

SAN DIEGO DENTAL CONVENTION



November 9-10, 2018

***The Courses that you need,
The Education that you want.***

Get It Done Day

- California Dental Practice Act
- California Infection Control
- CPR

Botox Certification

\$1499.00 8 CE

Dental Insurance Certification

8 CE

Diode Laser Certification

8 CE

Medical Insurance Certification

8 CE

OVER 35 CE COURSES



FREE Parking



Breakfast & Lunch Included



Wine & Cheese Social



Prizes

619.277.4743 | www.ceadental.com | chris@ceadental.com

MARINA VILLAGE & CONFERENCE CENTER | 1936 QUIVIRA WAY SAN DIEGO, CA 91941

SAN DIEGO DENTAL CONVENTION

Continuing Education Academy | Friday, November 9

| Class # | Lecture Topic | Speaker | Friday, November 9 | |
|--|---------------------------|---|--------------------|--------|
| 100-Diode Laser Certification | ~ WORKSHOP ~ | *Hands-on fee Janet Press | 8:00AM-5:00PM | CE 8.0 |
| 101-California Infection Control & OSHA for the Dental Office | | Dr. Jonathan Rudin | 8:15AM-11:15AM | CE 3.0 |
| 102-Dental Insurance Billing & Coding Certification | | Rebecca Gerber | 8:30AM-5:00PM | CE 8.0 |
| | ~ WORKSHOP ~ | Dr. = \$399 Staff = \$299 *Hands-on fee | | |
| 103-Bulseye - Shooting the Perfect X-Ray | | Janet Simpson | 8:00AM-11:30AM | CE 3.5 |
| 104-Diagnosis & Management of Oral Soft & Hard Tissue Lesions | | J. Craig Whitt, DDS, MS, | 8:00AM-11:30AM | CE 3.5 |
| 105-Neuromodulators (Bolox, Dysport, Xeomin) Certification | | | | |
| | ~ Live Patient Training ~ | Dr. + 1 Staff = \$1,499 *Hands-on fee | | |
| 106-Protect Your Patients from Prions, Viruses, and Systemic Disease | | William Nordquist DMD MS | 8:00AM-11:30AM | CE 3.5 |
| 107-Hypnosis: Words Matter, Making patients comfortable w/o drugs | | Juan Acosta | 8:00AM-11:30AM | CE 3.5 |
| 201-California Dental Practice Act | | Kathy Dennis | 12:30PM-2:30PM | CE 2.0 |
| 202-Boost Patient Experience & Maximize Practice Growth | | Ryan Vet | 12:30PM-2:30PM | CE 2.0 |
| 203-Pain, pain go away! Don't come back another day! | | Tim George | 12:30PM-2:30PM | CE 2.0 |
| 204-Oral Hygiene: In Clinical Practice and Compliance | | Dr. Rajiv Saini | 12:30PM-2:30PM | CE 2.0 |
| 205-Master Long lasting Composite Restorations with Uvener System | | | | |
| | | *Hands-on Dr. Sigal Jacobson | 1:00PM-5:00PM | CE 4.0 |
| 301-CPR | | *\$20 Hands-on fee Certified CPR Instructor | 3:00PM-6:00PM | CE 3.0 |
| 302-Front Office Boot Camp | | Kathy Dennis | 3:00PM-5:00PM | CE 2.0 |
| 303-Oxygen: The key to the oral systemic link and case acceptance. | | Liz Nies, RDH BS | 3:00PM-5:00PM | CE 2.0 |
| 304-CEO Mentality & Breakthrough results | | Jonathan Miller | 3:00PM-5:00PM | CE 2.0 |

Marina Village and Conference Center 1936 Quivira Way San Diego, CA 92109



SAN DIEGO DENTAL CONVENTION PRICING

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Phone: (619) 277-4743



| | | | | | | | |
|----------|--|--|---------------------------------------|--|------------------------|--|------------------------|
| Dentist: | Exhibit Hall = Free | | 1-Class Pass = \$ 129.00 | | 1-Day Pass = \$ 229.00 | | 2-Day Pass = \$ 449.00 |
| Staff: | Exhibit Hall = Free | | 1-Class Pass = \$ 89.00 | | 1-Day Pass = \$ 149.00 | | 2-Day Pass = \$ 249.00 |
| Dentist: | Class #102 or #402 or #406 = \$ 399.00 | | Class #105 or #405 Botox = \$ 1499.00 | | Diode Laser= \$595.00 | | |
| Staff: | Class #102 or #402 or #406 = \$ 299.00 | | Class #105 or #405 Botox = \$ 1499.00 | | Diode Laser= \$495.00 | | |

