Wednesday, April 19, 2017

+ 5:00–6:30 p.m. Welcome Reception
  Registration Open

+ Thursday, April 20, 2017

+ 8:00–9:00 a.m. Breakfast

+ 9:00–10:15 a.m. Healthcare Hold ‘Em: Winning the Game of Trust
  Kriste Goad, President, Fuoco Consulting
  Joint Session with the PIAA Marketing Workshop

Trust. It’s what’s is so frequently missing in our ailing healthcare system. ReviveHealth, a healthcare marketing communication agency, has been studying the issue of trust among healthcare’s key B2B stakeholders for the past decade. The agency’s latest Trust Index—based on surveys of more than 600 practicing physicians, nearly 200 health system executives, and nearly 100 health plan executives—found that trust is indeed in short supply and is considered among the top five factors helping (or hindering) the system’s transition to value-based care and reimbursement. A national survey to determine the challenges facing the dental profession has shown similar results. Many of the top issues that are creating frustrations within dentistry involve trust. These include third-party dictation of treatment plans and the growth and influence of the corporate dentistry companies.

In this session, we’ll talk about why the level of trust is currently so low, the impact it’s having on the delivery of high-quality healthcare, and the role that risk and resistance are playing in devising courses of action to overcome the well-identified challenges that medical and dental professionals confront. We’ll then take our discussion a step further and talk about why this matters for medical, healthcare, and dental professional liability insurers and how their story fits into the trust conversation.

+ 10:15–10:45 a.m. Refreshment Break

+ 10:45 a.m.–Noon Finding, Capturing, and Using Social Media in Litigation and at Trial
  Joseph A. Buchholz, Head Trial Consultant, Summit Litigation Support
  David M. Jones, Member, Hall & Evans, LLC

Social media channels are ubiquitous, and they are becoming more popular every day. Posts, tweets, tags, selfies, likes, and links are woven into our social lives, and equally so in our business practices, risk management, and claims analysis. In this presentation, an experienced trial lawyer and an IT/trial support expert will provide claims analysts, underwriters, and healthcare defense counsel with some important considerations for investigating the public social media presence of the parties and witnesses in the case. This should be done as one key element in routine discovery and case work-up. The presenters will explain how social media evidence can be forensically captured and authenticated, and they will also discuss strategic considerations for deploying social media evidence in settlement negotiations, in depositions, and at trial.
The medical professional liability (MPL) insurance marketplace has experienced significant change over the last 20 years. Issues such as the consolidation of solo and small-group practices and the emergence of large-group practices, the shift from independent practice to employed status, geographic expansion, the use of agents/brokers in the purchasing decision, and the proliferation of management services organizations are just some of the factors that have affected insurers in the MPL space. How have these types of changes, or other similar issues, impacted the dental market in particular? What challenges to the physician market may ultimately affect the dental marketplace as well? This session will examine the dental professional liability insurance marketplace and the delivery of dental care, in general, and identify the issues that are most significant for dental professional liability insurers. The speakers will discuss the most salient trends and issues facing the dental market and draw parallels between the physician and dental marketplace.
The number of opioid prescriptions written in the U.S. has increased by 400% in the past 20 years—an increase in legal opioid prescriptions that far exceeds the rate of illicit drug use. This main driver of this proliferation of opioid prescriptions is the widespread use of opioids for the management of chronic nonmalignant pain and other pain management issues. So it should come as no surprise that the number of drug poisoning-related emergency department visits, hospital admissions, and deaths involving natural and semi-synthetic opioid analgesics has also increased dramatically. In turn, opioids have emerged as one of the leading causes of drug-related professional liability claims. This session will explore the opioid prescription epidemic and the impact that opioids are having on dental and oral surgical practices. A clinician will explain some of the best options for managing pain and discuss what healthcare providers can do to stem the tide of adverse effects from opioids. Also, an attorney and a claims expert will discuss some significant high-profile cases that involved the use of opioids, and then talk about the outcomes in each of these cases.

**Friday, April 21, 2017**

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<th>8:00–9:00 a.m.</th>
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| 9:00–10:00 a.m. | Dental Imaging and the Standard of Care  
*Craig A. Fontaine, JD, Founding Partner, Fontaine Alissi P.C.*  
*Werner H. Shintaku, DDS, MS, Associate Professor, Director of Imaging Sciences, University of Tennessee*  
Dr. Werner Shintaku will speak about the advances in radiography in dentistry and explain why specialty imaging has become more widespread, and even compulsory, in many circumstances. He will talk about what's involved in the transition from analog to digital radiography, 2D vs. 3D, panoramic imaging, differences between intra-oral periapical X-rays and advanced imaging techniques like cone beam computed tomography and MRI, and the pros and cons of each of these imaging modalities. Mr. Fontaine will discuss how the standard of care is actually determined, when a determination will be made about which imaging techniques are necessary to comply with the standards for care, and trends related to plaintiff’s various approaches to these issues. |
| 10:00–10:15 a.m. | Refreshment Break |
| 10:15–11:15 a.m. | Emerging Regulatory and Compliance Issues in Dentistry  
*Darrell E. Baker, Jr., Baker & Whitt, PLLC*  
Regulatory compliance is an increasing concern for the practice of dentistry. In this session, “Emerging Regulatory and Compliance Issues in Dentistry,” the speaker, will discuss the challenges that dentists and oral surgeons confront because of the expanded compliance requirements and new regulations. |
| 11:15 a.m. | Adjourn |