

11th Annual SAN DIEGO DENTAL CONVENTION

November 4-5 2016



MARINA VILLAGE & CONFERENCE CENTER | 1936 QUIVIRA WAY SAN DIEGO, CA 91941
619.277.4743 | www.ceadental.com | chris@ceadental.com

Cecilia Chen, Esq.
Practice Sale

Dr. Samuel Lee

Dr. Tim Smith



Cyrus Tahmasebi, DDS
CROWNS AND BRIDGES

Courtney Roberts

Kianor Shah DDS
Extraction Academy

Dr. Fred Hammond



Dr. Rajiv Saini



Dr. Michael Ratto

Dr. Eric Osmolinski



Dr. Jana Osmolinski



Rebecca Gerber
Dental Insurance



Bob Affleck

Vincent Tran, DDS
TMJ Dysfunction

Lee Slater, DDS, MS



Dr. Bill Kimball



Rod Kurthy DDS



Juan P. Acosta
Dental Hypnosis



FREE Parking Breakfast & Lunch Included Wine & Cheese Social Prizes

SAN DIEGO DENTAL CONVENTION

Continuing Education Academy | Friday November 4, 2016

Class #	Lecture Topic	Speaker	Friday, Nov. 4, 2016
100-Diode Laser Certification ~	2-Day Pass Included	Hands-On Certification	8:00AM-5:00PM CE 8.0
101-CA. Infection Control and OSHA for the Dental Office		Jonathan Rudin DDS	8:15AM-11:15AM CE 3.0
102-Medical to Dental Insurance Coding and Billing		Rebecca Gerber	8:00AM-11:30AM CE 3.5
103-1) Correction of Open Posterior Interproximal Contacts	" 8 am -9:00am"	Dr. Rod Kurthy	8:00AM-11:30AM CE 3.5
2) Diagnosing and Presenting Cracked Teeth:	"9am -10:00am"		
3) Teeth Whitening: Impressive Results. Every Time.	"10 am-11:30pm"		
104-Hypnodontics, Because Words Matter		Juan P. Acosta	8:00AM-11:30AM CE 3.5
105-Extraction Academy ~ Surgical Training ~ Hands-On ~ \$995.00		Kianor Shah DDS	8:30AM-5:00PM CE 8.0
106-Practical Oral Pathology for the Dental Team		Amber D. Riley RDH, MS	8:00AM-11:30AM CE 3.5
107-An evolution in crowns and bridges: Hands-on		Dr. Cyrus Tahmasebi, D.D.S.,	8:00AM-11:30AM CE 3.5
108-Bullseye - Shooting the Perfect X-Ray		Janet Simpson	8:00AM-11:30AM CE 3.5
201-California Dental Practice Act		<i>Certified Instructor</i>	12:30PM-2:30PM CE 2.0
202-Medical-Dental Cross Coding ICD-10		Rebecca Gerber	12:30PM-2:30PM CE 2.0
203-Treatment of Severely Resorbed Ridges		Dr. Samuel Lee	1:00PM- 5:00PM CE 4.0
204-Secrets to a Successful Practice Sale or Purchase		Bob Affleck, Dr. Bill Kimball	12:30PM-2:30PM CE 2.0
205-Medical Emergencies in the Dental Office!	Part 1	Eric & Jana Osmolinski DDS	12:30PM-2:30PM CE 2.0
206-Oral Pathology Update		Lee Slater, DDS, MS	12:30PM-2:30PM CE 2.0
207-Peri-Implantitis- A Review		Dr. Rajiv Saini	12:30PM-2:30PM CE 2.0
301-CPR	Hands-on Fee +\$30	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-"Records Roulette: Don't Gamble With Your Practice"		Theresa Sheppard RDA	3:00PM-5:00PM CE 2.0
304-Ridge Preservation & Bisphosphonate Induced Osteonecrosis"		Dr. Fred Hammond,	
		Dr. Tim Smith, Dr. Bob Riding	3:00PM-5:00PM CE 2.0
305-Medical Emergencies in the Dental Office!	Part 2	Eric & Jana Osmolinski DDS	3:00PM-5:00PM CE 2.0
306-A Rollicking Romp Through the World of Oral Medicine		Leah Bowers DMD, BSC	3:00PM-5:00PM CE 2.0

