



DR. LARRY EMMOTT

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# SPEAKING PRESENTATIONS

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**EMMOTT**  
ON TECHNOLOGY  
THE FUTURE IS COMING  
AND IT WILL BE AMAZING!

*Technology is changing the world  
at a remarkable pace.*

*Understand and use it well... or be left in the dust.*



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Implementing new technology involves more than buying and installing a product - it also requires *change*. People resist change for a variety of reasons and overcoming that resistance, from both doctors and staff, is often more of a challenge than actually using the technology.

**Dr. Larry Emmott** is recognized as the nation's top expert on computer technology in the dental office. His high energy programs provide the tools needed to make wise **technological decisions**, saving time and thousands of dollars. Learn how **social media** can effectively support your dental practice and how to guard your **online reputation**. And just as importantly, learn real world measures dentists should take *beyond the paperwork* that can make an actual difference in **patient data security**.

Choose from Dr. Emmott's most popular presentations below,  
or contact our office to customize a presentation for your next meeting.



### **THE HIGH TECH PAPERLESS OFFICE:**

#### ***PAPERLESS RECORDS | DIGITAL WORKFLOW | ONLINE SERVICES***

Digital technology starts with paperless records and empowers a more efficient digital workflow. Learn what e-services are and how they can improve patient care and increase profitability.

### **GOOGLE JUICE: *USING THE INTERNET EFFECTIVELY***

Understand website findability and how to develop webpages that turn shoppers into patients. Learn to use social media effectively to support your dental practice and guard your online reputation.

### **HACKERS, HIPAA & HYPE: *UNDERSTANDING DATA SAFETY AND PATIENT CONFIDENTIALITY***

Learn the critical elements of risk assessment, steps to compliance and how to prevent a data breach. Learn the one procedure needed to protect your practice from data breach (your "get out of jail free" card).

### **REAL LIFE IN THE DENTAL OFFICE: *WHO SAYS DENTISTS AREN'T FUNNY?***

Let Larry open the meeting or provide entertainment at the annual dinner. Give your attendees a break or liven up a staff appreciation luncheon with the wit and humor of Dr. Larry Emmott!



# THE HIGH TECH PAPERLESS OFFICE

Paperless Records | Digital Workflow | Online Services



A *paper* record system costs a dental practice > \$40,000/year.

Did you know...You *don't* have to convert old charts to digital?

Going paperless is *neither* time consuming nor expensive...

It is possible to create a completely paperless dental record and save the practice tens of thousands of dollars each year! In this entertaining presentation from Dr. Larry Emmott, the nation's leading high tech dentist, attendees learn how to convert to a paperless dental office, do it right the first time and save time and money.

Digital technology starts with paperless records but ultimately empowers a more efficient digital workflow utilizing online communication/e-services which are revolutionizing every aspect of the dental practice including how we communicate and make clinical decisions.

**Program Features:** Step by step guidance in setting up a paperless office, including the six essentials that must be in place before you get started, four ways to digitize ALL records (not just the paper chart), and understanding front deskless workflow. Learn what e-services are and how they can improve patient care and increase profitability, including specific examples of services dentist can start using immediately.

The presentation includes live program demonstrations. There will be something for both the beginner and the high tech power user all delivered in a fun and easy to understand style.

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## LEARNING OBJECTIVES

- Improved record keeping with digital technology.
- How to avoid high tech mistakes.
- Reduce costs making care more accessible.
- Keep patient records safe, secure and up to date.
- Use the Internet for professional communications.
- Learn how to handle forms and signatures.
- Learn how digital technology is revolutionizing every aspect of the dental practice.

Suggested Audience: Dentist and teams  
Suggested Format: Half-day lecture



# GOOGLE JUICE: *USING THE INTERNET EFFECTIVELY*



Are you *paying* a lot to show up on the front page of Google?  
There is a better, *less expensive* way.

Are you *afraid* you're missing out on the social media revolution?



There's *more* to come.

Have you *Googled* your name lately?  
People are Googling *you* every day.

People will judge you based on your Internet presence and online reputation. This course helps participants understand the factors that impact website findability. It will explain the different Google results and the increasing importance of Google+ places. Learn how to develop web pages that turn shoppers into patients and how to use Google to get them there.

What happens in Vegas stays on...Facebook, Twitter and YouTube. Social media is an amazing phenomenon that has revolutionized how we use the Internet and how we interact. However, social media is not just Facebook; it is a whole array of user generated online content. This entertaining program will help you understand and use social media effectively to support your dental practice and guard your online reputation.

**Program Features:** Learn the three purposes of the website and how 93% of the people will find it. Understand how to generate positive user reviews and guard your online reputation. Take a ten point test to determine your online footprint. Discover the top three pages that patients choose to visit most. Understand the potential of Facebook's new graph search. The program includes live examples including online searches, website visits, and specific step by step examples of effective social media content.

