

# San Diego Dental Convention

**June 22-23, 2018**

Chris@ceadental.com | (619) 277-4743 | [www.ceadental.com](http://www.ceadental.com)

- 
- OVER 20 LECTURES EACH DAY
  - BREAKFAST & LUNCH INCLUDED
  - WINE & CHEESE SOCIAL INCLUDED
  - HANDS ON WORKSHOPS
  - CPR
  - FREE PARKING





# SAN DIEGO DENTAL CONVENTION

June 22-23, 2018

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



FREE Parking



Breakfast & Lunch Included



Wine and Cheese Social for Everyone



Prizes



Dentist:	Exhibit Hall = Free	1-Class Pass = \$ 129.00	1-Day Pass = \$ 229.00	2-Day Pass = \$ 449.00	Diode Laser= \$595.00
Staff:	Exhibit Hall = Free	1-Class Pass = \$ 89.00	1-Day Pass = \$ 149.00	2-Day Pass = \$ 249.00	Diode Laser= \$495.00
Dentist:	Class #102 or #402 = \$ 399.00	Class #105 or #405 = \$ 995.00	Class #107 = \$ 1499.00	Class #108 = \$ 499.00	
Staff:	Class #102 or #402 = \$ 299.00	Class #105 or #405 = \$ 995.00	Class #107 = \$ 499.00	Class #408 = \$ 299.00	

Class #	Lecture Topic	Speaker	Friday, June 22
100-Diode Laser <b>Certification</b>	<b>*Hands-on fee</b>	Janet Press	8:00AM-5:00PM CE 8.0
101-California Infection Control & OSHA for the Dental Office		Dr. Jonathan Rudin	8:15AM-11:15AM CE 3.0
102-Dental Insurance Billing & Coding <b>Certification</b>	<b>*Hands-on fee</b>	Rebecca Gerber	8:00AM-5:00PM CE 8.0
103-Protect Your Patients from Prions, Viruses, and Systemic Disease		William Nordquist DMD MS	8:00AM-11:30AM CE 3.5
104-Hypnosis: Words Matter, Making patients comfortable w/o drugs		Juan Acosta	8:00AM-11:30AM CE 3.5
105-Extraction Techniques & Oral Surgery Procedures <b>*Hands-on fee</b>		Dr. Thomas Weidermann	8:15AM-5:00PM CE 8.0
106-Everything you wanted to know about whitening. <b>*Hands-on</b>		Jenna Benarba	8:00AM-11:30AM CE 3.5
107-Neuromodulators ( <b>Botox, Dysport, Xeomin</b> ) <b>Certification</b>			
~ Live Patient Training ~ \$1,499= Dr + 1 Staff	<b>*Hands-on fee</b>	Howard Katz BDS DDS	8:00AM-5:00PM CE 8.0
108-Sleep Apnea <b>Workshop</b>	<b>*Hands-on fee</b>	Diana Batoon, DMD	8:30AM-5:00PM CE 8.0
* \$999= Dr + 2 Staff, \$1250= Dr + 3 Staff, \$1550= Dr + 4 Staff			
201-California Dental Practice Act		Kathy Dennis	12:30PM-2:30PM CE 2.0
202-How To Sign More Ideal Patients In the Next 45 Days		Creighton Wong	12:30PM-2:30PM CE 2.0
203-Unintentional Dental Disasters caused by the Dentist		Dr. Craig Kohler	12:30PM-2:30PM CE 2.0
204-7 Secrets to Dental Commercial Real Estate		Wells Fargo Bank	12:30PM-2:30PM CE 2.0
301-CPR	<b>*\$20 Hands-on fee</b>	Certified CPR Instructor	3:00PM-6:00PM CE 3.0
302-Front Office Boot Camp		Kathy Dennis	3:00PM-5:00PM CE 2.0
303-Pain, pain go away! Low Back and Neck Pain:		Tim George	3:00PM-5:00PM CE 2.0
304-Public Enemy #1: Deadly Dental Bacteria... Kill or Be Killed		Theresa K. Sheppard, RDA	3:00PM-5:00PM CE 2.0
Class #	Lecture Topic	Speaker	Saturday, June 23
400-Diode Laser <b>Certification</b>	<b>*Hands-on fee</b>	Janet Press	8:00AM-5:00PM CE 8.0
401-CA. Infection Control and OSHA for the Dental Office		Dr. Jonathan Rudin	8:15AM-11:15AM CE 3.0
402-Medical Insurance Billing for Dentistry <b>Certification</b>	<b>*Hands-on fee</b>	Rebecca Gerber	8:00AM-5:00PM CE 8.0
403-Why socket preservation? Bone grafting procedures.		Dr. Mario Flores	8:00AM-11:30AM CE 3.5
404-Everything you wanted to know about whitening. <b>*Hands-on</b>		Jenna Benarba	8:00AM-11:30AM CE 3.5
405-Extraction Techniques & Oral Surgery Procedures <b>*Hands-on fee</b>		Dr. Thomas Weidermann	8:15AM-5:00PM CE 8.0
406-Master Long lasting Composite Restorations <b>*Hands-on</b>		Dr. Sigal Jacobson	8:00AM-11:45AM CE 4.0
407-Neuromodulators ( <b>Botox, Dysport, Xeomin</b> ) <b>Certification</b>			
~ Live Patient Training ~ <b>*Hands-on fee</b> ~ \$1,499: Dr + 1 Staff		Howard Katz BDS DDS	8:00AM-5:00PM CE 8.0
408-Sleep Apnea <b>Workshop</b>	<b>*Hands-on fee</b>	Diana Batoon, DMD	8:30AM-5:00PM CE 8.0
409-"I Only Want What's Covered": Win at the Insurance Game		Theresa K. Sheppard,	8:00AM-11:30AM CE 3.5
501-California Dental Practice Act		Kathy Dennis	12:30PM-2:30PM CE 2.0
502-Unintentional Dental Disasters caused by the Patient.		Dr. Craig Kohler	12:30PM-2:30PM CE 2.0
503-HIPAA: Highlights, Hoopla and Hooey		Theresa K. Sheppard	12:30PM-2:30M CE 2.0
504-Master Long lasting Composite Restorations <b>*Hands-on</b>		Dr. Sigal Jacobson	1:00PM-5:00PM CE 4.0
601-CPR	<b>*\$20 Hands-on fee</b>	Certified CPR Instructor	3:00PM-6:00PM CE 3.0
602-Hypnosis: Words Matter, Making patients comfortable w/o drugs		Juan Acosta	3:00PM-5:00PM CE 2.0
603-The 2018 Dental Code PPO and HMO Power Training		Kathy Dennis	3:00PM-5:00PM CE 2.0
604-How To Sign More Ideal Patients In the Next 45 Days		Creighton Wong	3:00PM-5:00PM CE 2.0



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Mail: 4242 Summit Dr. La Mesa, CA 91941

Email \_\_\_\_\_

Phone \_\_\_\_\_

CREDIT CARD

# \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_ - \_\_\_\_\_ 3-4 CODE \_\_\_\_\_

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

SIGNATURE \_\_\_\_\_

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

\*Classes subject to change without notice. Ver. 8.0

Dr. \_\_\_ Staff \_\_\_ First Name \_\_\_\_\_ Last \_\_\_\_\_

Pass Type \_\_\_\_\_ Course # 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_ 6 \_\_\_\_\_

Dr. \_\_\_ Staff \_\_\_ First Name \_\_\_\_\_ Last \_\_\_\_\_

Pass Type \_\_\_\_\_ Course # 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_ 6 \_\_\_\_\_

Dr. \_\_\_ Staff \_\_\_ First Name \_\_\_\_\_ Last \_\_\_\_\_

Pass Type \_\_\_\_\_ Course # 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_ 6 \_\_\_\_\_



# San Diego Dental Convention

Friday, June 22, 2018 8:00 AM - Saturday, June 23, 2018 6:00 PM

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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.

