

## Dental Business Summit: Elevate, Innovate, Dominate!

### Course 1 Description

#### How Do I Build Dental Authority to be Recommended by AI

AI-powered search is changing how patients find and choose a dentist, with tools like ChatGPT and Google Gemini pulling from multiple sources and synthesizing answers based on intent, not just keywords and links. This webinar breaks down how these AI systems research, what sources they trust, and why that changes how dental content should be created and distributed. You will see real AI search examples, then leave with a practical framework to improve AI-driven recommendations through clearer website and social content, a stronger Google Business Profile, and simple tracking of where AI is getting its information.

**By the end of this program, the dental professional will be able to:**

- Explain how AI-powered search engines interpret patient queries, retrieve information from multiple sources, and generate recommendations based on intent.
- Differentiate AI-driven search from traditional SEO and apply updated content best practices for websites and social media that improve AI comprehension and visibility.
- Optimize and monitor the key sources AI uses, especially Google Business Profiles, and track where AI platforms are pulling practice information over time to spot new opportunities.

### Course 2 Description

#### Dental Overhead Reduction

Overhead is the silent killer of dental practice profitability. Most owners know their overhead is too high—but they don't know exactly where the money is going, what's fixable, and what a realistic target looks like. This 90-minute seminar changes that. Whether you're a solo practitioner looking to take home more or a multi-location owner tightening operations before a transition, this course gives you the framework, benchmarks, and accountability to get your overhead where it needs to be.

**By the end of this program, the dental professional will be able to:**

- Calculate your true overhead percentage and benchmark every expense category against industry standards to identify exactly where you're overspending.
- Optimize staffing, supply, and facility costs using proven negotiation strategies, vendor consolidation, and data-driven staffing ratios.
- Implement revenue growth and automation strategies that lower your overhead percentage without cutting quality—including fee schedule optimization, technology ROI, and marketing accountability.
- Build a sustainable overhead monitoring system with dashboards, team accountability structures, and a 12-month maintenance plan to keep your gains locked in long after the course ends.

### Course 3 Description

#### Achieving Cyber Resilience: Protecting Practice Data and the Bottom Line

The dental industry is facing an unprecedented rise in sophisticated cyberattacks, with ransomware and patient data theft threatening both practice revenue and long-term brand reputation. In this presentation, Paul Murphy will guide practice owners through the vital transition from relying on outdated, reactive IT measures to building proactive, data-driven cyber resilience. Attendees will learn actionable strategies to identify hidden network vulnerabilities, empower their staff to act as a "human firewall," and ultimately safeguard their patients' sensitive information from modern extortion tactics.

**By the end of this program, the dental professional will be able to:**

- Understand the crucial difference between IT management and dedicated cybersecurity, and why relying solely on traditional antivirus or a general Managed Service Provider (MSP) leaves your patient data exposed to advanced threats.
- Identify and secure the two most common entry points for cybercriminals: human error caused by sophisticated phishing scams, and unpatched technical vulnerabilities on practice firewalls and computers.
- Learn how to implement a data-driven "cyber check engine light" approach to continuously monitor your security metrics, verify that your defenses are working, and minimize the risk of costly business interruptions.

# Speaker Biographies



Adrian Lefler

## COURSE 1 SPEAKER: ADRIAN LEFLER

Adrian Lefler has 15+ years of experience helping dental practices grow through smarter marketing, clearer messaging, and patient-focused strategy. As CEO of My Social Practice, he works with dental teams across the U.S. and Canada to attract, engage, and convert today's digitally driven patients. Known for engaging, approachable, and highly actionable training, Adrian turns complex marketing into practical steps teams can implement immediately. He also hosts the BYTE SIZED Podcast, sharing concise marketing insights with industry leaders, and serves on the board of Annie AI, supporting technology that improves patient communication and practice efficiency



Phil Cole

## COURSE 2 SPEAKER: PHIL COLE

Phil brings over twenty-five years of experience to the dental industry including dental supplies and equipment, practice management, and practice transitions. He has received multiple awards and was in the Top Producer club for over six years. He has worked in all areas of the dental industry with hundreds of doctors from single practitioners to large groups.



Paul Murphy

## COURSE 3 SPEAKER: PAUL MURPHY

With a combined 25 years of experience in the healthcare technology and cybersecurity sectors, Paul is a recognized expert in data security, specializing in the creation and delivery of cutting-edge training programs, webinars, and workshops for healthcare organizations. Paul has personally implemented robust preventative cybersecurity solutions in over 1,000 healthcare facilities worldwide. As a sought-after speaker and writer, Paul has lectured to thousands of people at numerous national events on cybersecurity threats and their impact on the healthcare industry. His expert knowledge and advice have helped train tens of thousands of practices across the U.S. in maintaining best practices in cybersecurity. Paul's insights have been featured in some of the largest national publications and news stories in the dental, medical, legal, and financial industries.

Date: Friday, August 14, 2026

### Location:

The 1818 Club  
6500 Sugarloaf Parkway  
Duluth, GA 30097

### Time:

8:00 am EST - Continental Breakfast/Registration  
9:00 am - 12:00 pm - 1st and 2nd speaker  
12:00 pm - 1:00 pm - Lunch and vendor visit  
1:00 pm - 2:30 pm - 3rd Speaker

### Cost per person:

General Admission: **\$149**  
AIDA member or PPM customer: **\$99**

### CEs: 4.5 Hours

### AGD Subject Code:

Course 1: **550**  
Course 2: **550**  
Course 3: **550**

### CONTACT:

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Register at:  
[cvent.me/9o5qnP](https://cvent.me/9o5qnP)

**Cancellation Policy:** Attendees must provide written notice of cancellation 7 days prior to the course for a full refund. No refunds will be issued for cancellations made 6 days prior to the course date. Registrants that do not show the day of the course will not receive a refund for tuition paid.



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