



Together Towards Tomorrow.
September 11 - 12, 2026
Hilton Salt Lake City Center

Friday, September 11

4:00 – 6:00 PM

Registration is Open

6:30 – 8:30 PM

Welcome Reception at Trofi Restaurant

Saturday, September 12

7:00 – 8:00 AM

Breakfast

8:00 AM

Welcome and Opening Remarks

8:15 AM

Keynote: Leading Through Change

Alex Weber shares practical lessons on leadership, adaptability, resilience, and maintaining momentum in times of change. Attendees will leave with actionable ideas they can apply in their practices, teams, and personal leadership journeys.

- **Presenter:** Alex Weber

9:15 AM

Visit Our Vendor Expo!

9:45 AM Breakout Sessions

OMS

Marketing, Referral Development, and Digital Marketing Transformation

Hear how SDB's marketing team is supporting oral surgery practices through digital marketing, local outreach, referral development, and patient acquisition strategies.

- **Presenter:** Amy Boeckel, Director of Marketing
- **Presenter:** Ryan Bucci, Director of Digital Marketing

**Building and Managing Referral Relationships Through Study Clubs
(and Other Pearls I've Learned)**

This session will feature peer insights from OMS doctors who have successfully leveraged study clubs to grow referral relationships.

- **Presenter:** Dr. Joe Fullmer, Aspire Surgical Heber City – Spear Study Club

- **Presenter:** Dr. Josh Bednar and Dr. Chris De La Mater, Associated Oral & Maxillofacial Surgeons – Seattle Study Club
- **Presenter:** Dr. Chris De La Mater, Associated Oral & Maxillofacial Surgeons – How I Built My AOX Network

Pediatrics

Technology That Supports Better Care:

Driving Practice Performance with Videa AI and Curodont

Discover how emerging technologies are helping pediatric practices improve outcomes, streamline workflows, and create new opportunities for growth. Hear directly from industry partners about innovations shaping the future of pediatric dentistry and some of our own SDB Peds practices.

- **Presenter:** Akshay Rathish, Videa AI
- **Presenter:** Crystal Woods, Curodont

Orthodontics

Smarter Orthodontic Workflows:

Leveraging Cloud9 to Improve Efficiency and Visibility

Explore how orthodontic practices are using Cloud9 to streamline operations, improve reporting, and create better experiences for teams and patients.

- **Presenter:** TBD, Cloud9 Representative
- **Presenter:** TBD

10:45 AM

Visit Our Vendor Expo!

11:00 AM Breakout Sessions

OMS

The Future of Implant Dentistry:

Clinical Excellence Through Implant Education

Presented by Straumann, this CE-style educational session will explore current trends, techniques, and innovations in implant dentistry. Attendees will gain practical clinical insights applicable to their practices.

- **Presenter:** TBD, Straumann Representative

Pediatrics

What Great Pediatric Practices Do Differently and An Introduction to

Denticon Real-World Success Stories from Across the Network

Join fellow pediatric dentists as they share practical strategies and lessons learned around patient experience, team engagement, clinical excellence, and operational success.

- **Presenter:** Dr. Cory Peterson, Children's Dental Center – Converting Same-Day Treatment
- **Presenter:** TBD - Better Doctor Engagement and Leadership
- **Presenter:** TBD - Denticon Demo

Orthodontics

Marketing, Referral Development and Digital Marketing Transformation

Hear how SDB's marketing team is supporting orthodontic practices through digital marketing, local outreach, referral development, and patient acquisition strategies.

- **Presenter:** Amy Boeckel, Director of Marketing
- **Presenter:** Ryan Bucci, Director of Digital Marketing

From Strategy to Success: Your Part in the Marketing Process

How doctors, office managers, and marketing team members play a critical role in turning marketing efforts into measurable growth.

- **Presenter:** Dr. Rusty Jones, Rusty Jones Orthodontics

12:00 PM

Lunch

1:00 PM

Visit Our Vendor Expo!

1:30 PM Breakout Sessions

OMS

This fast-paced session features OMS leaders sharing practical strategies that can be immediately applied within any practice.

