2015 EDITORIAL CALENDAR

**EVERY MONTH WILL FEATURE:**

- **Pearls for Your Practice** by Dr. Joshua Austin
- **New Products** – email Managing Editor Zac Kulsrud (zacharyk@pennwell.com) to have your NEW product included in this feature.
- Ask Dr. Gordon Christensen
- **Industry Leader Interview** – Email Chris Salierno, DDS, (csalierno@pennwell.com) to have your company leader interviewed.
- Infection Control, Financial, Technology, Practice Transitions, Practice Success, Oral Systemic.

This year look for articles on implant dentistry, time management, leadership, dental materials, cements, same day dentistry, new technology, digital dentistry, CAD/CAM, endodontics, social media, and more. The calendar below shows additional topics we will cover:

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**SPECIAL FEATURES**
- **SAME DAY DENTISTRY**
- **CALCULATING YOUR OVERHEAD AND COMPARING TO NATIONAL AVERAGES**
- **ECONOMIC STATEMENT OF THE PROFESSION FROM ADA RESEARCH**
- **SCHEDULE MANAGEMENT**
- **RESPONSIBLE GROWTH**
- **PPO STRATEGIES**

**TECHNOLOGY**
- **ORAL CANCER DIAGNOSIS**
- **Faster ENDODONTICS**
- **PATIENT PRESENTATIONS AND CASE ACCEPTANCE**
- **ORTHODONTIC ALIGNERS**
- **IMPRESSION MATERIALS**
- **ACCELERATED ORTHODONTICS**

**RESTORATIVE**
- **BONDING PROTOCOLS FOR LITHIUM DISILICATE**
- **COMPOSITE RESIN EFFICIENCY**
- **PEDIATRIC PULP THERAPY**
- **RESIN CEMENTS**
- **IMPLANT OVERDENTURES**
- **BASES AND LINERS**

**DIGITAL**
- **SCANNING IN-OFFICE WITH LAB DESIGN AND MILLING**
- **ECONOMICS OF IN-OFFICE CAD/CAM**
- **CARIES DETECTION**
- **ONLINE PROFILES**
- **SPECS FOR CHAIRSIDE SCANNERS**
- **DIGITAL OCCLUSION**

**PRACTICE MANAGEMENT**
- **TIPS TO AVOID LITIGATION**
- **PRACTICE MANAGEMENT SOFTWARE**
- **PREPARING YOUR PRACTICE FOR SALE**
- **CONSENT FORMS**
- **OPERATORY DESIGN AND EQUIPMENT**
- **COLLECTIONS SYSTEMS**

**PERSONAL FINANCE**
- **INVESTMENT VEHICLES AND STRATEGIES**
- **TAX STRATEGIES WHEN CLASSIFYING OVERHEAD**
- **APPLYING FOR PRACTICE LOANS**
- **RETIREMENT PLANS FOR YOUR STAFF**
- **LOANS FOR BUILD-OUTS AND NEW EQUIPMENT**
- **RETIREMENT PLANNING**

**SPECIAL**
- **HYGIENE PEARLS FOR YOUR PRACTICE BY DR. JOSHUA AUSTIN**
- **HYGIENE PEARLS BY DR. JOSHUA AUSTIN**
- **NEW PRODUCTS TO SEE AT ADA 2015**
- **NEW PRODUCTS TO SEE AT ADA 2015**
- **2016 TAX CALENDAR**