

# 10th Annual SAN DIEGO DENTAL CONVENTION

November 13-14 2015



MARINA VILLAGE & CONFERENCE CENTER | 1936 QUIVIRA WAY SAN DIEGO, CA 91941  
619.277.4743 | [www.ceadental.com](http://www.ceadental.com) | [chris@ceadental.com](mailto:chris@ceadental.com)

**Michael Leizerovitz DDS,**  
*Extracting Wisdom Teeth*



**Dr. Bill Kimball**  
*Exit Strategies*



**Juan P. Acosta**  
*Dental Hypnosis*



**Dr. Jana Osmolinski**  
*Medical Emergencies*

**Dr. Robert Ibsen**  
*60-Minute Smile Makeovers*

**Dr. William D. Nordquist DDS**  
*Oral-Systemic Connection*

**Sam Halabo, DDS**  
*Direct and Indirect Procedures*



**Dr. Maite Moreno**  
*Saliva and Diabetes*



**Kathy Dennis**  
*2016 Insurance Codes*



**Greg Hughes DDS,**  
*New Patients*

**John McAllister, DDS**  
*Laser-Assisted Treatments*

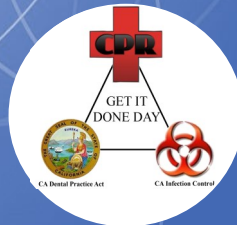
**Richard A. Litt, DDS, MS**  
*Orthodontics*



**Dr. Vincent Tran**  
*TMJ Dysfunction*



**Rebecca Gerber**  
*ICD-10 INSURANCE CODES*



**CPR,**  
**CA. INFECTION CONTROL**  
**CA. DENTAL PRACTICE ACT**

**DIODE LASER CERTIFICATION**  
**EXTRACTION ACADEMY**



Since 2005

# *How might Social Media hurt my practice?*



**Cecelia Chen, Attorney**  
San Diego/Los Angeles

[www.practiceatty.com](http://www.practiceatty.com)

*Super Lawyer 2014  
nominated by Peers*

In today's social media hyper connected world, a practice's goodwill is heavily influenced by patient loyalty and relationship. While it's important to maintain high patient satisfaction and being able to reach an audience far greater than the number influenced by traditional advertising, too much connection could impact the practice value negatively.

For instance, if the selling doctor is very active and connected with the patients through social media, a buying dentist might believe that many patients would maintain contact with the selling doctor through Facebook or twitter, resulting in a much higher attrition rate.

## **SERVING DENTAL PROFESSIONALS:**

- Practice Sales and Acquisitions
  - Lease Review and Negotiation
  - Partnership Formation and Buy-Out
  - Practice Start-Up and Incorporation
  - Associate and Fee Sharing Agreements
  - Estate Planning

***SEE COURSES FRIDAY # 205 & #305, SATURDAY #505 & #605***

### **Client Testimonial:**

Cecilia assisted me in buying my first practice. Not only did she do an excellent job to make sure that my interests and investment is protected, she went out of her way to negotiate 3-months rent abatement for me, which gave me the much needed breathing room during the transition period.

I highly recommend Cecilia and thank her for her efforts to me now becoming a proud first time practice owner.

**Dmitry Aminov, DMD**



LAW OFFICES OF  
**CECILIA CHEN**

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# SAN DIEGO DENTAL CONVENTION

