

Patterson Education Day September 19-20, 2019

THURSDAY NIGHT-SEPTEMBER 19, 2019-WELCOME RECEPTION KEYNOTE

(Lecture, 2 CDE credits)

“Characteristics of a Terrific Team”

COURSE OBJECTIVES:

- To inspire dental professionals to continually improve their team.

COURSE OUTCOMES:

- Participants will have a healthy list of quality characteristics to hold them accountable to their patients, their practice, and themselves.

What makes your team terrific? Joy says, “A team is a group of people inextricably woven into the fabric of each other’s success.” In this fun and entertaining opening keynote, you will recognize the behavior, skills, and relationship traits enjoyed by the best teams in dentistry.

Presented by: Joy Millis, CSP *Certified Speaking Professional*

Joy Millis has a rich history providing innovative solutions for dental professionals, who benefit from her more than three decades of hands-on results in dentistry. As one doctor said, “Apart from her abundant enthusiasm, what sets Joy apart from the myriad of other speakers that can talk the talk—Joy has walked the walk!” She is an expert in the business of implant dentistry, influencing patients to receive quality dental care, getting paid without insurance interference, and recovering lost patients.

Joy has earned the National Speakers Association’s highest earned designation of Certified Speaking Professional, CSP, and is on the visiting faculty of Augusta University (MCG) and the University of Texas Health Science Center in San Antonio, where she teaches the business of implant dentistry. Joy Millis is an approved PACE Program Provider for the Academy of General Dentistry.

As a professional speaker and practice development consultant, Joy helps dentists grow their practices, train their teams, and influence patients to receive quality care!

Sponsored by: Patterson Dental

Target Audience: All

FRIDAY MORNING

Choose one session per participant. 3 CDE credits per session.

Course 1

“Effective IT Management, Cloud Computing and IT Security for the Dental Practice” (Lecture)

COURSE OBJECTIVES:

- Clearly define a shared, applicable definition of IT security and cloud computing concepts
- Discover common entry points for IT security challenges
- Encounter effective, applicable tools that mitigate security holes
- Explore the benefits, considerations, and constraints of cloud

- Explore practical applications of cloud in a dental practice

COURSE OUTCOMES:

- Implement functional IT that enhances their business and patient care
- Recognize engineering of IT that is reliable, secure, and hassle free every day
- Create practical action steps to get started

Effective IT management, cloud computing and IT security can be overwhelming. This program will break down these three areas of technology in your practice and offer compliant solutions for your IT management. The course will include an overview regarding designing, implementing and supporting IT systems that make your practice more effective; an overview of cloud computing by today's practice to enhance IT system reliability, reduce costs, and increase profitability within the organization. Special attention is paid to workflow considerations, technical considerations, and integration challenges. IT Security for the Dental Practice provides a summary of requirements to maintain privacy of Protected Health Information (PHI). It offers practical steps and advice that are crucial to ensure compliance with HIPAA and HITECH regulations.

Presented by: Bryan Currier

Eighteen years ago, while still in college, Bryan Currier started Advantage Technologies from his parents' basement. Since, the team has grown to more than 60 people serving more than 800 clients. The firm has been recognized in multiple trade journals and publications as one of the leading IT firms in the country. Bryan has a Bachelor's Degree in Business Leadership, and his IT Security Certification from The Harvard Kennedy School of Business. Bryan and his team work alongside practices to help them effectively utilize technology to the fullest potential.

Sponsored by: Advantage Technologies

Target Audience: Doctor, front office, business manager

Course 2

"Introduction to the Bioclear Method" (Lecture)

COURSE OBJECTIVES:

- Identify advancements in materials used in composite restorations
- Identify advancements in minimally invasive dentistry

COURSE OUTCOMES:

- Teach a combination of prep designs for composite restorations
- Learn injection molding techniques
- Establish anatomically sound contacts in Class II restorations, perform diastema closures and treat "black triangle" cases

Direct composite restorations are one of the most common procedures in many general dental practices. Despite the frequency of the procedure, direct composite restorations can be very challenging and the outcomes are often less than dental professionals expect or patients desire. This course is a lecture and hands on about the Bioclear Method, a prescriptive approach to composite restorations based on the most recent advances in materials, matrixing systems and techniques stemming from the

application of basic engineering principles which promise to dramatically improve the esthetics, short and long term success of composite restorations.

