Thursday, January 21st

Beyond Compliance: Where Infection Control Meets Ethics & Jurisprudence (3 CE's)
Protecting Patients. Upholding Standards. Strengthening Professional Accountability.
Sponsored by: Erickson Dental Technologies
Presented By: Kelley Johnson
6:00 p.m. – 9:00 p.m.



Kelley Johnson is the founder of Core Dental Solutions and a trusted advisor to dental practices navigating growth, change, and complexity. She is known for strengthening the operational "core" of a practice—because when the core is strong, everything else becomes more efficient, aligned, and profitable.

With over 25 years of experience, Kelley specializes in untangling operational chaos, building high-performing administrative teams, and creating structure where there is confusion or overlap. She often partners with practices during pivotal moments—transitions, team breakdowns, or rapid growth—bringing clarity, accountability, and forward momentum.

Her approach is direct, strategic, and deeply practical. Kelley doesn't just give advice—she builds systems, trains teams, and creates lasting change.

Before founding Core Dental Solutions, Kelley held a wide variety of leadership roles including Certified Technology Advisor at Patterson Dental, and a trusted Practice Manager role. Kelley is also a member of ADMC, AADOM Consulting Network and several advisory boards which further her contributions to national initiatives focused on innovation and practice growth. Thru her work in leadership, consulting, and advising Kelley has empowered more than 500 dental practices to elevate their level of patient care and functional operational effectiveness. Kelley believes that successful practices aren't just productive—they're aligned, empowered, and built on a strong "core" foundation.

Outside of work Kelley enjoys music, research, reading and spending time with her family/friends. She is also a wife and proud mom.

Course Summary:

In today's dental environment, protecting patients requires more than following infection control protocols and understanding regulatory requirements. It requires ethical judgment, professional accountability, and a commitment to doing what is right—even when no one is watching.

Beyond Compliance: Where Infection Control Meets Ethics & Jurisprudence brings together two essential areas of dental continuing education to explore the intersection of patient safety, infection prevention, ethical decision-making, and professional responsibility.

Through real-world scenarios, core CE requirements, and practical examples, participants will examine common infection control challenges, ethical dilemmas, and legal responsibilities encountered in dental practice.

This engaging course challenges dental professionals to move beyond simply knowing the rules to understanding why they matter, recognizing potential risks, and confidently applying sound judgment in everyday clinical and administrative situations.

Designed for the entire dental team, this course reinforces a culture of safety, integrity, accountability, and patient trust.

Course Outcomes:

1. Apply evidence-based infection prevention practices to everyday dental procedures.
2. Interpret relevant North Dakota dental laws and professional ethical standards.
3. Recognize situations where infection control failures create ethical and legal responsibilities.
4. Evaluate difficult clinical scenarios using a structured decision-making framework.
5. Identify appropriate corrective actions that protect patients and strengthen professional accountability.

Learning Objectives

- Identify key CDC infection prevention recommendations, applicable OSHA requirements, and North Dakota regulatory obligations.
- Explain appropriate procedures for sterilization, disinfection, PPE, dental unit waterlines, and exposure prevention.
- Recognize infection control breaches and determine appropriate corrective actions.
- Differentiate between ethical obligations, professional standards, and legal requirements.

- Identify North Dakota regulations governing scope of practice, delegation, patient records, informed consent, and professional conduct.
- Analyze scenarios involving infection control failures, patient safety, confidentiality, and professional accountability.
- Apply ethical principles and regulatory standards to determine appropriate responses to unsafe or unethical practices.
- Develop practical strategies to promote a culture of safety, integrity, and accountability.

Basic Life Support (BLS) CPR (3 CE's)
Sponsored by: PULSE Medical Training
Presented By: Lindsey Ahlschlager
6:00 p.m. – 9:00 p.m.



Lindsey Ahlschlager is the Owner/Operator of PULSE Medical Training. She is a graduate of the University of Mary with a bachelor's degree in respiratory therapy. She has over 15 years of experience as a RRT, with real-world ER and clinical experience at Sakakawea Medical Center in Hazen, ND. She is certified CPR/AED/First Aid Instructor, as well as holding ACLS, PALS, EMR, and COHC certifications.