SAN DIEGO DENTAL CONVENTION

Continuing Education Academy | Saturday, November 10

| Class # | Lecture Topic | Speaker | Saturday, November 10 |
|--|--------------------|--------------------------|-----------------------|
| 400-Diode Laser Certification ~ WORKSHOP ~ | *Hands-on fee | Janet Press | 8:00AM-5:00PM CE 8.0 |
| 401-CA. Infection Control and OSHA for the Dental Office | | Dr. Jonathan Rudin | 8:15AM-11:15AM CE 3.0 |
| 402-Medical Insurance Billing for Dentistry Certification | | Rebecca Gerber | 8:30AM-5:00PM CE 8.0 |
| ~ WORKSHOP ~ Dr. = \$399 Staff = \$299 *Hands-on fee | | | |
| 403-Soft Tissue Graft failure can be prevented. | | Farshid Ariz, D.M.D. | 8:00AM-11:30AM CE 3.5 |
| 404-Hypnotize Fear/Pain Away | | Juan Acosta | 8:00AM-11:30AM CE 3.5 |
| 405-Neuromodulators (Botox, Dysport, Xeomin) Certification | | | |
| ~ Live Patient Training ~ Dr. + 1 Staff = \$1,499 | | *Hands-on fee | |
| 406-The 2019 Dental Code Insurance Certification | | Howard Katz BDS DDS | 8:00AM-5:00PM CE 8.0 |
| | | Kathy Dennis | 8:30AM-5:00PM CE 8.0 |
| ~ WORKSHOP ~ Dr. = \$399 Staff = \$299 *Hands-on fee | | | |
| 407-Differential Diagnosis of the Edentulous Space | | J. Craig Whitt, DDS, MS, | 8:00AM-11:30AM CE 3.5 |
| 501-California Dental Practice Act | | Janet Simpson | 12:30PM-2:30PM CE 2.0 |
| 502-Holistic Dental Care | | Dr. Stephen A. Lawrence | 12:30PM-2:30PM CE 2.0 |
| 503-The Health Care Reform law | | Craig Gussin | 12:30PM-2:30PM CE 2.0 |
| 504-Oxygen: The key to the oral systemic link and case acceptance. | | Liz Nies, RDH BS | 12:30PM-2:30PM CE 2.0 |
| 601-CPR | *\$20 Hands-on fee | Certified CPR Instructor | 3:00PM-6:00PM CE 3.0 |
| 602-Bullseye - Shooting the Perfect X-Ray | | Janet Simpson | 3:00PM-5:00PM CE 2.0 |
| 603-Oral Hygiene: In Clinical Practice and Compliance | | Dr. Rajiv Saini | 3:00PM-5:00PM CE 2.0 |
| 604-HIPAA Compliance | | John A Zanazzi | 3:00PM-5:00PM CE 2.0 |

Marina Village and Conference Center 1936 Quivira Way San Diego, CA 92109

Dr. or Staff NAME _____ Pass Type _____ Course #1 _____ 2 _____ 3 _____ 4 _____ 5 _____ 6 _____

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Dr. or Staff NAME _____ Pass Type _____ Course #1 _____ 2 _____ 3 _____ 4 _____ 5 _____ 6 _____

Total Due\$ _____ PHONE _____

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SAN DIEGO DENTAL CONVENTION PRICING

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|----------|--|---------------------------------------|------------------------|------------------------|
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FRIDAY, NOVEMBER 9, 2018

#100 - Diode Laser Certification

This course has a 1-day fee of Dentist: \$595.00, Staff Member: \$495.00

In this hands-on diode laser certification program you will learn the adjunctive use of lasers as an essential element in periodontal therapy and for optimum recall management. Working with simulation exercises, this dynamic workshop is designed to build confidence and clinical understanding in the delivery of periodontal treatment protocols by using Diode lasers. Join us in this dynamic hands-on clinical workshop.