Presented by: Mark Konings, Ph.D

Mark Konings originally received training as a chemist with a B.S. with honors from Calvin College, a Ph.D. from the University of Wisconsin-Madison, and postdoctoral appointments at the University of California-Berkeley and Lawrence Berkeley Laboratories. Mark began working for 3M ESPE in 1990 as a developer of prosthodontic products and led the development and commercialization of the Imprint™ II line of impression materials and RelyX™ Veneer cement. He also contributed key intellectual property for RelyX Luting Plus cement. Mark is listed on seven U.S. patents. In 2000 he obtained an MBA from the University of Minnesota and began a transition to marketing, first as an international technology marketing manager and subsequently as U.S. regional marketing manager for cements, provisional materials, and impression materials. In these positions he conducted numerous market research projects and lead teams responsible for numerous product launches including RelyX Luting Plus and Imprint 3. He also served as the U.S. representative for a team with global business development responsibilities. Mark has lectured extensively in the U.S. and Europe on a wide variety of topics, especially direct restorative, crown & bridge, and prevention products and procedures.

In 2006 Dr. Konings accepted a position as an account executive and moved with his wife and daughter to Seattle, WA. He meets daily with dentists and their staff, dental laboratories, dental distributors, dental manufacturer sales reps, and an extensive list of industry professionals. During the last seven years Mark worked with Dr. David Clark and his company, Bioclear Matrix to pioneer the teaching of composite restorative dentistry leading to the creation of and his appointment as adjunct faculty of the Bioclear Learning Center in Tacoma, WA. During this time he has helped teach over 300 hands on courses and trained over 1,000 US and international dentists.

Most recently in December 2012, Mark accepted a new role with 3M as Global Market Development Manager for Special Projects. His main responsibilities are to lead the global 3M effort, in conjunction with Bioclear Matrix, to promote the Bioclear Method.

Sponsored by: 3M Dental

Target Audience: Doctor, assistant

Course 3

“OSHA/CDC Updates for the Dental Practitioner” (Lecture)

COURSE OBJECTIVES:

- Understanding the difference between the OSHA and the CDC in Dentistry.
- Identification of safety hazard(s) in dentistry and how to correct them.
- Proper use of personal protective equipment.
- Knowing proper sterilization and disinfection techniques.

COURSE OUTCOMES:

- Know what standards and agencies apply to patient vs. employee safety.
- Recognize specific hazards in their own office or behaviors that need correcting.
- Know how to put on PPE (personal protective equipment) properly and correct order.
- Recognize proper sterilization and disinfection techniques.

Updates in OSHA Compliance, CDC research and current trends of infectious diseases in dentistry will be presented in a practical, informal manner while helping to satisfy the required OSHA annual training of

the federal Bloodborne Pathogen Rule 1910.1030 and infection control continuing education requirements for your state.

Presented by: Nan Dreves, RDH, MBA

Nan Dreves, RDH, MBA, of La Crosse, Wisconsin is an enthusiastic and comprehensive speaker/consultant specializing in dental occupational health, safety and practice management topics. She graduated from Ferris State University in dental hygiene, received her MBA from Cardinal Stritch University and is a Certified OSHA Safety Instructor.

Sponsored by: Patterson Dental

Target Audience: All

Course 4

“LOST PATIENTS Discovered and Recovered” (Lecture)

COURSE OBJECTIVES:

- Learn how patients mysteriously disappear
- Discover how to find them and keep them engaged in receiving necessary treatment
- Understand how apathy can put you and your patients at risk of experiencing additional loss

COURSE OUTCOMES:

- Participants will be able to create simple solutions for preventing the loss of patients
- Participants will gain communication skills and tools for recovering lost patients
- Participants will understand the risk for patients and the practice when necessary treatment is not completed

“Finders Keepers” doesn’t always work in dentistry. Patients are so easily lost! They refuse to complete treatment and don’t even come back for recall. Joy’s research has proven that 50 percent of the active patients in most dental practices DO NOT have an appointment for anything. Joy will show you how patients are lost, what you can do to stop the loss, and how to bring patients back.

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Sponsored by: Patterson Dental

Target Audience: All

Course 5

“3D Printing” (Lecture)

COURSE OBJECTIVES:

- Provide current market data on the rise and popularity of additive manufacturing in the clinical workspace
- Overall discussion of the complete digital workflow of dental appliances
- Overview of all of the appliances or indications that can be digitally manufactured

COURSE OUTCOMES:

- Market research will show that the majority of additive manufacturing will transfer from laboratories to clinical environments by 2027
- Participants will understand the complete workflow of digital manufacturing by incorporating scanners, design software, 3D printers, and post print processing
- 3D printing in-house can improve productivity, increase profit margins and reduce the wait time for the patient before they receive relief

3D Printing is all the rage right now, and it is important to understand the total workflow—including scanning, design, and printing. In this course, you will learn about 3D printing technologies, capabilities and benefits. Find out how it could integrate into your practice, and improve productivity.

