

# 8th Annual SAN DIEGO DENTAL CONVENTION

NOVEMBER 7-8, 2014



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



Dr. Joel Berger



Jason Patrick Wood



Dr. Mark Duncan



Dr. Richard A. Cloonan



Dr. Anthony Cardoza

Dr. Robert Isben



Dr. Ashley Goodman



Dr. Michael J. Morgan



Dr. Jana Osmolinski



Bernie Stoltz



Dr. William D. Nordquist



Dr. Rinesh Ganatra



Since 2005

## PROFESSIONAL INSTRUCTORS

Attendees have the opportunity to earn their continuing education credits taught by esteemed figures from across the dental community. We offer over 40 courses for every attendees curiosity.

619.277.4743

| [www.ceadental.com](http://www.ceadental.com)

| [chris@ceadental.com](mailto:chris@ceadental.com)

# SAN DIEGO DENTAL CONVENTION

Continuing Education Academy | Friday November 7

Class #	Lecture Topic	Speaker	Friday, November 7, 2014
100-Diode Laser Certification	2-Day Pass Included	Janet Press	8:30am-5:00pm CE 8
101-CA Infection Control & OSHA Update		Dr. Jonathan Rudin	8:00am-11:00am CE 3
102-Anterior Direct Resin	"A Hands-on Course" +\$25	Dr. Michael J. Morgan	8:00am-12:00am CE 4
103-Get Over 650 NEW Patients to Your Practice this Year		Dr. Rinesh Ganatra	8:00am-11:30am CE 3.5
104-The Dental Code PPO Training		Kathy Dennis	8:00am-11:30am CE 3.5
105-Salivary Update Diagnostics in Dentistry		Dr. Maite Moreno	8:00am-11:30am CE 3.5
106-Oral Sedation Dentistry		Dr. Jerome Wellbrock	8:00am-11:30am CE 3.5
107- Pain, pain go away! Don't come back another day!		Brian Bradley	8:00am-11:30am CE 3.5
108- Treating the special needs dental patient		Dr. Peter F. Johnson	8:00am-11:30am CE 3.5

## Lunch and Exhibits Open

		Friday, November 7, 2014
201-California Dental Practice Act	Patrick Jason Wood	12:30pm-2:30pm CE 2
202-Posterior Direct Resins	Dr. Michael J. Morgan	1:00pm-5:00pm CE 4
203-I ONLY WANT WHAT'S COVERED- Insurance Training	Theresa K. Sheppard	12:30pm-2:30pm CE 2
204-Social Media and Online Reputation Management	Ian McNickle, MBA	12:30pm-2:30pm CE 2
205-Sleep Apnea & Snoring: Nuts, Bolts and Profitability	Dr. Bill Thomas	12:30pm-2:30pm CE 2
206-Keep Your Staff Without Losing Your Mind!	Kristin Nickells	12:30pm-2:30pm CE 2
207-How Oral/Systemic Diseases Spread	Dr. Richard A. Cloonan	12:30pm-2:30pm CE 2
208-Medical Emergencies in the Dental Office!	Dr. Jana Osmolinski	12:30pm-2:30pm CE 2

## Wine and Cheese Social & Exhibits Closed

		Friday, November 7, 2014
301-CPR	CPR Instructor	3:00pm-6:00pm CE 3
302-Dental Uses of Hypnosis/Relaxation Techniques	Dr. Ashley Goodman	3:00pm-5:00pm CE 2
303-60-Minute Smile Makeovers	Dr. Robert Isben	3:00pm-5:00pm CE 2
304-CEA Talks: Associateships, Partnerships, Acquisitions	3 Person Expert Panel	3:00pm-5:00pm CE 2
305-Working with Patients that Make You Crazy	Jen Butler	3:00pm-5:00pm CE 2
306-A Holistic Approach to Treating Periodontal Disease	Dr. Carey O'Reilly	3:00pm-5:00pm CE 2
307-Medical / Dental Insurance Cross Coding and Billing	Rebecca Gerber	3:00pm-5:00pm CE 2

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



**Group Discount of 4 or More Save \$10 Each on Day Passes Only or \$100 off Diode Laser Class**

Early Registration Discounts Day Passes Only:

Save \$20 before 9/5, Save \$15 before 9/20, Save \$10 before 10/10, Save \$5 before 10/31

### SAN DIEGO DENTAL CONVENTION PRICING



Dentist: | 1-Class Pass = \$ 99.00 | 1-Day Pass = \$ 195.00 | 2-Day Pass = \$ 325.00 | Diode Laser= \$595.00 | Exhibit Hall = Free  
Staff: | 1-Class Pass = \$ 65.00 | 1-Day Pass = \$ 125.00 | 2-Day Pass = \$ 195.00 | Diode Laser= \$495.00 | Exhibit Hall = Free

# SAN DIEGO DENTAL CONVENTION

Continuing Education Academy | Saturday November 8

Class #	Lecture Topic	Speaker	Saturday, November 8, 2014
400-Diode Laser Certification		Janet Press	8:30am-5:00pm CE 8
401-CA Infection Control & OSHA Update		Dr. Jonathan Rudin	8:00am-11:00am CE 3
402-Full Arch Dental Implants		Dr. Joel Berger	8:00am-11:30am CE 3.5
403-Oral Sedation Dentistry		Dr. Jerome Wellbrock	8:00am-11:30am CE 3.5
404-Diabetes and the Dental Office		Dr. Maite Moreno	8:00am-11:30am CE 3.5
405-Dental Insurance Billing and Coding		Rebecca Gerber	8:00am-11:30am CE 3.5
406-ONLINE MARKETING WORKSHOP: SEO & PPC		Ian McNickle, MBA	8:00am-11:30am CE 3.5
407-Predictable Adhesive Protocols		Dr. Mark Duncan, LVI	8:00am-11:30am CE 3.5
408-An Overview of Forensic Dentistry		Dr. Anthony Cardoza	8:00am-11:30am CE 3.5

