



THE PARAGON PROGRAM™
presents

YEAR END REVIEW

THE EVENT OF THE SEASON

Successful practices are built by successful people. Paragon has always believed this and always will. That's why the YEAR END REVIEW™ was born in 2003 in a snowstorm in Baltimore. We began building a network of people who would engineer profitable practices and experience consistent growth over the long term.

This year, we are hosting the YEAR END REVIEW™ in Columbus, Ohio on December 5-6, 2024, at the Renaissance Columbus Westerville-Polaris Hotel, 409 Altair Pkwy, Westerville, OH 43082. Conveniently located in the Polaris area surrounded by shopping and restaurants, this contemporary hotel boasts specialty cocktails at their lounge/restaurant and gorgeous views of the beautiful pond.

With a full lineup of some of the top speakers in the nation, this is a once in a lifetime event. We invite the doctor, their spouse, associates, and team leaders to join us at our YEAR END REVIEW™. Please fill out the registration form and send it in to our team.

THE SUCCESS NETWORK™

We started The Success Network™ as a way for our doctors around the nation to meet together, network, and learn, while being able to explore the world. In 2003, we hosted the first Year End Review™ in Baltimore. Since then, we have continued this jam-packed extravaganza filled with speakers from all over the nation to teach on health and success—professionally, financially, and personally,





PARAGON'S YEAR END SPEAKERS

LINDA MAREK is Paragon's Vice President and has been a Dental Practice Management Consultant for more than 36 years. She partnered with Ken Runkle in Paragon Management Associates 36 years ago and has been an integral part of developing consulting as a cornerstone of the program. In 2003, she developed Paragon's Academy System which incorporates extensive research into current dental initiatives, academic curricula, and business innovations.

DAVID RUNKLE is a Senior Consultant of The Paragon Program™. A graduate from Kentucky Wesleyan College with a bachelor's degree in Biology and Education, his post-graduate studies have been in Counselling, Leadership and Entrepreneurship. David has been consulting for the past 36 years and has facilitated and guided over 500 dental offices to create a dynamic collaboration between the dental team and the patient.

SUE DEMSKE a Senior Consultant with The Paragon Program™ for over 25 years, graduated from Hudson Valley Community College with her Dental Hygiene Degree and University of Maryland at Baltimore with her Dental Degree Completion and Business Degree. Sue has worked in clinical and managerial positions with dental practices for more than 45 years. Her vast knowledge will help your practice attain all your goals.



HOPE REKTORIK is a Senior Consultant, who has been with The Paragon Program™ for over 30 years. She consults with dentists on a variety of 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.



DR. GARY DEWOOD has been practicing restorative dentistry since 1980, with a DDS from Case Western Reserve University and a MS from The University of Toledo College of Medicine. He is the former Clinical Director at the Pankey Institute 2003-2008 and the former Executive VP and Resident Faculty at Spear Education 2008-2023. Today, he is actively teaching at The Pankey Institute, and Global Diagnosis Education, as well as seeing patients in a private practice with Dr. Lee Ann Brady in Glendale, Arizona.



CATE YOUNG, CPA serves as a principal at 4SIGHT, LLC and MyDentalCFO PLLC. She attended Baylor University earning her undergraduate and master's in Accountancy with an emphasis in taxation. Following graduation, Cate served as a senior accountant in the Private Wealth group at Deloitte. At Deloitte she gained extensive experience with high net-worth individuals and multi-generational family groups. Cate specializes in family-owned or closely-held operating partnerships and S Corporations.

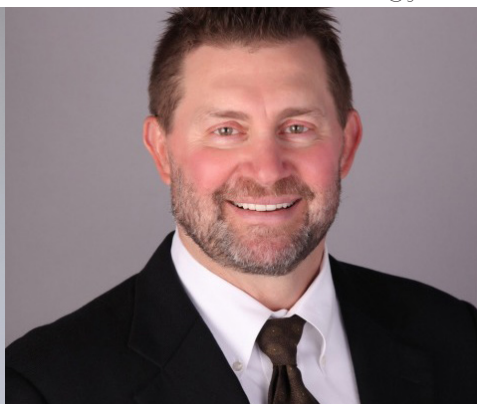


PARAGON'S YEAR END SPEAKERS

CRAIG YOUNG, CPA CHBC serves as principal at 4SIGHT, LLC and MyDentalCFO PLLC. Prior to founding 4SIGHT and MyDentalCFO, Craig attended Ball State University where he earned his undergraduate degree in Accounting. Following graduation, Craig served as senior accountant at McGee, Rice, and Wheat CPAs then progressed to Controller of Extracorporeal Technologies, Inc. then to HAS, Inc. (a healthcare consulting firm), then to Hufford Financial Advisors, LLC (a dental specific financial planning firm) before starting 4SIGHT.