**Chris Ippolito, Producer**

## #100 - Diode Laser Certification

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

**Janet Press**



In this hands-on diode laser certification program you will learn the adjunctive use of laser 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.

### Educational Objectives:

- Fundamentals of laser science: wavelengths, their absorption characteristics and safety
- Thermal disinfection and how the laser promotes physiologic healing.
- Treatments of gingivitis, chronic, and aggressive periodontitis.
- Laser sulcular debridement, disinfection, initiated and bare fiber applications.
- And More!!!!



*A Dental Hygienist in general and specialty practice for 31 years, with 12 years' clinical experience in soft tissue lasers. Ms. Press holds the Academy of Laser Dentistry (ALD) Standard Proficiency in both Diode and Nd:Yag lasers and is a member of the ALD Regulatory Affairs, Scientific Janet Press Diode Laser Certification Cea dentalSessions, and Auxiliary Committees.*

*Previously a featured speaker and clinical instructor in the Dynamic Team and Laser*

*Certification Programs at Las Vegas Institute for Advanced Dental Studies (LVI),*

**Ms. Janet Press** conducts national workshops and private dental office consultation/ training programs with emphasis on soft tissue lasers in dentistry, hygiene practice refinement, advanced ultrasonic/piezo instrumentation and team development/communication.

She is frequently a featured speaker at ALD annual meetings, The Center for Exceptional Practices, study clubs, and for dental manufacturers. Ms Press holds the honor of being named a Distinguished Dental Professional.

**Date: Friday, June 22, 2018**

**8:00 AM - 5:00 PM**

**Credits: 8.00**

**[LEARN MORE](#)**

**[REGISTER HERE](#)**







# San Diego Dental Convention

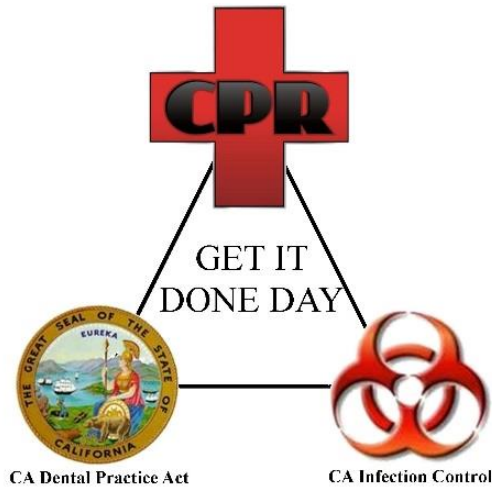
Friday, June 22, 2018 8:00 AM - Saturday, June 23, 2018 6:00 PM

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## 101- Infection Control for License Renewal and OSHA for the Dental Office

*This course has no additional fee.*

**Jonathan Rudin, DDS, MS**



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

This Category I course provides an overview of the Infection Control standards.

It will bring you and your staff up-to-date with regulations affecting your practice.

Completion of this course satisfies the license renewal requirement for mandatory courses in California Infection Control.

### ***Infection Control Topics:***

- Section 1005
- Disease transmission
- Standard precautions
- Disinfection & sterilization
- Waste management
- Compliance issues

**Jonathan Rudin, DDS, MS, MPH** is the Vice President of Training and Support at San Diego Healthcare Compliance. Over the past three decades, Dr. Rudin has worked as a clinician in a wide variety of settings, including private practices, community dental clinics, and as a civilian contractor for the US Navy. He has enjoyed teaching students at both the Southwestern Community College Dental Hygiene Program and United Education Institute's Dental Assisting Program.

**Date: Friday, June 22, 2018**

**8:15 AM - 11:15 AM**

**Credits: 3.00**

**[LEARN MORE](#)**

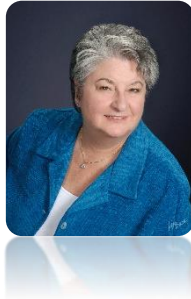
**[REGISTER HERE](#)**

## #102 -Dental Insurance Billing & Coding Certification

**Rebecca Gerber**

**This course has a 1-day fee of**

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



Having properly trained staff is vital for the success of the practice. This is especially true when it comes to the insurance billing and coding system in the office. Since many dentists depend on third party payers as a revenue source, it is essential for the insurance biller to know proper procedures and protocols.

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

This course will provide participants with the knowledge necessary to administrate an insurance system in a dental practice.

### In this course participants will learn how to:

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

### Course Handouts Include:

- Scripts for narratives and written insurance
- Disclaimers for patients.

### Participation:

This course is for anyone who wants to master the Insurance Billing and Coding system in the dental practice. This course is geared to the Doctor, Office Manager, and Clinical Staff.

Successful reimbursement is highly dependent on the Doctor's input into the coding process and the staff's knowledge of billing procedures.



### Morning Session will focus on:

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

### Afternoon Session includes:

- How to interpret Explanations of Benefits
- How to post payments
- How to make proper adjustments



At the end there will be a "Hands on Workshop" on how to complete the current dental claim form. Upon completion, participants will receive a "Dental Insurance Coder's Certification"

**Date: Friday, June 22, 2018**

**8:30 AM - 5:00 PM**

**Credits: 8.00**

Marina Village Conference Center | 1936 Quivira Way San Diego, California 92109  
[www.ceadental.com](http://www.ceadental.com) | Office: (619) 277-4743 | Fax: (866) 805-1860 | [info@ceadental.com](mailto:info@ceadental.com)

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

**William Nordquist DMD MS**

**This course has no additional fee.**



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

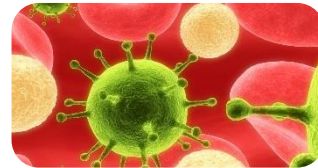
*These serious factors weave together to form a complicated web that at least partially explains why Alzheimer's disease and diabetes have been shrouded in mystery for decades.*

**Date: Friday, June 22, 2018**

**8:00 AM - 11:30 AM**

**Credits: 3.50**

**[REGISTER HERE](#)**



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

**Juan Acosta, Hypnodontist**

**This course has no additional fee.**

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



*Hypnodontist, Juan Acosta blends his 11 years of hypnosis experience and 21 years of running businesses of his own, into what he believes to be the future of dentistry. He has helped thousands of patients through more natural and comfortable dental procedures and worked with hundreds of dental professionals to help them improve their communication skills.*

*Learn more at [www.hypnodontist.com](http://www.hypnodontist.com)*

**Date: Friday, June 22, 2018**

**8:00 AM - 11:30 AM**

**Credits: 3.50**

**[REGISTER HERE](#)**

## #105 - Hands-On Surgical Extraction Techniques and In-Office Oral Surgery Procedures for the General Dentists.

**Dr. Thomas Weidemann**

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



Dr. Wiedemann's career consists of more than 25 years of surgical and educational experience in an academic setting and successfully operating a private practice providing the full spectrum of Oral & Maxillofacial Surgery and Implant Dentistry. He has special interests in dental emergency care, pain management, minimal invasive surgical strategies and techniques of the full scope of Oral & Maxillofacial Surgery. He has acquired extensive expertise in implant surgery with multiple systems since 1995. He is very well versed in innovative concepts of alveolar ridge augmentation and reconstruction (intra- and extraoral autogenous donor bone grafts), maxillary sinus graft surgery, bone and tissue regeneration, CBCT guided- and piezo-surgery. He is a Fellow of the European Board of Oral & Maxillofacial Surgery (EBOMFS) and has Diplomate status in the International congress of oral implantologists (ICOI).