## Lunch and Exhibits Open

Saturday, November 8, 2014

501-California Dental Practice Act	Jason Patrick Wood	12:30pm-2:30pm CE 2
502-Success Secrets of the Million Dollar Plus Practice	Bernie Stoltz	12:30pm-2:30pm CE 2
503-Preventing Nerve Injury in Dentistry	Dr. Joel Berger	12:30pm-2:30pm CE 2
504-Medical /Dental Insurance Cross Coding	Liz Basin	12:30pm-2:30pm CE 2
505-Predictable Adhesive Protocols "A Hands-on Course" +\$25	Dr. Mark Duncan	1:00pm-5:00pm CE 4
506-Understanding Chronic Inflammatory Diseases	Dr. William Nordquist	12:30pm-2:30pm CE 2
507-Would You Like Floss With That?	Kristin Nickells	12:30pm-2:30pm CE 2
508-Enamel Therapy in the 21st Century	Sandra R Shapiro-White	12:30pm-2:30pm CE 2

## Wine and Cheese Social & Exhibits Closed

Saturday, November 8, 2014

601-CPR	"A Hands-on Course" +\$20 CPR Instructor	3:00pm-6:00pm CE 3
602-60-Minute Smile Makeovers	Dr. Robert Isben	3:00pm-5:00pm CE 2
603-Sleep Apnea & Medical Billing for the Dental Practice	Liz Basin	3:00pm-5:00pm CE 2
604-The Health Care Reform law	Craig Gussin	3:00pm-5:00pm CE 2
605-CEA Talks: The Business Side of Dentistry	2 Person Expert Panel	3:00pm-5:00pm CE 2
606- Medical Emergencies in the Dental Office!	Dr. Eric Osmolinski	3:00pm-5:00pm CE 2
607-RECORDS ROULETTE- Insurance Update	Theresa K. Sheppard	3:00pm-5:00pm CE 2

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 \_\_\_\_\_

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

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

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

Total Due\$ \_\_\_\_\_ PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_ ADDRESS \_\_\_\_\_

CREDIT CARD # \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_ - \_\_\_\_\_ 3-4 CODE \_\_\_\_\_

VISA \_\_\_\_\_ M/C \_\_\_\_\_ DISC \_\_\_\_\_ AMEX \_\_\_\_\_ CHECK \_\_\_\_\_ SIGNATURE \_\_\_\_\_

Fax : (866) 805-1860

Online: [www.ceadental.com](http://www.ceadental.com)

Email: [chris@ceadental.com](mailto:chris@ceadental.com)

Mail: CEA Dental 4242 Summit Drive La Mesa, CA 91941 Phone: (619) 277-4743

### SAN DIEGO DENTAL CONVENTION PRICING



Dentist: | 1-Class Pass = \$ 99.00 | 1-Day Pass = \$ 195.00 | 2-Day Pass = \$ 325.00 | Diode Laser= \$595.00 | Exhibit Hall = Free  
 Staff: | 1-Class Pass = \$ 65.00 | 1-Day Pass = \$ 125.00 | 2-Day Pass = \$ 195.00 | Diode Laser= \$495.00 | Exhibit Hall = Free

## 100 - Diode Laser Certification

Janet Press

Price: Dentist \$595, Staff \$495 Includes 2-Day Pass



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 as we take the voyage of discovery through diode laser techniques in this dynamic hands-on clinical workshop. **Topics to Include:**

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

Friday, November 07, 2014 8:30 AM - 5:00 PM Credits: 8.00

## 101 - Infection Control for License Renewal and OSHA Update

Jonathan Rudin, DDS, MS, MPH & Marcy Cady

Friday, November 07, 2014 8:30 AM - 11:30 AM Credits: 3.00



## 102 - Anterior Direct Resin Pearls for the General Practitioner Exceptional Results with Predictable Techniques



Dr. Michael J. Morgan Price: Admission + \$25.00



Anterior direct resin has become the restorative material of choice in both general and high-end esthetic practices. The explosion of demand by patients for esthetic dental services has led to an array of new dental products and treatments for practitioners to choose from. Anterior direct resin pearls and composite gems gleaned from across the globe will be shared with attendees. Procedures discussed and demonstrated in this hands-on course will include simplifying Class IV and Class V composites and direct resin veneers with life-like esthetics. Subjects discussed will include case selection, natural layering, duo vs. multichromatic solutions, and long term maintenance. From those just starting to place anterior direct resins to clinicians seeking advanced European artistry, valuable and practical techniques will be available for all attendees.

Friday, November 07, 2014 8:00 AM - 12:00 PM Credits: 4.00

## 103 - YOU Can Get Over 650

### NEW Patients to Your Practice this Year

Dr. Rinesh Ganatra



This will be the most advanced and actionable lecture you have ever heard on marketing for dental practices- PERIOD!

If you've ever wanted to know HOW to market your practice then missing this lecture is like being closed for business all year.

- Learn how to use testimonials to achieve non-stop referrals in your practice
- Learn to APPLY the trade secrets of the world's most successful companies

Friday, November 07, 2014 8:00 AM - 11:30 AM Credits: 3.50

## 104 - "The Dental Code" PPO and HMO Power Training Insurance Coding

Kathy Dennis



Learn the interworking's of insurance companies and get paid on the claim the first time. You will learn the claims process and never before billed cut codes. Learn how to maximize your insurances with today's billing techniques.