Continuing Education Academy | Friday November 13

Class #	Lecture Topic	Speaker	Friday, Nov. 13, 2015
100-Diode Laser Certification ~ <b>2-Day Pass Included</b>		<b>Hands-On Certification</b>	8:00AM-5:00PM CE 8.0
101-CA. Infection Control and OSHA for the Dental Office		Jonathan Rudin DDS	8:00AM-11:00PM CE 3.0
102-Medical to Dental Insurance Coding and Billing		Rebecca Gerber	8:00AM-11:30AM CE 3.5
103-Incorporating Orthodontics In To Your Dental Practice:		Richard A. Litt, DDS, MS	8:00AM-11:30AM CE 3.5
104-Hypnodontics, Because Words Matter		Juan P. Acosta	8:00AM-11:30AM CE 3.5
105-Extraction Academy ~ <b>Surgical Training ~ Hands-On ~ \$995.00</b>		Kianor Shah DDS	8:00AM-5:00PM CE 8.0
106-The Health Care Reform law		Craig Gussin	8:00AM-11:30AM CE 3.5
107-New Patient Referral Marketing System~ <b>Interactive Workshop</b>		Greg Hughes DDS	8:00AM-11:30AM CE 3.5
108-MEGAGEN ~ <b>Implant Surgical Training Hands-on Fee +\$99</b>		MEGAGEN IDS	8:00AM-12:00AM CE 4.0
109-Perfecting Impression and Provisional Techniques		RACHEL SMITH RDH	8:00AM-11:30AM CE 3.5
201-California Dental Practice Act		<i>Certified Instructor</i>	12:30PM-2:30PM CE 2.0
202-ICD-10 is Coming ~ Insurance Training		Rebecca Gerber	12:30PM-2:30PM CE 2.0
203-The LANAP® and LAIPT™ Protocols		John McAllister, DDS	12:30PM-2:30PM CE 2.0
204-Diabetes and the Dental Office		Maite Moreno, DDS, MS	12:30PM-2:30PM CE 2.0
205-Top 10 Practice Growth and Marketing Strategies for 2016		Bill Kimball DDS , Bob Affleck	12:30PM-2:30PM CE 2.0
206-Medical Emergencies in the Dental Office! <b>Part 1</b>		Eric & Jana Osmolinski DDS	12:30PM-2:30PM CE 2.0
208-Low Back and Neck Pain: The True Cause		Brian Bradley	12:30PM-2:30PM CE 2.0
209-Oral-Systemic Connection: The Balance of Health & Disease		William D. Nordquist DDS	12:30PM-2:30PM CE 2.0
301-CPR <b>Hands-on Fee +\$30</b>		Certified CPR Instructor	3:00PM-6:00PM CE 3.0
302-Medical Insurance Billing for Sleep Apnea and TMJ		Rebecca Gerber	3:00PM-5:00PM CE 2.0
303-Solving cosmetic problems W/O cutting sensitive tooth structure.		Robert Ibsen DDS	3:00PM-5:00PM CE 2.0
304-Salivary and Cardiovascular Disease within Dentistry		Maite Moreno, DDS, MS	3:00PM-5:00PM CE 2.0
305-Secrets to a Successful Practice Sale or Purchase		Bill Kimball DDS , Bob Affleck	3:00PM-5:00PM CE 2.0
306-Medical Emergencies in the Dental Office! <b>Part 2</b>		Eric & Jana Osmolinski DDS	3:00PM-5:00PM CE 2.0

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 \$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 14

Class #	Lecture Topic	Speaker	Saturday, Nov. 14, 2015
400-Diode Laser Certification ~ <b>2-Day Pass Included</b>		<b>Hands-On Certification</b>	8:00AM-5:00PM CE 8.0
401-CA. Infection Control and OSHA for the Dental Office		Jonathan Rudin DDS	8:00AM-11:00AM CE 3.0
402-The 2015 Dental Code-PPO/ HMO Insurance Coding		Kathy Dennis	8:00AM-11:30AM CE 3.5
403-Separating Fact from Fiction in Orthodontics		Richard A. Litt, DDS, MS	8:00AM-11:30AM CE 3.5
404-Hypnodontics, Because Words Matter		Juan P. Acosta	8:00AM-11:30AM CE 3.5
405-Permanent Solution for TMJ Dysfunction		Vincent Tran, DDS	8:00AM-11:30AM CE 3.5
406-Achieving Superb Results with, Direct & Indirect Procedures		Sam J. Halabo DMD	8:00AM-11:30AM CE 3.5
407-Enamel Therapy in the 21st Century:		Sandra R Shapiro-White, RDH	8:00AM-11:30AM CE 3.5
408-MEGAGEN ~ <b>Implant Surgical Training</b> <b>Hands-on Fee +\$99</b>		MEGAGEN IDS	8:00AM-12:00AM CE 4.0
409-Perfecting Impression and Provisional Techniques		RACHEL SMITH RDH	8:00AM-11:30AM CE 3.5
501-California Dental Practice Act		<i>Certified Instructor</i>	12:30PM-2:30PM CE 2.0
502-Front Office Boot Camp	<b>Part 1</b>	Kathy Dennis	12:30PM-2:30PM CE 2.0
503-Extracting Wisdom Teeth		Michael Leizerovitz, DDS	12:30PM-2:30PM CE 2.0
504-Diabetes and the Dental Office		Maite Moreno, DDS, MS	12:30PM-2:30PM CE 2.0
505 Top 10 Practice Growth and Marketing Strategies for 2016		Cecilia Chen Esq, Dr Bill Kimball	12:30PM-2:30PM CE 2.0
506-Achieving Superb Results with, Direct & Indirect Procedures		Sam J. Halabo DMD	12:30PM-2:30PM CE 2.0
507-Medical Emergencies in the Dental Office!	<b>Part 1</b>	Eric & Jana Osmolinski DDS	12:30PM-2:30PM CE 2.0
509-Treating the Atrophic Jaw with Custom Embedded Dental Implants		William D. Nordquist DDS	12:30PM-2:30PM CE 2.0
601-CPR	<b>Hands-on Fee +\$30</b>	Certified CPR Instructor	3:00PM-6:00PM CE 3.0
602-Front Office Boot Camp	<b>Part 2</b>	Kathy Dennis	3:00PM-5:00PM CE 2.0
603-Current Methods to Prevent Lower Jaw Nerve Injuries.		Michael Leizerovitz, DDS	3:00PM-5:00PM CE 2.0
604-Salivary and Cardiovascular Disease within Dentistry		Maite Moreno, DDS, MS	3:00PM-5:00PM CE 2.0
605-Secrets to a Successful Practice Sale or Purchase		Cecilia Chen Esq, Dr Bill Kimball	3:00PM-5:00PM CE 2.0
606-Achieving Superb Results with, Direct & Indirect Procedures		Sam J. Halabo DMD	3:00PM-5:00PM CE 2.0
607-Medical Emergencies in the Dental Office!	<b>Part 2</b>	Eric & Jana Osmolinski DDS	3:00PM-5:00PM CE 2.0