The course consists of lectures and hand-on training on porcine or pig mandibles.

### By the end of the course doctors will be able to:

- Understand and apply non-surgical and surgical techniques used in modern exodontia
- Apply minimally invasive and alveolar ridge-protecting extractions in the general dental practice
- Manage common complications associated with tooth extractions
- Analyse and evaluate surgical difficulty and manage risk assessment in medically compromised patients who need tooth extractions
- Perform current simple concepts and principles of GBR, including socket preservation, as related to preimplantological extractions
- Perform other frequent and common oral surgery procedures in the general dental practice
- Understand and avoid legal issues associated with oral surgery by careful case selection and informed patient consent Time line:

- 7:30-8:15 Registration
- 8:15-9:00 Lecture: Introduction to surgical and minimal invasive extraction techniques in modern exodontia
- 9:00-10:15 Key note Lecture : Etiology and Management of complications in Exodontia, Management and risk assesment of medically compromised patients in the general dental office
- 10:15-10:45 Coffee break
- 10:45-11:15 Lecture: Simple concepts of bone grafting and socket preservation in the dental practice
- 11:15-12:30 Hand on: Non-surgical/ surgical and minimal invasive extraction techniques, management of an extraction socket
- 12:30-1:30 Lunch break
- 1:30-2:30 Lecture: Flap designs, Suture materials & techniques, frequent minor oral surgery procedures in the general dental practice
- 2:30-3:00 Break
- 3:00-4:30 Hands – on: Flap designs, Suture techniques and minor oral surgery procedures (Bone defect management, Frenectomy, Alveoloplasty etc...)
- 4:30-5:00 Q&A , Tips and Tricks

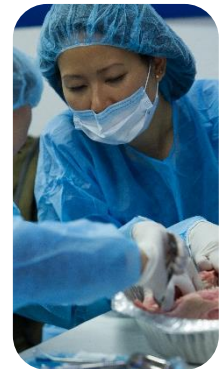
**Date: Friday, June 22, 2018**

**8:15 AM - 5:00 PM**

**Credits: 8.00**

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# San Diego Dental Convention

Friday, June 22, 2018 8:00 AM - Saturday, June 23, 2018 6:00 PM

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## #106 - Everything you wanted to know about whitening, but was too afraid to ask.

### \*Hands-on

Jenna Benarba and Angela Spucces

**This course has no additional fee.**



**ULTRADENT**  
PRODUCTS, INC.

There's No Such Thing As Too White - Patients' desires and expectations today make tooth whitening a necessary part of most case presentations and treatment plans. This lecture is will go over different whitening techniques; chairside, take home customized trays and professional strength "over the counter" trays. You will learn some of the major differences between Carbamide and Hydrogen peroxide and how you can tailor results to maximize whitening efficacy for each patient. We will discuss the dental professional's role in teeth whitening.

**After this class YOU WILL BE A WHITENING MARKETING GENIUS** as we will go over marketing ideas, tips and way to use proven methods to increase office production utilizing and growing whitening among your patients. We will do hands-on practice of making and trimming the trays for ultimate comfort and minimal sensitivity and have hands-on training on using the 'over the counter' pre-filled trays.

**We promise you will return to your office Monday morning a WHITENING ROCK STAR.**

### Angela Spucces

Angela Spucces has over 37 years of experience in the dental field. For the past 20 years Angela has worked with Ultradent products as a product consultant, prior to that she worked for Burkhart Dental, JB Dental and Healthco as a customer service/tech service dispatcher. Prior to Angela's endeavors on the West Coast, she was an assistant in NYC working both front and back office. She is the Ultradent representative for North County San Diego and Southern Riverside county.

### Jenna Benarba

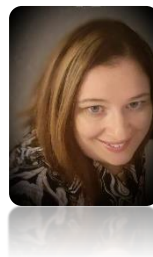
Jenna Benarba has vast experience in the dental field, (21 to be exact) both as an RDA-EF in Boston, Office Manager, and Dental Office Consultant here in San Diego. After obtaining a Bachelor's degree in Behavioral Neuroscience from Northeastern University and working in that field for only 3 months, Jenna returned back to the dental field where she felt she could make the most difference. Jenna has worked for Ultradent for the past 4 years as a territory manager starting her adventure in the state of Alaska and now the Southern San Diego region.

**Date: Friday, June 22, 2018**

**8:00 AM - 11:30 AM**

**Credits: 3.50**

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## #107 - Neuromodulators (Botox, Dysport, Xeomin) in your practice: Giving your patients, staff and family treatments they want

**Howard Katz BDS DDS**

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



You will leave this hands-on program with the skills to identify facial muscles and implement dental therapeutic treatments that relax pericranial muscles also responsible facial lines. These include TMD, migraines, tension headaches, facial pain, clenching, gummy smiles, smile asymmetries, hypersalivation, masseteric hypertrophy, tongue thrust. Selecting the course will allow your practice to implement

these profitable treatments currently being sought out by your patients that do not cost an excessive amount in equipment (\$0) and training. Learn how to profitably use all the neuromodulators on the US market at the lowest possible cost to you. This is the same program given to specialist physicians including dermatologists and plastic surgeons.

### **Howard Katz BDS DDS**

*Dentox is an industry leader in continuing education providers with the experience and expertise necessary to provide you with the skills you need. When you tell your patients and staff you were trained by Dentox, you're telling them you were trained by one of the best. In fact, Dentox lead instructor and course director Dr. Howard Katz, DDS, is a recognized innovator in Botox certification, who is named on the Botulinum toxin patent applications.*

*Dr. Katz is also a medical innovator and practicing general dentist. In addition to his work with Botox, Dysport and Xeomin, his name is also on the patent application for gel dermal filler formulations and Oraverse, an anesthetic reversal product. He also led research into using sugar alcohols like xylitol and sorbitol in dentistry almost 40 years ago and is responsible for introducing Botox along with gel filler injections into dental offices over a decade ago. As the leader of the Dentox live patient training program, Dr. Katz continues to innovate, updating and improving courses all the time so that they maintain their cutting-edge status.*



- 39+ Year Private Practice
- International Educator In Esthetics
- National and international guest lecturer locations have included numerous dental conventions, dental schools and organizations in most US states, UK, Spain, Portugal, Germany, Holland, South Africa, Israel, Emirates, Saudi Arabia.
- Innovator and inventor named on patents of formulations and devices for the medical and dental industry include Botulinum neurotoxins and Oraverse (both dental

- neurology), sugar alcohols (Xylitol, sorbitol), Safegide implant systems and other exodontia devices
- President of The International Association of Dentofacial Esthetics (IADE)
- Affiliation with The Facial Pain Association.
- Collaborated with the global pharmaceutical companies (Including Allergan, Medcis, Prolenium and Septodont)

**Date: Friday, June 22, 2018**

**8:00 AM - 5:00 PM**

**Credits: 8.00**

**[REGISTER HERE](#)**

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## #108 - Sleep Apnea Workshop Snoring & Obstructive Sleep Apnea (OSA)

**This course has a 1-day fee of**

**Dentist = 499.00**

**Staff+ \$299.00**

**Dentist + 2 Staff= \$999.00**

**Dentist + 3 Staff= \$1250.00**

**Dentist + 4 Staff= \$1550.00**

**Dr. Diana Batoon**

Dr. Batoon's interest in sleep dental medicine grew from courses attended as part of her continuing education. Her three children drove her passion to address sleep disorder breathing (SDB) in the pediatric population. Each of her children had different symptoms and as she learned more about pediatric SDB, she knew she had to explore this area further. Dr. Batoon is an international speaker in the area of Sleep Apnea and Sleep Disordered Breathing. She understands the vital role dentists play in identifying and treating this condition in both children and adults.

