

# HYGIENE ACADEMY

PROVEN SYSTEMS FOR DENTAL HYGIENE PROFITABILITY

**The Paragon Hygiene Academy™** will be held **November 14-15, 2019** in Indianapolis, Indiana. Attendees will learn about the multifaceted business world of dental hygiene. A special guest discussion, “Ask the Periodontist” has been added to complete this program with clinical advice and pearls (*see RSVP page for details*).

## LOCATION

**Renaissance Indianapolis North** | 11925 North Meridian Street | Carmel, Indiana 46032

Reservations can be made by calling the Renaissance directly at (317) 816-0777 or by following the link [here](#). All rooms and reservation requests are confirmed on a first-come, first-served basis. To obtain our group rate of \$169 per night please mention you are with the Paragon Management block when calling. **Reservations must be made by Friday, October 18, 2019.**

## ALTERNATIVE HOTEL OPTIONS

The Renaissance has a limited inventory due to other groups (in addition to ours) in house and rooms will go quickly. In the event the Renaissance is unable to fulfil your specific reservation requests, we have listed two other properties (within walking distance) to the Renaissance.

*. 3 miles away*

*starting at \$109/night*

### **SpringHill Suites by Marriott**

11855 North Meridian Street

Carmel, Indiana 46032

317- 846- 1800

*.3 miles away*

*starting at \$118/night*

### **Residence Inn by Marriott**

11895 North Meridian Street

Carmel, Indiana 46032

317- 846- 2000

*.6 miles away*

*starting at \$126/night*

### **Hampton Inn Indy/ Carmel**

12197 North Meridian Street

Carmel, Indiana 46032

317- 843- 1100

## PLEASE REMEMBER

1. Bring a sweater or jacket as meeting rooms are often very cold.
2. In order to send everyone on his or her way before rush hour, we will not take a lunch break on Friday. You are welcome and encouraged to bring snacks.
3. A list of restaurants with lunch and dinner options will be provided in your handout.
4. Submit your “ask the Periodontist” questions by **Friday, October 18, 2019**.
5. Traveling to C.E. courses can bring about the unexpected. Create a plan and please:
  - a. confirm your hotel reservations at least two weeks before departure
  - b. communicate any expectation to team members prior to departure
  - c. review all parking, flight and transportation details for all team members.

# Thursday, November 14, 2019

TIME	SESSION	TOPIC	SPEAKER
9:00 - 10:30 a.m.	<b>ONE</b>	<p><b>SAY AAH...</b></p> <p>“Say Aah!” A 2015 film about fighting the world’s largest cavity. The first documentary on oral health showcasing the connection between oral health and overall well-being. Recommended for all health care providers.</p>	<p><b><u>LINDA MAREK</u></b>  <i>lindamarek@theparagonprogram.com</i></p> <p>Linda leads the Academy portion of The Paragon Program™ and she takes this highly acclaimed training to the next level. She has sought out the topics requested by Paragon clients and put them into a dynamic 2-day presentation for every dental office’s benefit.</p>
10:45 a.m. – 12:00 p.m.	<b>TWO</b>	<p><b>THE HEALTHY APPOINTMENT</b></p> <ol style="list-style-type: none"> <li>1. Adjunctive procedures that add value to the healthy appointment.</li> <li>2. Verbal Skills to help patients understand “it’s not just a cleaning.”</li> <li>3. 12 “Must-Do’s” to improve your recare system.</li> </ol>	<p><b><u>LINDA MAREK</u></b>  <i>lindamarek@theparagonprogram.com</i></p> <p>Linda’s background in dental assisting, dental office management, hygiene, supply representation and public relations allows her to bring a wide perspective of growth potential for dental teams. She has consulted for over 31 years and speaks regularly for Paragon and other dental groups.</p>
12:00 – 1:30 p.m.	<p><b>LUNCH BREAK- during this time the group will be on their own for lunch</b></p>		
1:30 – 2:45 p.m.	<b>THREE</b>	<p><b>TRUE GROWTH OF PATIENT BASE FROM RETENTION AND REACTIVATION</b></p> <ol style="list-style-type: none"> <li>1. Surprising facts related to the recare system.</li> <li>2. Signs of a failing recare system and corrective actions.</li> <li>3. Reactivation and retention to compliment your new patient efforts for true growth of your patient base.</li> </ol>	<p><b><u>HOPE REKTORIK</u></b>  <i>hoperektorik@theparagonprogram.com</i></p> <p>Hope Rektorik, senior consultant, has been with The Paragon Program™ for over 25 years. She consults with dentists on topics including strategic management, growth and profitability, goal achievement, systems management, marketing, increasing case acceptance, human resources, communications, and embezzlement risk reduction. Hope has a degree in dental hygiene and a business degree from Towson University in Maryland.</p>
3:00 – 4:30 p.m.	<b>FOUR</b>	<p><b>Do you have a “NO BLEEDING ENVIRONMENT”</b></p> <p>Philosophy, Diagnosis, Coding, Verbal Skills...In what does your office believe?! How do you help your patients understand the great importance of the inflammatory process and the treatment you can supply for their overall health?</p>	<p><b><u>LINDA MAREK</u></b>  <i>lindamarek@theparagonprogram.com</i></p>