DAMON WEST, M.S. Criminal Justice, is a former adjunct college professor, internationally known keynote speaker and Wall Street Journal best-selling author of *The Coffee Bean: A simple Lesson to Create Positive Change*, which Forbes' listed in the "Top Twenty Books You Need to Read to Crush 2020." His autobiography, *The Change Agent: How a Former College QB Sentenced to Life in Prison Transformed His World*, vividly tells how he transformed the pot of boiling water that is a Texas maximum-security prison into a pot of coffee.

DR. RICHARD MIRON is currently a lead educator and researcher at Advanced PRF Education and adjunct visiting faculty in the department of Periodontology in Bern, Switzerland, where he completed his PhD in 2009. He has published over 350 articles internationally on topics relating to growth factors, bone biomaterials and guided bone regeneration. He has been awarded the ITI Andre Schroeder Prize, the IADR Young Investigator of the Year in Implant Dentistry and the IADR Socransky Research award in Periodontology.



DR. CHRIS PESCATORE is an international lecturer with articles in: Practical Periodontics and Aesthetic Dentistry, Dentistry Today, Dental Economics, and Inside Dentistry. He holds a U.S. patent for a non-metallic post system to restore endodontically-treated teeth. He is a former member of the Board of Directors & editorial team for the American Academy of Cosmetic Dentistry (AACD) and Clinical Co-Director at the Las Vegas Institute for Advanced Dental Studies. He graduated from the UMDNJ and currently has a practice dedicated to aesthetic restorative dentistry.

DR. REID PULLEN graduated from USC Dental school in 1999 and then completed a 1-year AGD Residency in Landstuhl, Germany with the U.S. Army. Dr. Pullen practiced 5 years as a general dentist and then graduated from the Long Beach VA endodontic program in 2006. He has been in private practice since 2006

DR. ROBERT HELLER stands as an authoritative leader in the field of oral implantology. He holds a dental degree from The OSU School of Dentistry, completed his prosthodontics residency at The Medical College of Virginia, and pursued implant residency and graduate training at Loma Linda University CA. Currently, he serves as Co-Director at the Midwest Implant Institute, a distinguished institution known for its comprehensive training programs aimed at integrating implantology seamlessly into general dental practices.



PARAGON'S YEAR END SPEAKERS

DR. DAN GERMAN started an orthodontic practice thirty years ago that became one of the largest privately held practices in the country. He is well known throughout the dental world for teaching how to correct the entire spectrum of malocclusions faster, better, and more profitably with proven systems. He was named the top Teen Aligner practice in the USA for two years, awarded the Distinguished Alumni from orthodontic residency, and co-recipient of the Humanitarian Award in Ohio.

DR. THOMAS BILSKI based in Independence, Ohio, practicing cosmetic dentistry and oral implantology. As the Co-Director of the Midwest Implant Institute (since 2011), he educates on clinical, surgical, and restorative aspects of implant dentistry. He is also a prolific peer reviewed author and speaker, contributing to major publications and leading webinars for dental professionals worldwide. His practice, Thomas M. Bilski D.D.S. & Assoc., is a testament to his expertise in cosmetic and implant prosthetic dentistry. He is a graduate of The OSU College of Dentistry.

HAMILTON CAPITAL With over 26 years of experience in the investment and wealth management space, Hamilton Capital will provide valuable insight for how successful business owners are strategically preparing for the current economic conditions.



KEN RUNKLE is a much sought after speaker and consultant for dental professionals throughout America. Ken consistently entertains audiences toward higher levels of achievement and practice profitability. As the Founder and President of Paragon Management Associates, Inc., Ken has consulted with and presented to dental professionals throughout the country on the subjects of personal and practice development.

Thank you to our amazing speakers for participating in Paragon's 2024 Year End Review Event in Columbus, OH!

THURSDAY, DECEMBER 5, 2024

7:00 A.M. - 8:30 A.M.

60-IN-60, PARAGON CONSULTANTS

Paragon's Consultants have over 100 years combined experience consulting in the dental profession in over 30 states. They will share the Greatest Dental Pearls from the Year.

8:30 A.M. - 9:00 A.M.