*Dr. Batoon will share her expertise in this course which will cover the following topics:*

- Sleep Related Breathing disorder
  - Adults
  - Children
- Protocol for Evaluation and Screening
- Appliances Selection and follow up
- Records - Hands on, Temp Splint
- Development of Team members
- Forms
- Lasers and the Airway (hands-on)
- Myofunctional Therapy- Tips and Tools
- Implementation



**Dr. Diana Batoon** is an international speaker who combines her passion and expertise to challenge the way dentistry is done. She invites her patients and her audiences to question popular misconceptions and face the intimate connection between oral health and overall health. It's been proven in her practice that this approach leads to long-lasting restorations and overall improvement in oral health.

**Date: Friday, June 22, 2018**

**8:30 PM - 5:00 PM**

**Credits: 8.00**

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## *DIRECTIONS & LODGING INFORMATION*

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

FROM THE 5 (North or South):

1. Exit Sea World Drive. Turn RIGHT if you have exited going south, turn LEFT if you have exited going north.
2. Continue on Sea World Drive for about 2 miles.
3. West Mission Bay Drive will be on your right, just beyond the lanes marked with arrows to Sea World's entrance.
4. Stay in the right-hand lane, continue around loop to right.
5. After loop, merge all the way to the furthest left lane.
6. At red light (Quivira Road), go left.
7. Go left again immediately (Quivira Way).
8. Continue about a half mile.
9. We are on the right-hand side, past Seaforth.

FROM 8 WEST:

1. Take 8 West to the "Beaches" exit, past I-5.
2. Exit West Mission Bay Drive on the right.
3. Stay in the right-hand lane and continue over the bridge.
4. After the bridge ends, West Mission Bay Drive continues on about 100 yards UNDER the overpass, and curves in a loop to the right. Do NOT continue straight on Ingraham.
5. After loop, merge all the way to the furthest left lane.
6. At red light Quivira Road, go left.
7. Go left again immediately (Quivira Way).
8. Continue about a half mile.
9. We are on the right-hand side, past Seaforth.



The Dana Inn

1710 W Mission Bay Dr, San Diego, CA 92109 Located 2 minutes away from the Conference Center Visit them at [www.thedana.com](http://www.thedana.com) for accommodations Phone: 619.222.6440

### Directions from Hotel to Conference Center:

1. Head west on W Mission Bay Dr toward Quivira Access
2. Take the 1st left onto Quivira Access
3. Turn Left at Quivira Rd



### The Hyatt Regency Mission Bay Spa & Marina

1441 Quivira Road, San Diego, California, USA 92109  
Tel: +1 619 224 1234  
Web: [MissionBay.Hyatt.com](http://MissionBay.Hyatt.com)



## #201- California Dental Practice Act

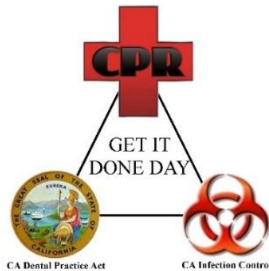
A required course for all California licensed dental professionals, this needs to be taken every 2 years. This course deals with how to keep your license and how not to lose it (by unethical or illegal treatment of your business or your patients).

It will explore how the California Dental Board is set up, what it does and what its powers are.

This Category I course provides an overview of the Dental Practice Act with emphasis on recent changes in the law, risk management and current federal HIPAA mandates.

It will bring you and your staff up-to-date with regulations affecting your practice.

Completion of this course satisfies the license renewal requirement for mandatory courses in Dental Practice Act.



### Dental Practice Act Topics:

- Scope of practice
- Requirements for license renewal
- Use of auxiliaries in a dental practice
- Laws governing the prescribing of drugs
- Acts in violation of the dental practice act
- Dental board enforcement program



**Date: Friday, June 22, 2018**

**12:30 PM - 2:30 PM**

**Credits: 2.00**

[LEARN MORE](#)

[REGISTER HERE](#)

## #202 - More Ideal Patients: How To Sign MORE Patients In the Next 45 Days than You've Signed in the Past Year

**Creighton Wong**

**This course has no additional fee.**

More Ideal Patients is about establishing you as THE Expert; THE Authority; THE Go-To Dentist in your local area. In this talk you will learn about The Number 1 Mistake that most dentists (and more marketers) make in marketing your services; "Why" having a bigger vision for your practice is essential; Why the Customer Value Journey is necessary to creating great long-term patient relationships; What's a Value Ladder?; Why your website is hurting your practice; and more ...



*Join us only if you are serious about taking your dental practice to the next level. **Creighton Wong**, born to be a great teacher and orator, will inform you, interact with you, and entertain you with his high energy personality and personal delivery. His information is practical and actionable. If your practice needs a boost, then you have to listen to him speak.*



**Date: Friday, June 22, 2018**

**12:30 PM - 2:30 PM**

**Credits: 2.00**

[REGISTER HERE](#)

## #203 - Video Illustrated - Unintentional Dental Disasters caused by the dentist and their solutions.

**Dr. Craig S. Kohler D.D.S. M.B.A MAGD**

*This course has no additional fee.*

Up to 20 common “mistakes will be discussed and video illustration of the problem, and subsequent “dental disaster”. Topics discussed will include missed clinical diagnosis, missed Orthodontic analysis and treatment, missed laboratory communication and evaluation, treatment mistakes and repercussions in general dentistry, treatment mistakes in crown preparations, composite fillings, occlusal night guards, and more. Some possible solutions will be discussed, but the knowledge of the possible pitfalls will be the focus of this lecture. Dr. Kohler has practiced general dentistry since 1980 and has recorded his work for the last 20 years. He is the founder and CEO of ONVI LLC and has invented Prophix, the world’s first video toothbrush which streams live to a smartphone.

*Dr. Craig S. Kohler D.D.S. M.B.A MAGD has been practicing on the North Shore of Chicago for over 30 years. His dedication to his patients' dental health is demonstrated through his dedication to the comfort and satisfaction of his patients, his use of cutting-edge technology, and his consistent pursuit of higher education.*



*Dr. Kohler is among a handful of dentists in the country practicing microaesthetic dentistry, an advanced treatment technique that uses a microscope and video monitor. The extreme magnification lets Dr. Kohler screen for early signs of oral health problems invisible to the naked eye and make precise adjustments during treatments. His desire to give patients access to the same type of technology for thorough, consistent at-home brushing led him to invent Prophix, a video toothbrush and app system that lets you livestream your brushing, take pictures, and track your oral health care progress.*

*Dr. Kohler has always made continuing education a top priority. After completing his residency, Dr. Kohler went on to earn his Fellowship and Masters from the Academy of General Dentistry by completing 1600 hours of continued education. Less than one percent of dentist in the country earn this esteemed award. His pursuit of excellence motivates him to continue to seek out instruction from acclaimed experts to this day.*

