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**Please detach and mail to:**  
 Symposium c/o Periodontal & Implant Associates  
 315 2nd Street S.E.  
 Cullman, AL 35055  
 tel: 256.734.8588

**Tuition \$70.00 (\$85.00 late registration at door)**  
**8 CE Credit Hours • Includes lunch**  
**Door Prize: Smart TV**

**Please return registration form by October 5, 2018.**  
 Make checks payable to Symposium. Doctors and team are encouraged to attend. Please copy for additional registrations.

**Schedule - Friday, October 12, 2018**

Registration: 7:30 a.m. – 8:00 a.m.  
 Morning session: 8:00 a.m. – 12:00 p.m.  
 Lunch and exhibits: 12:15 p.m. -12:45 p.m.  
 Afternoon session: 12.45 p.m. – 5:30 p.m.

**LOCATION**

**Northbrook Baptist Church**  
 3691 AL Highway 157 NE  
 Cullman, AL 35058

**Directions:**

**From Huntsville** take I-65 S to Cullman Exit 310.  
 Turn left on to Hwy 157. Go 2.3 miles.  
 Northbrook Baptist will be on your right.

**From Birmingham** take I-65 N to Cullman Exit 310.  
 Turn right on to Hwy 157. Go 2.3 miles.  
 Northbrook Baptist will be on your right.



AGD#: 217736

2300 Riverchase Center  
 Birmingham, AL 35244

The 22nd Annual Dr. Harold Z. Hirsch Symposium • Friday, October 12, 2018  
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**Periodontal & Implant Associates**

Presents

**The 22<sup>nd</sup> Annual  
 Dr. Harold Z. Hirsch  
 Symposium**

**Join Us for a  
 Team Building Day**

**Friday, October 12, 2018  
 For the Entire Dental Team**

**Northbrook Baptist Church  
 3691 AL Highway 157 NE  
 Cullman, AL 35058**

**8 CE Credit Hours  
 AGD Approved**

## Cyber Security: What to Know

Presented by Stacy Lowery



This course will cover what steps to take to protect your data and how to educate your team about backup systems and overall threat mitigation.

Stacy is the founder and CEO of Powered Up Solutions, Inc. Since 2009, he's helped hundreds of dental offices transition from traditional offices to full digital integration. In 2013, he started Powered Up Solutions with a desire to help clients achieve their IT needs and goals in a more personal way outside

of a corporate environment. Today, Powered Up Solutions is a leader in digital integration and IT consulting in Alabama with clients in Georgia, Mississippi and Pennsylvania.

## Differentiate Yourself: Clinical Tips To Generate New Patients!

Presented by Dr. Joshua Austin



Today's dental market is as saturated as it has ever been. The vast majority of dentists have at least one competing office within 1 mile. How can we stand out from the crowd? More than ever, we need to find ways that can differentiate ourselves. We need to attract the patients that we want. How can that be done? From a marketing perspective, we will examine ways to attract the patients you want from the different generations that affect our practices. From a clinical perspective, we will discuss techniques, tips, tricks, materials and equipment to separate you from the

other dentist down the street.

Learning objectives:

- Explore how patients choose their dentist
- Discuss where patients look for information regarding choosing a new dentist and how to stand out in those places
- Review several different clinical differentiating factors that can help a patient choose you
- Explore how digital technology has changed everything in our practice from attracting patients to executing dental treatment
- Nail down systems that we can institute that will keep new patients flowing in

Joshua Austin, DDS maintains a full time restorative dentistry private practice in San Antonio, Texas. He is an editorial director and columnist for Dental Economics focusing on dental products and technology. Dr. Austin lectures around the country to study clubs and dental meetings about these topics along with online reputation management and social media. Dr. Austin is a graduate of the University of Texas Health Science center at San Antonio Dental School and spent 5 years post graduation as faculty in the Department of Restorative Dentistry. His approach to his "Pearls for your Practice" column is a fresh approach in today's commercial driven dental journalism. When you read a "Pearl," rest assured that you are getting an honest evaluation of a product, which was used by Dr. Austin in clinical practice on a patient.

