

SAN DIEGO DENTAL CONVENTION

June 21-22, 2019

The Courses that you need,

Get It Done Day

- California Dental Practice Act
- California Infection Control
- CPR

Botox Certification

\$1499.00 8 CE

Dental Insurance Certification

8 CE

Diode Laser Certification

8 CE

Medical Insurance Certification

8 CE

OVER 35 CE COURSES



FREE Parking



Breakfast & Lunch Included



Wine & Cheese Social



Prizes

619.277.4743

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



San Diego Dental Convention

Friday, June 21, 2019 8:00 AM - Saturday, June 22, 2019 6:00 PM



SAN DIEGO DENTAL CONVENTION

June 21-22, 2019

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 Botox = \$ 1499.00	Class #106 Extraction Mallet= \$ 895.00		
Staff:	Class #102 or #402 = \$ 299.00	Class #105 Botox = \$ 499.00	Class #106 Extraction Mallet = \$ 295.00		

Class #	Lecture Topic	Speaker	Friday, June 21
100-Diode Laser	Certification *Hands-on fee	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	Certification *Hands-on fee	Rebecca Gerber	8:30AM-5:00PM CE 8.0
103-HIPAA: Highlights, Hoopla and Hooley		Theresa K. Sheppard	8:00AM-11:30AM CE 3.5
104-Master Long lasting Composite Restorations	*Hands-on	Dr. Sigal Jacobson	8:00AM-11:45AM CE 4.0
105-Neuromodulators (Botox, Dysport, Xeomin)	Certification ~ Live Patient Training ~ \$1,499 = Dr + 1 Staff *Hands-on fee	Howard Katz BDS DDS	8:30AM-5:00PM CE 8.0
106-The principles of extraction and the benefits of the magnetic mallet	~ Hands-on Training ~ \$895 = Dr *Hands-on fee	Robert Mokbel DDS, DSO	8:30AM-5:00PM CE 8.0
107-Rad Refresher,-Improving the diagnostic quality of your x-rays.		Janet Simpson	8:15AM-11:30AM CE 3.5

201-California Dental Practice Act		Kathy Dennis 1	12:30PM-2:30PM CE 2.0
202-Hypnosis: Words Matter, Making patients comfortable w/o drugs		Juan Acosta	12:30PM-2:30PM CE 2.0
203-Pro-Active Intervention Dentistry (PAID): Preventive Dentistry		Dr. Rajiv Saini	12:30PM-2:30PM CE 2.0
204-Legal Strategies to Protect your License & Increase your Tax Savings		Michael P. Webb	12:30PM-2:30PM CE 2.0

301-CPR	* \$20 Hands-on fee	CPR Instructor	3:00PM-6:00PM CE 3.0
302-Root canal infections and the research behind the oral-systemic		Carey O'Rielly DDS	3:00PM-5:00PM CE 2.0
303-How Many Felonies Did You Commit Today		Theresa K. Sheppard	3:00PM-5:00PM CE 2.0
304-Pain, pain go away! Low Back and Neck Pain:		Tim George	3:00PM-5:00PM CE 2.0

Class #	Lecture Topic	Speaker	Saturday, June 22
400-Diode Laser	Certification *Hands-on fee	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	Certification * Hands-on fee	Rebecca Gerber	8:00AM-5:00PM CE 8.0
403-How Many Felonies Did You Commit Today		Theresa Sheppard	8:00AM-11:30AM CE 3.5
404-The Oral-Systemic Disease Paradox		Dr. William Nordquist	8:00AM-11:30AM CE 3.5
405-Neuromodulators (Botox, Dysport, Xeomin)	Certification ~ Live Patient Training ~ \$1,499 = Dr + 1 Staff *Hands-on fee	Howard Katz BDS DDS	8:00AM-5:00PM CE 8.0
406-The principles of extraction and the benefits of the magnetic mallet	~ Hands-on Training ~ \$895 = Dr *Hands-on fee	Robert Mokbel DDS, DSO	8:30AM-5:00PM CE 8.0
407-The 2019 Dental Code PPO and HMO training		Kathy Dennis	8:15AM-11:30AM CE 3.5
501-California Dental Practice Act		Janet Simpson	12:30PM-2:30PM CE 2.0
502-Pro-Active Intervention Dentistry (PAID): Preventive Dentistry		Dr. Rajiv Saini	12:30PM-2:30PM CE 2.0
503-Mouth-Body Connection: Stop the Spread of Deadly Dental Bacteria		Theresa K. Sheppard	12:30PM-2:30PM CE 2.0
601-CPR	* \$20 Hands-on fee	Certified CPR Instructor	3:00PM-6:00PM CE 3.0
602-HIPAA Compliance and Computer Network Support		John A Zanazzi	3:00PM-5:00PM CE 2.0
603-Hypnotize Fear/Pain Away		Juan Acosta	3:00PM-5:00PM CE 2.0
604-Front Office Boot Camp, "Treatment Planning and Case Presentation		Kathy Dennis	3:00PM-5:00PM CE 2.0

