



# AADSM Practice Management Weekend Workshop

## Faculty Bios and COI Disclosures



**Eric Block DMD, CAGS, FICOI, FICD, FAADS, FIADFE** is a full-time practicing dentist in Acton, Massachusetts, and a serial entrepreneur, advisor, key opinion leader, and investor passionate about helping dentists become more efficient, productive, and less stressed. He is the Co-founder of the International Academy of Dental Life Coaches or [IADLC.com](http://IADLC.com). He is a Wellness Ambassador to the ADA and the Former Chairman of the Massachusetts Dental Society's Health and Wellness Committee. He hosts the [Stress-Free Dentist](#) podcast show and Facebook group. He is the author of a series of non-fiction and children's books, which can be found on Amazon. Check out [www.TheStressFreeDentist.com](http://www.TheStressFreeDentist.com) for upcoming events.

No conflicts of interest to disclose.



**Leslie Boucher** has over 30 years of experience. She focuses her time and effort helping teams strengthen relationships with each other, with customers and members, and accelerate growth as a result. She holds a Master's degree in Economics from the University of British Columbia, starting her career in the Canadian Government leading to her role as a senior policy advisor to the Canadian Prime Minister. More recently, Lesley has held a variety of corporate leadership roles learning what she now brings to clients as an independent consultant working with for profit and not-for-profit organizations across the U.S.

No conflicts of interest to disclose.



**Angela Davis-Sullivan** is a dental practice success expert with 30+ years in the field. She is a dynamic coach, speaker, and educator. Angela is dedicated to helping doctors and teams thrive , bringing leadership skills and practice transformations. Known for her impactful insights and hands-on- approach, Angela elevates every dental practice she touches.

No conflicts of interest to disclose.



**Lindsey Deol, DDS** attended Marquette University, where she earned her Bachelor of Science degree and her Doctor of Dental Surgery degree. In 2008, Dr. Deol moved to Colorado and completed a General Practice Residency Program at the University of Colorado. Dr. Deol has dedicated her career to the dental treatment of obstructive sleep apnea, becoming a Diplomate of the American Board of Dental Sleep Medicine in 2013. She spent twelve years practicing in an integrated sleep practice working closely with sleep physicians, respiratory therapists and sleep technicians. She opened Sleep Well Denver in 2024 and outside of the office, you can find her enjoying the beauty of the Colorado mountains with her husband and four children.

No conflicts of interest to disclose.



**Tanya Gillies** holds the position of Provider Outreach and Education (POE) Consultant for both jurisdiction A and jurisdiction D durable medical equipment Medicare administrative contractors (DME MAC) administered by Noridian Healthcare Solutions. Tanya has been employed with Noridian for the past 18 years. Tanya has extensive experience in training related to DMEPOS coverage criteria and reimbursement. As an education consultant, she is responsible for offering support to the supplier community as well as creating and presenting training courses involving detailed billing, coding, and coverage requirements for Medicare fee-for-service. Tanya has also had the opportunity to present during many collaborative events with the provider community to assist DME suppliers in their understanding of Medicare DMEPOS requirements.

No conflicts of interest to disclose.



**Zach Hoard, JD** is Partner in Dykema's Dental Services Organization Group. Zack advises clients nationwide on all manner of regulatory issues related to the formation, reorganization, and acquisition of dental practices. He has also successfully represented clients in multiple federal and state regulatory investigations and traditional litigation disputes regarding allegations of the corporate practice of dentistry, fee splitting, fraud and abuse, and related violations. Zack is a graduate of Georgetown University Law Center and the University of Texas at Austin.

No conflicts of interest to disclose.



**Machell Hoover, RDH, CHC, FAAOSH** is a certified health coach, passionate dental hygienist, consultant, and educator dedicated to advancing oral-systemic health and interdisciplinary collaboration. She is the Founder and CEO of Integrative Dental Coaching and serves as the Head of Oral-Systemic Health for the Clinical Calibration Institute. A past board member of the American Academy for Oral Systemic Health, she currently serves on its Advisory Board and proudly sits on the Advisory Board for RDH Magazine. Machell is also a guest faculty member for the American Academy of Dental Sleep Medicine.

No conflicts of interest to disclose.



**Dayna Johnson** Dayna Johnson is a dental practice management expert, podcast host and the founder of Novonee, revolutionizing the dental industry through innovation and strategic leadership. She has been featured on several influential platforms like "The Thriving Dentist Show," and has contributed to reputable dental publications like Dental Products Report magazine. As the host of the popular "The High Performing Dental Team" and her membership, Novonee – The Premier Dentrix Community, Dayna helps doctors struggling with day-to-day management of the practice get access to a like-minded community, educational support and resources that elevate operational success and patient care. Her goal is to empower dental teams to live up to their true potential, provide guidance that transforms challenges into opportunities, and help dental professionals have the thriving practice they've always dreamed of.

No conflicts of interest to disclose.



**Judie Roan** is a Provider Relations Senior Analyst with CGS Jurisdiction B. Prior to joining CGS, Judie was an Outreach Specialist with the Jurisdiction A DME MAC and an Ombudsman and Business Analyst with the Region A DMERC. Judie brings over twenty-five years of Medicare experience to her current position. Her primary focus is providing the highest quality education and sharing her in-depth knowledge of Medicare policies. She strives to help the supplier community utilize all of the valuable resources available for the DMEPOS industry, guiding them to submit claims correctly and successfully pass audits.

No conflicts of interest to disclose.





**Andre Shirdan** is an inspirational and motivational speaker, executive coach and certified trainer. He is the founder of The CREW Process, and most people in dentistry know him as the “Eaglesoft Guy” or the “If Disney did Dentistry Guy”. His teaching brings consistency to treatment and gets the entire practice into alignment – from Probe to Profit. Practices working with Andre have found great personal success, while getting to know his genuine, frank and devilishly funny personality.

No conflicts of interest to disclose.



**Briana Turlington** has been in dental since 2008; starting off as a certified dental assistant, graduating to a surgical assistant, then working as a receptionist at a prominent general dental office. After being a business team member for three years the dentist asked her to assist in the creation of a brand new dental sleep medicine practice. Briana went from knowing nothing to becoming an administrative dental sleep medicine maven. Currently she is working with an office that allows her to keep her skills sharp while navigating the ever changing landscape of administrative dental sleep medicine.

Conflict of Interest Disclosure: I am employed by a DSM office.



**Lori Weber** is a Part B Provider Outreach and Education (POE) representative with Noridian Healthcare Solutions, LLC for the island territories of American Samoa, Guam, Northern Mariana, along with Hawaii, California, and Oregon. In 2006, she joined Noridian, the Medicare fee-for-service contractor for 13 states and 3 islands in two jurisdictions. She’s a local chapter CPC member of the American Academy of Professional Coders (AAPC), part of the CMS and Noridian Informal Medicare Professional Advisory Council (IMPAC), serves on the national Medicare Learning Network (MLN) committee, and many other Medicare advisory councils.

No conflicts of interest to disclose.