## LEARNING OBJECTIVES

- Learn the reasons to have an office web page.
- How to protect your online reputation.
- Use the Internet to support existing patients.
- How to drive traffic to your web page.
- Understand social media and how it works.
- Learn how digital technology is revolutionizing every aspect of the dental practice.

Suggested Audience: Dentist and teams

Suggested Format: Full- or half-day lecture and/or workshop



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**Reinforce the learning  
with a  
hands-on workshop!**

### *Participants will:*

- Use their own device to go online and follow along
- Do a Google keyword search
- Search their own name on Google
- Find their Google+ local page
- Find their Yelp Page
- Find their Healthgrades Page
- Do a Facebook Graph Search
- Create a YouTube Video

# HACKERS, HIPAA AND HYPE



## Understanding Data Safety and Patient Confidentiality

*Have you...*

- ✓ *Conducted* a technology security review?
- ✓ *Updated* your business associated agreements?
- ✓ *Had* patients sign an updated privacy form?
- ✓ *Established* a disaster plan in the event of a data breach?

If the answer is no, **your practice is not compliant** with the September 23, 2013 HIPAA Omnibus Final Rule. You are not alone. Most dentists are struggling with the new rules.

As a dental professional you have a moral and legal obligation to protect your patient's confidentiality. HIPAA compliance consists



largely of having the right forms and signatures. On the other hand, there are important real world measures dentists should be taking beyond the paperwork that can make an actual difference in patient data security. In addition to HIPAA there is the HITECH law that calls for severe fines and more to dental offices that experience a data breach.

**Program Features:** Learn what PHI, CE, NPP, BA and Exempt mean and why it matters. Understand the critical elements of risk assessment, the five basic steps to compliance and four critical elements to prevent a data breach. Most important of all, learn the one and only procedure you need to protect your practice from data breach (your "get out of jail free" card).

This entertaining, must see presentation from the nation's leading high tech dentist, Dr. Larry Emmott, is delivered in a fun and easy to understand style. Participants will leave with peace of mind, resources for compliance and a plan of action to put to use on Monday morning.

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## LEARNING OBJECTIVES

- Understand the basic provisions of the HIPAA Omnibus Final Rule.
- Understand the basic provisions of the HITECH law.
- Identify resources to help secure practice data and comply with the law.
- Distinguish between what matters and what doesn't regarding data safety.
- Use the Internet for professional communications.
- Learn how to handle forms and signatures. Learn how digital technology is revolutionizing every aspect of the dental practice.



Suggested Audience: Dentist and teams  
Suggested Format: Half-day lecture



Who says *dentists* aren't funny?

Well, to be honest, just about *everybody* says that.



But the fact is that each day in the dental office is filled with the comedy of everyday life. Dr. Larry Emmott brings thirty years of experience as a dentist and over fifteen years as a professional speaker to the platform, for an entertaining look at the business of dentistry.

Larry has been presenting to dental groups on technology for over 20 years. He has gained a reputation not only as a technology expert but also as a fun, humorous speaker who always has the audience laughing and wanting more. Now think about it...if a dentist can make computer technology fun, he must be a pretty entertaining speaker!

Invite Dr. Larry Emmott to present a fun-packed, humorous program at *YOUR* next meeting!

Don't just do the same old thing! Let Larry open the meeting or provide entertainment at the annual dinner. Give your session attendees a break and liven up a staff appreciation luncheon with the wit and humor of Dr. Larry Emmott!

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What others are saying...

*"I have never had so much fun at a course! "*

*"Dr. Emmott is very entertaining"*

*"Funny and intelligent with just the right amount of sarcasm."*

Suggested Audience: All Dental audiences  
Suggested Format: Keynote

## MEET DR. EMMOTT

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*Digital technology is fundamentally changing our world...  
including our dental offices.*

Dentists face two daunting challenges. First, if they fail to use new technology effectively they risk falling behind competitively. Secondly, implementing new technology is expensive, however undoing a mistake can be even more expensive. As a result dentists are cautious about new technology and justifiably suspicious regarding vendor claims.

Recognized as a leading dental high tech authority in the country and with over thirty years of experience as a practicing general dentist, **Dr. Larry Emmott's mission is to help dentists make good technology choices.** He is also known as one of the most entertaining speakers in dentistry, with fast-paced, engaging seminars that will have you laughing while you are learning.

Dr. Emmott has addressed hundreds of professional groups, and has been a featured speaker at every major US dental meeting. Additionally, since 2003 he has led an annual three day CE adventure course "Technology on the Rocks" in Sedona Arizona.

He has been published hundreds of times in leading national dental magazines and journals. He was a pioneer in online publishing with his blog EmmottonTechnology.com and has been recognized as one of the top ten dentists in social media. Prior to the Internet publishing revolution Dr. Emmott wrote monthly technology columns for Dental Products Report Magazine and Dental Economics.