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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 \_\_\_\_\_

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## 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 13, 2015 8:00 AM - 5:00 PM Credits: 8.00

## 101 - California Infection Control & OSHA for the Office

Jonathan Rudin, DDS, MS,



Friday, November 13, 2015 8:00 AM - 11:00 AM Credits: 3.00

## 102 - 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.

### 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
- ROLE OF STAFF MEMBERS
- HOW TO DOCUMENT MEDICAL NECESSITY

Friday, November 13, 2015 8:00 AM - 11:30 PM Credits: 3.50

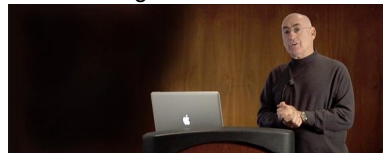
## 103 - Incorporating Orthodontics In To Your Dental Practice: Why, How, When, Where?

Richard A. Litt, DDS, MS F.O.R.C.E., International



In 1983 the ADA in a strategic plan for dentists recommended broadening the scope of services offered by general dentists, while decreasing the number of specialists and scope of specialty practice. That process, although gradual in development is a continuing process in Dentistry. A recent survey of several thousand dentists, who had completed extensive continuing education in orthodontics, suggested six general benefits derived from including orthodontics into their practice: EDUCATIONAL OBJECTIVES:

- BETTER SERVES PATIENT NEEDS
- PROVIDES FULL DENTAL SERVICE IN ONE LOCATION
- IMPROVES THEIR CLINICAL SKILLS IN GENERAL
- CREATES OFFICE LOYALTY
- MAKES PRACTICE MORE ENJOYABLE
- IMPROVES "THE BOTTOM LINE"



Friday, November 13, 2015 8:00 AM - 11:30 PM Credits: 3.50

## 104-Hypnodontics, Because words matter:

**How to make your patients more comfortable**

**Juan P. Acosta, Dental Hypnosis Specialist**

During this workshop you will learn how to effectively make minor adjustments to your speech that help your patients become more comfortable and relaxed. Increasing overall satisfaction increases patient retention, and increasing retention ensures your practice is profitable and sustainable.

You'll hear about proper patient preparation and learn how to create a strong bond with your patients, resulting in online reviews, referrals and exponential growth. This workshop includes fun practice exercises that will improve your communication skills in any situation.

**Friday, November 13, 2015 8:00 AM - 11:30 PM Credits: 3.50**

## 105-Extraction Academy ~ Hands-On Surgical Training

**Start Performing on of the most common Procedures in Dentistry with Confidence.**

**This course has a 1-day fee of \$995.00**

**Dr. Kianor Shah**

This advanced course combines an informative, in depth lectures with comprehensive hands on surgical experiences. The course is designed to teach minimally traumatic tooth extractions, focusing on alveolar ridge preservation, biomaterials selection and placement, surgical and suturing techniques, pain management and patient aftercare. Upon completion of the course, participants should have the skills to correctly plan and confidently perform various extraction techniques.

Upon completion, participants will received 8 CE credits (ADA & AGD CERP). Workshop

7:30 – 8:00 Breakfast & Registration

8:00 – 9:00 Introduction and History

9:00 – 10:00 Case presentations

10:00 – 11:00 Instruments

11:00 – 12:00 Hands-on

12:00 – 1:00 Lunch

1:00 – 2:00 Case presentations

2:00 – 4:00 Hands-on

4:00 – 5:00 Tips and Tricks

**Friday, November 13, 2015 8:00 AM - 11:30 PM Credits: 3.50**

## 106-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.

**Friday, November 13, 2015 8:00 AM - 11:30 PM Credits: 3.50**

## 107-New Patient Referral Marketing System ~ Interactive Workshop

**Greg Hughes DDS**



You will learn how to generate a steady flow of new patients, the best type of patients--those referred by your existing patients!