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

Dr_ or Staff_ NAME _____ Pass Type _____ Course #1 _____ 2 _____ 3 _____ 4 _____ 5 _____ 6 _____

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Total Due\$ _____ PHONE _____

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Fax : (866) 805-1860

Online: www.ceadental.com

Email: chris@ceadental.com

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



Dentist: | 1-Class Pass = \$ 109.00 | 1-Day Pass = \$ 209.00 | 2-Day Pass = \$ 399.00 | Diode Laser= \$595.00 | Exhibit Hall = Free
 Staff: | 1-Class Pass = \$ 75.00 | 1-Day Pass = \$ 145.00 | 2-Day Pass = \$ 225.00 | Diode Laser= \$495.00 | Exhibit Hall = Free

SAN DIEGO DENTAL CONVENTION

Continuing Education Academy | Saturday November 5

Class #	Lecture Topic	Speaker	Saturday, Nov. 5, 2016
400-Diode Laser Certification ~	2-Day Pass Included	Hands-On Certification	8:00AM-5:00PM CE 8.0
401-CA. Infection Control and OSHA for the Dental Office		Jonathan Rudin DDS	8:15AM-11:15AM CE 3.0
402-Front Office Foundations: Level 1		Courtney Roberts, Monica Wolter	8:00AM-11:30AM CE 3.5
403-Same as Class #303		Dr. Rod Kurthy	8:00AM-11:30AM CE 3.5
404-The Oral Systemic Link		Dr. Michael Ratto, & Theresa Sheppard	8:00AM-11:30AM CE 3.5
405-Treatment of Severely Resorbed Ridges " Hands-On ~ \$995.00 "		Dr. Samuel Lee	8:30AM-5:00PM CE 8.0
406-Permanent Solution for TMJ Dysfunction		Vincent Tran, DDS	8:00AM-11:30AM CE 3.5
407-An evolution in crowns and bridges: Hands-on		Dr. Cyrus Tahmasebi, D.D.S.,	8:00AM-11:30AM CE 3.5
501-California Dental Practice Act		Certified Instructor	12:30PM-2:30PM CE 2.0
502-The 2017 Dental Code PPO and HMO Power Training		Kathy Dennis	12:30PM-2:30PM CE 2.0
503-Top 10 Practice Growth and Marketing Strategies		Dr. Bill Kimball, Bob Affleck, Cecelia Chen	12:30PM-2:30PM CE 2.0
504-Bullseye - Shooting the Perfect X-Ray		Janet Simpson	12:30PM-2:30PM CE 2.0
505-Medical Emergencies in the Dental Office!	Part 1	Eric & Jana Osmolinski DDS	12:30PM-2:30PM CE 2.0
506-Low Back and Neck Pain:		Tim George	12:30PM-2:30PM CE 2.0
601-CPR	Hands-on Fee +\$30	Certified CPR Instructor	3:00PM-6:00PM CE 3.0
602-Front Office Boot Camp		Kathy Dennis	3:00PM-5:00PM CE 2.0
603-The Health Care Reform law		Craig Gussin	3:00PM-5:00PM CE 2.0
604- Peri-Implantitis- A Review		Dr. Rajiv Saini	3:00PM-5:00PM CE 2.0
605-Medical Emergencies in the Dental Office!	Part 2	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 3 or More Save \$10 Each on Day Passes Only



Dentist: | 1-Class Pass = \$ 109.00 | 1-Day Pass = \$ 209.00 | 2-Day Pass = \$ 399.00 | Diode Laser= \$595.00 | Exhibit Hall = Free
 Staff: | 1-Class Pass = \$ 75.00 | 1-Day Pass = \$ 145.00 | 2-Day Pass = \$ 225.00 | Diode Laser= \$495.00 | Exhibit Hall = Free

100 - Diode Laser Certification

Janet Press

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

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



LEARNING OBJECTIVES:

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

Friday, November 4, 2016

8:00 AM - 5:00 PM

Credits: 8.00

101 - California Infection Control & OSHA Update

Dr. Jon Rudin

Friday, November 4, 2016

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.