TOPICS TO INCLUDE IN THIS DYNAMIC HANDS-ON CLINICAL WORKSHOP:

- Fundamentals of laser science:
- Thermal disinfection
- Treatments of gingivitis, chronic, and aggressive periodontitis.
- Laser sulcular debridement, initiated and bare fiber applications

Friday, November 9, 2018

8:00 AM - 5:00 PM

Credits: 8.00



#101 - California Infection Control & OSHA Update

Jonathan Rudin, DDS, MS

This course has no additional fee.

Friday, November 9, 2018

8:15 AM - 11:15 AM

Credits: 3.00



#102 - Dental Insurance Billing and Coding Certification

Rebecca Gerber

This course has a 1-day fee of

Dentist: \$399.00, Staff Member: \$299.00



Having properly trained staff is vital for the success of the practice. This is especially true when it comes to the insurance billing and coding system in the office. Since many dentists

depend on third party payers as a revenue source, it is essential for the Insurance biller to know proper procedures and protocols.

Submitting dental insurance claims properly from the beginning, can have a positive impact on cash flow, and the marketing of the practice. It is also important for the biller to understand the contract language used by most dental carriers.

IN THIS COURSE PARTICIPANTS WILL LEARN HOW TO:

- Obtain Information from the Patient
- Generate & Interpret Aging Reports
- Communicate Insurance Benefits to Patients
- Interpret Explanations of Benefits
- Verify Coverage through Several Different Sources
- Use the current CDT Manual
- Record Payments in your Software System
- Course Handouts
- Complete the Claim Form Including Documentation
- Make Proper Adjustments
- Electronically Send Narratives and Attachments
- Follow Up on Unpaid Claims

PARTICIPATION:

This course is for anyone who wants to master the Insurance Billing and Coding system in the dental practice. This course is geared to the Doctor, Office Manager, and Clinical Staff. Successful reimbursement is highly dependent on the Doctor's input into the coding process and the staff's knowledge of billing procedures.

MORNING SESSION WILL FOCUS ON:

- Communicating Insurance Benefits to Patients
- Types of Insurances
- Follow up and Insurance Aging Reports
- Insurance Terminology
- Verifying Benefits
- Treatment Planning

AFTERNOON SESSION INCLUDES:

- How to interpret Explanations of Benefits
- How to post payments
- At the end there will be a "Hands on Workshop"
- How to make adjustments .

Friday, November 9, 2018

8:00 AM - 5:00 PM

Credits: 8.00



#103 - Bullseye - Shooting the Perfect X-Ray

Janet Simpson

This course has no additional fee.



Many dental practices have grown accustomed to poor diagnostic quality images. They seem to be resigned to foreshortening, cone cuts and closed contacts. There are even a few who just accept mandibular molar images without apices as if that's as good as it gets. Let's face it, there are significant differences between wired digital sensors and film. This class will provide perspective, information, tips and tricks the attendee can use in clinical practice to improve the diagnostic quality of their radiographs.

Learning Objectives:

- Understand how the differences between wired sensors and Traditional film affect the diagnostic quality of your images. Review the paralleling and bisecting techniques
- Convert the principles of shadow casting into useful skills to capture apices, open contacts and acquire images that are hard to reach. Understanding of Radiation safety.

Friday, November 9, 2018

8:00 AM - 11:30 AM

Credits: 3.50

#104 - Diagnosis and Management of Common Oral Soft and Hard Tissue Lesions

J. Craig Whitt, DDS, MS, MBA

This course has no additional fee.



Dr. Whitt will discuss the clinical and/or radiographic differential diagnosis and management of a variety of common hard and soft tissue lesions. Be sure to bring your smart phone / wireless device to participate in the anonymous audience polling. The goals of the presentation include: develop a differential diagnosis for radiolucent and mixed density/radiopaque lesions, mucosal and soft tissue lesions and to describe the management of oral and maxillofacial soft and hard tissue lesions.