### EDUCATIONAL OBJECTIVES:

- HOW TO GENERATE A STEADY FLOW OF NEW PATIENTS, THE BEST TYPE OF PATIENTS--THOSE REFERRED BY YOUR EXISTING PATIENTS!
- A NEW PATIENT REFERRAL SYSTEM THAT BRINGS THE COST OF ADVERTISING DOWN.
- LEARN HOW AN EFFECTIVE REACTIVATION STRATEGY WILL KEEP YOUR PATIENTS COMING BACK TO COMPLETE THEIR UNFINISHED TREATMENT.
- STOP REFERRING YOUR PRODUCTION OUT OF THE OFFICE.
- A RETENTION STRATEGY THAT WILL STOP THE LEAKAGE OF PATIENTS LEAVING THE PRACTICE AND BUILD YOUR FUTURE FOR TRANSITION AND RETIREMENT.
- HOW SENDING A CUSTOM BROCHURE WILL LET THE NEIGHBORS NEAR YOUR OFFICE KNOW THE REASONS WHY THEY SHOULD CHOOSE YOUR OFFICE.

**FRIDAY, NOVEMBER 13, 2015 8:00 AM - 11:30 PM Credits: 3.50**



## 108-Hands-On Implant Surgical Training +\$99 Hands-On Fee

Friday, November 13, 2015 8:00 AM - 11:30 PM Credits: 3.50



## 109-Perfecting Impression and Provisional Techniques Hands-On

RACHEL SMITH RDH

By utilizing the most innovative materials on the market and tips and tricks from the experts you will feel more confident in delivering the best care to your patients.

This hands on experience will let you gain confidence as you work with the material.

Friday, November 13, 2015 8:00 AM - 11:30 PM Credits: 3.50



## 201- California Dental Practice Act

A required course for all California licensed dental professionals.

Friday, November 13, 2015 12:30 PM - 2:30 PM Credits: 2.00



## 202-ICD-10 is Coming- Do it Right the First Time and Implement a Medical-Dental Cross Coding System of Your Own

Rebecca Gerber

ICD-10 is Coming- Do it Right the First Time and Implement a Medical-Dental Cross Coding System of Your Own.

Do your practice and yourself a favor and start learning how to implement a Medical-Dental Cross Coding system in your office.

Not only is the clock ticking on the October 1 deadline for implementing ICD-10 codes, but it is important for your practice to be able to offer necessary treatment to patients who otherwise would not be able to afford needed procedures.

### EDUCATIONAL OBJECTIVES:

- WHICH DENTAL PROCEDURES ARE MEDICALLY BILLABLE
- HOW TO USE THE CURRENT CODE BOOK
- HOW TO FILL OUT THE NEWEST CMS-1500 MEDICAL CLAIM FORM
- HOW TO CALL FOR PRE-AUTHORIZATION AND BREAKDOWN OF BENEFITS
- WHICH KEY DOCUMENTS TO INCLUDE
- HOW TO IMPLEMENT ICD-10 CODES
- BILLING FOR EXAMS AND CT SCANS

Friday, November 13, 2015 12:30 PM - 2:30 PM Credits: 2.00

## 203-The LANAP® and LAPIP™ Protocols:

Minimally Invasive, Laser-Assisted Treatments for Moderate-to-Severe  
Periodontal Disease and Ailing and Failing Implants

John McAllister, DDS



Periodontal disease is the number one cause of tooth loss among adults, according to the US Surgeon General 85% of American adults have some form of periodontal disease, which is linked to systemic health conditions such as heart disease, stroke, diabetes, certain cancers, rheumatoid arthritis, and now fatal heart attack.. Meanwhile, up to 80 percent of dental implant patients experience complications due to periodontal tissue inflammation, with 1,000,000 removed annually each year worldwide.

The LANAP and LAPIP protocols are two scientifically proven minimally invasive, laser-assisted approaches to treating these periodontal conditions. A recent systematic review from the American Academy of Periodontology Regeneration Workshop reports that the LANAP protocol can induce periodontal regeneration and may be appropriate for multiple defects as a first line of periodontal disease management. A multicenter human clinical study reported control of peri-implantitis infection and reversal of bone loss after treatment with the LAPIP protocol.

After a brief overview of the prevalence and incidence of these periodontal conditions, this presentation includes a series of clinical cases utilizing the LANAP and LAPIP treatment protocols. Patient selection, step-by-step treatment guidelines, and long-term clinical results are described.

Friday, November 13, 2015 12:30 PM - 2:30 PM Credits: 2.00

## 204-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.

### **EDUCATIONAL OBJECTIVES:**

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 other diabetes-related complications and present treatment options.

