



build your future[®]

dentistry's leading
design workshop



January 10-11

CenterPoint Dallas
Dallas, TX

April 4-5

CenterPoint West
Costa Mesa, CA

May 16-17

CenterPoint Dallas
Dallas, TX

June 27-28

CenterPoint East
Pittston, PA

September 19-20

CenterPoint East
Pittston, PA

November 7-8

CenterPoint West
Costa Mesa, CA

Dates and Locations are subject to change

featuring keynote speaker **Tristan Hamilton, DDS, M. Arch**

Dr. Hamilton has been published for his dental office design work and won the Best Dental Office Design in America by Incisal Edge magazine in 2012 for the design of his Wilmington, North Carolina office.

At this two-day course, participants will learn to create a workspace that is both efficient and beautiful. They'll also review time and money saving strategies to increase business, understand their financial path, and enhance office productivity. This workshop will make the difference in how participants plan their practice!

**earn
up to
8.5 CE
credits**

Guests will experience complimentary travel and accommodations • Benco's CenterPoint, featuring an impressive showcase of dental operatories • OneVisit® live scanning and milling • Dental Radiography • Herman Miller best-in-class office furniture • a Vendor Fair with the industry's gold-standards!

Registration begins at 8:00 a.m.

Workshop times: Thursday 8:30 a.m.-3:00 p.m. & Friday 8:30 a.m.-2:00 p.m.



ADACER P
CONTINUING EDUCATION RECOGNITION PROGRAM

Benco Dental is an ADA CERP Recognized Provider. 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. Benco Dental designates this activity for up to 8.5 continuing education credits. This continuing dental education course is provided pursuant to the laws, regulations and accepted dental practices of the state in which it is being provided. Participants should not assume that all the practices, policies, procedures and techniques outlined in this course will be applicable to the practice of dentistry in other states. As such, participants who practice in other states should refer to the rules and rulings of their own state dental boards to determine the applicability and appropriateness of the instruction provided.

Certain Benco costs associated with this event are required to be reported as being provided to attending dentists pursuant to the Federal Open Payments Law (i.e. Sunshine Act). For further info see www.benco.com/sunshineact.

**Doctors attend free of charge!
Fee for guests is \$500**

Benco | **CENTERPOINT
DESIGN**

about build your future

Dr. Tristan Hamilton holds degrees in architecture (from Andrews University in Michigan) and dentistry (from Loma Linda University in Southern California). He practiced as an architect for several years in Washington, D.C. where he worked on notable projects, such as the Las Vegas City Master Plan, Vanderbilt University Master Plan, and numerous United States Embassy renovations.



keynote speaker

Tristan Hamilton



Expert Designers

understanding the principles of dental office design

5.5 CE credits

Dental office design is not just about choosing the most beautiful color schemes, light fixtures or wallpaper. Those topics merely skim the surface. This course revolves around the architectural design fundamentals that promote less stress and optimum efficiency, providing for a happier, healthier way of life.

Upon completion of this course, attendees will understand what correct design principles to employ and what concepts to avoid; what questions to ask, and where to find the answers.

They will also learn how the right aesthetic statement helps communicate the level of care they provide to their patients. Attendees will understand what concepts of office design can enable them to meet the goals of their practice, and how to apply all of these principles to achieve success.

Participants will:

- **Walk away with a foundation** of how a properly designed office can increase production and efficiency.
- **Learn what constitutes** an effective floor plan.
- **Know how to get the right people** on their team to help them achieve the low stress office design they need to succeed.
- **Discover what makes a patient** more anxious in their office and how they can alleviate it.

> objectives

From beautiful exteriors to aesthetic details in reception areas and operatories, be inspired to take the next steps to success! See your Friendly Benco Rep or call 1.800.GO.BENCO.

Charles Loretto, Partner, Cain Watters and Associates and President, National Dental Placements:

Charles joined CWA in 2001. As an Investment Advisor Representative of CWA, Charles and his team consult dental professionals, analyzing the full spectrum of their financial situation.



Charles Loretto

financing – putting it all together

1 CE credit

Participants at Charles Loretto's program will learn:

- **When to depreciate** the equipment and building of the new office.
- **When to pay down debt** and when to prepare for retirement.
- **How to set goals** – personal, business, and financial.

> objectives

Kay Huff is Benco Dental's Director of Dental Coaching.

She has 25 years of experience in building strong teams and business systems, developing leadership, and bolstering profitability.



Kay Huff

practice coaching

1 CE credit

Participants at Kay Huff's program will:

- **Determine which insurance plans** are best for their practice.
- **Gain insight** on how to achieve top-dollar reimbursements through "allowable" negotiation.
- **Learn how to receive** prompt payment.
- **Master techniques** to keep money in the bank.

> objectives

Melissa Sprau, NCIDQ, Manager, CenterPoint Design, leads Benco's award-winning dental design team. With over a decade of commercial and healthcare design experience, she helps dentists define their style and communicate their brand.



Melissa Sprau

the power of interior design

1 CE credit

Participants at Melissa Sprau's program will learn:

- **How to improve patient and provider experience** through the interior design of your practice.
- **The fundamentals of a strong brand** and how to incorporate it into the built environment.
- **How to identify appropriate materials** for a commercial healthcare environment.

> objectives