orthodontics to streamline clear aligner therapy. Utilizing technology to improve the patient experience and optimize clinical outcomes.
- Tech Pod # 9 - The 3D Virtual Patient with Alessandro Cucchiaro**  
Create your own instant loading solutions! Zirkonzahn has developed a 100% digital workflow simplifying restorative and surgical planning to place functional and aesthetic prototypes on the day of conversion – all in one integrated system. The 3D Virtual Patient shows you how to position maxilla to patient occlusion on 3D face scans, conduct a full-arch virtual setup, plan implant placement, craft surgical guides and fabricate a breathtaking prototype for surgery.
- Tech Pod # 10 - Utilizing Facebook to Market your Practice- Practical Tips and Tricks with Dr. Edward Zuckerberg**  
Dr. Zuckerberg will be sharing his two favorite tips to start getting your office more, quality new patient referrals from your Facebook Page.

#### Marketing & Practice Referral Management