Friday, November 9, 2018

8:00 AM - 11:30 AM

Credits: 3.50

#105 - Neuromodulators (Botox, Dysport, Xeomin) in your practice:

SEE FULL CLASS DESCRIPTION ON BACK PAGE

This course has a 1-day fee of Dentist: \$1499 Includes 1 Staff Member

Friday, November 9, 2018

8:00 AM - 5:00 PM

Credits: 8.00

#106 - Protect Your Patients and Practice from Prions, Viruses, and Systemic Disease

William Nordquist DMD MS

This course has no additional fee.



Recent studies are now pointing toward herpesviruses as an extremely important component of periodontal disease, as well as, Alzheimer's disease. Similar, if not, identical folded-over prions implicated in Creutzfeldt-Jakob disease (CJD) and "mad cow disease" [bovine spongiform encephalopathy (BSE)] are also the hallmark of Alzheimer's Disease and diabetes. To exacerbate an already complicated biofilm mixture, oral spirochetes are reported to be the predominate active bacterial constituent encased within Beta Amyloid(A β) in Alzheimer's disease & diabetes.

Friday, November 9, 2018

8:00 AM - 11:30 AM

Credits: 3.50

#107 - Because Words Matter: Making your patients comfortable & your practice profitable with words, not drugs.

Juan Acosta, Hypnodontist

This course has no additional fee.

Learn simple hypnotic techniques to help your patients relax, make sound decisions about their treatment, and enjoy their visit so much that they will spread the word. The techniques you'll walk away with will increase customer satisfaction and retention at your practice, improve your case acceptance numbers and reduce the number of no-shows and cancellations. Join us!

Friday, November 9, 2018

8:00 AM - 11:30 AM

Credits: 3.50

#201- California Dental Practice Act

This course has no additional fee.

Friday, November 9, 2018

12:30 PM - 2:30 PM

Credits: 2.00



#202 - Create Experiences Worth Sharing: How to Simply Boost Patient Experience and Maximize Practice Growth

Ryan Vet

This course has no additional fee.



The landscape in dentistry is drastically changing. It is more important than ever to stand out to your patients and create an experience worth sharing. In this course, attendees will explore ways to boost patient satisfaction with simple, easy-to-apply customer service and marketing strategies. Additionally, attendees will explore effective communication and time management techniques for optimal patient satisfaction. With these tools, you will discover exciting ways to radically grow your patient base without breaking the bank.

Learning Objectives:

- create, implement and measure effectiveness of patient experience initiatives
- design, deploy and measure impact of cost-effective marketing campaigns
- use positive patient experience to ultimately grow your practice

Ryan Vet is an innovative leader, entrepreneur and author. He has presented to audiences around the globe on four different continents on leadership, marketing and reaching your maximum potential.

Friday, November 9, 2018

12:30 PM - 2:30 PM

Credits: 2.00

#203 - Pain, pain go away! Don't come back another day!

Tim George

This course has no additional fee.

Why do I hurt? Why am I not sleeping as much as I used to? Why does it hurt to do my job? These are some of the questions Egoscue deals with on a daily basis as we attempt to help a client restore their life back to normal. Chronic pain is no fun and neither is the aging process if your body is letting you down. The fix is easy if you give it a chance and you will experience it during the workshop.

Friday, November 9, 2018

12:30 PM - 2:30 PM

Credits: 2.00

#204 - Oral Hygiene: In Clinical Practice and Compliance

Dr. Rajiv Saini

This course has no additional fee.



Periodontal disease including gingivitis and periodontitis is a plaque biofilm-induced inflammatory condition affecting tooth-supporting tissues and bone, and it is among humanity's most common diseases affecting up to 90% of the adult population worldwide. Periodontal disease is also closely associated with non-communicable diseases and represents a major global oral disease burden with significant social, economic and health-system impacts.

Dentistry has experienced the greatest era in its history over the last 30 years. The mouth acts as a window to lot of systemic diseases and serves as a port of entry of the various infections that can alter and affect the immune status of the person. The oral cavity has the potential to harbour at least 600 different bacterial species, and in any given patient, more than 150 species may be present, surfaces of teeth can have as billion bacteria in its attached bacterial plaque. Periodontal diseases are recognized as infectious processes that require bacterial presence and a host response which are further affected and modified by other local, environmental, and genetic factors.

