

CLINICAL PROGRAM 3

THE BUSINESS OF DENTISTRY

ROOM: **MUNRO 5 - 6**



Dr. IZCHAK BARZILAY,
Cert. Prostho., M.S.,
F.R.C.D.(C)

8:30AM - 9:30AM

Old Dentists / Young Dentists: A symbiotic coexistence or a clash of technologies.

Inevitably, older dentists must look to younger dentists to not only create longevity to their practices but to ensure a high level continuation of treatment for their patients. There are many differences between how older and younger dentists look at the practice of dentistry and this presentation will try to bridge the divide and bring both sides closer together on the business and technological ends of the practice.

Dr. Izchak Barzilay received his DDS from the University of Toronto in 1983, a Certificate in Prosthodontics from the Eastman Dental Center in Rochester, NY in 1986, and a MS from the University of Rochester in 1991. He is currently Head of the Division of Prosthodontics and Restorative Dentistry, Mt. Sinai Hospital, Toronto, Ont.; Head- Prosthodontics, Bridge to Health Medical and Dental; Adjunct Professor, Division of Prosthodontics of the Eastman Department of Dentistry, University of Rochester, Rochester, NY; Professor, George Brown College of Applied Arts and Technology, Toronto, ON; Associate in Dentistry, University of Toronto, Toronto, Ont.; Chief Examiner in Prosthodontics – Royal College of Dentists of Canada; Past President of the Association of Prosthodontists of Canada; Past President of the Ontario Study Club for Osseointegration.; Advisory Board - International Society for Digital Dentistry; Medical Advisory Board Member – Sjogren’s Society of Canada; Publication reviewer for Journal of Esthetic and Restorative Dentistry, and is in private practice limited to prosthodontics and implant dentistry in Toronto, Ont. He has published on various topics including immediate implants, bonding plastics to various metals and other material and implant related topics. Dr. Barzilay holds many fellowships in prestigious organizations and has been awarded multiple awards for his research and teaching accomplishments.

Dr. Elahe Behrooz obtained her first DDS degree in Iran and her Master of Business Administration (MBA) from the Eric Sprott School of Business, Carleton University. She obtained her second DDS degree from the Faculty of Dentistry, University of Toronto with honors in June 2016 and is currently a resident in the Graduate Prosthodontics program in the Faculty of Dentistry, University of Toronto.

She has been the recipient of numerous awards and has authored and co-authored multiple publications both in Iran and Canada.

She holds fellowships of multiple organizations including the Royal College of Dental Surgeons of Ontario (RCDSO), Ontario Dental Association (ODA), the American College of Prosthodontists (ACP) and the OKU honorary dental society.

In addition to her passion for prosthodontics, she enjoys playing the guitar, socializing and traveling to underserved areas to provide dental care.



Dr. ELAHE BEHROOZ,
DDS, MBA





JEFF TONE, DIRECTOR
MID-MARKET M&A AT RBC

9:30AM - 10:30AM

The Art of the successful Dental Deal

RBC PH&N Investment Counsel is pleased to be again part of Spectrum Day. This year, along with our RBC Commercial Banking partner, we will be presenting on how we assist Dental Professionals with setting up their business, managing their personal and corporate finances, ensuring tax efficiencies, and finally, selling and transitioning out of their dental business.

Our Commercial banking partner will discuss setting up financing for your Dental business, as well as affiliated investments – such as property, office and even multi-use commercial centers. She will discuss borrowing rates based on income and assets, as well as the tax deductibility of interest for your practice and business.

Our RBC PH&N Investment Counsel team will discuss synergies that should be in place between personal and corporate finances, looking at the optimal corporate structure for your dental business, and how to protect your business by having the right Insurance and Estate plan. Our team will also discuss exit options with you – from meeting with Capital markets, including our Mergers and Acquisitions team, to purifying Operating companies, looking at Holding companies and if needed to also incorporate a Family Trust.

We will have plenty of time to answer any of your questions.

Jeff Tone serves as Director, Mid-Market Mergers & Acquisitions for Royal Bank of Canada.

Jeff started his career with KPMG. After KPMG, Jeff spent 13 years with a boutique M&A firm advising business owners and management teams of mid-sized companies on mergers and acquisitions, divestitures and succession planning. Jeff then joined SCM Insurance Services as their VP of M&A, and during his 7 years led the acquisition of 16 companies in the insurance services market.

Jeff has a Bachelor of Commerce Degree, is a Chartered Accountant and a Chartered Business Valuator.

Aki Constantinou has over 14 years of experience in the investment and financial services industry. Prior to joining RBC Phillips, Hager & North Investment Counsel Inc. in 2015, he worked with John as a relationship manager, constructing and implementing financial plans for clients. He graduated from the University of Toronto and has since completed the CFA and CFP programs. As an Investment Counsellor, Aki assists John with the day-to-day management of client portfolios.

Mr. John Spitzman, brings over 20 years of experience in Wealth Management and Capital Markets to his role as an Investment Counsellor with RBC PH&N Investment Counsel. John holds a bachelor's degree in Economics from McMaster University. He is a Chartered Financial Analyst (CFA) and a Certified Financial Planner (CFP), as well as a Fellow of the Canadian Securities Institute (FCSI) and a Canadian Investment Manager (CIM). John's years in the investment industry have finely tuned his ability to listen, understand and translate client dreams into well-executed investment strategies. Working with a select group of clients allows John and his team the opportunity to develop personal relationships with each client.