*Dr. Kohler lives in Glenview with his wife, Jan. While running his practice in Wilmette, Illinois, he also teaches at Evanston Hospital and at the Spears institute in Scottsdale, Arizona. He enjoys training for triathlons and spending time with his family.*

**Date: Friday, June 22, 2018**

**12:30 PM - 2:30 PM**

**Credits: 2.00**

## #204 - 7 Secrets to Dental Commercial Real Estate

*This course has no additional fee.*

**lecture Topics:**

- Scope of Purchase
- Requirements
- Laws governing Purchases

# SECRETS REVEALED!

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

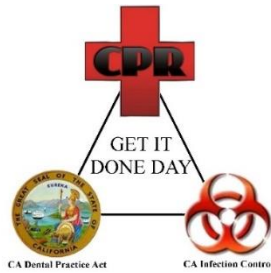
**Date: Friday, June 22, 2018**

**12:30 PM - 2:30 PM**

**Credits: 2.00**

**[REGISTER HERE](#)**

## 301- CPR



### **CPR Instructor**

The CPR and Basic Life Support for Healthcare

Providers(BLS) Classroom Course is designed to provide a wide variety of healthcare professionals the ability to recognize several life-threatening emergencies, provide CPR, use an AED, and relieve choking in a safe, timely and effective manner.

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

**Price: 20.00**

**Date: Friday, June 22, 2018**

**3:00 PM - 6:00 PM Credits: 3.00**

**LEARN MORE**

**REGISTER HERE**



## #302 - Front Office Boot Camp, “Treatment Planning and Case Presentation”

**Kathy Dennis**

*This course has no additional fee.*

The purpose of this lecture is to increase patient acceptance in your office with proven strategies and systems for treatment planning, consultations, financial arrangements, and production/collection systems. Ineffective front office systems result in last minute cancellations, low collections, fewer cases accepted, and frustrated patients.

Join Kathy for an interactive session in which participants will identify management tools for achieving optimal practice growth. You will learn systems and real strategies for increasing collections, monitoring your practice effectively, streamlining scheduling, and fine-tuning team communication.

### **In this course you will learn:**

- New patient Telephone etiquette that build relationships, while getting to the details
- What to do when patients don't pay
- Importance of getting correct and complete patient information
- Managing patient and office flow
- How to bring the financial discussion into the New Patient phone call
- Why and when to offer flexible financial arrangements
- Building the communication bridge: clinical to administrative teams
- How to teach the patient to take responsibility for their own dental benefits
- Effective claim submission techniques
- Understanding why patients deny treatment and appropriate follow up
- Reports to run – and when – to ensure a full schedule for the dentist
- How to get to 90% case acceptance



*Kathy Dennis has been a dental consultant and Southern California's most respected insurance authority for the past 20 years. She has built and rehabilitated more than 50 dental offices in California. She owns a dental billing company that processes dental offices insurance for both medical and dental coverage. Drawing upon her 20+ years' of experience as a dental consultant, she has lectured at hundreds of programs for small and large organizations that resulted in higher team engagement and increased revenue.*

**Date: Friday, June 22, 2018**

**3:00 PM - 5:00 PM**

**Credits: 2.00**

**REGISTER HERE**

Marina Village Conference Center | 1936 Quivira Way San Diego, California 92109

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

**Tim George**

*This course has no additional fee.*



Why do I hurt? Why am I not sleeping as much as I used to? Why does it hurt to do my job? These are some of the questions Egoscue deals with on a daily basis as we attempt to help a client restore their life back to normal.

Chronic pain is no fun and neither is the aging process if your body is letting you down. The fix is easy if you give it a chance and you will experience it during the workshop.

**Date: Friday, June 22, 2018**

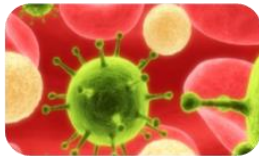
**3:00 PM - 5:00 PM Credits: 2.00**

[REGISTER HERE](#)

## #304- Public Enemy #1: Deadly Dental Bacteria... Kill or Be Killed

**Theresa K. Sheppard, RDA**

*This course has no additional fee.*



As dental professionals, we understand it is impossible to have a healthy body without a healthy mouth. The time is now for dental and medical professionals to reach into our communities to develop a whole health approach to patient care. Designed for the dentist and the entire team, Theresa Sheppard, RDA, shares both scientific evidence of the oral systemic connection and her passion to educate, engage and empower others. Participants learn the biggest culprit in the advance of periodontal disease and how to manage it. From ear infections to cardiac disease, we'll explore the most common illnesses and their relationship to periodontal disease. Participants will develop an action plan which they can use to educate, engage and empower their patients and the community around them.

### Program Objectives:

- Understand the connection between a healthy mouth and a healthy body
- Discover how periodontal disease leads to many common illnesses, as well as increased body weight
- Learn why xylitol is critical in the fight against deadly dental bacteria
- Identify why a multidisciplinary collaboration with other healthcare professionals is necessary for the whole health of the patient
- Illuminate opportunities for assisting underserved populations in your community

**Theresa Sheppard** is a Registered Dental Assistant with experience in all clinical and management aspects of the dental office. This, coupled with over 30 years of extensive hands-on, front lines experience, uniquely qualifies her to train dental teams. Her passion for dentistry and love of teaching, joined together when she became the Founder and Director of Career Express Dental Assisting School, a California CE Provider, as well as instructor for the California Radiation Safety Course.

**Date: Friday, June 22, 2018**

**3:00 PM - 5:00 PM Credits: 2.00**



# SAN DIEGO DENTAL CONVENTION

June 22-23, 2018

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



FREE Parking



Breakfast & Lunch Included



Wine and Cheese Social for Everyone



Prizes



Dentist:	Exhibit Hall = Free	1-Class Pass = \$ 129.00	1-Day Pass = \$ 229.00	2-Day Pass = \$ 449.00	Diode Laser= \$595.00
Staff:	Exhibit Hall = Free	1-Class Pass = \$ 89.00	1-Day Pass = \$ 149.00	2-Day Pass = \$ 249.00	Diode Laser= \$495.00
Dentist:	Class #102 or #402 = \$ 399.00	Class #105 or #405 = \$ 995.00	Class #107 = \$ 1499.00	Class #108 = \$ 499.00	
Staff:	Class #102 or #402 = \$ 299.00	Class #105 or #405 = \$ 995.00	Class #107 = \$ 499.00	Class #408 = \$ 299.00	