The oral cavity works as a continuous source of infectious agents, and its condition often reflects the progression of systemic pathologies. Periodontal infection happens to serve as a bacterial reservoir that may exacerbate systemic diseases. The objectives are to remove plaque or interfere with its formation to prevent it from becoming pathogenic, at least at 48-hourly intervals, and to deliver chemotherapeutic agents. The shortcoming of this protocol is that the protocol is not followed rigorously that gave the niche for bacteria to grow and accumulate as calculus. The primary goal of any dental hygiene routine is the prevention of the oral health problems caused by the build-up of microbial plaque.

Poor oral hygiene allows the continuous accumulation of acid producing bacteria on the surface of the teeth that demineralise the tooth enamel causing tooth decay and infect the gums causing periodontitis. Oral-systemic health has become a movement and next generation dentist will be recognized with the term "Oral Physician".

Friday, November 9, 2018

12:30 PM - 2:30 PM

Credits: 2.00



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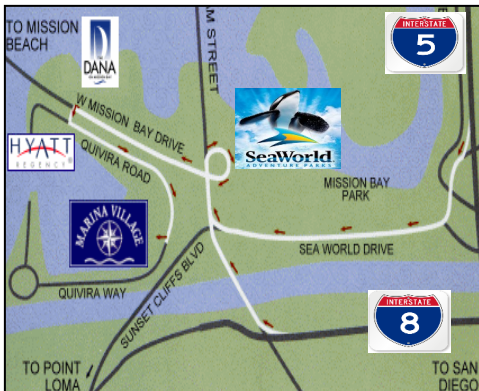
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FROM INTERSTATE 5:

Take the SEA WORLD DRIVE exit. From SEA WORLD DRIVE, take WEST MISSION BAY DRIVE on your right. When you see the large green sign that says QUIVIRA ROAD, get in the farthest left of the two left turn lanes. Turn left, go one very short block and turn left again. MARINA VILLAGE will be on your right.

FROM INTERSTATE 8:

Take the WEST MISSION BAY DRIVE exit to the right. You will be on INGRAHAM STREET for a short distance from which you will take the next exit marked WEST MISSION BAY DRIVE on your right. When you see the large green sign that says QUIVIRA ROAD, get in the farthest left of the two left turn lanes. Turn left, go one very short block and turn left again. MARINA VILLAGE will be on your right.

#205 - How to Master Long lasting Composite Restorations with Uvener System

Dr. Sigal Jacobson

This course has no additional fee.



In this course participants will learn:

- Composite vs porcelain veneers.
- Closing of diastema with composite
- Making custom shade guides
- Why Value is the most important parameter Shade selection steps.
- Ways to avoid direct veneer failures, discoloration and chips

- Indications and right case selection
- Smile design rules Resin Composite optics.
- Uvener, tips and tricks from the inventor.
- Prep guidelines for direct veneers achieving perfect contour & final gloss using a unique template system
- How to create mock-ups, manage diastema closure, class IV, fractured tooth
- Clinical cases and live videos



Friday, November 9, 2018

1:00 PM - 5:00 PM

Credits: 4.00

#301- CPR Certified

CPR Instructor

Price: Admission + \$20.00

Friday, November 9, 2018

3:00 PM - 6:00 PM

Credits: 3.00



#302 - Front Office Boot Camp

Kathy Dennis

This course has no additional fee.

The purpose of this lecture is to increase patient acceptance in your office. Attendees will learn how to maximize your insurances with today's billing techniques. We will discuss the best practices in dealing with HMO & PPO insurances.

LEARNING OBJECTIVES:

- RESTORATIVE CODING
- PREVENTIVE CODING
- CROWN CODING
- ONLAY CODING
- MISSED CODES
- DUAL INSURANCES
- RECALL CODING AND INSURANCE PAYMENT LAWS

Friday, November 9, 2018

3:00 PM - 5:00 PM

Credits: 2.00

#303 - Oxygen: The key to the oral systemic link and case acceptance.