LEARNING OBJECTIVES:

- *Proper Tools & Resources for Billing*
- *Role of Staff Members*
- *Medically Billable Procedures*
- *How to Document Medical Necessity*
- *How to Obtain Eligibility and Benefits*
- *Implementation Procedures*
- *How to complete a claim form using Dentrrix, EagleSoft, and OpenDental*

Friday, November 4, 2016

8:00 AM - 11:30 AM

Credits: 3.50

103 - 1) Walking Forward: Simple Correction of Open Posterior Interproximal Contacts Caused by Distalized Molars. "8 am-9 am"

2) Diagnosing and Presenting Cracked Teeth:

Discover an Untapped Goldmine

"9 am-10 am"

3) Teeth Whitening: Impressive Results. Every Patient. Every Time.

"10 am-11:30 am"

#1) Walking Forward: Simple Correction of Open Posterior Interproximal Contacts Caused by Distalized Molars



Rod Kurthy DDS

Most dentists occasionally see posterior contacts become open that were tightly closed when the new crown was seated. Six to twelve months after insert of the crown, the patient is back complaining about food impaction between the teeth. What the heck happened?!! You're certain those contacts were tight before. What do you do? Ignore it? Remove the new crown and replace it (at no charge, yet the patient is still unhappy)?

With Dr. Kurthy's popular "Walking Forward" technique, these distalized crowns can be moved mesially through a specific occlusal adjustment technique that is simple, only takes a few minutes, and best of all...IT WORKS!!!

#2) Diagnosing and Presenting Cracked Teeth: *Discover an Untapped Goldmine in Your Practice*

You see cracks in teeth all the time. But how do YOU know how DEEP those cracks are? If you think that all deep cracks cause symptoms, think again.

LEARNING OBJECTIVES:

- *Simple, easy, recognized methods to determine the difference between unimportant craze lines in enamel and genuine deep vertical cracks.*
- *Show your patients the DEPTH of the crack(s) in their teeth*
- *Show your patients what may happen if they do not fix the cracks*

#3) Teeth Whitening: Impressive Results. *Every Patient. Every Time.*

Dr. Kurthy will present his 39 years of teeth whitening research and development – the physics, chemistry, physiology and microanatomy of bleaching that you've never understood, and the "why's" regarding typical frustrations of sensitivity and unpredictability of teeth whitening that most dentists encounter in their practices. Learn the science behind Dr. Kurthy's conquest over unpredictability of whitening, and his research of methods to eliminate acute whitening sensitivity.



LEARNING OBJECTIVES:

- *Why whitening results have been unpredictable*
- *Effect of design and fit of whitening trays on the outcome of whitening*
- *Why whitening impressions are different than crown & bridge impressions*
- *Overcoming tetracycline stains, fluorosis and other challenging cases*
- *Bleaching lights – snake oil / smoke 'n mirrors or do they really work & WHY*

Friday, November 4, 2016

8:00 AM - 11:30 AM

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 4, 2016

8:00 AM - 11:30 AM

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.



7:30 – 8:00 Breakfast & Registration

8:00 – 9:00 Introduction and History

10:00 – 11:00 Instruments

12:00 – 1:00 Lunch

2:00 – 4:00 Hands-on

9:00 – 10:00 Case presentations

11:00 – 12:00 Hands-on

1:00 – 2:00 Case presentations

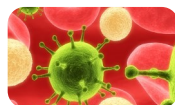
4:00 – 5:00 Tips and Tricks

Friday, November 4, 2016

8:00 AM - 5:00 PM

Credits: 8.00

106 - Red, White and Blue, what does it mean to YOU? Practical Oral Pathology for the Dental Team



Amber D. Riley RDH, MS



Oral lesions are a common finding in dental practice. During this course attendees will receive not only a "refresher" program on the topic of oral pathology, but will also be brought up to date with the most current, relevant discussions of widespread oral pathologies including their origins, treatments and outcomes. The audience will learn valuable insights and techniques that can be immediately introduced into their clinical practice to improve patient care.