Class #	Lecture Topic	Speaker	Friday, June 22
100-Diode Laser <b>Certification</b>	<b>*Hands-on fee</b>	Janet Press	8:00AM-5:00PM CE 8.0
101-California Infection Control & OSHA for the Dental Office		Dr. Jonathan Rudin	8:15AM-11:15AM CE 3.0
102-Dental Insurance Billing & Coding <b>Certification</b>	<b>*Hands-on fee</b>	Rebecca Gerber	8:00AM-5:00PM CE 8.0
103-Protect Your Patients from Prions, Viruses, and Systemic Disease		William Nordquist DMD MS	8:00AM-11:30AM CE 3.5
104-Hypnosis: Words Matter, Making patients comfortable w/o drugs		Juan Acosta	8:00AM-11:30AM CE 3.5
105-Extraction Techniques & Oral Surgery Procedures <b>*Hands-on fee</b>		Dr. Thomas Weidermann	8:15AM-5:00PM CE 8.0
106-Everything you wanted to know about whitening. <b>*Hands-on</b>		Jenna Benarba	8:00AM-11:30AM CE 3.5
107-Neuromodulators ( <b>Botox, Dysport, Xeomin</b> ) <b>Certification</b>			
~ Live Patient Training ~ \$1,499= Dr + 1 Staff	<b>*Hands-on fee</b>	Howard Katz BDS DDS	8:00AM-5:00PM CE 8.0
108-Sleep Apnea <b>Workshop</b>	<b>*Hands-on fee</b>	Diana Batoon, DMD	8:30AM-5:00PM CE 8.0
.....*\$999= Dr + 2 Staff, \$1250= Dr + 3 Staff, \$1550= Dr + 4 Staff			
201-California Dental Practice Act		Kathy Dennis	12:30PM-2:30PM CE 2.0
202-How To Sign More Ideal Patients In the Next 45 Days		Creighton Wong	12:30PM-2:30PM CE 2.0
203-Unintentional Dental Disasters caused by the Dentist		Dr. Craig Kohler	12:30PM-2:30PM CE 2.0
204-7 Secrets to Dental Commercial Real Estate		Wells Fargo Bank	12:30PM-2:30PM CE 2.0
301-CPR	<b>*\$20 Hands-on fee</b>	Certified CPR Instructor	3:00PM-6:00PM CE 3.0
302-Front Office Boot Camp		Kathy Dennis	3:00PM-5:00PM CE 2.0
303-Pain, pain go away! Low Back and Neck Pain:		Tim George	3:00PM-5:00PM CE 2.0
304-Public Enemy #1: Deadly Dental Bacteria... Kill or Be Killed		Theresa K. Sheppard, RDA	3:00PM-5:00PM CE 2.0

Class #	Lecture Topic	Speaker	Saturday, June 23
400-Diode Laser <b>Certification</b>	<b>*Hands-on fee</b>	Janet Press	8:00AM-5:00PM CE 8.0
401-CA. Infection Control and OSHA for the Dental Office		Dr. Jonathan Rudin	8:15AM-11:15AM CE 3.0
402-Medical Insurance Billing for Dentistry <b>Certification*</b>	<b>*Hands-on fee</b>	Rebecca Gerber	8:00AM-5:00PM CE 8.0
403-Why socket preservation? Bone grafting procedures.		Dr. Mario Flores	8:00AM-11:30AM CE 3.5
404-Everything you wanted to know about whitening. <b>*Hands-on</b>		Jenna Benarba	8:00AM-11:30AM CE 3.5
405-Extraction Techniques & Oral Surgery Procedures <b>*Hands-on fee</b>		Dr. Thomas Weidermann	8:15AM-5:00PM CE 8.0
406-Master Long lasting Composite Restorations	<b>*Hands-on</b>	Dr. Sigal Jacobson	8:00AM-11:45AM CE 4.0
407-Neuromodulators ( <b>Botox, Dysport, Xeomin</b> ) <b>Certification</b>			
~ Live Patient Training ~ <b>*Hands-on fee</b> ~ \$1,499: Dr + 1 Staff		Howard Katz BDS DDS	8:00AM-5:00PM CE 8.0
408-Sleep Apnea <b>Workshop</b>	<b>*Hands-on fee</b>	Diana Batoon, DMD	8:30AM-5:00PM CE 8.0
409-"I Only Want What's Covered": Win at the Insurance Game		Theresa K. Sheppard,	8:00AM-11:30AM CE 3.5
501-California Dental Practice Act		Kathy Dennis	12:30PM-2:30PM CE 2.0
502-Unintentional Dental Disasters caused by the Patient.		Dr. Craig Kohler	12:30PM-2:30PM CE 2.0
503-HIPAA: Highlights, Hoopla and Hooley		Theresa K. Sheppard	12:30PM-2:30M CE 2.0
504-Master Long lasting Composite Restorations	<b>*Hands-on</b>	Dr. Sigal Jacobson	1:00PM-5:00PM CE 4.0
601-CPR	<b>*\$20 Hands-on fee</b>	Certified CPR Instructor	3:00PM-6:00PM CE 3.0
602-Hypnosis: Words Matter, Making patients comfortable w/o drugs		Juan Acosta	3:00PM-5:00PM CE 2.0
603-The 2018 Dental Code PPO and HMO Power Training		Kathy Dennis	3:00PM-5:00PM CE 2.0
604-How To Sign More Ideal Patients In the Next 45 Days		Creighton Wong	3:00PM-5:00PM CE 2.0



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SIGNATURE \_\_\_\_\_

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

\*Classes subject to change without notice. Ver.8.0

Dr. \_\_\_ Staff \_\_\_ First Name \_\_\_\_\_ Last \_\_\_\_\_

Pass Type \_\_\_\_\_ Course # 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_ 6 \_\_\_\_\_

Dr. \_\_\_ Staff \_\_\_ First Name \_\_\_\_\_ Last \_\_\_\_\_

Pass Type \_\_\_\_\_ Course # 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_ 6 \_\_\_\_\_

Dr. \_\_\_ Staff \_\_\_ First Name \_\_\_\_\_ Last \_\_\_\_\_

Pass Type \_\_\_\_\_ Course # 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_ 6 \_\_\_\_\_



## #400 - Diode Laser Certification

**This course has a 1-day fee of**

**Dentist: \$595.00, Staff Member: \$495.00**

In this hands-on diode laser certification program you will learn the adjunctive use of laser 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.

### Educational Objectives:

- Fundamentals of laser science: wavelengths, their absorption characteristics and safety.
- Thermal disinfection and how the laser promotes physiologic healing.
- Treatments of gingivitis, chronic, and aggressive periodontitis.
- Laser sulcular debridement, disinfection, initiated and bare fiber applications.
- And More!!!!

See Class #100 for Speaker Biography

**Date: Saturday, June 23, 2018**

**8:00 AM - 5:00 PM**

**Credits: 8.00**

[LEARN MORE](#)

[REGISTER HERE](#)



## 401- Infection Control for License Renewal and OSHA for the Dental Office

**Jonathan Rudin, DDS, MS**

A required course for all California licensed dental professionals, this needs to be taken every 2 years. This Category I course provides an overview of the Infection Control standards.

It will bring you and your staff up-to-date with regulations affecting your practice.

Completion of this course satisfies the license renewal requirement for mandatory courses in California Infection Control.

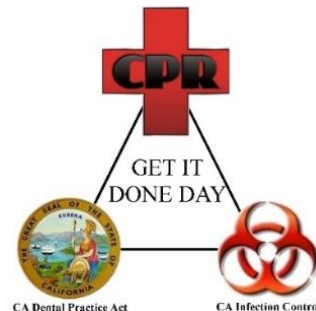
### Infection Control Topics:

- Section 1005
- Disease transmission
- Standard precautions
- Disinfection & sterilization
- Waste management
- Compliance issues

**Date: Saturday, June 23, 2018**

**8:15 AM - 11:15 AM**

**Credits: 3.00**





## #402 - Medical Insurance Billing for Dentistry Certification

This course has a 1-day fee of

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

### Rebecca Gerber

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

This course will provide the information and knowledge necessary to implement a medical billing system in your practice.



### In this course participants will:

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



### Course handouts include:

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



### Participation:

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

### Morning Session will focus on:

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

### Afternoon Session includes:

- Specifics about Sleep Apnea and TMJ Documentation
- Specifics about CT Scan Preauthorizations
- Medical Coding Hands On Workshop Featuring:
  - How to fill out the Current CMS-1500 Medical Claim Form
  - Looking up Proper ICD-10 and CPT Codes in Codebook
- (Participants are welcome to bring live case studies)
- Upon Completion, participants will receive a "Medical-Dental Insurance Coder's Certification".