AKI CONSTANTINOU,
CFA, CFP



JOHN SPITMAN,
CFA, CFP, CIM, FCSI



Sponsored by:



10:30AM - 11:00AM • BREAK





11:00AM - 12:00PM

The Answers to the Business Questions You Have!

The purpose of this panel discussion is to bring together successful individuals that operate effectively within different business models in the business of dentistry. The talented group of experts, Dr. Barzilay (operates a successful Specialist Clinic at Yonge and Eglinton), Dr. Chagger (owner and manager for 9 dental clinics across the GTA) and Dr. Amin Shivji (CEO of 123Dentistry) will share and build upon each other's experiences in a public exchange while answering questions from the audience.

Dr. IZCHAK BARZILAY
Cert. Prosthodontics, M.S.,
F.R.C.D.(C)

Dr. Izchak Barzilay Cert. Prosthodontics, M.S., F.R.C.D.(C) (see page 22 for his bio)



Dr. BOBBY CHAGGER
B.D.S., A.E.G.D.,
Cert. Prosthodontics, F.R.C.D.(C)

Dr. Bobby Chagger B.D.S., A.E.G.D., Cert. Prosthodontics, F.R.C.D.(C) (see page 20 for his bio)



Dr. AMIN SHIVJI
CEO, 123DENTIST INC.

Amin Shivji is the Founder of 123Dentist, the largest network of dental practices in the Lower Mainland, and the Co-Founder & CEO of 123Dentist Inc., a national platform of dental practices offering dentists uniquely tailored partnership and transition options. Since its launch in July 2017, 123Dentist's national platform has exceeded growth expectations by partnering with successful dentists across Canada with a highly experienced leadership team focused on building a long-term, sustainable model that provides dentists with flexibility and creative partnership solutions while maintaining clinical autonomy in delivering the best care to their patients.



12:00PM - 1:30PM • EXHIBIT HALL • LUNCH FOR PURCHASE



1:30PM - 3:00PM

1.5 CE Credits

Predictable, Practical and Profitable Technology - Launching Your Practice to the Next Level

It is overwhelming with all of the technology available in dentistry today...digital X-rays, CBCT, scanners, mills, 3D printers. The costs of running a practice are staggering and it doesn't make financial sense to invest into new technology when it doesn't pay the bills. However, as dentists, we continue to struggle on if and when to jump into the digital world of dentistry.

You will learn how the various aspects of digital technology can truly improve the quality AND quantity of your dentistry, create very consistent results, streamline your workflow and bring a significant return on your investment. It's time to simplify and learn the secrets of practice profitability.

Dr. Miyen Kwek graduated in 1997 from the Faculty of Dentistry at the University of Toronto. Over the years, he has created a unique brand of community dental practices in the Kitchener/Waterloo region where he focuses primarily on comprehensive care, implants, and digital dentistry. His ability to combine business systems, technology, clinical efficiency and case acceptance has resulted in a platform that has helped clinicians attain significant success in practice growth. His unique approach to the business of dentistry has sparked the interest of many dentists providing them with a clearer path to clinical excellence and profitability.

Dr. MIYEN KWEK, DDS



Sponsored by:



Wealth Management
PH&N Investment Course

3:00PM - 3:30PM • BREAK



ANGIE DRINIC, BA



3:30PM - 4:30PM

7 Powerful Skills to Increase Production:

This seminar will give Dentists some valuable tools to progressive verbal communication skills with their team and with patients. Doctors will come out with a better sense of how their team can deal with patients in a different light. They will gain powerful pearls of knowledge they can be used immediately after attending, and they will gain the skills needed in the practice that will help with gaining more production.

Angie brings over 40 years of experience in various areas of dentistry. With a degree in business administration, a minor in marketing and two years of law school, Angie combines her education and work experiences as a Practice Adviser, Practice Coach, Practice Trainer and Course leader to create compelling seminars, courses and in office training that will give attendees an edge on what is new and effective in dental practices. She has led many seminars in the US and Canada, the country she calls home. She will be conducting one of her influential courses at the Schulich School of Medicine & Dentistry at Western University in London Ontario starting in 2019 as part of their continuing education curriculum.

Research conducted by Harvard University, the Carnegie Foundation and Stanford Research Center have all concluded that 85% of business success comes from having well-developed people skills, and 15% of business success comes from technical skills and knowledge (hard skills).



LISA PHILPS, RDH



4:30PM - 5:30PM

Branding in the Digital Age

Digital branding your dental practice is no longer an option - it is a requirement for growth and thriving in highly competitive times.

Learn how to utilize digital footprint to attract new patients, increase case acceptance and retention strategies.

This course covers:

- How to meet expectations of the patient using the best of both worlds—digital technology with human touch and the patient experience.
- Foundational requirements of a comprehensive online brand
- How your digital brand can attract new patients
- Basic requirements for an online digital footprint.
- Website and SEO in tandem with social media interaction.
- How different generations prefer to be treated and communicated to.
- How to automate patient retention process to deepen patients' value and loyalty.

Lisa Philp is the Chief Visionary Officer and founder of TGNA - Transitions Group North America; a full service coaching company for dentistry.

Her career began in clinical hygiene, however she quickly transitioned into a world class coach; creating a periodontal disease management program, in which she coached thousands of dental professionals.

Lisa is an industry leader, author, consultant, coach and speaker providing insights to dentists and their teams on practice development and industry changes. Through Lisa's leadership, TGNA has developed into one of dentistry's premier full service practice development companies providing practice management solutions for dentists and dental teams through coaching, training, mentorship and support.

Sponsored by:



5:30PM - 6:30PM COCKTAIL RECEPTION • GRAND LOBBY

