

# 2021 Agenda

## Dykema's Definitive Conference for DSOs – 2021 Agenda

After much anticipation, we are pleased to bring you our award-winning conference in person this year! Considered the best informational and networking event of the year, Dykema's award-winning Annual Definitive Conference for Dental Service Organizations brings hundreds of the greatest thought leaders in the industry, all in the same place, for three action-packed days. Our topics are meticulously selected to appeal to all facets of the DSO industry, including sellers, buyers, investors, dental entrepreneurs, and an assortment of group practices, DSOs and special markets of all sizes.

Please check back often, speakers will be added soon!

### WEDNESDAY, JULY 28, 2021

7:30 AM - 4:00 PM **TUSK Partners Workshop - Scale & Exit through M&A**  
(Lunch Provided. Registration required. To view full workshop details, [click here.](#))

7:30 AM - 8:00 AM TUSK Workshop Registration & Check In Table Open  
(Breakfast Included)

8:00 AM - 4:00 PM Workshop (Includes Lunch)

1:00 PM - 7:00 PM ***Dykema Conference Registration and Check-in Table Open***  
4:00 PM - 6:00 PM ***Dykema DSO Presents: WinDSO Launch Event***

Join the Women in DSO for a special educational networking event created

specifically by the professional women in the DSO industry to connect, exchange, and inspire everyone.

Proudly Sponsored by [Henry Schein](#) and [Women in DSO](#)



6:00 PM - 7:00 PM **Conference Kick-Off Reception**

Join our official welcome reception and enjoy some facetime with this year's conference attendees!

Proudly Sponsored by [Ally Lending](#)

## **THURSDAY, JULY 29, 2021**

7:00 AM - 9:00 AM **Conference Registration and Check-in Table Open** 8:00 AM - 9:00 AM **Breakfast**

Proudly Sponsored by [Professional Transition Strategies](#) 9:00 AM - 9:50 AM **All Across the DSO Universe - This is Dykema**

- Brian Colao, Director of the Dykema DSO Industry Group
- Zachary Hoard, Member, Dykema
- Eric White, Member, Dykema
- Craig Woods, Member, Dykema
- Virgil Ochoa, Member, Dykema

9:50 AM - 10:00 AM **Introduction to Dykema/Message to Sponsors - [Jeff Civilico](#)**

Proudly Sponsored by [Professional Transition Strategies](#) 10:00 AM - 10:30 AM

**The Power of Best in Class Culture — A Rodeo Story**

- Dr. Saam Zarabi, CEU & Co-Founder, Rodeo Dental

- Klaus Koenigshausen, Principal, Bain Capital
- Moderator: Brian Colao, Director of the Dykema DSO Industry Group

10:30 AM - 11:00 AM

## **Break & Networking**

*Proudly sponsored by [Align](#) | [Invisalign](#) | [iTero](#)*

### **11:00 AM - 11:30 AM [A Live Podcast Interview with Stanley Bergman, CEO of Henry Schein](#)**

- Hosted by Mark Costes, Founder of [Dental Success Institute](#) and Brian Colao, Director of the Dykema DSO Industry Group

### **11:30 AM - NOON [Consumerization of Healthcare - A Panel Discussion](#)**

- John Sheldon, Chief Marketing Officer, SmileDirectClub
- Steve Bilt, Chief Executive Officer, Smile Brands
- Moderator: Zachary Hoard, Member, Dykema

### **NOON - 12:30 PM [2020 In Review: Lessons From Best in Class Organizations - A Panel Discussion](#)**

- Jeff Adams, Risas Dental Management
- Pat Haynes, Thurston Group
- Robert Linder, CEO, Espire Dental
- Moderator: Brian Colao, Director of the Dykema DSO Industry Group

12:30 PM - 12:35 PM

### **[A Message from Dental Care Alliance](#)**

12:35 PM - 2:00 PM

## **Lunch**

*Proudly Sponsored by [Dental Care Alliance](#)* 2:00 PM - 3:30 PM

## ***Breakout Sessions (2 Rotations)***

## **Breakout A: DSO Accounting Panel**

## **Breakout B: Digital Marketing Hacks To Drive Patient Acquisition**

Join *Andrew Floyd, VP of Digital Acquisition and Growth Marketing at SmileDirectClub*, for a breakout session on how you can drive incremental growth applying the basics of digital marketing, increase top-of-mind awareness throughout the patient journey, and boost patient retention on a shoestring budget.

Learning Objectives:

- Understand what digital marketing is and why it's important
- Identify untapped digital marketing tools to fuel practice growth
- Measure your digital marketing efforts

## **Breakout C: Element 78**

## **Breakout D: DSO Lending Panel**

**Breakout E: REIT** 3:30 PM - 4:00 PM

## **Break & Networking**

Proudly sponsored by [Rosen & Associates, LLP](#) and [CCR Wealth Management](#) 4:00 PM - 4:30 PM

**Presentation of Second Annual Titan Award and a Conversation with Steve**

## **Bilt**

- Steve Bilt, Chief Executive Officer, Smile Brands
- Moderator: Brian Colao, Director of the Dykema DSO Industry Group

## 4:30 PM - 5:00 PM **The Integration of Medical and Dental**

- Steve Thorne, Founder, Pacific Dental Services
- Additional speakers to be announced soon

5:00 PM - 5:30 PM

## **Women in DSO - A Panel Discussion**

Speakers to be announced soon. 5:30 PM - 6:00 PM

## **DSO M&A Update - A Panel Discussion**

- Patrick Costello, Vice President, Mergers & Acquisitions, Smile Brands
- Rondi Michaux, Director of Corporate Development, 42 North Dental
- David Pegg, Chief Development Officer, Dental Care Alliance
- George Radigan, Vice President *Of* Business Development, North American Dental Partners
- Moderator: Craig Woods, Member, Dykema

6:00 PM - 6:45 PM

## **Celebrity Keynote Speaker – Mia Hamm**

Proudly Sponsored by [Live Oak Bank](#) 6:45 PM - 11:00 PM

## **Dykema DSO Reception and Party (Featuring the Spazmatics and Special Guests)**

Proudly co-sponsored by [SmileDirectClub](#) and [Dreamscape Marketing](#)

**FRIDAY, JULY 30, 2021**

8:00 AM - 9:00 AM **Breakfast**

Proudly Sponsored by [Large Practice Sales](#) 9:00 AM - 9:45 AM **The Power of Innovative Technology**

- Speakers to be announced soon

9:45 AM - 10:45 AM **Stories From First-Time DSO Investors - A Panel Discussion**

- Ryan Heckman, Chairman, Espire Dental
- Matt Ornstein, Chief Executive Officer, Fortem Holdings
- Moderator: Brian Colao, Director of the Dykema DSO Industry Group

10:45 AM - 11:15 AM **Break & Networking**

Proudly Sponsored by [RecallMax](#) 11:15 AM - NOON **DEO Panel**

- Jacob Puhl, Owner, Dental Entrepreneur Organizatoin
- Dr. Maryam Beyramian, CEO & Co-Founder, Westwind Integrated Health
- Special Guests to be Announced Soon
- Moderator: Brian Colao, Director of the Dykema DSO Industry Group

NOON - 12:45 PM **Alternative DSO Structures Update**

- Greg White, CEO & President, PepperPointe Partnerships
- Additional speakers to be announced soon
- Moderator: Brian Colao, Director of the Dykema DSO Industry Group

12:45 PM - 2:00 PM **Lunch & Networking**

Our Dykema attorneys will be available until 3:00 PM and would be happy to meet with you