**Date: Saturday, June 23, 2018**

**8:00 AM - 5:00 PM**

**Credits: 8.00**

**[LEARN MORE](#)**

**[REGISTER HERE](#)**



# San Diego Dental Convention

Friday, June 22, 2018 8:00 AM - Saturday, June 23, 2018 6:00 PM

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## #403 - Why socket preservation?

### Basic to advanced bone grafting procedures

**Dr. Mario Flores**

*This course has no additional fee.*

After tooth extraction alveolar bone resorption is expected and becomes a challenge to the practitioner, it may lead to functional, esthetic concerns, and a more difficult implant placement since dimensional changes of the alveolar ridge can occur. hence preventing bone loss after tooth extraction is highly recommended.

The presentation will focus on the rationale, biology, procedures, and materials currently available for socket preservation techniques, clinical cases will be presented to demonstrate the surgical technique for alveolar ridge preservation and timing of dental implant placement.



*Dr. Mario Flores is a Diplomate of the American Board of Periodontology and Dental Implant surgery, Dr. Flores is currently a full time Assistant Professor in the Advanced Education Program in Periodontics and Implant Surgery at Loma Linda University, he was in private practice in Rancho Cucamonga California from 1996- to 2016 where he limited his practice to periodontics, dental implants, and reconstructive periodontal surgery, Doctor Flores obtained his certificate in advanced Periodontics and implant surgery from Loma Linda University School of Dentistry, Doctor Flores since his graduation in 1996 has been a part time faculty in the Advanced Education Program in Periodontics and Implant Surgery at Loma Linda University School of Dentistry, Dr.*

*Flores is member of American Dental Association, California Dental Association, Tri county Dental Society, American Academy of Periodontology, California Society of periodontics, Dr. Flores lectures on Esthetic Periodontal Plastic Surgery, Periodontal Regeneration, Soft and Hard Tissue Augmentation, and Dental implant Surgery.*

**Date: Saturday, June 23, 2018**

**8:00 AM - 11:30 AM**

**Credits: 3.50**

**[REGISTER HERE](#)**

## #404 - Everything you wanted to know about whitening, but was too afraid to ask.

### \*Hands-ON

**Jenna Benarba and Angela Spucces**

*This course has no additional fee.*



See Class #107 for Description

**Date: Saturday, June 23, 2018**

**8:00 AM - 11:30 AM**

**Credits: 3.50**

**[REGISTER HERE](#)**

**ULTRADENT**  
PRODUCTS, INC.

## #405 - Hands-On Surgical Extraction Techniques and In-Office Oral Surgery Procedures for the General Dentists.

**Dr. Thomas Weidemann**

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



See Class #105 for Description

**Date: Saturday, June 23, 2018**

**8:15 AM - 5:00 PM**

**Credits: 8.00**



[REGISTER HERE](#)

## #406 - Lecture & workshop , How to Master Long lasting Composite Restorations with Uveneer System

**Dr. Sigal Jacobson**

**This course has no additional fee.**

- Porcelain versus composite restorations, indications, and contraindications
- Tips for selecting the right shade of composite
- Preparation guidelines for direct veneers
- Closing of diastema with composite
- Uveneer™: how to use the kit, tips and tricks from the inventor
- Create mock ups, class IVs, fractured tooth with Uveneer
- Presentation of clinical cases and videos
- How to avoid Failures
- Make your own individual composite shade guides
- Create the perfect composite veneer



*Inventor and a dentist, **Dr. Sigal Jacobson** from Australia is an internationally acclaimed lecturer with more than 22 years of experience in aesthetic dentistry. She is named one of this year's top 25 women in dentistry. Dr Sigal published several articles in major dental magazines and invented the world renowned Uveneer™ system which is a predictable and efficient way to deliver direct veneers. In her lectures she provides insightful tips and practical learning for general dentists on the subject of aesthetic dentistry. She is a fellow of the American Academy of Dento-Facial Aesthetics, member of the Australian AADFA and a key speaker for Ultradent.*

**Date: Saturday, June 23, 2018**

**8:00 AM - 11:45 AM**

**Credits: 4.00**



Before Uveneer™  
template system



After Uveneer™  
template system



## 407 - Neuromodulators (Botox, Dysport, Xeomin) in your practice: Giving your patients, staff and family treatments they want

**Howard Katz BDS DDS**

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



*Dentox is an industry leader in continuing education providers with the experience and expertise necessary to provide you with the skills you need. When you tell your patients and staff you were trained by Dentox, you're telling them you were trained by one of the best. In fact, Dentox lead instructor and course director Dr. Howard Katz, DDS, is a recognized innovator in Botox certification, who is named on the Botulinum toxin patent applications.*

**Date: Saturday, June 23, 2018  
8:00 AM - 5:00 PM  
Credits: 8.00  
[REGISTER HERE](#)**



## #408 - Sleep Apnea Workshop

**Dr. Diana Batoon**



**This course has a 1-day fee of  
Dentist = 499.00  
Staff+ \$299.00  
Dentist + 2 Staff= \$999.00  
Dentist + 3 Staff= \$1250.00  
Dentist + 4 Staff= \$1550.00**

  
**AZ Center**  
for Breathing & Sleep Wellness

Dr. Batoon's interest in sleep dental medicine grew from courses attended as part of her continuing education. Her three children drove her passion to address sleep disorder breathing (SDB) in the pediatric population. Each of her children had different symptoms and as she learned more about pediatric SDB, she knew she had to explore this area further. Dr. Batoon is an international speaker in the area of Sleep Apnea and Sleep Disordered Breathing. She understands the vital role dentists play in identifying and treating this condition in both children and adults.

**Date: Saturday, June 23, 2018  
8:00 AM - 11:45 AM  
Credits: 4.00**

**[REGISTER HERE](#)**



## #409 - "I Only Want What's Covered": How to Win at the Insurance Game

**Theresa K. Sheppard, RDA**

*This course has no additional fee.*



Many dental practices lose thousands of dollars every month due to improper billing practices. When it comes to insurance, there is a method for success: understand the "game" and play within the rules. Properly training the entire team significantly impacts production and collection, facilitates the delivery of optimal care for patients, and provides peace of mind that the practice is compliant.

Designed for the dentist and entire team, this interactive workshop focuses on the skills necessary for achieving diagnostic excellence, sequencing treatment, billing for legitimate reimbursement, eliminating claim rejections, increasing cash flow and protecting the practice through proper documentation.

**Attendees gain understanding and skills required to protect the financial and clinical integrity of the practice while increasing patient compliance and taking their practices to the next level.**

- Discover why an in-depth knowledge of patient benefits is essential to the treatment planning and case acceptance processes
- Learn how to implement proper billing procedures to mitigate the risk of being accused of insurance fraud
- Recognize the significance of comprehensive diagnostic information
- Illuminate how using adjunctive services can enhance the standard of care.
- Acquire phrases and terms that will get your claim paid... or denied!

Team members share case examples from their own offices and together we find solutions.

*See Class #304 for Speaker Bio.*

**Date: Saturday, June 23, 2018**

**8:00 AM - 11:30 AM**

**Credits: 3.50**

**[REGISTER HERE](#)**

## #501- California Dental Practice Act

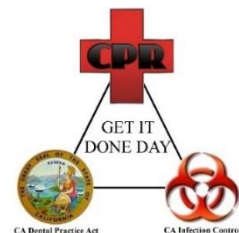
**This course has no additional fee.**

See Class #201 for Description

**Date: Saturday, June 23, 2018**

**12:30 PM - 2:30 PM**

**Credits: 2.00**





# San Diego Dental Convention

Friday, June 22, 2018 8:00 AM - Saturday, June 23, 2018 6:00 PM

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## #502- Video illustrated - Unintentional Dental Disasters caused by the patient and solutions.