**Friday, November 13, 2015 12:30 PM - 2:30 PM Credits: 2.00**



## 205-Increase your Practice Value:

### **Top 10 Practice Growth and Marketing Strategies for 2016**

**Bob Affleck, Citi Practice Finance Group,**

**Dr Bill Kimball, Kimball and Nickerson Consulting**

**Cecilia Chen Esq., Law Offices of Cecilia Chen**

Learn practice growth strategies successfully used in 1000 offices across the nation. The focus of this program is to help you develop a clear understanding of what a dental practice will sell for in today's market and expose you to sound ideas for maximizing the value of your practice by preparing you and your practice ahead of time and before it's too late.

### **EDUCATIONAL OBJECTIVES:**

- LEARN PRACTICAL AND PROVEN PRACTICE GROWTH STRATEGIES FOR YOUR PRACTICE
- INCREASE PRACTICE VALUE WITH A LOYAL TEAM
- HARNESS THE POWER OF PATIENT-CENTRIC MARKETING
- FINANCIAL ARRANGEMENTS THAT ACTUALLY WORK
- IS INCORPORATION RIGHT FOR YOU?
- ASSOCIATE AND PARTNERSHIP STRUCTURES – WHAT YOU DON'T KNOW CAN HURT YOU
- WHAT YOU MUST DO 3 – 5 YEARS BEFORE YOU SELL (THIS MIGHT SURPRISE YOU)

**Friday, November 13, 2015 12:30 PM - 2:30 PM Credits: 2.00**



## 206-Medical Emergencies in the Dental Office!

### **Understanding, recognition & 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 13, 2015 12:30 PM - 2:30 PM Credits: 2.00**





## 208 - Low Back & Neck Pain The True Cause

**Brian Bradley, 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 13, 2015 12:30 PM - 2:30 PM Credits: 2.00**



## 209-The Oral-Systemic Connection:

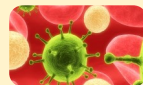
### The Balance between Health and Disease

**William D. Nordquist DDS**

When distilling all the evidence connecting periodontal disease to chronic inflammatory autoimmune diseases, it all boils down to a gross imbalance of microbes throughout the entirety of the gastro-intestinal tract. Dental disease is the "canary in the coal mine" that warns of more serious disease to follow.

This lecture will carefully present the scientific evidence to span the gap between health

**Friday, November 13, 2015 12:30 PM - 2:30 PM Credits: 2.00**



## 301- CPR Certified

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

**Friday, November 13, 2015 3:00 PM - 6:00 PM Credits: 3.00**



## 302-Medical Insurance Billing for Sleep Apnea and TMJ Disorders

### The Best Kept Secrets for Higher Reimbursement

**Rebecca Gerber**



Sleep apnea is a serious sleep disorder that occurs when a person's breathing is interrupted during sleep. People with untreated sleep apnea stop breathing repeatedly during their sleep, sometimes hundreds of times. Many times this can cause death. Similarly, TMD is pain, followed by restricted mandibular movement, and noises from the temporomandibular joints (TMJ) during jaw movement. Although TMD is not life-threatening, it can

be detrimental to quality of life, because the symptoms can become chronic and difficult to manage. Currently common treatments for both disorders are provided in dental offices across the country. While both procedures can be billable to the medical insurance carriers, it is important to document properly the medical necessity. It is also critical to fill out the claim form properly. Improper billing can cause payment delays or denials, which can go on the patient's permanent medical record.

**Friday, November 13, 2015 3:00 PM - 5:00 PM Credits: 2.00**

## 303 - Solving Cosmetic Problems Without Cutting Away Sensitive Tooth Structure

**Dr. Robert Ibsen**



You have many patients who would want to improve their smile if they knew it could be accomplished without grinding away their sensitive tooth structure. Learn from Dr. Robert Ibsen, a pioneer in minimally invasive dentistry how transform your patient's smile without shots or pain.

"For more than 30 years, I have been creating beautiful porcelain veneer smile transformations without ever removing any sensitive tooth structure or requiring any shots or temporaries."

Learn how you can halt and restore multiple structural, functional, and cosmetic deteriorations using non-invasive veneers without injections or anesthetics, while preserving the natural dentition and providing a simple, painless and healthy solution for patients. Many recall patients have smiles that could look better and would if they didn't have to have their sensitive tooth structure grounded down.

During this eye-opening presentation, Dr. Robert Ibsen will reveal the simplified techniques of SmileSimplicity as well as demonstrate how you can easily achieve chair side color correction. These methods result in preserved dentition, virtually perfect shade matching, a natural-looking whiter smile, and a growing, loyal patient base.

**Friday, November 13, 2015 3:00 PM - 5:00 PM Credits: 2.00**

## 304- Salivary and Cardiovascular Disease in Dentistry: A review of current biotechnology innovations

Maite Moreno DDS, MS

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 go on the patient's permanent medical record.