**Topics to Include:**

- How to negotiate fees
- Insurance payment regulations
- Crown coding
- Restorative coding
- Standard coordination of benefits
- Onlay coding
- Preventive coding
- Differences in insurances
- Missed codes
- The appeals process

Friday, November 07, 2014 8:00 AM - 11:30 AM Credits: 3.50



## 105 - Salivary Update Diagnostics in Dentistry: A review of current biotechnology innovations

**Maite Moreno DDS, MS**

Saliva

Saliva is a non-invasive diagnostic tool that is used to detect the general health as well as buccal conditions of the patient. Diagnostic advancements are resulting in better treatment planning approaches.

As the oral/systemic connection becomes more linked, clinicians are beginning to think more in terms of prevention. Participants will learn about microfluidic advancements, their correlation with genetics and different research studies.

### EDUCATIONAL OBJECTIVES:

Learn the current status of salivary diagnostics. Learn the use of salivary diagnostics in communication and patient care. Increase the periodontal awareness in the office to enhance disease detection. Reveal a new periodontal standard of care

**Friday, November 07, 2014 8:00 AM - 11:30 AM Credits: 3.50**

## 106-Oral Sedation Dentistry Introduction, Are you ready to make the change?

**Dr. Jerome Wellbrock**

An astonishing 30 percent of the population is afraid of the dentist. Implementing sedation gives you the skills to change these lives and raise their confidence.

Not only that, sedation dentistry will allow you to handle complex cases in a shorter timeframe. Patients remember little of the appointment and feel as though hours are mere minutes. This lecture will introduce you to safely integrating sedation into your practice.

You will learn how both your most frightened patients and extensive appointments can be transformed into some of the best visits.

### EDUCATIONAL OBJECTIVES:

- Describe the science of sedation
- List crucial safety provisions
- Identify vital equipment for sedation
- Readily decrease or increase sedation levels

**Friday, November 07, 2014 8:00 AM - 11:30 AM Credits: 3.50**



## 107 - Low Back & Neck Pain The True Cause & Carpal Tunnel Syndrome Brian Bradley, Vice President of Therapy Protocol, At the world renowned Egoscue Method



Why do I hurt? Why does it hurt to do my job? Why am I not sleeping as much as I used to? 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 07, 2014 8:00 AM - 11:30 AM Credits: 3.50**



## 108 -Treating the special needs dental patient from pediatrics to geriatrics ...The clinical & administrative challenges

**Peter F. Johnson, DMD & N. Jillian Grinfeld, Director/ Educator**

This presentation is a must see for the entire dental office team!

It will provide a wealth of information while working with dental patients from pediatrics through geriatrics, beginning with the patient's first contact with the front office to the treatment room.

This presentation offers successful ways to communicate with patients young and old **who have emotional, psychological and medical challenges** in addition to their dental needs.

**Friday, November 07, 2014 8:00 AM - 11:30 AM Credits: 3.50**



## 201- California Dental Practice Act Patrick J. Wood, Esq.,

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

**Friday, November 07, 2014 12:30 PM - 2:30 PM Credits: 2.00**





## 202 - Simplifying Steps to Posterior Direct Resin Success – Techniques for Predictability, Esthetics and Profitability

**Dr. Michael J. Morgan** *Price: Admission + \$25.00*

Today's composites are often perceived as being so complicated that many clinicians are apprehensive to incorporate them into mainstream practice.



A new generation of posterior composite resins can be utilized with a simplified protocol to create amazing direct posterior restorations that rival the beauty and strength of porcelain. This hands-on presentation will provide clinicians with the opportunity to utilize new materials and apply an arsenal of practical techniques to predictably restore a both a Class I and posterior Class II composites. **EDUCATIONAL OBJECTIVES:** Attendees will learn predictable shade selection, simplified preparations, natural mono, and duo and layering, multiple contact predictability and efficient finishing and polishing.

**Friday, November 07, 2014 1:00 PM - 5:00 PM Credits: 4.00**



## 203 - I only want what is covered! How to learn to play the insurance game.

**Theresa K. Sheppard, RDA**

In this course, we will learn how to solve the puzzle of insurance coding so patients receive their maximum benefit while increasing compliance.

This efficiency allows for fewer rejections and a smoother payment cycle. When the entire team understands appropriate coding, they can be more accurate with quoting patient estimates. Want fewer denials and faster payments?

### EDUCATIONAL OBJECTIVES:

Understanding the differences in dental plans

Understanding how a thorough breakdown is crucial in the treatment planning process

Understanding CDT coding and what codes you should, (and should not) use

**Friday, November 07, 2014 12:30 PM - 2:30 PM Credits: 2.00**

## 204 - Everything Dentists Need to Know about Social Media and Online Reputation Management

**Ian McNickle, MBA WEO Media**



This course will explore the world of social media. Attendees will learn about numerous social media platforms and channels including Facebook, You Tube, Google+, Pinterest, Twitter, Linked In, and more.

Attendees will learn how each channel works, and how a practice can leverage each channel, implantation strategies, and measuring results.

### EDUCATIONAL OBJECTIVES:

- Overview of most important social media channels for a dental practice
- Understand how each channel works & how to leverage each channel
- Understand how to utilize paid ads on certain channels
- Understand implementation strategies
- Understand how to measure effectiveness

**Friday, November 07, 2014 12:30 PM - 2:30 PM Credits: 2.00**



## 205 - Sleep Apnea & Snoring: Nuts, Bolts and Profitability

**Dr. Dr Bill Thomas**

Sleep Apnea and in general, sleep breathing disorders, affect nearly 1 in 4 Americans. Everyone knows someone who snores - usually Loudly! This course will cover cause, role of the dentist in diagnosis, and a detailed range of therapeutic treatment options for this patient population. A critical level of obesity has hit the US and with it Sleep breathing disorders. Dentists are perfectly positioned to identify, treat, and help save lives along with dramatically help increase patients quality of life.