**Dr. Craig S. Kohler D.D.S. M.B.A MAGD**

*This course has no additional fee.*

Up to 20 common dental mistakes that patients make will be illustrated. These will include self treatment, flossing, brushing, poor health habits and more. The communication to patients can sometimes be misinterpreted and lead to poor consequences. Solutions will be suggested, as well as, the possible future use of a video toothbrush for empowering the patient to take better care of their oral health.

*See Class #203 for Speaker Bio.*

**Date: Saturday, June 23, 2018**

**12:30 PM - 2:30 PM**

**Credits: 2.00**

[REGISTER HERE](#)



## #503 - HIPAA: Highlights, Hoopla and Hooey

**This course has no additional fee.**

We've all heard about HIPAA, and it has become a big part of our daily lives. Still, many practices do not understand the new regulations and believe they are compliant if they have a patient sign a Notice of Privacy Act. The new HIPAA Omnibus Rule became effective March 26, 2013. Dental practices are required to be compliant (as of September 23, 2013). Putting together a comprehensive HIPAA protocol and policy program can be a daunting task. In this course, learn the required changes to the Notice of Privacy Practices Form, the financial implications for willful neglect, why a daily data backup is no longer enough, and the communications that must not be sent via email or text. Gain a better understanding of the steps required to achieve compliance and protect both patients and the practice.

### **Program Objectives:**

- Review the steps to mandatory HIPAA compliance
- Discover what is included in comprehensive risk analysis
- Determine what functions the Privacy Officer, Security Officer, and Technology Officer are responsible for
- Learn who Covered Entities and Business Associates are and why it matters
- Recognize the new required changes to the Notice of Privacy Practices Form
- Know who you must have a Business Associate Agreement with
- Understand breach notification: who must be notified and when
- Identify how to avoid fines that could place the practice in financial ruin
- Acquire the skills to manage and resolve privacy complaints

*See Class #304 for Speaker Bio.*

**Date: Saturday, June 23, 2018**

**12:30 PM - 2:30 PM**

**Credits: 2.00**

[REGISTER HERE](#)





## #504 - Lecture & Workshop , How to Master Long lasting Composite Restorations with Uvener System

**Dr. Sigal Jacobson**

**This course has no additional fee.**

- Porcelain versus composite restorations, indications, and contraindications
- Tips for selecting the right shade of composite
- Preparation guidelines for direct veneers
- Closing of diastema with composite
- Uvener™: how to use the kit, tips and tricks from the inventor
- Create mock ups, class IVs, fractured tooth with Uvener
- Presentation of clinical cases and videos
- How to avoid Failures
- Make your own individual composite shade guides
- Create the perfect composite veneer



**Date: Saturday, June 23, 2018**

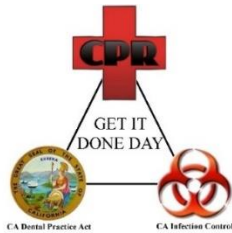
**1:00 PM - 5:00 PM**

**Credits: 4.00**

[REGISTER HERE](#)

## #601 - CPR Renewal and Certification

**Certified CPR Instructor**



***This course has an additional \$20 Hands-on fee***

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

**Date: Saturday, June 23, 2018**

**3:00 PM - 6:00 PM**

**Credits: 3.00**

[LEARN MORE](#)

[REGISTER HERE](#)



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

**Juan Acosta, Hypnodontist**

**This course has no additional fee.**

See Class #104 for Description

**Date: Saturday, June 23, 2018**

**3:00 PM - 5:00 PM**

**Credits: 2.00**

[REGISTER HERE](#)





# San Diego Dental Convention

Friday, June 22, 2018 8:00 AM - Saturday, June 23, 2018 6:00 PM

25

## #603 - The 2017 Dental Code PPO and HMO Power Training

Kathy Dennis

**This course has no additional fee.**



Do you want to save the headaches of learning how to bill and track HMO and PPO Insurances?  
Are your Account Receivables out of control?

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

Attendees will learn the interworking's of insurance companies and learn how to get paid on the claim the first time. We will review the claims process and never before billed cdt codes. Kathy Dennis, Southern California's most respected insurance authority for the past 20 years, will share the best practices in dealing with PPO & HMO insurances. Attendees will learn how to maximize your patient's insurance with today's billing techniques in this interactive workshop.

### In this course you will learn:

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

**HMO vs PPO**

**Date: Saturday, June 23, 2018**

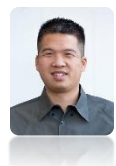
**3:00 PM - 5:00 PM**

**Credits: 2.00**

**[REGISTER HERE](#)**

## #604 - More Ideal Patients: How To Sign MORE Patients In the Next 45 Days than You've Signed in the Past Year

**This course has no additional fee.**



More Ideal Patients is about establishing you as THE Expert; THE Authority; THE Go-To Dentist in your local area. In this talk you will learn about The Number 1 Mistake that most dentists (and more marketers) make in marketing your services; "Why" having a bigger vision for your practice is essential; Why the Customer Value Journey is necessary to creating great long-term patient relationships; What's a Value Ladder?; Why your website is hurting your practice; and more ...

**Date: Saturday, June 23, 2018**

**3:00 PM - 5:00 PM**

**Credits: 2.00**

**[REGISTER HERE](#)**



## *DIRECTIONS & LODGING INFORMATION*

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

FROM THE 5 (North or South):

1. Exit Sea World Drive. Turn RIGHT if you have exited going south, turn LEFT if you have exited going north.
2. Continue on Sea World Drive for about 2 miles.
3. West Mission Bay Drive will be on your right, just beyond the lanes marked with arrows to Sea World's entrance.
4. Stay in the right-hand lane, continue around loop to right.
5. After loop, merge all the way to the furthest left lane.
6. At red light (Quivira Road), go left.
7. Go left again immediately (Quivira Way).
8. Continue about a half mile.
9. We are on the right-hand side, past Seaforth.

FROM 8 WEST:

1. Take 8 West to the "Beaches" exit, past I-5.
2. Exit West Mission Bay Drive on the right.
3. Stay in the right-hand lane and continue over the bridge.
4. After the bridge ends, West Mission Bay Drive continues on about 100 yards UNDER the overpass, and curves in a loop to the right. Do NOT continue straight on Ingraham.
5. After loop, merge all the way to the furthest left lane.
6. At red light Quivira Road, go left.
7. Go left again immediately (Quivira Way).
8. Continue about a half mile.
9. We are on the right-hand side, past Seaforth.



The Dana Inn

1710 W Mission Bay Dr, San Diego, CA 92109 Located 2 minutes away from the Conference Center Visit them at [www.thedana.com](http://www.thedana.com) for accommodations Phone: 619.222.6440

### Directions from Hotel to Conference Center:

1. Head west on W Mission Bay Dr toward Quivira Access
2. Take the 1st left onto Quivira Access
3. Turn Left at Quivira Rd



### The Hyatt Regency Mission Bay Spa & Marina

1441 Quivira Road, San Diego, California, USA 92109  
Tel: +1 619 224 1234  
Web: [MissionBay.Hyatt.com](http://MissionBay.Hyatt.com)