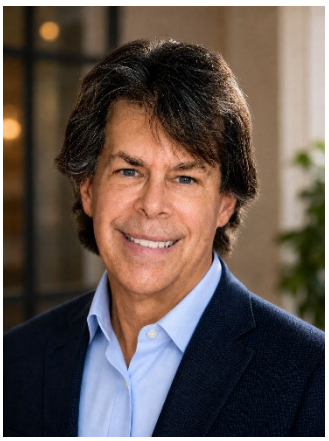
Five years ago, Lindsey recognized the need to bring life-saving training into small communities. With some bravery and a whole lot of grit, PULSE Medical Training was born. Lindsey has a passion for sharing her practical knowledge to educate and empower others. She prides herself on giving people the skills and confidence to act in emergency situations. She leads her training with the motto of "small business, BIG HEART."

Course Description:
The AHA's BLS course trains participants to promptly recognize several life-threatening emergencies, give high-quality chest compressions, deliver appropriate ventilation and provide early use of an AED.

Course Outcomes:
- High-quality CPR for adults, children, and infants
- The AHA Chain of Survival, specifically the BLS components
- Important early use of an AED
- Effective ventilation using a barrier device
- Importance of teams in multi rescuer resuscitation and performance as an effective team member during multi rescuer CPR
- Relief of foreign-body airway obstruction (choking) for adults and infants

Friday, January 22nd

The WOW Practice: How Memorable Experiences Create Thriving Practices
(6 CE's)
Sponsored by:
Presented By: Dr. Rich Madow
8:15 a.m. – 4:30 p.m.



Since 1989, Dr. Richard Madow has helped dentists and dental teams create more successful, enjoyable practices. A perennial "Leader in Dental Education" recognized by Dentistry Today, his ideas have reached more than 100,000 dental practices through seminars, publications, articles, and blogs.
Known for his unique blend of humor, spontaneity, practical strategies, and music, Rich has captivated audiences across North America while helping dental teams improve practice performance, create memorable patient experiences, and bring more enjoyment to the profession.
An award-winning musician and songwriter, Rich has performed at venues throughout North America, with music available on all streaming platforms. He is also the author of several Amazon.com bestsellers, including "Creating Your Ideal Dental Practice."

Course Description:
We all want patients who say "yes" to treatment, show up on time, reappoint consistently, refer their friends and family, and genuinely love being part of the practice. The good news? Creating that kind of patient doesn't require gimmicks, expensive technology, or turning your practice upside down.
It starts with creating an unforgettable patient experience.
In this fun, fast-paced course, Dr. Richard Madow takes a deep dive into the little things — and the big things — that transform an ordinary dental office into a WOW Practice: highly productive, extremely profitable, patient-centered, team-oriented, and FUN.
From the very first phone call through the new-patient visit, treatment presentation, financial arrangements, scheduling, referrals, and beyond, attendees will discover practical strategies they can put to use immediately. You'll learn how to create patients who don't just accept treatment — they stay, pay, refer, and become enthusiastic ambassadors for your practice.
But there's much more to practice success - dentistry should also provide an enjoyable and fulfilling career. That's why this course goes beyond practice growth to tackle something just as important: how to avoid burnout, maintain perspective, and actually love dentistry.

And yes — you'll probably laugh more than you ever thought possible at a dental seminar!

Course Outcomes:
- The biggest mistake made when a new patient calls — and how fixing it can help you appoint more patients immediately.
- Six steps to turn a patient's first visit into a loyalty and referral machine.
- The "magic phrase" that MUST be said at every new-patient appointment.
- How to get tons of referrals without begging, pleading, or sounding desperate.
- Why the traditional patient "night call" should be replaced — and what works better.
- The supercharged, patient-friendly exam that gets patients asking about treatment before you even recommend it.
- A simple financial policy that's better for patients, the team, and the bottom line.
- Why the "new patient fix" is so dangerous — and how to stop depending on an endless stream of new patients for growth.
- Why patients really say "no" to treatment — and what you can do to change that.
- The "Ninety-Second, No-Pressure, $25,000 Treatment Plan" — a simple technique that can dramatically increase case acceptance.
- The first thing to do when someone calls to cancel — a counterintuitive technique that can save many appointments.
- Dr. Madow's special secret for NEVER running late.
- How to make your reactivation campaign actually work.
- Why more production doesn't necessarily mean more success — and how to focus on what really matters.
- Simple ways to lower stress, avoid burnout, and enjoy dentistry more.

LEARNING OBJECTIVES:

At the conclusion of this course, attendees will be able to:

1. Identify key moments in the patient journey that influence loyalty, referrals, treatment acceptance, and long-term practice growth.

2. Implement specific systems for creating an exceptional new-patient experience, improving scheduling, and increasing patient retention and referrals.

3. Apply practical communication and financial strategies that improve case acceptance while creating a more patient-centered and enjoyable practice environment.