



**Monroe County Dental Society presents:**  
**Ericka Aguilar**  
**“Dental Billing Mastery”**

Friday, January 30, 2026  
Casa Larga Vineyards, 2287 Turk Hill Rd, Fairport, NY 14450  
Lecture 12:30 pm – 4:30 pm  
4CE credits



### **Biography**

Ericka Aguilar is the CEO and Founder of Fortune Billing Solutions and one of the nation’s leading dental billing experts. Originally from Southern California, Ericka began her career in a small dental office, where her eye for efficiency and compliance quickly set her apart. With over 25 years in dentistry, she now specializes in clean-claim systems, compliance-driven workflows, and revenue strategies that help practices increase collections and eliminate AR bottlenecks. She is the creator of the Fortune “Billing & Then Some” Method, a proven framework that blends clean-claim preparation, legal compliance, and disciplined insurance follow-up. A national speaker and host of *The Dental Billing Podcast*, Ericka is also the founder of Dental Biller’s Appreciation Day and is widely recognized for teaching dental teams how to make claims AI-resistant, use laws like HITECH to get paid, and push back against unlawful insurance delays and denials. Her mission is simple: empower billers and dental teams to bill correctly, confidently, and compliantly, and get paid what they’ve earned.

### **Course Description**

This no-fluff, action-focused workshop breaks down the systems and strategies that are working in dental billing today. Participants will learn how to leverage AI tools, strengthen documentation, reduce denials, improve reimbursement speed, and structure their billing departments for long-term success. Through real-world examples and practical guidance, this course equips dental teams with the skills and confidence to optimize revenue, minimize costly mistakes, and streamline claims workflows, no matter their role in the practice.

### **Learning Objectives**

After attending this course, participants will be able to:

1. Utilize AI tools, including NOVO, to track denials, accelerate reimbursement, and counter insurance delay tactics.
2. Identify common billing errors that can lead to lost revenue.
3. Apply data, documentation standards, and prompt-pay laws to effectively fight denials.
4. Recognize procedure codes that can be appropriately used for services performed daily in the practice.
5. Implement systems that support clean claims, timely follow-up, and reduced write-offs within the billing department.

Monroe County Dental Society is a component of the 7th District, recognized as a CERP provider through NYSDA.

The Seventh District Dental Society is an ADA CERP Recognized Provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. Concerns or complaints about a CE provider may be directed to the provider or to the Commission for Continuing Education Provider Recognition at [CCEPR.ADA.org](http://CCEPR.ADA.org).



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This lecture is being held on the same day as Dr. Marc M Gottlieb, "Pain Management, Identification of Addiction and Guidelines for Prescribing or Dispensing Opioids."

See prices below for various attendance options. Those who attend both sessions will receive a discount.

Morning Session Only – Dr. Marc M. Gottlieb

- \$140 check / \$145 cc – Member
\$225 check / \$234 cc – Non-Member
\$97 check / \$101 cc – Staff, Spouse
\$50 check / \$52 cc – Resident

Full Day

- \$300 check / \$312 cc – Member
\$500 check / \$520 cc – Non-Member
\$200 check / \$208 cc – Staff, Spouse
\$90 check / \$94 cc – Resident

Afternoon Session Only – Ericka Aguilar

- \$186 check / \$194 cc – Member
\$300 check / \$312 cc – Non-Member
\$129 check / \$134 cc – Staff, Spouse
\$66 check / \$69 cc - Resident



Name: (please print) Attach a list of additional attendees if necessary

\_\_\_\_\_
\_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

Phone #: \_\_\_\_\_

ADA #: \_\_\_\_\_

Email Address (for registration confirmation): \_\_\_\_\_

Payment Method:

Please make checks payable to: Monroe County Dental Society, 155 Culver Road, Suite 200 Rochester, NY 14620

Cancellation policy: Cancellation requests may be submitted by phone at (585) 385-9550 or emailed to ahughes@7dds.org. A full refund must be requested (7) seven business days before the event.