(Elizabeth) Liz Nies, RDH BS



This course will offer insight and tools to the clinician to integrate the patients personal/family medical histories creating understanding of the oral systemic link. Predisposition to medical diseases is a powerful tool in assisting patients in saying yes to the treatment you recommended. While antibiotics have their place in fighting disease, the superbugs and their resistance to them is frightening. Oxygen is the key to life and the end of life to obligate anaerobe bacteria.

Antimicrobials deliver oxygen in a safe way that is natural to the body and therefore are a better choice. When patients refuse treatment is it really because what it cost? Or is it simply we didn't create the value of the treatment for them to accept it? Is it ethical not to talk about treatment to a patient because of the cost and our concerns that they can't afford it? **Four Objectives:**

1. Learn the key educational words and the importance of silence for case acceptance.
2. Recognize the three limitations of antibiotic therapy
3. Understand the benefits of hydrogen peroxide for periodontal therapy
4. Discuss ways to present treatment plans with confidence and integrity

Friday, November 9, 2018

3:00 PM - 5:00 PM

Credits: 2.00

#304 - CEO Mentality & Breakthrough Results

Jonathan Miller

Understanding the Dentists role as CEO gives you the cutting-edge strategies to market successfully, increase efficiency, reduce overhead, and improve practice profitability. During the lecture you will learn:

- Understand the CEO Mentality that Dentists don't learn in Dental School
- Create vision and accountability in your practice
- Hire and train the right team
- Target Marketing for your ideal patient



Friday, November 9, 2018

3:00 PM - 5:00 PM

Credits: 2.00

400 - Diode Laser Certification

SEE FULL CLASS DESCRIPTION AT COURSE # 100

This course has a 1-day fee of Price: Dentist \$595, Staff \$495

Saturday, November 10, 2018

8:00 AM - 5:00 PM

Credits: 8.00



401 - California Infection Control & OSHA Update

Jonathan Rudin, DDS, MS, MPH

This course has no additional fee.

A required course for all California licensed dental professionals,

Saturday, November 10, 2018

8:15 AM - 11:30 AM

Credits: 3.00



402 - Medical Insurance Billing for Dentistry Certification

This course has a 1-day fee of Price: Dentist: \$399 Staff Member: \$299

Rebecca Gerber

Billing medical insurance can be an untapped revenue source in many dental practices, and is becoming very important in today's competitive environment. Submitting certain dental services to medical insurance carriers for medically necessary procedures, can help increase cash flow and add value to your practice. By understanding the medical coding process, your dental practice will be able to submit claims properly and obtain benefits for patients that otherwise may not accept treatment.

In this course participants will:

- Learn Responsibilities of the Team Starting with the Doctor
- Learn How to Identify Medically Billable Procedures
- Learn How to Communicate Treatment Plans to Patients
- Understand Medical Coding Guidelines for ICD-10 and CPT Procedure Codes
- Receive detailed information on Sleep Apnea, TMJ, and Cone Beam CT Scans.

Course handouts include:

- Sample Documentation Required to Support Procedures Billed
- Phone Preauthorization Scripts & Templates for Creating Inner Office Communication

Participation:

This course is geared to the Doctor, Office Manager, and Clinical Staff. Successful reimbursement is highly dependent on the Doctor's input into the coding process and the staff's knowledge of billing procedures.

Morning Session will focus on:

- Which Dental Procedures are Medically Billable
- The Importance of the Patient Health History
- Proper Documentation to Attain Reimbursement Utilizing the SOAP Format

Afternoon Session includes:

- Specifics about Sleep Apnea and TMJ Documentation
- Specifics about CT Scan Pre-authorizations
- How to fill out the Current CMS-1500 Medical Claim Form
- Looking up Proper ICD-10 and CPT Codes in Codebook
- Participants will receive a "Medical-Dental Insurance Coder's Certification".

Saturday, November 10, 2018

8:00 AM - 5:00 AM

Credits: 8.00



#403 - Soft Tissue Graft failure can be prevented.

Farshid Ariz, D.M.D.

This course has no additional fee.



Soft tissue graft failure can be related to other factors, like Sleep Related Bruxism which can cause gingival recession and can be undetected in our diagnosis. We will be looking in detail why and how recessions are related to this relapse.