BREAK, plated breakfast will be served at 9:00 A.M.

9:00 A.M. - 10:15 A.M.

THE 4 RIDDLES EVERY DENTAL PRACTICE MUST SOLVE DR. GARY DEWOOD

All dental teams aspiring to achieve success must solve 4 Riddles. The Patient Riddle. What does this person believe about their dental condition, and how do I help them hear me if there is more? The Technical Riddle. What dentistry will solve the problems this person comes with? The Behavioral Riddle. What does this person know and understand so they can ask for my best stuff? The Financial Riddle. How do we create value that is greater than cost for this person so they can want the dentistry they need AND see a way to get it for themselves?

10:15 A.M. - 10:45 A.M.

BREAK

10:45 A.M. - 12:00 NOON

THE 4 RIDDLES EVERY DENTAL PRACTICE MUST SOLVE DR. GARY DEWOOD

Lecture continues after break.

12:00 NOON - 12:15 P.M.

BREAK

12:15 P.M. - 1:00 P.M.

INTERVIEW WITH GARY DEWOOD

This Interview Will Be Held During Lunch

1:00 P.M. - 1:45 P.M.

INTERVIEW WITH CRAIG & CATE YOUNG

1:45 P.M. - 2:00 P.M.

BREAK



THURSDAY, DECEMBER 5, 2024

2:00 P.M. - 3:30 P.M.

BE A COFFEE BEAN DAMON WEST

Be a Coffee Bean: Hear the message that groups all over the country are implementing as their motto: Be A Coffee Bean! This presentation is designed for groups wanting to both motivate their attendees, as well as implement the vitally important message of the coffee bean, that the power to change any situation is within you, not in the outside forces around you.

3:30 P.M. - 4:00 P.M.

BREAK

4:00 P.M. - 6:00 P.M.

EXTENDED-PLATELET RICH FIBRIN, BIO-FILLERS AND EXOSOMES DR. RICHARD MIRON

Recently, major advancements were made in platelet rich fibrin therapy highlighted by the ability to extend the resorption properties from the standard fast-resorbing 2-3 week membranes towards an extended membrane that lasts 4-6 months. This talk will focus on these recent advancements recently published in the Journal Periodontology 2000. Clinical indications and case series studies will be presented on various opportunities whereby collagen membranes can be entirely replaced by these autologous sources. Thereafter, their use as an all-natural facial filler (the BioFiller) will be discussed as replacement options to standard chemical fillers such as Restylane and Juvéderm. Lastly, exosomes, the smallest subset of extracellular signaling vesicles, have gained enormous momentum recently for their ability to be utilized as diagnostic tools as well as for a vast array of therapeutic applications. This talk will finish by focusing on the understanding of exosomes including their cell origin, biogenesis, function and characterization. Thereafter, an overview of their application in regenerative dentistry and medicine will be presented including their use as an adjunct to PRF therapy.

6:00 P.M. - 7:30 P.M.

HOLIDAY WELCOME RECEPTION

Make sure to join us for our Welcome Reception for drinks, appetizers and a visit from Santa & Mrs. Claus.



FRIDAY, DECEMBER 6, 2024

7:00 A.M. - 8:30 A.M.

GAIN CONFIDENCE IN DIGITAL AESTHETIC DENTISTRY DR. CHRISTOPHER PESCATORE

The goal of this program is to provide attendees with the confidence and perspective to create smiles digitally with your laboratory partner. Topics include: understanding how to incorporate digital technology in your practice, using digital scanners to educate patients and have them commit to treatment, proper scanning techniques and potential pitfalls, utilizing analog and digital techniques to your advantage, creating a blueprint utilizing photography with your lab partner to design the perfect smile for each patient, and preparation design and its importance in longevity.

8:30 A.M. - 9:00 A.M.

BREAK, a plated breakfast will be served at 9:00 A.M.

9:00 A.M. - 10:15 A.M.

GAIN CONFIDENCE IN DIGITAL AESTHETIC DENTISTRY DR. CHRISTOPHER PESCATORE

Lecture continues after break.

9:00 A.M. - 10:15 A.M.

NAVIGATING DIFFICULT ENDODONTIC CASES: TOOLS AND TRICKS OF THE TRADE (PART 1) DR. REID PULLEN

This lecture will describe how to navigate difficult endodontic cases and give the clinician a deeper understanding of how to find calcified canals, negotiate difficult cases, shape curvy canals, and provide other tricks to help the clinician perform better treatment on more medium to difficult cases.