**Friday, November 07, 2014 12:30 PM - 2:30 PM Credits: 2.00**

## 206 - Keep Your Staff Without Losing Your Mind! Survival strategies for dentists & their teams!

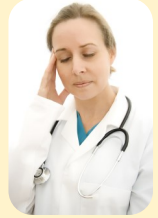
**Kristin Nickells**

Ask five dentists what stresses them the most - four will answer 'staff!' Leadership affects teamwork, morale, motivation and initiative. Dentists and staff will benefit from learning ten habits and behaviors that will ensure a positive work environment! Dentists will not just survive being a boss, they will thrive on it! In this presentation, dentists and their teams leave with easy-to-adopt strategies and techniques to incorporate into their daily practice routines.

Everyone benefits from recognizing and adopting them because it takes leadership from all members to make a winning team! Real-life scenarios, examples and stories taken from my 30 years in the dental business, along with my formal leadership & coach training, will connect listeners to each strategy and make it real, enabling them to see, think and act differently immediately.

That means a happier workplace with fewer hassles, motivated employees, less time managing staff, better employee retention and increased morale!

**Friday, November 07, 2014 12:30 PM - 2:30 PM Credits: 2.00**



## 207 - How Oral/Systemic Disease Spreads In The Immunocompromised Patient

**Richard A. Cloonan, D.D.S.**

***Medical issues triggered by poor oral care will be covered in this lecture and include:***

- Upsetting the pH balance of the oral fluids
- Gingivitis leading to Bacterial Endocarditis
- Diabetes leading to rampant tooth decay and severe periodontal disease
- Mouth ulcers contributing to gastrointestinal disease.
- Dry Mouth (Xerostomia) contributing to rapid destruction of tooth structure.
- Ventilator- Associated Pneumonia due to the aspiration of bacterial plaque and food debris
- Denture Related Infections involving Bacteria VS Fungi.
- The ability to discuss dental disease and the medical issues triggered by poor oral care
- The understanding of new technology for maintaining the pH balance to prevent bacterial infections by providing proper oral care
- Increase knowledge how to provide proper denture.

**Friday, November 07, 2014 12:30 PM - 2:30 PM Credits: 2.00**



## 208-Medical Emergencies in the Dental Office! Understanding, recognition and treatment of common emergencies in the dental office!

**Dr. Eric Osmolinski, Dr. Jana Osmolinski**

Medical emergencies are on the rise in the dental office due to increasing age of the population.

Our patients are living longer and are taking more prescription medications which have significant implication on the dental treatment. Being able to recognize and treat any potential emergency is a skill requiring knowledge and experience.

During the lecture, dentists will be provided with the description of the most common emergencies, equipment required and a team approach in the management of a stressful situations towards the successful treatment outcome.

**Friday, November 07, 2014 12:30 PM - 2:30 PM Credits: 2.00**



## 301- CPR Certified

**CPR Instructor Price: Admission + \$20.00**

**Friday, November 07, 2014 3:00 PM - 6:00 PM Credits: 3.00**





## **302- Uses of Hypnosis in Dental & Relaxation Techniques**

### **Dr. Ashley Goodman**

This workshop will review basic, intermediate, and some more advanced patient management hypnotic skills. You will learn rapid timesaving verbal and nonverbal techniques as they apply to the providing of effective and comfortable dental care for both the providers (hygienists and RDAs) and patients.



The uses of creative visualization, desensitization, restorative appliance acceptance, control of saliva and blood flow, more rapid healing, pain control, body language mirror/Xmirror, etc., will be demonstrated.

Specific applications of clinical dental uses for behavior modifications, relaxation, pediatric situations, anxiety and oral habit control, will be examined. Enhancing personal communications, and self-hypnosis/stress reduction methods for the dental patient and the dental care provider will be examined.

Patient care will be enhanced through a greater appreciation of therapeutic communication techniques by dental personnel.

The clinical use of hypnosis/suggestion for dentistry is mainly for the following purposes: Behavior Modification, Relaxation, Anxiety Control, Fear Elimination, Quelling Undesirable Habits, Tongue Thrust, Reverse Swallowing, TMJ Dysfunction, Bruxism, Clenching, Amnesia, Analgesia, Anesthesia, Pain Control, Prevention of Gagging and Nausea, Control of Saliva and Bleeding, Creative visualization for healing, Restorative Appliance Tolerance, Pretreatment Desensitization, Self-image, Self-esteem, and Confidence.

**Friday, November 07, 2014 3:00 PM - 5:00 PM Credits: 2.00**



## **303 - 60-Minute Smile Makeovers**

### **Dr. Robert Isben**

Every practice has a large segment of patients with healthy but "neglected" smiles. Many of those patients do not want to improve their smile because they believe it will require injections, pain, or invasive methods.



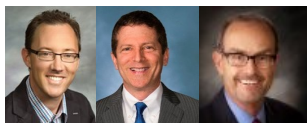
But with noninvasive veneer solutions, more patients would be willing to proceed with treatment - even patients you did not believe would want veneers. Dr. Robert Isben will demonstrate proven additive, adhesive, shoulder-free veneer techniques you can begin using immediately to best service those patient and increase patient acceptance.