Using today's latest science and the knowledge we'll be learning as to what recessions and abfraction clues mean to our patients and hidden dangers like Sleep-Related Breathing Disorders (SRBDs). Understand the neurology and cause in Sleep Bruxism that leads to gingival recession. Understand what soft tissue recession and abfraction clues mean. How to prevent failure of soft tissue grafts related to Bruxism.

Saturday, November 10, 2018

8:00 AM - 11:30 AM

Credits: 3.50

#404 - Hypnotize Fear/Pain Away

Juan Acosta, Hypnodontist

This course has no additional fee.

Learn 3-5 short hypnotic interventions you can use to help ease your patients' anxieties, fears, and physical and psychosomatic pains. In this interactive workshop, best selling author and hypnodontist Juan Acosta teaches participants the structure and content hypnotists use for creating lasting change and more tools they can take to their office right away and be effective.

Saturday, November 10, 2018 8:00 AM - 11:30 AM

Credits: 3.50

#405 - Neuromodulators (Botox, Dysport, Xeomin)

Howard Katz BDS DDS

This course has a 1-day fee of Dentist + 1 Staff= \$1499.00

SEE FULL CLASS DESCRIPTION ON BACK PAGE

Saturday, November 10, 2018 8:00 AM - 5:00 PM

Credits: 8.00

406 - "The 2019 Dental Code" PPO and HMO Power Training Certificate

Kathy Dennis

This course has a 1-day fee of Price: Dentist: \$399 Staff Member: \$299

Attendees will learn the interworking's of insurance companies and learn how to get paid on the claim the first time. We will review the claims process and never before billed cdt codes.

Do you want to save the headaches of learning how to bill and track HMO and PPO Insurances?

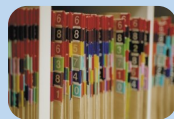
Are your Account Receivables out of control?

Do you feel you are 100% in control and effective with dealing with patient's insurance companies?

Kathy Dennis, Southern California's most respected insurance authority for the past 20 years, will share the best practices in dealing with PPO & HMO insurances. Attendees will learn how to maximize your patient's insurance with today's billing techniques in this interactive workshop.

In this course you will learn:

- Insurance billing fundamentals
- How to process your appeals
- Questions to ask the insurance company prior to your patient appointment
- Tips for fee schedule negotiation, faster claim payment and denial prevention
- How to negotiate your fees to maximize your office profits
- Learn how electronic claims work
- Insurance payment regulations and Standard coordination of benefits
- Differences in Insurances: "Restorative coding, Preventive coding, Crown coding, Onlay coding"
- Commonly missed codes in dental insurance billing
- Reports to run – and when – to ensure prompt insurance payment



Saturday, November 10, 2018 8:00 AM - 5:00 PM

Credits: 8.00

#407 - Differential Diagnosis of the Edentulous Space

J. Craig Whitt, DDS, MS, MBA

This course has no additional fee.

There are a number of clinical and radiographic lesions that are frequently associated with edentulous spaces in the jaws. A number of these lesions require no treatment. Recognition of these lesions clinically and radiographically may avoid unnecessary diagnostic surgical procedures for the patient.

Saturday, November 10, 2018 8:00 AM - 11:30 AM

Credits: 3.50

501- California Dental Practice Act

A required course for all California licensed dental professionals, this needs to be taken every 2 years.

This course has no additional fee.

Saturday, November 10, 2018

12:30 PM - 2:30 PM Credits: 2.00



#502- Holistic Dental Care (Your Guide to Authentic Holistic Dental Care, Optimal Health and Natural Vitality)

Rev. Dr. Stephen A. Lawrence

This course has no additional fee.



Holistic Dental Care is an exciting tour of our dental health through the lens of comprehensive wellness – for our physical, emotional and spiritual body. You will learn with supplemental visuals, helpful tips and tools, an up-to-date summary of all the current holistic dental healthcare ideas and products. Learn how to stop cavities and gum disease, rebuild teeth, and positively affect patients – as we strive to spread wellness worldwide.

Learning Objectives:

1. Tips and tools to stop cavities, gum disease, and rebuild teeth.
2. Connections between your teeth and the rest of your body.
3. How to achieve and maintain optimal health and natural vitality.

