



YOU'RE INVITED!

To an exclusive workshop on efficient, effective design, presented by Jeff Carter, DDS, Renee Moe and Megan Ziesemer of Plunkett Raysich Architects, LLP (PRA)



THE PRACTICE OF YOUR DREAMS CAN BECOME YOUR REALITY.



DREAM. LEARN. BUILD.

Define, refine and achieve your practice goals through effective dental office design principles and personalized strategies from the best in the field at an ImpactDesign workshop.



BE INSPIRED.

If you're thinking about remodeling or building a new office that reflects your brand, join us for expert, hands-on guidance at this special experience in Versailles, OH. Your vision for an ideal practice starts here.

Earn 9 continuing education units from Practice Design Group for completing this course.



**NOVEMBER
13-14, 2025**

REGISTER TODAY!



Midmark Experience Center,
Versailles, OH



“Truly was wonderful! I learned proper sizing for the building, parking, sterilization center, etc. I appreciated really analyzing the patient experience and putting thoughtful consideration into my build.”

—Dr. Stephanie Sommer (ImpactDesign Attendee)

PROGRAM OVERVIEW

Join us for an interactive workshop that can help you:

- Build your brand through design
- Develop efficient workflows to complement your unique practice preferences
- Plan a budget and identify financing strategies
- Leverage skills learned to streamline and de-stress the design and construction process

In addition to solving your dental design-related practice challenges, you'll receive **9 CE units** from Practice Design Group upon completion.

IMPACTDESIGN WORKSHOP DETAILS + AGENDA

WHEN:	WHERE:	FEES:
November 13-14, 2025	60 Vista Drive Versailles, OH 45380	Doctor: \$299 Spouse/Guest: \$149

Upon registration, Midmark will reserve a room for you at the **Hotel Versailles**. Accommodations on Wednesday and Thursday nights (November 12 and 13th) for each doctor and guest are included with registration, compliments of our supporters.

MEET THE PRESENTERS

JEFF CARTER, DDS

Dr. Jeff Carter graduated from the University of Colorado School of Dentistry and practiced for 17 years. He transitioned to full-time dental office design over 20 years ago and is driven to help other dentists realize the benefits of a well-designed facility.



RENEE MOE, AIA, EDAC

Renee is an architect at PRA with 25+ years of dental and healthcare environment experience. She is committed to crafting environments that not only meet the functional requirements of modern dental practices but also elevate the patient and staff experience.



MEGAN ZIESEMER, NCIDQ, ASID

Megan Ziesemer is an award-winning, multi-disciplinary interior designer at PRA. By forging close collaborations with dental practitioners, she ensures every design reflects the practice's unique brand identity, values and preferences.



In 2002, Dr. Jeff and Pat Carter founded Practice Design Group (PDG) as a collaborative and innovative design resource for dentists. In 2024, PDG merged with PRA, which brings together a team of more than a dozen healthcare and dental design professionals to help dentists realize their unique facility visions and enhance the patient experience.

AGENDA

This agenda is for planning purposes only. Final details will be updated and communicated closer to the event. *(Times given are in Eastern Time.)*

THURSDAY:

- 9:00–10:00 AM.....Optional Private Appointments
- 10:00–10:15 AM..Shuttle from Hotel to Workshop
- 10:30 AM–5:00 PM.....Workshop
(Lunch provided)
- 5:00–6:30 PM.....Happy Hour
- 6:30 PM.....Shuttle to Hotel
- 7:00 PM.....Dinner
(1819 Room at Silas)

FRIDAY:

- 8:00–9:15 AM.....Plant Tour
(Breakfast at Experience Center)
- 9:30 AM–12:00 PM.....Workshop
- 12:00–2:00 PM.....Lunch + Private Appointments

While the workshop ends at 12:00 PM, we encourage you to stay and meet one-on-one with our speakers.



REGISTER NOW

Visit midmark.com/impactdesign to register. Seating is limited. Registrations will be accepted on a first come, first served basis.

SUPPORTED BY

practice design group
a dental design studio of PRA

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DENTAL PRODUCTS

PACE
GENERAL DENTISTRY
EDUCATION

This activity has been planned and implemented in accordance with the standards of the Academy of General Dentistry Program Approval for Continuing Education (PACE) through the joint program provider approval of the Practice Design Group and Midmark. The Practice Design Group is approved for awarding FAGD/IMAGD credit.

Approved PACE Program Provider FAGD/IMAGD credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. 5/1/2024 to 4/30/2027. Provider ID# 307644.

The federal government imposes certain restrictions on—and, pursuant to the Sunshine Act, requires public reporting of—transfers of value to a practitioner. Participation in this event may qualify as a reportable transfer of value under the Sunshine Act provisions of the Patient Protection and Affordable Care Act.