In more than 3 decades of placing porcelain veneers he has never needed to use any form of anesthesia because he never removed any sensitive tooth structure. *No shots, no pain, no temporaries.*

#### **EDUCATIONAL OBJECTIVES:**

- Begin using adhesive methods to perform simple veneer procedures on patients who have healthy dentition and gingiva but cosmetically, structurally, or functionally neglected teeth.
- Achieve reliable, esthetic results without anesthetic injections or drilling shoulders or margins into teeth.
- Incorporate these treatment options in his/her practice in order to improve production.
- How to create noninvasive veneer restorations with adhesion.
- Begin identifying patients with healthy but "neglected" smiles who are candidates for noninvasive, shoulder-free veneer procedures.

**Friday, November 07, 2014 3:00 PM - 5:00 PM Credits: 2.00**



### 304 - CEA Talks: Associateships, Partnerships, Acquisitions

Jason Patrick Wood, Esq.,  
Ken Rubin CPA,  
Bob Affleck of Citi Bank



**Thinkers. Doers. Idea-generators. Leaders.**

**This featured panel of speakers delivers 45 minutes each of specific expert education at CEA Talks.**

The course begins with Jason Patrick Wood, Esq., dissecting the associate position and reviews the differences between employee vs. independent contractor, compensation structures and the impact on the associate's pay.

*The course then reviews with Ken Rubin dental partnerships: how they are created, proper vs. improper models, CA regulations pertaining to partnerships, and compensation formulas.*

The final phase with Ben Affleck of Citi Bank takes an in depth view of starting a dental practice and/or acquiring an existing dental practice: the importance of the lease and the various provisions which can destroy the value of the dental practice, the buy/sell agreement, restrictive covenants, redo work, uncompleted dental work, collection of accounts receivable, representations and warranties as well as numerous other issues that can have a significant impact on the individual dentist.

**Friday, November 07, 2014 3:00 PM - 5:00 PM Credits: 2.00**



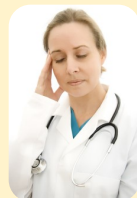
### 305- Working with Patients that Make You Crazy

Jen Butler, M.Ed., CPC, BCC

Working with difficult patients can be emotionally and mentally draining. Limiting your patient base solely to patients you 'like' or are 'easy' isn't practical and won't fill the schedule. Every patient presents a unique opportunity to navigate the patient experience in an effort to connect with them and meet their needs. The more adaptable and accepting we can be with patients' unique needs, the broader our patient base, the fuller the schedule... leading to less stress, increased satisfaction and practice growth.

**EDUCATIONAL OBJECTIVES:** Identify and analyze the four communication styles, Reframe how the "difficult" patient is seen, Gain communication skills to effectively connect with patients, Deepen empathy, reduce stress and increase your patient base.

**Friday, November 07, 2014 3:00 PM - 5:00 PM Credits: 2.00**



### 306-Expanding You're Practice with a Holistic, High Tech Approach to Treating Periodontal Disease.

Carey O'Rielly, DDS

With a greater understanding of the oral systemic connections and how it applies to your practice, you will be able to take your practice to another level. With the use of a high definition microscope you will be able to demonstrate to your patients in real time video the amount and types of anaerobic bacteria that are living in their gingival sulci and causing the inflammation associated with periodontal disease.

#### ATTENDEES WILL LEARN:

- What research says about the systemic effects of periodontal disease.
- How to quickly lower inflammation and thereby improve long term compliance and treatment results.
- The effects of natural rinses on bacteria populations by watching live videos.
- At the end participants will know how to increase referrals and profitability by using high impact visual imagery for case presentation and oral systemic care.

**Friday, November 07, 2014 3:00 PM - 5:00 PM Credits: 2.00**



### 307 - Medical / Dental Insurance Cross Coding and Billing; An Untapped Revenue Source

**Rebecca Gerber**

General dentists are finding that medical dental insurance cross coding is becoming a necessity in today's competitive market. Proper billing of dental procedures to medical carriers can be an untapped source of revenue and help promote higher case acceptance with your patients.

Using medical benefits for certain services, can offer better savings, while leaving dental benefits available for non-medical procedures.

When you can offer the opportunity to save money, patients will have a greater loyalty to you, and be more likely to schedule their necessary treatment. The benefits of billing selected dental procedures to medical insurance cannot be overstated.

However, it is apparent that knowing how to properly code and bill to the medical carrier can seem overwhelming. It is not as difficult as you might think.

#### EDUCATIONAL OBJECTIVES:

- Implementation Procedures
- Medically Billable Procedures
- How to Obtain Eligibility and Benefits
- Interpretation of CPT and ICD-9 Codes
- Proper Tools and Resources for Billing
- How to complete a claim form using Dentrix, EagleSoft, and OpenDental
- Follow Up
- Role of Staff Members
- How to Document Medical Necessity

**Friday, November 07, 2014 3:00 PM - 5:00 PM Credits: 2.00**



### 308 - Online Reputation Management: Getting Good Reviews and Dealing with Bad Reviews

**Ian McNickle, MBA**

One of the most annoying aspects of running a dental practice is dealing with negative online reviews. In this course we'll explore how the major review sites work, what you can and cannot do about reviews, and how to proactively build an outstanding online reputation.

The course will cover the most important review sites such as Google+, Yelp, Health Grades, and others. In addition, social media as it pertains to online reputation will be covered in this highly informative course.