Presented by: Andy Johnston, CDT

Andy Johnston worked as a full time dental technician from 1996 to 2014. During this time, he became the laboratory manager, achieved his Certification as a Dental Technician (CDT) in the Specialty of Complete Dentures and, eventually started a dental lab of his own. Andy has also served on the Board of Directors for both the Washington State and Oregon State Lab Associations. Andy managed both the West Coast and Midwest Lab Division for Aspen Dental from 2104-2016 while continuing to update their in-house training program. Since early 2016, Andy has worked for Kulzer and currently holds the position of Manager of Market Development for Laboratory Products. He attends and lectures at various events around the world and is involved in the product improvement, development and training at Kulzer North America.

Sponsored by: Kulzer LLC

Target Audience: Doctor, Assistant

Course 6

“Periodontal Bacterial DNA Testing, Translation, and Treatment” (Lecture)

COURSE OBJECTIVES:

- Understand the societal and personal impact of oral disease on systemic health.
- Learn the techniques and translation of bacterial DNA testing for periodontal pathogens.
- Review current non-surgical periodontal therapies, which are based on bacterial biofilm.
- Facilitate dental teams to integrate effective periodontal treatments with new and existing patients.

COURSE OUTCOMES:

- Participants will be able to communicate the importance of improving periodontal health in their patient communities and motivate their patients to accept dental care that promotes overall health.
- Participants will be able to identify the causative periodontal pathogens that uniquely affect their periodontal patients.
- Dental teams will be able to become unified by a common consistent message of periodontal health and disease for the benefit and mastery of patient communication.

Dr. Paul Jacobs will be presenting an overview of bacterial DNA testing methods as used in the personalized treatment of periodontal disease. He will update current studies on the oral-systemic connection and deliver a detailed presentation of DNA oral microbiome testing and translation. Emphasis will be on understanding pre- and post- treatment bacterial profiles and evidence based means to improving them.

There will also be discussion of Perio-pods which is an awareness of the contagiousness of periodontal pathogenic bacteria and how that relates to treatment outcomes. This course is a must-see for the entire dental team to understand the cause and progression of periodontal diseases as well as state of the art treatments. Knowledgeable teams create healthier patients!

Presented by: Paul J. Jacobs, DDS, D,ABDSM

Dr. Jacobs is a third generation dentist, practicing general, cosmetic and sleep dentistry since graduating from the University of Detroit Mercy School of Dentistry in 1983. He has gained a reputation as an early adopter of new technologies, and shares his expertise with national audiences including dentists, hygienists, physicians, and other health-care providers. He is a global leader in bacterial DNA testing for periodontal pathogens and the developer of Perio360, a bacterial based protocol for diagnosis and treatment planning for non-surgical periodontal therapy. He is the developer of the Reversible Trial Lip Repositioning Technique for Gummy Smiles, which was recently published in the International Journal of Periodontics and Restorative Dentistry, and the creator of Murano Smiles – a digitally based smile design application for cosmetic dentists. Dr. Jacobs also consults with dental teams in the areas of leadership and team building. He is a Diplomate of the American Board of Dental Sleep Medicine, member of the Michigan Academy of Sleep Medicine, the Michigan and American Dental Associations, Fellow of the International Academy of Dental Facial Esthetics, and the American Academy of Cosmetic Dentistry. He is a Founder of the Care Free Dental Clinic in Escanaba, MI, and serves as its Dental Director. He is also the Dental Director of Upper Peninsula Sleep Dentistry which is an Accredited Facility by the American Academy of Dental Sleep Medicine.

Sponsored by: Patterson Dental

Target Audience: Dentist, Hygienist

Course 7

“Adhesive Dentistry- Maximizing the Placement of Anterior and Posterior Composites” (Lecture)

COURSE OBJECTIVES:

- Self-etching principles and how they are applied to composite resins
- How to reproduce natural tooth characteristics using composite resin.
- How to improve the appearance and longevity of composite restorations.
- What is required of materials to be utilized for bulk-fill and how to place them correctly.

- Proper placement techniques that maximize clinical outcomes and esthetics.
- How to control post-op sensitivity.
- The mechanisms of bonding systems and learn to control sensitivity.
- The differences between the various composites available to clinicians

COURSE OUTCOMES:

- Better understand when to use self-etching techniques in conjunction with composite resin to create longer lasting restorations.
- Identify uses for bulk-fill materials and maximize placement techniques.
- Select bonding agents to minimizing post-operative sensitivity and provide optimal patient outcomes with the newest materials on the market today.

This program will attempt to make sense of the products and techniques available in today's market place and will focus on materials and their applications as well as a brief review of some of the literature. Emphasis will be placed on new developments in the adhesive and composite areas as well as outline what developments to watch for in the coming years.

