

Southeastern Society of Pediatric Dentistry

# It's All About Technology

## 2018 Annual Meeting

Ritz Carlton Buckhead

Atlanta, Georgia

January 12 - 14



**Friday, January 12, 2018**

<b>Time</b>	<b>Event/Lecture</b>
7:30 a.m. - 5:00 p.m.	Registration/Check-in
7:30 - 8:30 a.m.	Continental Breakfast
8:30 - 10:00 a.m.	<b>Robert Siciliano - Lecture</b>
10:00 - 10:30 a.m.	Breakout among Exhibitors
10:30 a.m. - 12:00 p.m.	<b>Robert Siciliano - Lecture</b>
12:00 - 2:00 p.m.	General Membership - Lunch on your own Resident Representatives Lunch Meeting
2:00 - 3:15 p.m.	<b>Robert Siciliano - Lecture</b>
3:15 - 3:45 p.m.	Breakout among Exhibitors
3:45 - 5:15 p.m.	<b>Robert Siciliano - Lecture</b>
<b>Lecture</b>	<p><b>Personal Security and Reputation Management with Social Media — Robert Siciliano</b> In the information security program, you will learn that whether you are a small business or a family of four, there are certain fundamentals that you can follow to protect your data or the data you are entrusted with.</p> <p>In the social media security program, you will recognize what puts you, your business, your data and your reputation at risk. Learn from others' mistakes and develop policies to prevent employees, families and even you from saying, doing or posting things that you'll regret later.</p>

**Saturday, January 13, 2018**

7:30 - 8:30 a.m.	Members Business Meeting Breakfast
8:30 - 10:00 a.m.	<b>Chris Ratchford - Lecture</b>
10:00 - 10:30 a.m.	Breakout among Exhibitors
10:30 a.m. - 12:00 p.m.	<b>Chris Ratchford - Lecture</b>
12:00 - 2:00 p.m.	General Membership - Lunch provided Resident's Lunch and Learn Program - Presented by Tom Brodin, Buckingham Strategic Wealth
2:00 - 3:30 p.m.	<b>Dr. Amber Rogers and Dr. John Unkel - Lecture</b>
3:30 - 4:00 p.m.	Breakout among Exhibitors
4:00 - 5:00 p.m.	<b>Dr. Amber Rogers and Dr. John Unkel - Lecture</b>
<b>Lecture</b>	<p><b>Take Ownership of Your Online Presence — Chris Ratchford</b> Internet marketing can be frustrating, to say the least. Search Engine Optimization (SEO) has grown to encompass many aspects of online marketing, especially for local businesses like orthodontic practices. This webinar will cover the basics, including website content tips, how to create a successful review strategy, and local business listings including Google My Business (Google Local).</p> <p><b>21st Century Pediatric Dental Sedation- Are You Up to Date? — Dr. Amber Rogers and Dr. John Unkel</b> Together John and Amber will discuss the current best practices in pediatric dental sedation including the pre-sedation evaluation, appropriate patient selection for office-based dental sedation, monitoring including the use of capnography, and post-sedation safety with discharge criteria recommendations. In addition, we will explore some of the recent controversies encountered in dental sedation including widely publicized dental sedation problems and the FDA warnings regarding sedation medication use in young children.</p>

**Sunday, January 14, 2018**

7:30 - 8:00 a.m.	Continental Breakfast
8:00 - 10:00 a.m.	<b>Dr. Oshmi Dutta - Lecture</b>
10:00 - 10:30 a.m.	Breakout among Exhibitors
10:30 - 11:30 a.m.	<b>Dr. Oshmi Dutta - Lecture</b>
<b>Lecture</b>	<p><b>Pencils to Touchscreens - The Digital Practice — Dr. Oshmi Dutta</b> He will discuss the advantages of Digital Technology in Pediatric Dentistry. Healthcare technology, Clinical technology, using a Decision Tree to plan on paper less, paper light practice, choosing the right practice software. Going to full Cloud basis no server, Mac vs PC and dental software users.</p>



#1 Best Selling Author **ROBERT SICILIANO** is a Certified Speaking Professional; CEO of IDTheftSecurity.com is fun and funny, but serious about teaching you fraud prevention and personal security. Robert is a United States Coast Guard Auxiliary Flotilla Staff Officer of the U.S. Department of Homeland Security whose motto is Semper Paratus (Always Ready). His programs are cutting edge, easily digestible and provide best practices to keep you, your clients and employees safe and secure. Siciliano's media credentials include hard-hitting and informative contributions to major media outlets such as TIME Magazine, The Wall Street Journal, Forbes, The New York Times, The Anderson Cooper Show, John Stossel, Good Morning America, CNN, Fox News, and many others. Robert is a native Bostonian where he lives with his lovely wife and two beautiful daughters; he is a 6 time Boston Marathoner, a Private Investigator and is fiercely committed to informing, educating, and empowering people so they can be protected from violence and crime in the physical and virtual worlds.



**Chris Ratchford** graduated from Appalachian State University in 1998 with a degree in marketing and a minor in psychology. He started designing websites for small and medium-sized businesses more than a decade ago and began a career in dental sales in 2004. As the prevalence of online marketing continued to grow, Chris constantly saw the need for his dental clients to market themselves online through dental websites and targeted online campaigns. He founded Prodentite to help fill that need. Chris stays up-to-date on all things Web-related by frequenting industry events like PUBCON, SEMCLT, SMX, Local U Advanced, and by networking with leaders in the industry. When he's not helping dentists grow their patient-base, Chris can be found at the nearest golf course, playing the guitar or spending time with his wife, Aubrey, and their sons Victor and Garrett.