Saturday, November 10, 2018

12:30 PM - 2:30 PM

Credits: 2.00

#503 - The Health Care Reform law

Craig Gussin

This course has no additional fee.

You will learn about the health care reform laws and how it will affect you, your dental practice & employees along with how your pediatrics patients will have their

Saturday, November 10, 2018

12:30 PM - 2:30 PM

Credits: 2.00

#504 - Oxygen: The key to the oral systemic link & case acceptance.

(Elizabeth)Liz Nies, RDH BS

This course has no additional fee.

SEE FULL CLASS DESCRIPTION AT COURSE # 303

Saturday, November 10, 2018

12:30 PM - 2:30 PM

Credits: 2.00

#601 - CPR

Price: Admission +\$20.00

Certified CPR Instructor

Saturday, November 10, 2018

3:00 PM - 6:00 PM

Credits: 3.00

#602 - Bullseye - Shooting the Perfect X-Ray

Janet Simpson

This course has no additional fee.

SEE FULL CLASS DESCRIPTION AT COURSE # 104

Saturday, November 10, 2018

3:00 PM - 5:00 PM

Credits: 2.00

#603 - Oral Hygiene: In Clinical Practice and Compliance

Dr. Rajiv Saini

This course has no additional fee.

SEE FULL CLASS DESCRIPTION AT COURSE # 204

Saturday, November 10, 2018

3:00 PM - 5:00 PM

Credits: 2.00

#604 - HIPAA Compliance and Computer Network Support

John A Zanazzi

This course has no additional fee.



There are many different IT vendors and compliance experts that say they will help your dental practice to move towards HIPAA compliance. Most of these vendors charge a premium price tag but do not understand the Privacy and Administrative areas of HIPAA. Or if they do they don't understand the IT part of your network. When done correctly, HIPAA compliance should not be any more expensive than managed service support. Because compliance risk actions are added before any network changes, you will have lessened

risk of a privacy breach or ransomware with the result HIPAA compliance. And your network runs better. This Lecture will help you choose the correct HIT consultant at the right price without comprising HIPAA compliance or network performance. Remember it is possible for your network to be HIPAA compliant at a reasonable cost.

In this lecture you will learn:

- 11 Inaccurate Ways Dentists believe they are complying with HIPAA
- The 10 Most common HIPAA violations
- 10 Myths of a Security Risk Analysis

Saturday, November 10, 2018

3:00 PM - 5:00 PM

Credits: 2.00

SAN DIEGO DENTAL CONVENTION November 9-10, 2018

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#105 or #405 - Neuromodulators (Botox, Dysport, Xeomin) Workshop **Live Patient Training*

Dentist + 1 Staff= \$1499.00

8:00 AM - 5:00 PM , Credits: 8.00

You will leave this hands-on program with the skills to identify facial muscles and implement dental therapeutic treatments that relax peri-cranial muscles also responsible facial lines. These include

TMD, migraines, tension headaches, facial pain, clenching, gummy smiles, smile asymmetries, hypersalivation, masseteric hypertrophy, tongue thrust. Selecting the course will allow your practice to implement these profitable treatments currently being sought out by your patients that do not cost

an excessive amount in equipment (\$0) and training. Learn how to profitably use all the neuromodulators on the US market at the lowest possible cost to you.

This is the same program given to specialist physicians including dermatologists and plastic surgeons.

Howard Katz BDS DDS

Dentox is an industry leader in continuing education providers with the experience and expertise necessary to provide you with the skills you need. When you tell your patients and staff you were trained by Dentox, you're telling them you were trained by one of the best. The demand for Botox is massive. Take the Botox course that gives you additional credibility. Dr. Katz was instrumental in the creation of Botox treatments – in fact, he is an inventor named on the actual patent applications for all Botulinum Toxins including Botox, Dysport, Xeomin and Myoblock.



BOTOX CERTIFICATION

Dr. Howard Katz BDS DDS

**Live Patient Training, Dentox*

\$1500 = Dr. + 1 Staff

NOVEMBER 9 OR 10, 8:00 AM-5:00 PM, 8 CE

This is the same program given to specialist physicians including dermatologists and plastic surgeons.