

# Wake Smiles 2019

# EDUCATION SUMMIT

## A PRACTICE GROWTH EVENT

Friday, November 8, 2019

The Friday Center at UNC-Chapel Hill

### TIME

8:30 a.m. – 4:30 p.m.

*Breakfast and registration starts at 7:45 a.m.*

### FEE

\$299 Dentist / \$150 Staff

### SPEAKERS

Tarun Agarwal, DDS

*The Business of Clinical Excellence*

Hootan Shahidi, MPH

*Integrating Medical Billing Into Your Practice*

Sully Sullivan, DDS

*Don't Be So Quick to Judge Those Millennials*

John Pasicznyk, DDS

*A Simplified Approach to Integrating Implants  
Into the General Dentist Practice*

[Learn more about our speakers on page 2.](#)



**All proceeds to Wake Smiles, a 501(c)(3)  
nonprofit dental clinic serving low-income,  
uninsured adults of Wake County.**



Register online at [wakesmiles2019summit.eventbrite.com](http://wakesmiles2019summit.eventbrite.com).

## MEET OUR SPEAKERS



Tarun Agarwal, DDS

### **The Business of Clinical Excellence**

Dr. Agarwal represents a new generation of leadership for the dental profession. As a respected speaker, author and practicing dentist, he is focused on changing the way general dentists practice. He maintains a full-time general practice in Raleigh, NC that has faced its share of ups and downs. Despite being an 'in network' insurance provider, he's managed to build a successful practice by balancing common sense business principles, digital technology and clinical excellence. He produces a weekly podcast called **TBone Speaks Dentistry** and regularly holds seminars and workshops at his 3D Dentists training center. Learn more about his podcast at [TBoneSpeaks.com](http://TBoneSpeaks.com).



Hootan Shahidi, MPH

### **Integrating Medical Billing Into Your Practice**

Hootan Shahidi graduated Emory University with a Masters in Public Health, focusing on Health Policy and Management. For a decade, he managed and consulted for numerous dental practices in Southern California. During this period, he discovered that many dental offices were not utilizing medical insurance nor were they aware of the possibilities. In 2013, Hootan founded Cross Over Dental Enterprises (CODE), a full service medical billing company for general dental and specialty practices.



Sully Sullivan, DDS

### **Don't Be So Quick to Judge Those Millennials**

Dr. Sullivan is a fourth-generation dentist from Nashville, Tennessee. After receiving his doctorate of dental surgery from the University of Tennessee, he moved back to Nashville to practice with his father. By continuing to invest in his education through adult orthodontics, soft tissue grafting, dental implants, third molar extractions and obstructive sleep apnea, he helped double his practice in just 24 months. As a millennial, he truly believes in working smarter not harder, which has led him to utilize technology to not only deliver better patient care, but more efficient care. In addition to his practice, he created the Millennial Dentist Podcast to help push his colleagues to take their careers to the next level.



John Pasicznyk, DDS

### **A Simplified Approach to Integrating Implants Into the General Dentist Practice**

Dr. Pasicznyk is a full-time clinician and practice owner from Indianapolis, Indiana. In addition to his clinical duties, he also teaches with 3D Dentists, is a CEREC basic trainer and beta tester for Dentsply Sirona. As a leader in the fields of digital implantology, dental sleep medicine and CAD/CAM dentistry, he trains dentists around the world on how to implement the techniques and technology that drive practice growth.