



c/o Tevyah Dines, 35 Leewood Rd., Wellesley, MA 02482

District I Component of the American Association of Endodontists

IS PLEASED TO INVITE YOU TO ATTEND THE MAE FALL MEETING LECTURE

Dr. Terryl Propper, D.D.S, M.S. President of the AAE

Part 1: Trends and Transitions: The Changing Dental Landscape and Endodontics

Part 2: Marketing: What Do Referrals Really Want From Their Endodontist?



Dr. Terryl Propper is currently President of the AAE and has chaired 13 AAE committees and 2 special committees and has served on the AAE Foundation Board and the AAE Board of Directors. Dr. Propper graduated from the University Of Tennessee Dental School in 1982 and received a certificate and M.S. from UNC Chapel Hill in 1989. She currently is senior and managing partner of a 3 location, 9 doctor dental office in Nashville, Brentwood and Spring Hill, TN, since 1989. Terryl practiced as a general dentist before being selected as a 1986 ADA Hillenbrand Fellowship Finalist in dental administration. As a result of that interview process, she was named the Assistant Director of Marketing for the ADA. While working at the ADA, Dr. Propper lectured across the US, Canada on marketing and management. She was a member of the SUCCESS program from 1986-1997, that taught practice management to senior dental students. She was editor of the ADA marketing newsletter, Dynamic Dental Strategies that won a Golden Apple for the ADA. Dr. Propper has been a featured speaker at regional and state dental meetings on marketing and management for the past 25 years.

Terryl has been awarded the Tulane University, Bea Fields Alumni Award, TN Dental Association Fellowship Award, The Richard Sullivan Leadership Award, The Lucy Hobbs, Women to Watch Award, The AAE Spirit of Service Award and the President's Award. She currently serves as Trustee on the TN Dental Association Board of Directors and is a member of the Board of Trustees of the University Of Tennessee Centers for the Health Sciences. She is a member of the ACD, ICD, Pierre Fauchard Academy.

Dr. Propper has no past or present proprietary or relevant financial relationship or receives gifts in kind (including soft intangible remuneration), consulting position or affiliation, or other personal interest of any nature or kind in any product, service, course and/or company, or in any firm beneficially associated therewith.



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Lecture Descriptions:

Trends and Transitions: The Changing Dental Landscape and Endodontics

The ADA's environmental scan from 2015-2020, reveals that the dental landscape is changing at a rapid pace, from the traditional practice model. Rising student debt, fewer opportunities to enter associateships, the economic effect of the recession of 2007-8, dentists retiring at a later age, dental incomes remain flat, the effect of DSO's, and changes in consumer spending have influenced the current state of dental practice. The trend towards group practice settings and multi- specialty groups is emerging as a trend more common than private solo practice. This presentation will focus on trends that will affect our practices, if we don't recognize that we must also change the character of our practices.

Learning Objectives:

At conclusion of this Lecture, the attendee should be able to:

Identify what referrals really want from their endodontist (you might be surprised??)

Find the differences in what female/male referral sources look for from their endodontist

Notice how small and inexpensive changes in your practice, can yield increased referrals

Discuss how internal marketing can yield better and stronger referrals than external marketing

Marketing: What Do Referrals Really Want From Their Endodontist?

The AAE conducted a Membership Survey in 2013 and again in 2015 that revealed interesting findings relative to what our referrals really want from their endodontist. This presentation will explore those findings and relate them to minor changes that we can make in our practices to yield major results and happier referral sources.

Learning Objectives:

At conclusion of this Lecture, the attendee should be able to:

Identify how changes in the consumer marketplace will affect endodontic practice

Determine how changes in the economics of dental practice will affect endodontists

Explore how these changes and challenges can bring opportunities for endodontists

Accept that change will be mandatory to thrive in the coming years



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Date: Wednesday, October 28th, 2015

Place: Boston Marriott Newton
2345 Commonwealth Ave., Newton MA

Time: 6:00 Cocktails and Dinner

7:00 -8:00 ***Trends and Transitions: The Changing Dental Landscape and Endodontics***

8:00 - 9:00 ***Marketing: What Do Referrals Really Want From Their Endodontist***

CE credits: 2 CEU

Registration: MAE Members **\$60**, Graduate Students **\$35**, Non-members **\$90**.

Cancellation/ Refund policy: Registration fee will be refunded in full if the MAE receives written notification of cancellation by October 14, 2015.

AAE District I is an ADA CERP Recognized Provider approved by The American Association of Endodontists. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. District I designates this activity for 2 continuing education credits.

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Please RSVP via e-mail and print the response card below and mail with your check to:

Massachusetts Association of Endodontists

c/o Tevyah Dines

35 Leewood Rd.

Wellesley, MA 02482

massendodontists@gmail.com

Registration: MAE Members \$60, Graduate Students \$35, Non-members \$90.

_____ Yes, I will attend the MAE meeting featuring Dr. Terryl Propper on October 28th, 2015

Enclosed please find my check **payable to MAE** in the amount of \$_____, for _____ guests and myself. Please indicate the dinner preference of **Chicken /Salmon** for each attendee.



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