



Jennifer
Deines

Blake
McClellan

Improving your Communication & Marketing Skills
- A Program geared towards the Progressive
Surgical & Restorative Dental Staff !

April 30-May 1, 2022
The Graduate Hotel - Nashville, TN

Come join us and see how you can elevate your
teammates, clinician and patients!

This weekend program is geared to all staff who want
to improve what they do, and to increase their value in
the dental practice.



Saturday

Day One

Elevating the Role of the Surgical & Restorative Implant Treatment Coordinator

Many dental practices have a lead staff member that elevates the practice to where patient care, communication, and education are a priority. In surgical practices, we call this their Surgical Implant Treatment Coordinator or SITC. The SITC educates not only their staff, but the referral's staff, on new technologies, effective communication and better patient care. We will discuss the role of the SITC from both a surgical and restorative side. You will leave with an understanding how an SITC can contribute to the practice through leadership, and develop a synergy that will exist between the surgical and the restorative team.

The Saturday session will cover **both** the SITC and the RITC (Restorative Treatment Coordinator) interaction. You will learn effective consultations, patient tracking, better communication, and how to become the leader in your practice.

Speaker: Jennifer Deines

Ms. Deines graduated from the Concorde Career Institute for dental assisting where she obtained her EFDA certification. She assisted chairside general dentistry before finding her place in the oral surgery world. Since moving to oral surgery, Jennifer has maintained both DAANCE and ACLS certifications. With 22 years of experience in the dental field, she is a mentor to four other Surgical Implant Treatment Coordinators and 35 staff members within her practice. Jennifer applies her practical dental knowledge about dentistry to create, build and maintain relationships with referring dentists and their staff. She has a passion for teaching and enjoys helping referring dentists and their staff. Jennifer currently is a Surgical Implant Treatment Coordinator and Implant Director for Beacon Oral and Maxillofacial Surgeons in Gresham, OR.



Time: 8:30am - 4pm

Audience: Surgical & Restorative Coordinators and Staff

Day Two
**Story Telling | The Correct Way to make Social
Media Content**



Every week a patient's life is being impacted in your practice with an emotional story to tell. The easiest thing your practice can do to grow is by simply capturing that moment or story with a smart phone. Most practices throw thousands of dollars away each year hiring a firm to post to their social media accounts with little to no conversions. There are no participation trophies in social media, only the best content wins. I will show you how to start doing this successfully without interrupting your current practice workflow.

Speaker: Blake McClellan

Mr. McClellan graduated from Georgia Southern University with a BS in Business Administration. He has worked in the dental industry to 9+ years and lectured globally on social media in dentistry. He is the co-founder of Dental Influencers Alliance and Implant Compare. As CEO of Implant Compare, Blake offers a social platform for dental professionals to watch and share lectures, courses and surgeries in real-time. Implant Compare is currently viewed in 122 countries by 8K+ active members and 43K+ social media followers. Mr. McClellan and Implant Compare is located in the Greater Atlanta Area.

Time: 8:30am - 12Noon

**Audience: Surgical & Restorative Coordinators and
Staff**

Limited Seating so register now!



Tuition: \$799pp for both days

CE: 9 for both days

Location: The Graduate Hotel in Nashville, TN