**Dr. John H. Unkel** received his medical degree from Virginia Commonwealth University in Richmond, Virginia and completed his medical residency at Virginia Tech/Carilion. He earned his doctorate of dental surgery from Northwestern University in Chicago, Illinois and went on to complete a pediatric dental residency at the Children's Hospital of Pittsburgh and his hospital pediatric dentistry fellowship at The Children's Memorial Hospital in Chicago, Illinois. He is board-certified by the American Board of Pediatric Dentistry. John serves as the Oral Health Chair to the American Academy of Pediatrics Virginia Chapter and on the Oral Health Executive Committee for the American Academy of Pediatrics. He is in community practice and is the residency director for Bon Secours St Mary's Hospital of Richmond Pediatric Dentistry Residency Program. He is a member of the Society for Pediatric Sedation, American Academy of Pediatric Dentistry, American Academy of Pediatrics, American and Virginia Dental Associations and the College of Diplomates of the American Board of Pediatric Dentistry.



**Dr. Amber Rogers** earned her medical degree from Baylor College of Medicine (BCM) and completed pediatric residency at Texas Children's Hospital (TCH). She received specialized training in pediatric sedation upon joining the Departments of Pediatrics and Anesthesiology at BCM/TCH as faculty. Her clinical work focuses exclusively on pediatric procedural sedation outside of the operating room, striving to minimize pain and anxiety via identification and implementation of sedation best practices. She is currently the Director of Sedation Services and Co-Chair of the Sedation Oversight Committee at TCH. She also works to educate regarding safe and effective sedation practices, both locally with residents and fellows at TCH as well as nationally as a faculty member for the Society for Pediatric Sedation Provider Course, a one-day program which teaches sedation core competencies to sedation providers from multiple specialties— physicians, dentists, nurses, and more. She is on the Board of Directors of the Society for Pediatric Sedation and an active member of several communities.



**Dr. Oshmi Dutta** is a Board Certified Pediatric Dentist who has made the Stone Oak area of San Antonio his home. He is passionate about bringing the latest and greatest technology to improve the patient and parent experience. A native of India but born and raised in Dubai, UAE Dr. Oshmi Dutta is proud to call San Antonio his home. He was fortunate enough to attend Mayo College in India – a leading prep school that brought a wide choice of careers before him. He completed his initial dental training at the Institute for Dental Sciences, Belgaum in India right after high school and graduated at the top of his class. He followed that with his Doctorate of Dental Surgery (DDS) at the University of Southern California, Los Angeles. He performed at the top of his class and was on the Dean's List throughout. He also received numerous awards for academic achievement and excellence. While running a successful dental practice, Dr. Dutta realized his passion was in helping children. After working for a few years in a private practice in a highly underserved area of Texas, Dr. Dutta decided to move to the beautiful and friendly city of San Antonio and open a state of the art, one of a kind practice in a city that he loves so much.



# Registration Form

Please print, detach, and return this form with your payment by December 1, 2017, or register online at: [www.sspd.org/meeting](http://www.sspd.org/meeting). Copy form for additional attendees.

Doctor Name(s) \_\_\_\_\_

Guest/Spouse/Staff Name(s) \_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

Office Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Attendee	Registration Fee
AAPD Member	\$
Non Member	\$
Staff	\$
Guest/Spouse	\$
Resident/FT Faculty	\$
Retired Members and FT Faculty (\$50 cost for breakfast and daily refreshments)	\$
<b>TOTAL</b>	\$

**Mail this form with payment to :**

SSPD  
6307 Colebrook Road  
Richmond, Virginia 23227-1611  
*(Make checks payable to SSPD)*

**Questions?**

Kimberly Brooks, Executive Secretary  
804-475-9551 Email: [kbmw716@aol.com](mailto:kbmw716@aol.com)

Johnathan Jackson, Executive Director  
404-255-8443 Email: [jmjdmd@hotmail.com](mailto:jmjdmd@hotmail.com)

***Cancellations** must be in writing and received by SSPD at least seven days in advance of the time registration opens at the meeting. Cancellations will be assessed a \$50 administration fee. Refunds will be processed after the meeting.*

Attendee	Registration Fee by 12/1/17	Registration Fee after 12/1/17
AAPD Member	\$595	\$695
Non Member	\$695	\$795
Staff	\$295	\$395
Guest/Spouse	\$275	\$375
Resident/FT Faculty	No Charge	No Charge
Student	No Charge	No Charge

**Course approved by AAPD for 15 Hours of Continuing Education Credits**

**Hotel Information**

**The Ritz Carlton Buckhead**

Located in Atlanta's swankiest neighborhood, The Ritz-Carlton, Buckhead is one of the closest hotels to Atlanta's most prestigious shopping and dining. Whether you are in town for business, to shop or a relaxing spa getaway, this elegant hotel is where Southern hospitality delights with a fresh twist on tradition. And with an entire floor dedicated as a Wellness Level, we offer a rejuvenating experience that will linger long after you leave.

**Room Rates:** \$259 per night, plus taxes and fees  
Reserve your room by phone: **800-241-3333**  
**(Mention the Southeastern Society of Pediatric Dentistry)**

**Registration includes daily continental breakfast, mid-morning and afternoon breaks, and AAPD Continuing Education credits and a chance to mingle with fellow members of the Southeastern Society of Pediatric Dentistry.**