**Friday, November 15, 2019**

TIME	SESSION	TOPIC	SPEAKER
7:00 – 8:30 a.m.	<b>FIVE</b>	<p align="center"><b>THE CHOREOGRAPHY OF THE DOCTOR- HYGIENE EXAM</b></p> <ol style="list-style-type: none"> <li>1. Maintain consistent exams regardless of which hygienist and/ or which doctor performs the exams.</li> <li>2. Validate the hygienists as an integral part of co-diagnosis.</li> <li>3. Increasing case acceptance via the hygiene exam.</li> </ol>	<p align="center"><u><b>SUE DEMSKE</b></u> <i>suedemske@theparagonprogram.com</i></p> <p>Sue has been consulting for the past 25 years and has facilitated and guided over 500 dental offices to create a dynamic collaboration, based on excellence and ethics, between the dental team and the dental patient. She works with multiple practices across the country and knows there is no cookie-cutter approach to practice success. Her vast knowledge of what works and what doesn't depending on community awareness and Doctor philosophy will help you take your practice to the new goal you wish to attain.</p>
8:45 – 10:30 a.m.	<b>SIX</b>	<p align="center"><b>THE ROLE OF DIAGNOSIS BETWEEN THE DOCTOR AND HYGIENIST</b></p> <ol style="list-style-type: none"> <li>1. Expectation of both Periodontal and operative health.</li> <li>2. The role the hygienist plays in operative case presentation.</li> <li>3. Aligning the operative philosophy of care between hygiene and doctor.</li> </ol>	<p align="center"><u><b>DR. JESSICA KILE</b></u></p> <p>Dr. Kile is an amazing example of someone who can handle multiple team members, multiple associate doctors and two large general practices. She has built this organization by sharing her philosophy to never stop learning and always strive for excellence with your patients and team.</p>
10:45 a.m. – 12:00 p.m.	<b>SEVEN</b>	<p align="center"><b>ASK THE PERIODONTIST????</b></p> <ol style="list-style-type: none"> <li>1. Paragon will chair a panel discussion where questions, techniques, and solutions will be discussed.</li> <li>2. Submit your questions to Paragon no later than <u>Friday, October 18, 2019</u> to participate in this rare inter-disciplinary discussion. <i>(see <b>RSVP</b> page for details).</i></li> </ol>	<p align="center">Panel Discussion Featuring:</p> <p align="center">Moderated by: Linda Marek</p>

*The speakers may discuss various products or services during the lecture program. Neither they nor Paragon Management receives any type of financial compensation for mentioning these products, which are based purely upon client feedback and industry statistics. Paragon Management strives to use unbiased statistics and market research.*

## **RECOGNIZED PROVIDER**

We feel continuing education is vital to the success of your practice and personal growth. Paragon has gone to great lengths to ensure that our participants receive continuing education credits for every academy we offer. Recognition term: November 2017- December 2020.

Paragon Management is an approved provider of Continuing Dental Education, and acknowledges that all courses relating to the areas of human resources and practice management aspects of dentistry are accepted by the AGD (PACE), ADA (CERP).



ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of dental education. ADA CERP neither approves nor endorses individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at [www.adaorg/gotocerp](http://www.adaorg/gotocerp).

## **CANCELLATION / REFUND POLICY**

Paragon reserves the right to modify the advertised course content or change the times and dates of any courses offered. In such a case, a full refund will be issued for any party who is not able to accommodate the change in their schedule. Also, please note that Paragon is not responsible for participant reimbursement of airline tickets, hotel reservations, or any other incurred expense in the event that a course is altered or changed.

All registration fees may be processed at the time of registration or thereafter leading up to the program start date. Cancellations received the day of the course may not be eligible for a full refund; however, registrants may choose to receive a credit toward a future course Paragon offers.

## **RECOMMENDED MEDICAL FACILITY**

Over the last couple of years, situations have arisen at Paragon events where a staff member or client was in need of hospital care. In each case, they were transported to the hospital selected by the medical transport rather than the best hospital in the area. In the unlikely event you find yourself in need of such care, we have listed the preferred medical facility below. Be sure to include this information in your travel document and/or notes prior to departure.

**Indiana University North Hospital  
11700 N Meridian S  
Carmel, Indiana 46032  
317- 688- 2000**

— FOUR WAYS TO —  
**REGISTER**

**1 WEB**  
 theparagonprogram.com

**2 PHONE**  
 800-448-2523

**3 MAIL**  
 120 Northwoods Blvd.  
 Columbus, OH 43235

**4 FAX**  
 614-433-7921

**Please print or type**

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Doctor(s) attending?  Yes  No

\_\_\_\_\_  
 Doctor's Name

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 Doctor's Name

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 Mailing Address

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 Website

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 City, State, Zip

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 E-mail Address

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 Telephone

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 AGD Member #

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 Fax

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 ADA Member #

**The Paragon Hygiene Academy™ – November 14-15, 2019 – Indianapolis, IN**

**ASK THE PERIODONTIST:**

This is your opportunity to ask anything of a clinical nature and the relationship that should exist between specialists and referring offices. We are asking that you submit questions ahead of time, so we may have these available to present at our academy. The deadline to submit questions is **Friday, October 18, 2019**. You can simply write out your question(s) below and fax this form back to our office or you can simply email them to [office@theparagonprogram.com](mailto:office@theparagonprogram.com) with the subject line: *Ask the Periodontist*.

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Paragon Management is a CERP-approved provider of Continuing Dental Education, and certifies that all courses relating to the areas of human resources and practice management aspects of dentistry are acceptable by the AGD (PACE), ADA (CERP).



All attendees will receive a total of 12 CEUs for this two-day academy.