**Friday, November 13, 2015 3:00 PM - 5:00 PM Credits: 2.00**

## 305-Secrets to a Successful Practice Sale or Purchase

Bob Affleck – , Citi Practice Finance Group

Dr Bill Kimball, Cecilia Chen Esq., Law Offices of Cecilia Chen

Whether you are considering buying or selling a practice, adding an associate, forming a partnership, or are just curious about the value of your practice, this seminar is for you! We'll walk you through the process and give you the details you need to know.

Avoid costly mistakes by planning now - your successful future depends on it!

### Educational Objectives:

- Understand the blueprint for a successful transaction
  - How to determine the best time to sell your practice
  - The truth about how brokers and banks value your practice
  - Insight into key points of a purchase and sale agreement
  - Lease agreements - the good, the bad, the ugly
  - Should you sell your practice and come back as an associate?
  - How to assemble a team of experts to guide you around transition pitfalls
- go on the patient's permanent medical record.

**Friday, November 13, 2015 3:00 PM - 5:00 PM Credits: 2.00**

## 306-Medical Emergencies in the Dental Office! Part 2

Dr. Eric Osmolinski, Dr. Jana Osmolinski

**SEE FULL CLASS DESCRIPTION AT COURSE # 206**

**Friday, November 13, 2015 3:00 PM - 5:00 PM Credits: 2.00**



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**SECRETS  
REVEALED!**



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## 400 - Diode Laser Certification

Janet Press

**SEE FULL CLASS DESCRIPTION AT COURSE # 100**

**Saturday, November 14, 2015 8:00 AM - 5:00 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,

**Saturday, November 14, 2015 8:30 AM - 11:30 AM Credits: 3.00**



## 402—"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

**Saturday, November 14, 2015 8:00 AM - 11:30 AM Credits: 3.50**

## 403—"SWEEPING AWAY THE MYTHS:

### Separating Fact from Fiction in Orthodontics"

**A fact-filled presentation about many of the controversies in orthodontics today.**

Richard A. Litt, DDS, MS F.O.R.C.E., International



In recent years, a great deal of misinformation has been presented in the name of continuing education. Misrepresentation of credentials, empirical or anecdotal support for clinical procedures, functional appliance utilization — often without any biological basis — as well as misunderstood dento-legal allegations. All have been used to promote orthodontic procedures or appliances within the non-specialty practice of orthodontics. Dramatic and sweeping changes have taken place in dentistry during the past quarter century. Biologic discoveries, technical advancements, public health concerns, political and economic influences on our healthcare delivery systems, and the virtual elimination of the disease our profession was created to treat (dental caries), have caused a radical metamorphosis in the practice of dentistry. Along with these changes have come controversy. It's time you heard the truth! If you are presently practicing orthodontics or intend to incorporate it into your practice, you owe it to yourself — and your patients — to find out the truth and separate the "fact" from "fiction."

### **THIS COURSE WILL COVER:**

- FACIAL GROWTH/FACIAL ESTHETICS: THE INTERDEPENDENT RELATIONSHIP
- CONTROVERSIES IN ORTHODONTICS
  - EXTRACTION/NON-EXTRACTION TREATMENT AND ITS EFFECT ON THE FACE AND TEMPOROMANDIBULAR JOINT
  - THE "NOT-SO-GREAT" SECOND MOLAR DEBATE
  - THE REALITY OF ARCH DEVELOPMENT
  - FUNCTIONAL JAW ORTHOPEDICS: THE TRUTH

**Saturday, November 14, 2015 8:00 AM - 11:30 AM Credits: 3.50**

## 404 -Hypnodontics, Because words matter: How to make your patients more comfortable and your practice more profitable.

Juan P. Acosta,

**SEE FULL CLASS DESCRIPTION AT COURSE # 100**

**Saturday, November 14, 2015 8:00 AM - 11:30 AM Credits: 3.50**



## 405-Permanent Solution for TMJ Dysfunction

Vincent Tran, DDS



There is a tremendous need for a permanent solution for TMJ Dysfunction. It is estimated that up to 12% of the population is affected by TMD. The symptoms are well known, ranging from headaches, earaches, neck pain or stiffness, congestion or ringing in the ears, clicking, popping or grating noises, tired jaw or pain when chewing, limited mouth opening or jaw locking, dizziness and fainting, pain behind the eyes, numbness in the hands, shoulder and back pain. The current treatments of surgery, function

appliance, and night guard are ineffective.

Dr. Tran will show you how to recognize and diagnose TMD. Participants will learn the skill sets necessary to effectively treat TMD. Participants will also learn how to present a \$30K treatment plan with great acceptance rate.