LEARNING OBJECTIVES:

- *Fundamental overview of the histology and pathogenesis of common and frequently encountered oral lesions, pathologies and the oral manifestations of systemic disease encountered in dental practice.*
- *Recognition and differentiation of Red, White and Pigmented oral lesions and the scientifically supported protocol for evaluation and treatment.*
- *Recognition of tissue alteration due to physical trauma or habit, localized disease and systemic illness.*
- *Learn and implement a succinct yet thorough extra/intra oral examination process into routine dental practice.*

Friday, November 4, 2016

8:00 AM - 11:30 AM

Credits: 3.50

107 - An evolution in crowns and bridges: Presenting a new alternative to treating missing teeth...

...No temporaries, less reduction and half the chair time



Cyrus Tahmasebi, D.D.S., F.I.A.E.D, F.A.C.D



This industry changing minimally invasive preparation is the most significant advancement in dentistry in over 100 years. Learn about this amazing new approach to delivering restorations in our highly informative workshop. Using innovative CAD/CAM and 3D printing technology, you will learn how it is now possible to prepare and deliver a clinically superior and more esthetic crown and bridge in less time than you ever thought imaginable, all while eliminating the need for temporaries! Increase your productivity and provide a safe and healthy option for your patients. Learn why doctors are calling this new technology "a dental dream!" An evolution in crowns and bridges!

FIRST FIT™

LEARNING OBJECTIVES:

- *Learn about benefits of digital technology for tooth preparation*
- *Learn step-by-step guidance through customized digital preparation guides*
- *Witness ideal preparation and a perfect fit of the crown or bridge*
- *See how you can easily achieve fast, precise restorations with minimal time*
- *Become an industry leader - deliver one day*

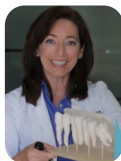
Friday, November 4, 2016

8:00 AM - 11:30 AM

Credits: 3.50

108 - "Bullseye" - Shooting the Perfect X-Ray

Janet Simpson



Digital radiography has some tremendous advantages over traditional film, no more chemicals, instant feedback, amazing images. However, many dental practices have grown accustomed to poor diagnostic quality images. They seem to be resigned to foreshortening, cone cuts and closed contacts. This class will provide perspective, information, tips and tricks the attendee can use in clinical practice to improve their radiographs.



LEARNING OBJECTIVES:

- *Learn how the differences of sensors & film affect diagnostic quality*
- *Convert the principles of shadow casting into useful skills to capture images*
- *Review the paralleling and bisecting techniques*

Friday, November 4, 2016

8:00 AM - 11:30 AM

Credits: 3.50



How might Social Media hurt my practice?



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.

Cecilia Chen, Attorney
San Diego/Los Angeles

www.practiceatty.com

Super Lawyer 2014
nominated by Peers

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 # 204, SATURDAY #503

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

Tool Free: 855.850.4111
Email: cchen@cclegalgroup.com
www.practiceatty.com

201- California Dental Practice Act

A required course for all California licensed dental professionals.

Friday, November 4, 2016

12:30 PM - 2:30 PM

Credits: 2.00



202-Front Office Boot Camp,

Kathy Dennis



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. You will learn systems and real strategies for increasing collections, monitoring your practice effectively, streamlining scheduling, and fine-tuning team communication.

LEARNING OBJECTIVES:

- *New patient Telephone etiquette that build relationships,*
- *What to do when patients don't pay*
- *Why and when to offer flexible financial arrangements*
- *Reports to run – and when – to ensure a full schedule for the dentist*
- *How to teach the patient to take responsibility for their own dental benefits*

Friday, November 4, 2016

12:30 PM - 2:30 PM

Credits: 2.00

203- Treatment of Severely Resorbed Ridges

Dr. Samuel Lee *Hands On to follow Saturday Class Number # 405*



Dental implant surgery is very predictable treatment. However, it is very common to encounter severely resorbed ridges, which makes dental implant treatment difficult.