**Friday, November 07, 2014 3:00 PM - 5:00 PM Credits: 2.00**



## SAN DIEGO DENTAL CONVENTION

SATURDAY NOVEMBER 8, 2014

### 400 - Diode Laser Certification

**Janet Press**

**See Course #100 for Description**

**Saturday, November 08, 2014 8:30 AM - 4:30 PM Credits: 8.00**



### 401- Infection Control for License Renewal and OSHA Update

**Jonathan Rudin, DDS, MS, MPH**

A required course for all California licensed dental professionals,

**Date: Saturday, November 08, 2014 8:30 AM - 11:30 AM Credits: 3.00**



#### SAN DIEGO DENTAL CONVENTION PRICING



Dentist: | 1-Class Pass = \$ 99.00 | 1-Day Pass = \$ 195.00 | 2-Day Pass = \$ 325.00 | Diode Laser= \$595.00 | Exhibit Hall = Free  
Staff: | 1-Class Pass = \$ 65.00 | 1-Day Pass = \$ 125.00 | 2-Day Pass = \$ 195.00 | Diode Laser= \$495.00 | Exhibit Hall = Free



## 402 - Full Arch Dental Implants Immediate Load/ Virtual Treatment Planning

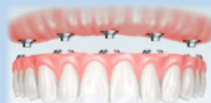
**Dr. Joel Berger**

This lecture will bring attendees up-to-date in the latest technologies for immediate load dental implants. Immediate loading of dental implants is becoming more popular and is something that patients are demanding.

This lecture will outline the pros and cons of immediate loading and the techniques of immediate loading individual teeth as well as full arch reconstruction. It will discuss the latest technologies used for immediate loading, including virtual treatment planning and virtually fabricating temporaries.

At the end of the lecture the attendees will be up-to-date and be able to treatment plan cases using virtual treatment planning techniques.

**Saturday, November 08, 2014 8:00 AM - 11:30AM Credits: 3.50**



## 403 - Oral Sedation Dentistry Introduction, Are you ready to make the change?

**Dr. Jerome Wellbrock**

**See Course #106 for Description**

**Saturday, November 08, 2014 8:30 AM - 11:30 AM Credits: 3.50**

## 404 - Diabetes and the Dental Office

**Maite Moreno DDS, MS**



Diabetes is a growing public health problem worldwide.

Although there are advanced diagnostic tools, the etiology is not fully understood. Dr. Moreno will review the most current information and discuss the relevance of this disease to the practice of dentistry.

If early emphasis on oral hygiene and dental visits is made for these patients, advancement to periodontal disease and the related complications of the disease can be avoided. Diabetes is based on disease etiology into type 1 and type 2.

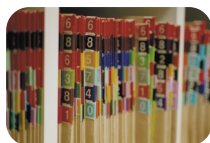
**Upon completion of this course, you should be able to;**

Outline the prevalence of diabetes and identify what influences the development of oral complications in patients with diabetes, understand the link between periodontal disease and diabetes-related complications and present treatment options.

**Saturday, November 08, 2014 8:30 AM - 11:30 AM Credits: 3.00**

## 405 - Dental Insurance Billing and Coding

**Rebecca Gerber**



This dental billing course will provide you with insight into the complicated tasks of insurance billing and coding, utilizing either *Dentrix*, *EagleSoft*, or *SoftDent* software systems.

In this comprehensive workshop, the instructor will guide you through the entire dental insurance process, including: proper coding, documentation, appeals, contracts, case presentations and payment policies. Study reasons for low payments, denials, rejections, and claims processing challenges.

You will also receive valuable instruction on how to use the current CDT manual, the Trojan Eligibility database and other tools used in maximizing patient benefits and practice payments

**Saturday, November 08, 2014 8:00 AM - 11:30 AM Credits: 3.50**

## 406 - ONLINE MARKETING WORKSHOP: SEO AND PPC HOW TO DRIVE NEW PATIENT GROWTH Combination of Lecture and Interactive Session

**Ian McNickle, MBA**

This course will review the major components that should be included in a dental marketing plan (website, SEO, PPC, social media, online reviews, patient referrals, direct mail, etc). We will discuss their relative priority, typical costs, best practices for implementation, how to measure results, how to measure ROI, and review dental practice case studies.



CONTINUE →

#### 406 - ONLINE MARKETING WORKSHOP:

We will actually develop a dental marketing plan for each attendee during the workshop that is customized for their practice.

- Define key elements of a dental marketing plan
- Learn background information on key elements
- Understand best practices for implementation
- Discuss typical costs and terms
- Understand how to measure results
- Understand how to measure return on investment (ROI)
- Leave workshop with a marketing plan outline customized for your practice

**Saturday, November 08, 2014 8:00 AM - 11:30 AM Credits: 3.50**



#### 407 - Predictable Adhesive Protocols & An Efficient and Affordable Anterior Aesthetic Solution

**Mark Duncan, DDS, FAGD, LVIF, DICOI, FICCMO**  
Clinical Director, LVI



The morning session will feature state of the art adhesive protocols and techniques to help the clinician understand exactly what adhesive dentistry is today. Attendees will learn how to efficiently and quickly offer your patients the best that dentistry can provide!

We will talk through materials like composites and bonding agents as well as explore the theory, indications, and practice opportunities that Coltene's Compoener direct resin veneer system provides.

The morning session is open to all and the afternoon 4-Hour workshop will offer a hands-on opportunity to the first 24 registrants who register.

**Saturday, November 08, 2014 8:00 AM - 11:30 AM Credits: 3.50**



#### 408-Dispelling the "CSI Effect" Myth, An Overview of Forensic Dentistry.

**Anthony "Rick" Cardoza, D.D.S., D-ABFO**

Because of the current popularity of forensic faire in television, the general public is getting a skewed view of the true nature of forensic investigation.

This issue is commonly known as the "CSI effect".

In this seminar, Dr. Cardoza will dispel this myth as it relates to forensic odontology.

**Topics will include forensic dental identification of decedents of varying postmortem states including:** skeletal, fragmented, decomposed, burned remains and pattern injuries as they relate to bite mark investigation not only in human bites but animal bites as well.

