Advancing Your Dental Practice

**Presenters:** Perry E. Jones, DDS, MAGD; Lori Turner, CDA, BS  
**Audience:** Dental Assistants  
**Format:** Lecture, Question & Answer Session, Skill Demonstration, Mentor/Coaching  
**Cost:** $79 Early Registration; $99 Regular Registration  
**Credits:** 1.5 CEUs Lecture; 1.5 CEUs Participation

**Description:** This course is ideal for dental auxiliary specializing in general practice as well as prosthodontics. It is designed to bring focus to the fundamental principles of four-handed dentistry which promote proper dental ergonomics, motion economy and clinical efficiency. Concentration will be on work simplification and expanded duties. This course also introduces auxiliary to methods of fabricating multiple types of oral appliances using 3D scanning technology and allows for applied learning in a simulation lab. Instructors will deliver didactic and hands-on instruction to educate and engage attendees. Course participants will have the opportunity to work one-on-one with both Dr. Jones and Ms. Turner throughout this one-day course.

**Educational Objectives:** Upon completion of the course, participants should be able to:
- Explain how operatory design and equipment design may enhance work simplification.
- Explain how to employ universal tray setups for work simplification.
- Explain how proper ergonomics can reduce fatigue and improve efficiency.
- Identify the basic techniques of proper instrument transfer with hands-on exercise.
- Identify the basic techniques of TEAM positioning to help maximize dental auxiliary utilization.
- Fabricate whitening trays on 3D printed models.
- Fabricate full arch thermoplastic retainers on 3D printed models.
- Fabricate a 'pontic appliance' on 3D printed models.

Dental Radiation Safety Certification

**Presenter:** Laurie C. Carter, DDS, PhD  
**Audience:** Dental Assistants; Dental Hygienists; Office Staff  
**Format:** Lecture, Question & Answer Session  
**Cost:** $150 Early Registration; $160 Regular Registration  
**Credits:** 4.00 CEUs Lecture

**Description:** This presentation will provide participants with knowledge regarding the production and safe use of ionizing radiation within the dental office.

◊ The nature of radiation and types of interaction of radiation with matter will be presented.
The nature of various natural and man-made radiation and occupational and nonoccupational dose limits will be discussed.

The principles of justification, optimization and dose limitation for patient radiation protection will be illustrated by a review of patient selection criteria, imaging modalities, source-to-skin distance, rectangular collimation, filtration, constant potential x-ray machines, kVp, mAs, film and sensor-holding devices, leaded aprons and collars.

Risks vs. diagnostic benefits of dental radiographs and the subject of retake radiographs will be covered.

Operator (personnel) radiation protection will include the basic methods to reduce occupational exposure, inclusive of position, distance, shielding and radiation dosimetry.

Examples of radiation-induced damage will be reviewed, along with a discussion of the known and unknown effects of low-dose radiation.

Finally, the need for continuing education on radiation safety and protection as new information is acquired will be stressed, as acquiring knowledge and developing and maintaining skills is a life-long process.

Educational Objectives: Upon completion of the course, participants should be able to:

• Describe how ionizing radiation is produced in an x-ray generator.
• Discuss the various modes of interaction of radiation with matter.
• Discuss selection criteria for dental radiographic studies.
• Describe occupational and public dose limits.
• Discuss practical principles of radiation protection for the patient and for the operator.
• Describe circumstances under which retake radiographs should be made.
• Discuss effects of low-dose radiation

The Dentist/Boss/Leader Conundrum: Creating a Cohesive Team

Presenter: Sandy Baird, MBA
Audience: Dentists, Office Managers, Practice Owners
Format: Lecture, Question & Answer Session, Small Group Discussion, Mentor/Coaching
Cost: $49 Early Registration; $55 Regular Registration
Credits: 1.50 CEUs Lecture
Description: Most dentists aren’t taught the skills necessary to becoming an effective boss, leader and business owner in dental school. Yet you are required to be all three AND the dentist with your focus on your patient 99% of the time. This course brings clarity to these various roles and tips for performing each role well. Every practice experiences working with difficult people whether they are patients or team members. When the difficult people are team members, it is especially challenging! Chronic lateness, underperformance, constant complaining, persistent negativity, and failure to comply have lasting effects on a practice. This type of behavior may result in increased overhead because of high turnover or absenteeism, low production because of lowered morale and patient dissatisfaction, and worst of all... burn out for the doctor! Learn the strategies needed to re-energize the team, resolve patient issues, ensure a professional atmosphere and lead with confidence.