In this presentation, Dr. Lee will present many innovative options to overcome pneumatized sinus, thin ridges, and loss of vertical bone heights.

Diagnosis and guidelines for these treatment will be reviewed concisely.

LEARNING OBJECTIVES:

- *Diagnosis and treatment planning for Implant Treatment*
- *New sinus classification developed by Dr. Lee, which simplifies the treatment of pneumatized sinus will be discussed.*
- *Simplified GBR technique will be discussed*
- *New autogenous bone harvesting technique will be introduced.*
- *Easier mandibular ridge splitting technique will be introduced*
- *Biological modifiers will be discussed.*
- *Non-traumatic Nerve Lateralization Technique will be introduced*

Friday, November 4, 2016

1:00 PM - 5:00 PM

Credits: 4.00

204-Secrets to a Successful Practice Sale or Purchase

Cecilia Chen Esq., Law Offices of Cecilia Chen

Dr. Bill Kimball, Bob Affleck



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!

LEARNING OBJECTIVES:

- *Understand the blueprint for a successful transaction*
- *The truth about how brokers and banks value your practice*
- *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.*

Friday, November 4, 2016

12:30 PM - 2:30 PM

Credits: 2.00

205-Medical Emergencies in the Dental Office!

Part 1 of 2

Understanding, recognition & treatment of common emergencies.

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.



LEARNING OBJECTIVES:

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 4, 2016

12:30 PM - 2:30 PM

Credits: 2.00

206 - Oral Pathology Update

Lee Slater, DDS, MS



Whether you are considering buying or selling a practice, adding an associate, forming a partnership, or are just curious about the value of Dental team members will be shown clinical photographs and radiographs of common oral lesions. They will instantly recognize many of the lesions, but for less “classic” clinical presentations, they will have to develop a differential diagnosis. To help avoid potential “failure to diagnose” issues, images of oral premalignant and malignant lesions will be presented. Putative aids for early diagnosis of oral precancer will be discussed.



LEARNING OBJECTIVES:

Dental team members will become comfortable with their ability to recognize common lesions (and their mimics), lesions that present at varying oral sites (such as gingival swellings, pericoronal radiolucencies).

Friday, November 4, 2016

12:30 PM - 2:30 PM

Credits: 2.00

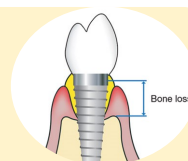
207 - Peri-Implantitis - A Review

Dr. Rajiv Saini



Dental implants are widely used widely for orodental rehabilitation of partial & complete edentulous patients. The prevalence of peri-implant complications will increase as dental implant-retained prostheses become routine.

Peri-implant diseases are present in two forms: peri-implant mucositis and peri-implantitis. Peri-implant disease should be diagnosed & treated as soon as possible to prevent implant failure.



As untreated periodontitis can eventually lead to loss of natural teeth, peri-implantitis can result in failure of dental implants. The various aspects related to peri-implant disease like its pathogenesis, risk factors, diagnosis, prevention and treatment should be of great concern in term of implant therapy. Successful management of peri-implantitis requires a thorough indulgent of the fundamental medical and dental factors concerned in the overall complex of the disease.

Friday, November 4, 2016

12:30 PM - 2:30 PM

Credits: 2.00

301 - CPR Certified

Friday, November 4, 2016

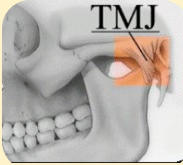
3:00 PM - 6:00 PM

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.

Friday, November 4, 2016

3:00 PM - 5:00 PM

Credits: 2.00



303-Records Roulette: Don't Gamble With Your Practice Theresa Sheppard RDA



As Dental professionals, we set our personal bar very high. However, I find that many practices do not take the steps necessary to protect themselves from audit, lawsuit and risk of incarceration. Designed for the dentist and the entire team, Theresa gives you the tools needed to protect the clinical and financial integrity of the practice.