The Doctor as Culture Leader: Setting the Tone from the Top and Quieting the Storm

Hear how a doctor's daily leadership behaviors directly shape practice culture, team accountability, the mood of the practice, and the patient experience.

- **Presenter:** Dr. Josh Manuel, Knoxville Oral & Maxillofacial Surgery

Building a High-Performance Culture: Doctor Leadership in Action

Learn about specific systems and leadership habits that can improve retention, increase case acceptance, and drive consistent excellence across the team.

- **Presenter:** Dr. Mike Broadbent, OMS of Utah Pleasant View

Heidi Saved My Evenings: How AI Voice Notes Are Making Me Faster, Smarter, and Less Burned Out

Dr. Orton shares how he has integrated Heidi, an AI-powered voice transcription and note-taking tool, into his daily workflow. Learn practical charting techniques, workflow tips, and the measurable impact technology has had on efficiency, documentation quality, patient volume, and work-life balance.

- **Presenter:** Dr. Justin Orton, Arizona Oral & Maxillofacial Surgeons

Implementing "OMS University"

An overview of OMS University, lessons learned, implementation strategies, and how practices can leverage the program to support team development and consistency.

- **Presenter:** Dave Broadbent, Regional Director

Pediatrics

Growing Pediatric Practices Locally:

Marketing Strategies That Support Sustainable Growth

Learn how SDB's marketing team is helping pediatric practices strengthen visibility, attract new patients, and build stronger community connections.

- **Presenter:** Amy Boeckel, Director of Marketing
- **Presenter:** Ryan Bucci, Director of Digital Marketing

Why Community Matters: Growing Your Practice One Relationship at a Time

A discussion on how community engagement, relationship-building, and local outreach can strengthen patient trust, increase referrals, and support long-term practice growth.

- **Presenter:** Dr. Bryan Hohenstein, Smile Station
- **Presenter:** Dr. Tanner Bennion, Pediatric Dental Specialists

Orthodontics

Driving Profitability in Today's Ortho Practice

Compensation Models, Financial Performance, and Practice Optimization

Explore compensation structures, profitability levers, and operational best practices that help support long-term practice success.

- **Presenter:** Jason Morgan, Vice President, Orthodontics
- **Presenter:** Dr. Chad Lambourne, Bennion Lambourne Orthodontics
- **Presenters:** Regional Directors

2:30 PM

[Visit Our Vendor Expo!](#)

3:00 PM General Session

SDB Direction and Priorities Ahead

Join CEO Sam Westover for a look at where SDB is headed and the priorities that will guide the organization into the future. This session will focus on the opportunities ahead, the areas of focus that matter most, and how doctors and practice teams play a critical role in shaping what comes next for the network.

- **Presenter:** Sam Westover, Chief Executive Officer

3:30 PM General Session

The State of SDB: Performance, Priorities, and What's Next

Join Mark Quinnan, CFO, for an update on SDB's performance and priorities through the first half of 2026. Mark will share insights into the company's financial position and the strategic priorities shaping the future of the organization. This session will provide context on where SDB stands today and how we're building for long-term success across the network.

- **Presenter:** Mark Quinnan, Chief Financial Officer

4:00 PM General Session

AI and the Future of Dental Practice

Newton, an AI-powered technology tool purpose-built for dental practices, will be featured in a discussion on the practical applications of artificial intelligence in dentistry. The session will explore how AI tools like Newton are transforming dental practice operations — automating call handling, appointment scheduling, patient inquiries, follow-ups, and marketing attribution — to improve efficiency, streamline workflows, enhance patient communication, and support better practice operations. By capturing and attributing every patient interaction to its marketing source, Newton also helps practices measure campaign ROI and make smarter growth decisions. Attendees will gain insight into how AI is creating value in dental practices today and where the technology may take dentistry in the future.

- **Presenter:** Rohit Chaparala, Newton AI

4:25 PM Closing Remarks

- **Presenter:** Sam Westover, Chief Executive Officer

4:30 – 5:00 PM

Visit Our Vendor Expo!

6:30 – 7:15 PM

Pre-Dinner Reception

7:15 – 9:00 PM

Dinner