9:00 A.M. - 10:15 A.M.

ALL ON X DR. ROBERT HELLER

How to simplify them so that they are profitable for the restoring dentist.

9:00 A.M. - 10:15 A.M.

ORTHODONTICS SIMPLIFIED: EXCELLENT ORTHODONTICS AS A GROWTH SYSTEM DR. DAN GERMAN

Emphasis is placed on learning foundational diagnostics, case selection, and appliance selection, when aligners work better than braces, for predictable results. Participants will learn to use a collaborative turnkey orthodontic system that delivers predictable and profitable orthodontic treatments that increase restorative production and maximize the leverage of your team.

10:15 A.M. - 10:45 A.M.

BREAK

FRIDAY, DECEMBER 6, 2024

**10:45 A.M. - 12:00 NOON GAIN CONFIDENCE IN DIGITAL AESTHETIC DENTISTRY
DR. CHRISTOPHER PESCATORE**

Lecture continues after break.

**10:45 A.M. - 12:00 NOON NAVIGATING DIFFICULT ENDODONTIC CASES: TOOLS AND
TRICKS OF THE TRADE (PART 2)
DR. REID PULLEN**

Lecture continues after break.

**10:45 A.M. - 12:00 NOON PRE- ASSESSMENT GUIDE FOR DENTAL IMPLANTS IN THE
SMILE ZONE
DR. THOMAS BILSKI**

Achieving optimal aesthetics in dental implants, especially within the smile zone, is crucial for patient satisfaction and functional success. The importance of aesthetic considerations in implant placement and a comprehensive pre-assessment guide covers key areas such as gum health, bone structure, bite dynamics, and the cosmetic and functional aspects of teeth. By adopting a multidisciplinary approach, dental professionals can ensure that implants are not only structurally sound but also harmoniously integrated with the patient's facial aesthetics and personal desires.

**10:45 A.M. - 12:00 NOON DO ORTHO FASTER, BETTER, AND MORE PROFITABLY
DR. DAN GERMAN**

Optimize orthodontics in your practice and grow your practice guaranteed. This course is focused on profitability, growth, and predictability using proven systems that are easy to implement and will create an army of patients who are raving fans. It is for specialists and non-specialists.



FRIDAY, DECEMBER 6, 2024

12:00 NOON - 12:15 P.M. BREAK

12:15 P.M. - 1:45 P.M. HAMILTON CAPITAL

Hamilton Capital Management is sponsoring lunch on Friday. They will present the 12th annual financial market perspective update and the Hamilton approach.

1:45 P.M. - 2:00 P.M. BREAK

**2:00 P.M. - 4:00 P.M. A REVIEW OF 2024 & A PREVIEW OF 2025
KEN RUNKLE, PRESIDENT**

Ken Runkle, our Founder and President, will examine this last year and preview all the great things coming in 2025.





ROOM RESERVATIONS

When making your reservation at the Renaissance Columbus Westerville-Polaris Hotel, 409 Altair Pkwy, Westerville, OH 43082 be sure to use link here: [Book your group rate for Paragon Management Year End Review December 2024](#) to ensure you get The Paragon Management rate for a standard room. Please note, this is first come, first served.

YEAR END REVIEW RESERVATION

Please complete both pages in their entirety for all participants attending the Year End Review™ and include the \$200 per person event fee registration for two days or \$100 per person event fee for one day. Fax the forms to (614) 433-7921 or email office@theparagonprogram.com

PRACTICE NAME _____

DOCTOR'S NAME: _____

SPOUSE NAME: _____

TEAM LEADER: _____

TEAM LEADER: _____

DIETARY RESTRICTIONS

Please list the names of any dietary restrictions or food allergies below.

NAME 1: _____

NAME 2: _____

NAME 3: _____

NAME 4: _____

WELCOME RECEPTION

December 5, 2024 6:00 PM - 7:30 PM. Please list the names below that will be attending.

NAME 1: _____

NAME 2: _____

NAME 3: _____

NAME 4: _____

HAMILTON LUNCH

December 6, 2024, 12:00 PM. Please list the names below that will be attending.

NAME 1: _____

NAME 2: _____

NAME 3: _____

NAME 4: _____

YEAR END REVIEW RESERVATION

CREDIT AUTHORIZATION FORM

Please fill out the form below.

Name on Card _____ Card # _____

Billing Address _____ Exp. Date _____

City, State _____ Zip Code _____

Signature/ Intials _____ CVC _____