LEARNING OBJECTIVES:

- *Sharpen Communications Skills — Words Matter*
- *Understand Various Aspects Of Risk Management ... The Doctor Is Not The Only One At Risk*
- *Discover That Healthcare Fraud Does Not Have To Be Intentional To Be Prosecuted*
- *Learn How Proper Diagnostics And Documentation Will Help Keep You Out Of Court*
- *Find Out Which Patients Are "Keepers", And Which Are Not*

Lack of training is a dangerous way to do business -it can lead to financial and professional devastation. Risk mitigation is everyone's responsibility. Attendees will discover how to become skilled in insurance billing practices, risk management and patient/practice protection.

Friday, November 4, 2016

3:00 PM - 5:00 PM

Credits: 2.00



304 - Ridge Preservation & Bisphosphonate Induced Osteonecrosis Dr. Fred Hammond, Dr. Tim Smith, Dr. Bob Riding



MVOMS surgeons will review the importance of socket grafting for ridge preservation. The latest techniques of ridge regeneration, sinus lift techniques and bone graft reconstruction will be presented.

Finally, an update will be reviewed on the latest bisphosphonate research with recommendations on how to manage your bisphosphonate patients.

Friday, November 4, 2016

3:00 PM - 5:00 PM

Credits: 2.00

305 - Medical Emergencies in the Dental Office!

Dr. Eric Osmolinski, Dr. Jana Osmolinski

SEE FULL CLASS DESCRIPTION AT COURSE # 205

Friday, November 4, 2016

3:00 PM - 5:00 PM

Part 2

Credits: 2.00



306 - A Rollicking Romp Through the Wonderful World of Oral Medicine

Leah Bowers DMD, BSC



**Scripps
Oral Pathology
Service**



Oral medicine encompasses a wide range of topics from oral mucosal disorders to xerostomia. Many of these issues present challenges in patient management. In this dynamic and interactive course, we will discuss lesions and conditions most commonly encountered in dental practice, updates on MRONJ and pre-malignant disorders and more. Practical tips and tricks will be provided to allow you greater confidence in managing your patients' needs. Promotional Description (50-70 words) Please highlight your lecture topics that will be discussed and/or the procedures to be described. Advertise why the attendee should attend your program.

Are you perplexed by pemphigoid? Baffled by burning mouth syndrome? Confounded by candidiasis? Or are you eager to gain more confidence in managing Oral Medicine issues in your office? This course is for YOU! We will discuss commonly encountered lesions and conditions, review the latest findings on MRONJ and Oral Potentially Malignant Disorders (OPMD) and more! Learn invaluable tips and tricks you can apply immediately to help you provide optimal care for your patients.

LEARNING OBJECTIVES:

- **Identify and manage the most commonly encountered oral lesions & conditions**
- **Receive updates on important topics in Oral Medicine including MRONJ and Oral Potentially Malignant Disorders (OPMDs)**
- **Learn practical and valuable patient management skills**

Friday, November 4, 2016

3:00 PM - 5:00 PM

Credits: 2.00

ONE YEAR OF SOCIAL MEDIA CONTENT - DONE!

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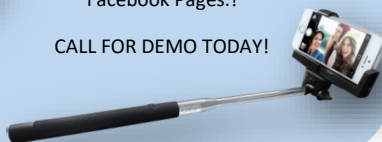


MANAGE NEGATIVE ON-LINE REVIEWS

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400 - Diode Laser Certification

Janet Press

SEE FULL CLASS Description AT COURSE # 100

Saturday, November 5, 2016 8:00 AM - 5:00 PM Credits: 8.00



401- Infection Control for License Renewal and OSHA Update

Dr. Jon Rudin

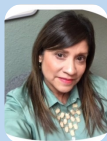
Saturday, November 5, 2016 8:00 AM - 11:00 AM Credits: 3.00