Presented by: Marc Geissberger, DDS, MA, BS, CPT

Marc Geissberger, DDS, MA, attended San Francisco's University of the Pacific (UOP), where he obtained his dental degree in 1991, followed by a master of arts in educational psychology. As a student, he was elected to the Omicron Kappa Upsilon and the Tau Kappa Omega dental honor societies. Currently, Dr. Geissberger is a member of the American Dental Association, the California Dental Association, the Marin County Dental Society, the International College of Dentists, the American College of Dentists, and the Pierre Fauchard Academy. After graduation, Dr. Geissberger served as president of the UOP Alumni Association, director of its aesthetic clinic, associate professor and co-chair of its department of restorative dentistry, treasurer of its Dental School Alumni Association, and university representative to the American Academy of Cosmetic Dentistry University Council. Dr. Marc Geissberger was also the course director for the UOP continuing education program's "Digital Photography" and "Revitalizing the New Patient Experience" continuing education workshops.

Sponsored by: KaVo Kerr Dental

Target Audience: Doctor, Assistant

FRIDAY AFTERNOON

Course 8

"First Impressions Count" (Lecture 1 CDE, Hands-On 2 CDE)

COURSE OBJECTIVES:

- Understand the latest technology available for digital impressioning. Learn steps to implementing new technology and how to begin generating revenue for your practice.

COURSE OUTCOMES:

- Make an informed decision about implementing Digital Impressioning.
- Learn how to adapt to the new standard of care in modern dentistry with the most accuracy available.
- Learn digital impressioning techniques to minimize the fear in implementing the technology.

The growing field of digital impressions is full of options which can make it challenging to determine the best fit for your practice. This program will discuss the trends in digital impressions by showcasing the latest technology. You will have an opportunity to get hands on with multiple scanners. Learn how to distinguish between the options available, the best fit for your practice, how to implement the technology into your practice and calculate your return on investment. This program will help you make an informed decision about implementing digital impressioning and adopt the new standard of care in modern dentistry with the highest level of accuracy available.

Presented by: Mandi Whitford

As a dental professional for over 10 years, Mandi brings valuable information and a passion for next level dentistry out into the field. As Patterson's CAD/CAM Specialist she is passionate about helping others to incorporate products that enhance efficiency, ROI and all over patient experience into their everyday practice. For Mandi, implementing the latest technology into practices and watching them succeed is the most rewarding part of her position.

Sponsored by: Patterson Dental

Target Audience: Dentist, assistant

Course 9

"Introduction to the Bioclear Method" (Lecture)

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COURSE OUTCOMES:

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Target Audience: Dentist, Assistant

Course 10

“OSHA/CDC Updates for the Dental Practitioner” (Lecture)

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COURSE OUTCOMES:

- Know what standards and agencies apply to patient vs. employee safety.
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Target Audience: All

Course 11

“Navigating Insurance” (Lecture)

COURSE OBJECTIVES:

- Learn how to make informed decisions about insurance participation
- Understand what to look for in contracts with insurance companies
- Know how to communicate with patients about insurance—before treatment is provided

COURSE OUTCOMES:

- Participants will have tools for making informed decisions about insurance participation
- Participants will be able to discuss fees that exceed the insurance maximums
- Participants will understand the importance of having clear, written financial arrangements that will help prevent misunderstandings with patients, and reduce legal challenges

“I can’t do it unless my insurance pays for it!” Patients need treatment but then only do treatment that insurance promises to cover and then stop at the “max”. Practices are deeply engaged with insurance participation—with insurance authorizing less treatment while reducing the doctor compensation for services provided. In this session, you will learn how to evaluate insurance involvement, make decisions about participation, and communicate with patients about the limitations of their coverage and the risk of non-treatment—whether insurance pays or not.

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Target Audience: All

Course 12

“After The Zombie Apocalypse - Rebuilding And Strengthening Your Team” (Lecture)

COURSE OBJECTIVES:

- Describe the greatest challenge in dental practice, which is team relationship issues.
- Recognize and counteract the effects of destructive work attitudes on the office culture.
- Understand that the secret to improving teams is to look to yourself first.
- Cultivate the 3 essential virtues of ideal team players, both on the team and in those you are hiring.

COURSE OUTCOMES:

- Participants will be able to critically evaluate their role as an effective member of a successful dental team.
- Participants will be able to learn critical communication skills that can strengthen their relationships with other team members.
- Participants will be able to become more effective leaders in their home as well as in their professional lives

Ever been in a work environment where it seemed like the world was collapsing around you? Have you lived in a caustic environment that seemed to be engulfing your coworkers? Well, most of us have, and chances are that you have too! Learn how to survive the "Zombie Apocalypse" and rebuild an office team equipped to get your lives back in control and on a productive path. This life changing presentation by Paul Jacobs DDS will give you the necessary direction to upright your office once and for all!

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