

# THE BUSINESS OF ENDODONTICS SIMPLIFIED



## INTENDED AUDIENCE

Endodontists interested in learning how business fundamentals can reduce overhead and increase efficiency.

## COURSE OVERVIEW

What does it take to run an efficient and profitable business? Join us as we discuss methods for decreasing overhead by running a lean practice and explore important practice management fundamentals. This course will also examine strategies for internal and external marketing and assist attendees in defining their practice's mission and vision.

## COURSE OBJECTIVES

- Explore techniques for running a lean practice, decreasing overhead, and differentiating between necessary and unnecessary expenses
- Discuss the significance of developing your practice mission and vision
- Explain the difference between internal and external marketing and evaluate the impact on business development
- Review processes for managing change and motivating your team to drive success
- Review the integration of key technologies and how they can impact patient care as well as practice profitability

## COURSE INSTRUCTORS



**Pirooz Zia**  
BDS, MScD



**Jennifer Shearer**  
MBA



**Scott Sutter**  
DDS, MS



**Genny Berumen**  
RDA

## SATURDAY, APRIL 15, 2023

### WILD DUNES RESORT

5757 Palm Blvd.  
Isle of Palms, SC 29451

Please join us for a low country boil Friday evening prior to the course. Please RSVP for dinner on your registration link located below.

### APRIL 15, 2023 | LIVE

**Session:** 8:30AM – 3:30PM EST

**Course Fee:** \$695

**CE Credits Offered:** 7 CEs

**Maximum Attendees:** 15\*

\*Please note: each attendee is welcome to bring up to 2 office staff.



To register, scan QR or visit:  
<https://cvent.me/G5qly1>

## COURSE INSTRUCTORS



**Pirooz Zia**  
BDS, MScD

Dr. Zia received his dental degree from the University of London in 1991. He then went on to receive his certificate in endodontics and master's degree from Boston University in 1995. Dr. Zia is a Diplomate of the American Board of Endodontics, an active member of the American Association of Endodontists, the American Dental Association, and DC Dental Society, and is a Fellow of the International College of Dentistry. He is the 2001 recipient of the District of Columbia Dental Society's David Mast Memorial Award for excellence in continuing education, and the 2018 recipient of the DCDS Humanitarian award. He and his partner have recently authored an article for the European journal Premium Practice Dentistry. While maintaining a full-time private practice, he presents seminars nationally and internationally on current endodontic techniques. He was an associate clinical professor at the University of Maryland School of Dentistry, and lectures at universities throughout the world.



**Jennifer Shearer**  
MBA

Jennifer has been the Practice Manager at Chevy Chase Endodontics in Chevy Chase, Maryland for nearly two decades. She was an integral part of her office's 2017 onboarding and implementation of the GentleWave® technology, and she joined Sonendo as a Practice Consultant in 2022. Jennifer holds an Executive MBA from Quantic School of Business and Technology. She lives in Winchester, Virginia with her husband, Craig, and their puppy, Quinn.



**Scott Sutter**  
DDS, MS

Dr. Scott Sutter has been serving the patients of Northern Nevada since 2014 and comes to Sparks from St. Louis, where he completed his residency in endodontics at St. Louis University while earning a Masters of Science for his work with radiology. He received his doctorate of dental surgery from the University of the Pacific School of Dentistry in San Francisco, where he focused on pediatric and special needs care and was the founding member of the endodontic study club. Dr. Sutter went on to complete a hospital-based residency at the University of Minnesota where he continued to work primarily with special needs patients in all aspects of dentistry. Dr. Sutter has many passions within the dental field, including caring for patients with complex medical needs, using holistic and pharmacologic approaches to alleviate dental anxiety, advanced radiographic interpretation, and working with challenging myofascial pain patients. Dr. Sutter is a diplomate of the American Board of Endodontics.



**Genny Berumen**  
RDA

Genny is a native Nevadan who grew up in Dayton and graduated from Dayton High School in 2005. Genny attended the National School of Dental Assisting in Carson City and has loved working in dentistry ever since. Her favorite part about working in Endodontics reno is helping patients smile again. She has been working with Dr. Sutter since he started and is always looking for new ways to improve her skills. In her free time, Genny loves spending time with her family and children. She loves dancing, camping, shooting at the range, baking, and eating really good food. She has one dog named Apollo.



# Sound Science®

ACADEMY



To register, scan QR or visit:  
<https://cvent.me/G5qly1>



Sonendo

Nationally Approved PACE Program  
Provider for FAGD/MAGD credit.  
Approval does not imply acceptance by  
any regulatory authority or AGD  
endorsement.

3/1/2022 – 2/28/2024

AGD Provider ID: 396437



© 2023 Sonendo, Inc. All rights reserved. GENTLEWAVE®, the GENTLEWAVE logo and SOUND SCIENCE are trademarks of Sonendo, Inc. Patented: [sonendo.com/intellectualproperty](https://sonendo.com/intellectualproperty). MM-1960 Rev 01