402 - Front Office Foundations: Level 1

Courtney Roberts, F.A.A.D.O.M

Monica Wolter



This lecture is designed to provide the basic tools for success to any novice employee at the front office. Do you want to become an indispensable team member through cross training? This lecture provides fundamental benefits to preparing staff to step in when an employee is sick or on vacation, or when a vacancy occurs. Or maybe you recently hired a front desk employee with little to no prior dental experience. Six months from now you don't want to find yourself wondering why new patients have dropped off, only to find that (due to poor training) the new front desk employee never got comfortable answering insurance questions. It could be that you're a doctor wanting to understand the front office dynamics since you were never taught this in dental school. This course will provide attendees with the essential foundations in answering phones, scheduling, patient interactions, insurance, HIPAA laws, recalls, phone scripts, proper collection techniques, and more. Learn all the important basics the right way in this easy to follow course.

Saturday, November 5, 2016 8:00 AM - 11:30 AM Credits: 3.50

403 - 1) Walking Forward: Simple Correction of Open Posterior Interproximal Contacts Caused by Distalized Molars.

"8 am-9 am"

**Diagnosing and Presenting Cracked Teeth:
Discover an Untapped Goldmine**

"9am-10am"

**Rod Kurthy DDS 3) Teeth Whitening: Impressive Results.
Every Patient. Every Time.**

"10am-11:30am"

SEE FULL CLASS DESCRIPTION AT COURSE # 103

Saturday, November 5, 2016 8:00 AM - 11:30 AM Credits: 3.50

404-The Oral Systemic Link: "TOOTHBRUSHES OR TOMB STONES"..... Deadly Dental Bacteria: Kill Or Be Killed

Dr. Michael Ratto Theresa K. Sheppard RDA

It is impossible to have a healthy body without a healthy mouth. Oral health and general health must no longer be treated as separate entities.

LEARNING OBJECTIVES:

- **Learning How We Can Heal Our Body By Healing Our Mouths**
- **Discover How Deadly Dental Bacteria Is Connected To**

Life Changing Diseases

- **Find Out Why Perio Disease Can Make Us Fat**
- **From Ear Infections To Cardiac Disease, Discover Why Xylitol Is Critical In the Fight Against Deadly Dental Bacteria**
- **Illuminate Opportunities For Assisting Underserved Populations**

Saturday, November 5, 2016 8:00 AM - 11:30 AM Credits: 3.50



405-Treatment of Severely Resorbed Ridges

"This course has a 1-Day Hands-on Fee of \$995.00"

Dr. Samuel Lee



Dental implant surgery is very predictable treatment. However, it is very common to encounter severely resorbed ridges, which makes dental implant treatment difficult. In this presentation, Dr. Lee will present many innovative options to overcome pneumatized sinus, thin ridges, and loss of vertical bone heights.

LEARNING OBJECTIVES:

- *Diagnosis and guidelines for these treatment will be reviewed*
- *Diagnosis and treatment planning for Implants will be discussed.*
- *New sinus classification developed by Dr. Lee, which simplifies the treatment of pneumatized sinus will be discussed.*
- *Simplified GBR technique will be discussed*
- *New autogenous bone harvesting technique will be introduced.*
- *Easier mandibular ridge splitting technique will be introduced*
- *Biological modifiers will be discussed.*
- *Non-traumatic Nerve Lateralization Technique will be introduced*
- *Cases involving multidiscipline specialties will be presented.*



Saturday, November 5, 2016

8:00 AM - 5:00 PM

Credits: 8.00

406 - 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.



LEARNING 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 5, 2016

8:00 AM - 11:30 AM

Credits: 3.50

407- An evolution in crowns and bridges:

Presenting a new alternative to treating

missing teeth... ..No temporaries, less reduction

and half the chair time

"HANDS ON"

Cyrus Tahmasebi, D.D.S., F.I.A.E.D, F.A.C.D

FIRST FIT™

LEARNING OBJECTIVES:

- *Learn about benefits of digital technology for tooth preparation*
- *Learn step-by-step guidance through customized digital preparation guides*
- *Witness ideal preparation and a perfect fit of the crown or bridge*
- *See how you can easily achieve fast, precise restorations with minimal time*
- *Become an industry leader - deliver one day*

SEE FULL CLASS DESCRIPTION AT COURSE # 107

Saturday, November 5, 2016

8:00 AM - 11:30 AM

Credits: 3.50

501- California Dental Practice Act

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

Saturday, November 5, 2016

12:30 PM - 2:30 PM

Credits: 2.00



502-The 2017 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.