## Jump In ... The Water's CLEAN!

Presented by Leanna Keefer, RDH, MSM



Providing clean, safe dental water is critical to implementing and maintaining effective infection control protocols. Challenges of basic equipment design and tubing contribute to the development of biofilm in dental unit waterlines (DUWL). Discussion will include compliance with current guidelines related to microbiological water standards and protocol recommendations for best treatment of DUWL protocols to ensure patient and clinician safety. Selecting the appropriate face mask is a key component to minimize the spread of potentially infectious diseases.

Learning objectives:

- Describe the causes of biofilm contamination of DUWLs
- List the microorganisms found in DUWL output water and how they relate to potential transmission
- Recognize the exposure risks of aerosols and splatter; describe the three ASTM F2100-11 mask levels of performance
- Review the significant clinical studies related to DUWL
- Discuss various treatments and monitoring to achieve dental unit waterline quality that will meet CDC/ADA recommendations

With over 20 years of academic and directorial experience, Leann Keefer has gained a reputation as a trailblazer and international speaker in the arena of infection prevention.

In her role as Director of Education for Crosstex International, Ms. Keefer proactively identifies trends in the fields of healthcare and infection prevention, developing and implementing the company's long-term strategies relating to education and professional relations.

Leann received her degree in Dental Hygiene as well as her Bachelors of Science Degree in Education from Indiana University; she was awarded her Master's Degree in Business Management from Indiana Wesleyan University.

Leann was appointed to the OSAP Association Board of Directors in 2012 and serves on various foundation and publication boards in the USA and Canada; she was a site visitor for the ADA Commission on Dental Accreditation. Most recently, Leann was honored by Dimensions of Dental Hygiene as one of the 6 Dental Hygienists You Want to Know in 2017.

## Special Door Prize! SMART TV

## Hosted by Periodontal & Implant Associates, Inc.

Periodontal & Implant Associates, Inc., was established in Jasper, Alabama, over 30 years ago. The practice is now second generation with Dr. Jennifer Hirsch Doobrow, the daughter of the founder, Dr. Harold Z. Hirsch, joining the practice. The practice is located in Cullman, Alabama and services include extractions, bone grafting and implant placement in addition to periodontal therapy, periodontal plastic surgery and regenerative therapies.



### Dr. Jennifer Hirsch Doobrow

Dr. Jennifer Hirsch Doobrow, a Board Certified Periodontist, is the Owner and CEO of Periodontal and Implant Associates, Inc. located in Cullman, AL. She earned her DMD at the Medical University of South Carolina in 2007 and received her certification in Periodontics from the University of Alabama at Birmingham (UAB) in 2010. She serves as a faculty member for the Pikos Institute, was the General Chair for the 2017 Gulf

Coast Dental Conference and is the 2017-2018 Chair of the Leadership Council for the UAB School of Dentistry. Dr. Doobrow is on the Executive Council and serves as the Corporate Advisory Chair for the Southern Academy of Periodontology and sits on several committees for the American Academy of Periodontology. She holds Past-President positions in the Alabama Society of Periodontists and the Wilson Chenault Dental Study Club. In 2012, Dr. Doobrow was recognized as one of the University of Georgia's (UGA) prestigious 40 Under 40. Most recently, Dr. Doobrow was selected as one of the Top 10 Young Educators in America for 2017 by The Seattle Study Club, was inducted as a Fellow of the International College of Dentists, as well as a Fellow of the American College of Dentists. She was also awarded the MUSC School of Dentistry Young Alumnus Award, the UAB School of Dentistry Outstanding Young Alumnus Award and was featured on Lifetime Network's "The Balancing Act" as well as on the "Dentistry Uncensored Podcast". She has published articles in Compendium, Implant Dentistry, DentistryIQ, Surgical Restorative Resource and Perio-Implant Advisory, and lectures extensively throughout the United States on dental implants and periodontal regenerative therapies.

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