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Dr. Emmott has published three high tech guides for dentists: Going Paperless, Computers in the Back and Digital Radiography. He is a featured contributor to the new ADA book Expert Business Strategies.

Dr. Emmott is a member of the American Dental Association, Arizona State Dental Association and the prestigious American Academy of Dental Practice Administration as well as other professional associations.

## DENTAL TECHNOLOGY MANAGEMENT & RELATED TOPICS (PARTIAL LIST OF PRESENTATIONS)

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American Dental Association  
Greater New York Dental Meeting  
Chicago Mid-Winter  
Hinman Dental Meeting  
Star of the North  
Yankee Dental Congress  
California Dental Association  
Pride Institute  
Las Vegas Institute  
Academy of General Dentistry  
Dentrix Dental Systems  
Henry Schein Practice Solutions  
Kodak Dental Systems  
Northwest Dental Conference  
Blatchford Solutions  
Denver Mid-Winter  
Texas Dental Association  
Ohio State Dental Meeting  
American Academy of Dental Practice  
Administration  
Ontario Dental Association  
Dental Economics Magazine  
Sullivan Schein Dental  
Dental Trade Alliance  
Care Credit  
Aurum Dental Group  
Florida State Dental Meeting  
Star of the South Dental Conference, Houston  
Dallas County Dental Society  
ACD Cerec Users  
American Dental Cooperative  
San Diego County Dental Society  
Academy of General Dentistry  
Patterson Dental  
North Carolina State Dental Meeting  
South Carolina State Dental Meeting  
Kentucky State Dental Meeting  
Michigan State Dental Meeting  
Mississippi State Dental Meeting  
Maine State Association  
Midwest Dental Conference  
JP Dental Consultants



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University of Alabama  
Pacific Dental Conference  
American Academy of Pediatric Dentistry  
American Association of Endodontics  
Academy of Cosmetic Dentistry  
Iowa State Dental Meeting  
Hawaii State Dental Association.  
Arkansas State Dental Meeting  
New England Dental Academy  
Rhode Island State Dental Assoc.  
New Orleans Dental Conference  
Delaware State Dental Association  
Beverly Hills Dental Academy  
So. Florida Dental Assoc.  
California Pedodontic Research  
Conference  
Meridian Center  
Pacific Northwest Dental Conference  
Western Regional Dental Convention  
Benco  
Montana Dental Association  
Utah State Dental Association  
Orange County Dental Academy  
Tennessee Academy of Practice Administration  
Clark County Nevada  
St Louis District  
Eastern New Mexico  
Middlesex County Dental Soc.  
Imaging Sciences  
Unity Health Services  
Arizona State Dental Association  
Indianapolis District Dental Society  
Biolase  
Iowa Dental Supply  
National Dental Network  
Sikka Software  
National Dental Association  
Pacific Dental Seminars  
New England Dental Research Group  
Georgia Academy of Dental Practice  
Various study clubs and local groups



# TESTIMONIALS

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*"I have never had so much fun at a course! The material was great, up-to-date, and fascinating!"*

**- Dr. Jim Loch, Norwalk, OH**

*Dr. Emmott is very entertaining and makes learning fun. Lots of great usable information to take back to the office.*

**- Ginger Roberts, Practice Administrator**

*"Larry is excellent...His knowledge was very helpful in a very confusing field. His cut to the bottom line attitude helped me decide on several new items for my office."*

**- Dr. Jeff Barrera, San Diego, CA**

*"Thank you for making our AADPA meeting one of the best ever, you did a fantastic job."*

**- Fred Riddle, DDS**

*"Investing ones self in change, growth and learning in cutting edge technology with Larry is pure pleasure. I find Larry's knowledge and willingness to help superceded only by his kindness and gentleness for those still struggling to master the marvels of the technology in dentistry."*

**- Omer Reed, Phoenix, AZ**

*"This seminar will bring the future into your office TODAY! This is a must-attend seminar."*

**- Dr. Brent Sonnenberg, Salt Lake City, UT**

*"THE BEST LECTURE SERIES I have ever heard on the subject of dental technology. Dr Emmott did not miss a single thing from the Administrative part of the office to the Clinical."*

**- Anna Marcotte; Practice Consultant, Winter Springs, FL**

*"One of the best, most informative and enjoyable seminars of my 32 years of practice!"*

**- Dr. Randy Horn, Solano Beach, CA**

*"I would recommend this course to anyone planning a new office. Great information that will save the dentist lots of dollars. And... the mountain biking Rocked!"*

**- Dr. Micheal Seip, N. Arizona**

*"The feedback from the attendees was so positive. Your delivery and speaking style are what makes your program so interesting and captivates the audience. You are funny and intelligent with just the right amount of sarcasm."*

**- Eleanor Gill, DDS**

*"Your content and presentation were tremendous! I gained a LOT of perspective on a more effective way to position technology in a dental practice. Thank you so much."*

**- Kirk Greenway, Henry Schein Dental**

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