### EDUCATIONAL OBJECTIVES:

REVIEW OF THE TMJ ANATOMY

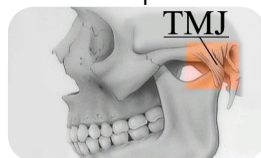
TMJ EXAM-DEMONSTRATION

ORTHODONTICS- A MUST-HAVE KNOWLEDGE

SMILE MAKEOVER- A NECESSARY KNOWLEDGE

HOW TO RECOGNIZE TMD JUST BY LOOKING AT PATIENT POSTURE AND FACIAL PROFILE

FULL MOUTH RECONSTRUCTION



**Saturday, November 14, 2015 8:00 AM - 11:30 AM Credits: 3.50**

## 406-Achieving Superb Results with Every Day, Direct and Indirect Procedures

Part 1 of 3

Sam J. Halabo D.M.D.



ceramir®



Today's dental offices require a myriad of materials and techniques. These procedures demand time and practice to allow dentists to become proficient enough to provide great patient care. New technologies have emerged that will help close the gap between early materials and the newest generation of products. This course will show evidence based data, case presentations and methods of treating various procedures, standardizing and simplifying processes to ensure predictability and superb outcomes!

### EDUCATIONAL OBJECTIVES:

1. SIMPLIFY ROUTINE TECHNIQUES TO SAVE TIME AND REDUCE OVERHEAD.
2. WHAT MATERIALS TO USE AND WHERE TO USE THEM.
3. WHETHER E.MAX®, METAL OR THE LATEST ALL ZIRCONIA CROWNS, THIS COURSE WILL GUIDE YOU THROUGH PRACTICAL CONCEPTS TO ENHANCE YOUR LONG-TERM OUTCOMES.
4. PROPER SURFACE TREATMENTS FOR BOTH THE TOOTH SUBSTRATE AND THE CERAMIC BONDING SURFACE WILL BE COVERED IN DETAIL.
5. HOW TO HANDLE DIFFICULT SITUATIONS SUCH AS DISCOLORED TEETH, SUBGINGIVAL MARGINS, TISSUE SCULPTING, ISOLATION PROBLEMS, AND SCLEROTIC DENTIN.
6. HOW TO ELIMINATE SENSITIVITY AND REDUCE POLYMERIZATION SHRINKAGE AT THE MARGINS OF YOUR COMPOSITES, INCREASING THE LONGEVITY OF YOUR RESTORATIONS.
7. HOW TO USE THE NEW BULK-FILLING TECHNIQUE WHICH MINIMIZES THE TECHNIQUE SENSITIVITY OF THE WHOLE PROCEDURE & MAKES THE CLINICAL OUTCOME PREDICTABLE.
8. ACHIEVE RESTORATIONS THAT ARE STRONG, ESTHETIC AND BACTERIOSTATIC.
9. TAKE HOME TIPS AND SKILLS THAT YOU CAN UTILIZE RIGHT AWAY IN YOUR OFFICE TO MAKE YOUR PRACTICE AND LIFE A BIT EASIER.

**Saturday, November 14, 2015 8:00 AM - 11:30 AM Credits: 3.50**



## 407 - 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**

## 408-Hands-On Implant Surgical Training

**+\$99 Hands-On Fee**

**Friday, November 13, 2015 8:00 AM - 12:00 PM Credits: 4.00**



## 409-Perfecting Impression and Provisional Techniques Hands-On



**RACHEL SMITH RDH**

By utilizing the most innovative materials on the market and tips and tricks from the experts you will feel more confident in delivering the best care to your patients.

This hands on experience will let you gain confidence as you work with the material.

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

## 501- California Dental Practice Act

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

**Saturday, November 14, 2015 12:30 PM - 2:30 PM Credits: 2.00**



## 502-Front Office Boot Camp,

**Part 1**

**Kathy Dennis**



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.

### EDUCATIONAL OBJECTIVES:

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



**Saturday, November 14, 2015 12:30 PM - 2:30 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**

### 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

## 503-Extracting Wisdom Teeth – When & Why?

Michael Leizerovitz DDS, MaCSD

### EDUCATIONAL OBJECTIVES:

- \*REASONS, BEST TIMING VS CONTRAINDICATIONS FOR TREATMENT
- \*WHEN ASYMPTOMATIC IMPACTED TEETH SHOULD BE REMOVED
- \*RISKS AND BENEFITS OF DENTAL IMAGING \*RADIOGRAPHIC SIGNS OF INCREASED RISK OF NERVE INJURY
- \*FIVE COMMON OBSTACLES & SOLUTIONS IN GETTING TREATMENT PLANS ACCEPTED
- \*SIGNIFICANCE OF PANORAMIC IMAGING IN DIFFERENTIAL DIAGNOSIS AND INCIDENTAL/ SECONDARY FINDINGS
- \*MODERN TREATMENT APPROACHES & BONE GRAFTING
- \*IV SEDATION VS LOCAL ANESTHETIC VS SEDATION IN DENTISTRY
- \*AVOIDING MALPRACTICE
- \*TREATMENT OPTIONS FOR SEVERE NERVE INVOLVEMENT

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



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

Maite Moreno DDS, MS

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**



## 505-Increase your Practice Value:

### Top 10 Practice Growth and Marketing Strategies for 2016

Bob Affleck, Citi Practice Finance Group,  
Dr Bill Kimball, Kimball and Nickerson Consulting  
Cecilia Chen Esq., Law Offices of Cecilia Chen

**SEE FULL CLASS DESCRIPTION AT COURSE # 205**

**Saturday, November 14, 2015 12:30 PM - 2:30 PM Credits: 2.00**



## 506-Achieving Superb Results with Every Day,

### Direct and Indirect Procedures

**Part 2**

Sam J. Halabo D.M.D.