##### **EDUCATIONAL OBJECTIVES:**

- Learn the varied roles of forensic dentists.
- Understand the forensic value of dental records.
- Recognize how to cooperate with the legal system

**Saturday, November 08, 2014 8:00 AM - 11:30 AM Credits: 3.50**



#### 501- California Dental Practice Act

**Patrick J. Wood, Esq.,**

A required course for all California licensed dental professionals.

**Saturday, November 08, 2014 12:30 PM - 2:30 PM Credits: 2.00**



#### 502 - Success Secrets of the Million Dollar Plus Practice

**Bernie Stoltz**

Propel your practice ahead in this slow-moving economic recovery.  
**SUCCESS SECRETS OF THE MILLION DOLLAR PLUS PRACTICE**  
gives you the cutting-edge strategies.

CONTINUE →

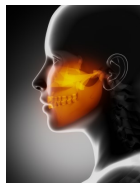
### 502 - Success Secrets of the Million Dollar Plus Practice

This workshop details the expert advice on everything you need including how to market, increase efficiency, reduce overhead, and improve practice profitability.

- CREATE a million dollar practice with as few as 1,000 patients.
- THREE proven ways to grow your practice.
- New marketing techniques to BRING IN quality-conscious patients.
- Advanced presentation techniques GUARANTEED to increase case acceptance.
- Have all of the above and only work 4 DAYS A WEEK.



**Saturday, November 08, 2014 12:30 PM - 2:30 PM Credits: 2.00**



### 503 - Preventing Nerve Injury in Dentistry: How to Avoid Them and Treat Them

**Dr. Joel Berger**

Injuries to the inferior alveolar and lingual nerve are becoming one of the most frequent law suits in dentistry. Attorneys in Southern California are almost specializing in prosecuting dentists who have patients with nerve injuries secondary to their therapies.

This lecture will outline the ways to avoid nerve injuries in your patients as well as a protocol for therapy should you have a patient with a nerve injury, to limit your overall liability.

**Saturday, November 08, 2014 12:30 PM - 2:30 PM Credits: 2.00**

### 504-Medical Billing for the Dental Office, Liz Bassin

Maximize treatment acceptance with your patient's medical benefits. Dental office staff will learn that billing certain dental procedures to medical insurance has multiple benefits to both patients and dental practices.

#### EDUCATIONAL OBJECTIVES:

- Establish basic knowledge of both dental and medical billing
- Determine why, and what, dental offices can bill to medical insurance

**Saturday, November 08, 2014 12:30 PM - 2:30 PM Credits: 2.00**



### 505 - Predictable Adhesive Protocols &

#### An Efficient and Affordable Anterior Aesthetic Solution

**Mark Duncan, DDS, FAGD, LVIF, DICOI,  
FICCMO Clinical Director, LVI**



The workshop section will provide 24 doctors the opportunity to explore a one-visit direct placement system utilizing Composeer prefabricated veneers that provides an inexpensive and predictable way to help your patients to achieve the smile they have always wanted.

**SPACE IS LIMITED SO REGISTER EARLY FOR THIS HANDS-ON EXPERIENCE!**

**Saturday, November 08, 2014 1:00 PM - 5:00 PM Credits: 4.00**

### 506 - Understanding Chronic Inflammatory Diseases and How They Impact Dentistry

**William D. Nordquist DMD MS**

We will take a journey into understanding the essence of chronic inflammatory autoimmune diseases, such as, heart disease, diabetes, and Alzheimer's disease, and how they are related to periodontal disease and dentistry in general. Learn how specific oral micro-organisms called spirochetes commandeer the immune system triggering immune suppression, chronic inflammation and neurologic disorders.

We will dive into how deeply these disorders affect the everyday lives of people living in the modern industrialized world. **BY UNDERSTANDING THE MECHANISM, THE QUESTION IS:** Can these debilitating diseases be prevented and/or reversed? How do these chronic diseases affect the practice of dentistry? Are dentists doing "no harm" in treating their patients' periodontal needs? Answers will be discussed as to how dentists can be part of solution to oral spirochetosis (periodontal disease) with effective and permanent solutions to eliminate the source of problematic spirochetes from the mouth.

**Saturday, November 08, 2014 12:30 PM - 2:30 PM Credits: 2.00**



### 507 - Would You Like Floss With That?

**Kristin Nickells; Certified Executive Coach**

*Practice Smarter & Easier Using Franchise Business Secrets*

This presentation is designed to enable dentists and staff to benefit from proven, easy-to-learn, but carefully guarded business secrets from the most successful and efficient business model in existence (the franchise) and have fun learning them!

These secrets are readily translated to a dental practice; making practices better and easier to run. Dentists will learn how to 'work smarter' by applying these fundamentals, resulting in increased patient numbers and loyalty, streamlined practice operations (which means less time spent managing), simplified, effortless staff management and consistent profitability.

Through story, real-life examples, case studies and inter-active exercises, participants will learn 5 universal principles that make franchises so successful and how they affect a dental practice; Consistency, Customer Service, Staff Training & Motivation, Creating Systems, and Profit by Design.

Translate these principles into real application to dentistry and leave with a unique take-home plan-in-a- box, full of ideas & tools to implement methods into their practice.

**Saturday, November 08, 2014 12:30 PM - 2:30 PM Credits: 2.00**

**SECRETS  
REVEALED!**

### 508 - Enamel Therapy in the 21st Century: Remineralization Strategies, Professional Fluoride

**Sandra R Shapiro-White, RDH, BS**

*Fluoride, Fluoride , Fluoride...APF, NaF, SnF2, ACP, TCP, OTC, MI.*

What does it all mean? Come learn what all these mean and what to choose when treating patients with Moderate and High Risk Caries. This course will teach the latest in Remineralization Technologies, the ADA recommendations on Professional in office Fluoride Treatments, in office Enamel Therapy and over the counter products.