Educational Objectives: Upon completion of the course, participants will learn:

• How to perform each of the doctor’s roles well.
• The power of effective leadership.
• Communication skills for leadership in the 21st century.
• Elements of an exceptional dental team.
• Ways to develop and implement an employee handbook.
• Components of a first class professional atmosphere.
• Strategies for dealing with difficult people, both patients and employees.
• Patient-centered systems.
• The purpose of a mission statement and its many uses.
• Methods for energizing employees.

**Meat and Potatoes of Dental Hygiene Practice: Polishing and Scaling Advancements Workshop**

**Presenter:** Shirley Gutkowski, RDH, BSDH  
**Audience:** Dental Hygienists  
**Format:** Lecture, Skill Demonstration, Laboratory Session  
**Cost:** $69 Early Registration; $75 Regular Registration  
**Credits:** 2.00 CEUs Lecture, 2.00 CEUs Participation  
**Description:** Why is scaling and polishing, the cornerstone of dental hygiene, under the least scrutiny? This course will allow the clinician some time to reflect on improvements in scaling modalities and options for polishing that may improve outcomes and patient relationships.

**Educational Objectives:** Upon completion of the course, participants should be able to:
• Compare magnetostrictive and piezo scaling effects in removing calculus, stain, disrupting oral biofilm, and stimulating tissue healing responses.
• Prioritize between different types of polishing compounds and techniques to mitigate damage to enamel and root surfaces.
• Show different piezo tip application and polishing compounds to typodont and live intact teeth of audience members.
• Investigate air polishing options to remove stain and oral biofilm as well as slow deposition of calculus, stain, and oral biofilm.

**The Tao of 21st Century Marketing – How Practices Can Thrive in the New Economy**

**Presenter:** Leonard F. Tau, DMD  
**Audience:** Dental Assistants, Dental Hygienists, Dentists, Office Staff, Practice Owners  
**Format:** Lecture  
**Cost:** $99 Early Registration; $119 Regular Registration  
**Credits:** 4.00 CEUs Lecture  
**Description:** Traditional marketing has gone the way of the dodo bird and dinosaurs. Dentists wanting to grow their practice must be online or become extinct. The internet has become the main way that potential patients search for a dentist. A practice’s digital footprint needs to include a great, interactive website found during local search, a solid online reputation, a well-branded social media campaign and mobile marketing.

New patients are the lifeblood of any practice. Around the country, dentists struggle to attract new patients post-recession as patients postpone elective treatment. Learn how to leverage online marketing to attract new patients and increase case acceptance. Social media has changed the way businesses market themselves. This course will focus on the various factors that influence online presence and help dental practices grow their digital footprint. Dr. Tau will share his first hand experiences and the tools that he used to exponentially grown his practice using the power of the internet and online reputation while totally eliminating traditional marketing.

**Educational Objectives:** Upon completion of the course, participants should be able to:
• Learn why 'content is king' for Google Juice.
• Learn the why and how of giving your patients a WOW experience.
• Understand what you need to do to differentiate your practice from the competition.
• How to establish, manage, and monitor your online reputation.
• Effectively using your Google+ Local page and other citations.
• Learn the basic components of an effective interactive practice website.
• Methods for encouraging patient feedback.
• Learn the basic elements of SEO and PPC.
• Learn how to use Facebook, Twitter, YouTube, Blog, Pinterest and other social media sites.
• Understand why mobile marketing is the rule, not the exception.
• Learn about other marketing tools available on the Internet.

Domestic Violence: Recognition and Resources for the Dental Professional

Presenter: Joan M. Pellegrini, BSDH, MS, PhD
Audience: Dental Assistants, Dental Hygienists, Dentists
Format: Lecture, Case Presentation, Question & Answer Session, Small Group Discussion
Cost: $39 Early Registration; $45 Regular Registration
Credits: 2.00 CEUs Lecture

Description: As licensed healthcare providers we are legally mandated reporters for abuse and neglect of children (under the age of 18), elders (over age 60) and special patient populations. There is no mandated reporting status for those victims between 18 and 60. This course is designed to help the dental health care provider to recognize signs and symptoms of domestic/intimate partner violence in individuals they encounter. Project RADAR (VA Department of Dental Health training website) and current professional research literature will be discussed, with implications for providing resources, documentation and understanding for this at-risk group.