**SEE FULL CLASS DESCRIPTION AT COURSE # 406**

**Saturday, November 14, 2015 12:30 PM - 2:30 PM Credits: 2.00**



## 507-Medical Emergencies in the Dental Office!

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

**Part 1**

Dr. Eric Osmolinski, Dr. Jana Osmolinski

**SEE FULL CLASS DESCRIPTION AT COURSE # 206**

**Saturday, November 14, 2015 12:30 PM - 2:30 PM Credits: 2.00**



## 509 - Treating the Severely Atrophic Jaw with Custom Embedded Dental Implants

William D. Nordquist DDS



When distilling all the evidence connecting periodontal disease to chronic inflammatory autoimmune diseases, it all boils down to a gross imbalance of microbes throughout the entirety of the gastro-intestinal tract. Dental disease is the "canary in the coal mine" that warns of more serious disease to follow.

This lecture will carefully present the scientific evidence to span the gap between health and disease.

**Saturday, November 14, 2015 3:00 PM - 5:00 PM Credits: 2.00**

### 601 - CPR

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

**Saturday, November 14, 2015 3:00 PM - 5:00 PM Credits: 2.00**



### 602 - Front Office Boot Camp, Part 2

Kathy Dennis

**SEE FULL CLASS DESCRIPTION AT COURSE # 502**

**Saturday, November 14, 2015 3:00 PM - 5:00 PM Credits: 2.00**



### 603 - Current Methods to Prevent Lower Jaw Nerve Injuries.

Michael Leizerovitz DDS, MaCSD

IN THIS LECTURE YOU WILL LEARN:

- \*REASONS, BEST TIMING VS CONTRAINDICATIONS FOR TREATMENT
- \*WHEN ASYMPTOMATIC IMPACTED TEETH SHOULD BE REMOVED
- \*RISKS AND BENEFITS OF DENTAL IMAGING
- \*RADIOGRAPHIC SIGNS OF INCREASED RISK OF NERVE INJURY
- \*FIVE COMMON OBSTACLES & SOLUTIONS IN GETTING TREATMENT PLANS ACCEPTED
- \*SIGNIFICANCE OF PANORAMIC IMAGING IN DIFFERENTIAL DIAGNOSIS AND INCIDENTAL/ SECONDARY FINDINGS
- \*MODERN TREATMENT APPROACHES & BONE GRAFTING
- \*IV SEDATION VS LOCAL ANESTHETIC VS SEDATION IN DENTISTRY
- \*AVOIDING MALPRACTICE
- \*TREATMENT OPTIONS FOR SEVERE NERVE INVOLVEMENT



**Saturday, November 14, 2015 3:00 PM - 5:00 PM Credits: 2.00**

### 604 - Salivary and Cardiovascular Disease in Dentistry: A review of current biotechnology innovations

Maite Moreno DDS, MS

**SEE FULL CLASS DESCRIPTION AT COURSE # 304**

**Saturday, November 14, 2015 3:00 PM - 5:00 PM Credits: 2.00**



### 605 - Secrets to a Successful Practice Sale or Purchase

Bob Affleck – , Citi Practice Finance Group

Dr Bill Kimball,

Cecilia Chen Esq., Law Offices of Cecilia Chen

**SEE FULL CLASS DESCRIPTION AT COURSE # 305**

**Saturday, November 14, 2015 3:00 PM - 5:00 PM Credits: 2.00**



### 606 - Achieving Superb Results with Every Day, Direct and Indirect Procedures

Part 3

Sam J. Halabo D.M.D.

**SEE FULL CLASS DESCRIPTION AT COURSE # 406**

**Saturday, November 14, 2015 3:00 PM - 5:00 PM Credits: 2.00**



### 507-Medical Emergencies in the Dental Office!

Part 2

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

Dr. Eric Osmolinski, Dr. Jana Osmolinski

**SEE FULL CLASS DESCRIPTION AT COURSE # 206**

**Saturday, November 14, 2015 3:00 PM - 5:00 PM Credits: 2.00**





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

CEA Dental, invites you to join us at the Eighth Annual **San Diego Dental Convention** to be held on November 13 & 14, 2015, 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.

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## TOP 9 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.
-  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.