LEARNING OBJECTIVES:

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

Saturday, November 5, 2016

12:30 PM - 2:30 PM

Credits: 2.00

503 - Increase your Practice Value:

Top 10 Practice Growth and Marketing Strategies for 2017

Bob Affleck, Opus Bank

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.

LEARNING 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)*

Saturday, November 5, 2016

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

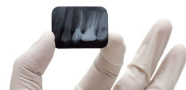
504 - Bullseye - Shooting the Perfect X-Ray

SEE FULL CLASS DESCRIPTION AT COURSE # 108

Saturday, November 5, 2016

12:30 PM - 2:30 PM

Credits: 2.00



505 - Medical Emergencies in the Dental Office!

Part 1

Dr. Eric Osmolinski, Dr. Jana Osmolinski

SEE FULL CLASS DESCRIPTION AT COURSE # 205

Saturday, November 5, 2016

12:30 PM - 2:30 PM

Credits: 2.00



506 - Low Back and Neck Pain: The True Cause and Carpal Tunnel Syndrome: Condition vs. Position

Tim George

Why do I hurt? Why am I not sleeping as much as I used to? Why does it hurt o 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.

Saturday, November 5, 2016

12:30 PM - 2:30 PM

Credits: 2.00



601 - CPR Certified CPR Instructor

Price: Admission +\$30.00

Saturday, November 5, 2016

3:00 PM - 6:00 PM

Credits: 2.00



602 - Front Office Boot Camp,

Kathy Dennis

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.

You will learn systems and real strategies for increasing collections, monitoring your practice effectively, streamlining scheduling, and fine-tuning team communication.

LEARNING OBJECTIVES:

- *New patient Telephone etiquette that build relationships*
- *What to do when patients don't pay*
- *Why and when to offer flexible financial arrangements*
- *Reports to run – and when – to ensure a full schedule for the dentist*
- *Building the communication bridge: clinical to administrative teams*

Saturday, November 5, 2016

3:00 PM - 5:00 PM

Credits: 2.00



603 - Health Care Reform Act

Craig Gussin



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

Saturday, November 5, 2016

3:00 PM - 5:00 PM

Credits: 2.00



604 - Peri-Implantitis- A Review

Dr. Rajiv Saini

SEE FULL CLASS DESCRIPTION AT COURSE # 207

Saturday, November 5, 2016

3:00 PM - 5:00 PM

Credits: 2.00

605 - Medical Emergencies in the Dental Office!

Part 2

Dr. Eric Osmolinski, Dr. Jana Osmolinski

SEE FULL CLASS DESCRIPTION AT COURSE # 205

Saturday, November 5, 2016

3:00 PM - 5:00 PM

Credits: 2.00



SAN DIEGO DENTAL CONVENTION

November 4-5 2016

PRESORTED STANDARD
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PERMIT NO. 2048



Chris Ippolito,
PRODUCER

CEA Dental, invites you to join us at the Eighth Annual **San Diego Dental Convention** to be held on November 4-5 2016, at the Marina Village Conference Center in San Diego, California.

Guests have the opportunity to earn their continuing educational credits and engage **over 40 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.

CERP Provider Number RP-4506



Amazing Speakers



Our Exhibit Hall Is **FREE**
8:00 am – 3:30 pm

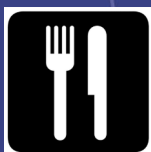


WINE & CHEESE SOCIAL
12:30 PM -3:00 PM

Included with any CE Course



FREE PARKING



BREAKFAST & LUNCH INCLUDED