Educational Objectives: Upon completion of the course, participants should be able to:
• Define domestic/intimate partner violence, relating to those not covered by mandated reporting status.
• Recognize clinical signs and symptoms of domestic/intimate partner violence.
• Identify resources to provide suspected victims of DV/IPV.
• Develop a program and perform DV/IPV screening, assessment, intervention and documentation strategies for your dental practice.

256 Shades of Grey: The Greatest Hits in Radiographic Pathology of the Jaws

Presenters: Laurie C. Carter, DDS, PhD
Audience: Dentists
Format: Lecture, Question & Answer Session
Cost: $39 Early Registration; $45 Regular Registration
Credits: 2.00 CEUs Lecture

Description: This course offers a simple but effective method of cataloging gnathic radiographic pathoses. Differential diagnoses will be formulated and followed by discussion of demographics, biological behavior, current management strategies and prognosis. We will cover unilocular radiolucencies in periapical, circumcoronal and miscellaneous locations, multilocular radiolucencies, radiolucencies with ill-defined or ragged borders, multifocal radioluencies, radiopacities with well-defined borders and those with poorly-demarcated borders, multifocal radiopacities, mixed radiolucent-radiopaque pathoses, lesions with unique radiopaque presentations and soft tissue radiopacities. Tune up your knowledge of radiographic pathology of the jaws before you encounter another lesion on your patient’s imaging study.

Educational Objectives: Upon completion of the course, participants should be able to:
• Be able to develop a differential diagnosis for jaw lesions on the basis of radiographic density, numerical distribution, architecture or texture and lesional borders.
• Discuss the biologic behavior of lesions of the mandible and maxilla.
• Identify radiographic pathoses in which location is critical.
• Discuss current treatment approaches for radiographic pathoses of the jaws.

**Documentation Essentials: 'If You Didn't Write It, It Didn't Happen!'**

**Presenter:** Tammy K. Swecker, BSDH, MEd  
**Audience:** Dental Assistants, Dental Hygienists, Dentists, Office Staff  
**Format:** Lecture, Case Presentation, Question & Answer Session, Small Group Discussion  
**Cost:** $49 Early Registration; $55 Regular Registration  
**Credits:** 3.00 CEUs Lecture

**Description:** This course will review the elements of accurate documentation and record keeping for the dental office. Participants will discuss the treatment plan, alternative treatment plans, prognosis, the significance of informed consent, management of the noncompliant patient and referral. Case scenarios will be presented and discussed.

**Educational Objectives:** Upon completion of the course, participants should be able to:
• List the essential components of accurate recordkeeping.
• Discuss the documentation of treatment planning, alternative treatment plans, prognosis, informed consent and the noncompliant patient.
• Identify documentation errors that may present a professional or legal risk.
• Analyze case scenarios by circling documentation errors and modify errors using documentation techniques learned.

**Embezzlement in the Dental Office**

**Presenter:** Sandy Baird, MBA  
**Audience:** Dentists and Practice Owners ONLY  
**Format:** Lecture, Question & Answer Session, Mentor/Coaching  
**Cost:** $49 Early Registration; $55 Regular Registration  
**Credits:** 1.50 CEUs Lecture  
**Description:** No one is immune to embezzlement. Be aware and protect your practice from this danger. Sandy Baird’s workshop provides a thorough education on the causes and effects of embezzlement. She provides safeguards so you can prevent, detect, and respond to suspicions of criminal behavior within your practice.

**Educational Objectives:** Upon completion of the course, participants will learn:
• The difference between embezzlement and stealing.
• Why it happens so frequently in dental practices.
• Who in your practice is likely to embezzle?
• How embezzlement could happen in your practice.
• Methods for detecting and preventing embezzlement.
• Prevention tips that can be immediately implemented.
• Techniques for responding to suspicions.