This course will help you negotiate the treatment plan for Moderate to High Risk Caries patients and what products to recommend and why.

**Saturday, November 08, 2014 12:30 PM - 2:30 PM Credits: 2.00**

**premier**

### 601- CPR

**Certified CPR Instructor** *Price: Admission +\$20.00*

**Saturday, November 08, 2014 3:00 PM - 6:00 PM Credits: 3.00**



### 602 - "60-Minute" Smile Makeovers

**Dr. Robert Isben**

See Lecture 303 for Details

**Saturday, November 08, 2014 3:00 PM - 5:00 PM Credits: 2.00**



### 603 - Sleep Apnea and Medical Billing for the Dental Practice

**Help save your patients lives!**

**Liz Basin**

This course will include information on how to properly implement Sleep Apnea into your practice. Topics of discussion will include myths about implementing Sleep Apnea, proper protocol for adding Sleep Apnea into your practice, patient strategies and staff strategies.

At the end of the course, there will be a question and answer series along with an open discussion of any particular cases practices may want to go over.

\*Brief over view of the hottest topics in medical and dental billing; including sleep apnea.

**Saturday, November 08, 2014 12:30 PM - 2:30 PM Credits: 2.00**



## 604 - The Health Care Reform law

**Craig Gussin**

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 preventative checkup covered under the health care reform laws.

**Saturday, November 08, 2014 3:00 PM - 5:00 PM Credits: 2.00**



## 605 -CEA Talks: The Business Side of Dentistry

**Ken Rubin CPA,**

**Patrick Jason Wood, Esq.,**

**Thinkers. Doers. Idea-generators. Leaders.**

**This featured panel of speakers delivers 45 minutes each of specific expert education at CEA Talks.**

This course takes an in depth view of the various stages of a dentist's career in an effort to educate the individual dentist on the business side of being a dentist. The course begins with Ken Rubin, CPA and takes an in depth view on how to effectively use Key Performance Indicators (KPI's), Benchmarks and Business Metrics and tax breaks that most dentists are missing which cost them tens of thousands of dollars each and every year. You will learn how to proactively protect yourself from the current megatrends affecting the business side of dentistry.

The final phase of the course with Patrick Jason Wood, Esq., who will reviews potential legal pitfalls in the dental practice and the advantages of incorporating.

We will then review associate agreements, partnership agreements and learn secret tricks about lease negotiations, contracts, employment issues and EPLI insurance.

We will educate you on how to operate your business like a business in order to enjoy increased cash flow, less stress and more time away from work. We will discuss current finance trends and future predications for dentist.

**Saturday, November 08, 2014 3:00 PM - 5:00 PM Credits: 2.00**



## 606 - Medical Emergencies in the Dental Office!

**Understanding, recognition and treatment of common emergencies in the dental office!**

**See Course #208 for Course Description**

**Dr. Eric Osmolinski, Dr. Jana Osmolinski**

**Saturday, November 08, 2014 3:00 PM - 5:00 PM Credits: 2.00**



## 607- "Records Roulette" Don't Gamble with your Practice.

**Theresa K. Sheppard, RDA**

**MANY OFFICES DO NOT HOLD THE STANDARD OF CARE THAT IS NEEDED TO PROTECT THE PRACTICE FROM AUDIT, LAWSUIT AND RISK OF INCARCERATION.**

Healthcare fraud does not have to be intentional to be prosecuted

Learn how incorrect code use can put your practice ....and license at risk

Learn how proper diagnostics and documentation will help protect your office

**Saturday, November 08, 2014 3:00 PM - 5:00 PM Credits: 2.00**



### 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.

**1936 Quivira Way San Diego, CA 92109**



**Chris Ippolito,**  
**PRODUCER**

CEA Dental, invites you to join us at the Eighth Annual **San Diego Dental Convention** to be held on November 7 & 8, 2014, at the Marina Village Conference Center in San Diego, California.

Guests have the opportunity to earn their continuing educational credits and engage **over 50 classroom-style lectures** taught by esteemed figures from across the dental community. The stunning San Diego Bay sets a relaxing background where CE Courses are provided and attendees can attain their Infection Control, CPR and Dental Practice Act certificates.

PRESORTED STANDARD  
US POSTAGE PAID  
SAN DIEGO, CA  
PERMIT NO. 2048

## TOP 10 REASONS TO ATTEND

-  Our Exhibit Hall, Parking, Breakfast and Drinks are **FREE** to any dental professional from 8:00am–3:30pm
-  **Re-Certification:** Oral Sedation, CPR, Medical Emergencies, CA Dental Practice Act, CA. Infection Control, OSHA.
-  Choose from over **45** lectures & **7** hands-on courses.
-  Shred-a-Thon brought to you by Universal Micro Enterprise. **Donations accepted & appreciated!**
-  Bring your laser to our Hands-On Diode Laser Certification Lab or train on one of our diode laser units.
-  **6** Front Office Dental and Medical Insurance Lectures taught by **4** Leading Insurance Experts!
-  **Health Care Reform Act. Update for Dentistry!**
-  Join us for our wine & cheese social from 2:30pm-3:00pm. Included with any CE Course purchase.
-  Affordable education for everyone. Early registration incentives. Register as a team of 4 or more & qualify for our group discount.
-  All CEA Dental events accept donations for the **Dental Supply Drive**. Drive down and enjoy breakfast and cup of coffee while our CEA Dental staff help unload your vehicle.