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 Total Due \$ _____

*Classes subject to change without notice. Ver.1.0

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 21, 2019 8:00 AM - Saturday, June 22, 2019 6:00 PM



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 safer
- 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 21, 2019

8:00 AM - 5:00 PM

Credits: 8.00

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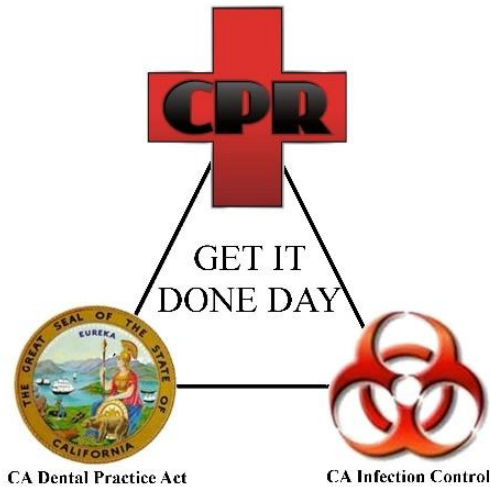
San Diego Dental Convention

Friday, June 21, 2019 8:00 AM - Saturday, June 22, 2019 6:00 PM

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 21, 2019

8:15 AM - 11:15 AM

Credits: 3.00

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San Diego Dental Convention

Friday, June 21, 2019 8:00 AM - Saturday, June 22, 2019 6:00 PM

#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 21, 2019

8:30 AM - 5:00 PM

Credits: 8.00

Marina Village Conference Center | 1936 Quivira Way San Diego, California 92109
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#103 - HIPAA: Highlights, Hoopla and Hooey

This course has no additional fee.

Theresa Sheppard, RDA Oral Care Specialist

As our practices become more technologically advanced, the risk of patient privacy violation increases. 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.

HIPAA 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



As dental professionals we set our personal bar very high, always making our number one priority to exceed the standard of care. Lack of training is a dangerous way to do business - it can lead to financial and professional devastation. No matter the length of time team members may have been performing clinical or administrative duties, without proper training the practice and providers are at risk. Theresa Sheppard's presentations provide the tools and systems necessary to become skilled in all aspects of clinical and administrative practices, risk management and patient/practice protection.

Her passion for dentistry and love of teaching merged when she became the Owner and Director of Career Express Dental Assisting School, as well as being an

instructor for the California Radiation Safety Course.

Theresa is a Registered Dental Assistant with experience in all clinical and management aspects of the dental office. This, coupled with her extensive hands-on, front lines experience of over 35 years, uniquely qualifies her to train dental teams.

Theresa utilizes experiential learning techniques and a workshop environment to ensure participants are empowered and able to implement the learning when returning to the office.

Date: Friday, June 21, 2019

8:00 AM - 11:30 AM

Credits: 3.50

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San Diego Dental Convention

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#104 - Lecture & Workshop, How to Master Long Lasting Composite Restorations with Uvener System

Dr. Sigal Jacobson

This course has no additional fee.

Do you want to be able to create highly aesthetic restorations like those “gifted world cosmetic dentists? ” In this course you will learn how to achieve perfect aesthetic restorations with a high rate of success. This lecture aims to provide the participants with an in-depth theoretical and practical understanding of the fundamentals required to accomplish beautiful, functional and long lasting aesthetic direct veneers.

In this course participants will learn:

- Composite vs porcelain veneers.
- Smile design rules Resin Composite optics.
- Why Value is the most important parameter Shade selection steps.
- Making custom shade guides
- Prep guidelines for direct veneers achieving perfect contour & final gloss using a unique template system
- How to create mock-ups, manage diastema closure, class IV, fractured tooth Clinical cases and live videos
- Ways to avoid direct veneer failures, discoloration and chips
- Indications and right case selection
- Closing of diastema with composite
- Uvener, tips and tricks from the inventor.



Participation:

This course is for anyone who wants to improve and learn new skills that will allow them to work faster and more efficient and create beautiful anterior restorations

This course is geared to the Doctor who wants reach a higher level of performance in cosmetic dentistry and working with composites in the anterior zone .

Hands-on Session will focus on:

- Creating your own individual composite shade guides
- Closing the gap from a missing tooth with fiber splint and Uvener
- Creating the perfect composite veneer

Date: Friday, June 21, 2019

8:00 AM - 11:45 AM

Credits: 4.00





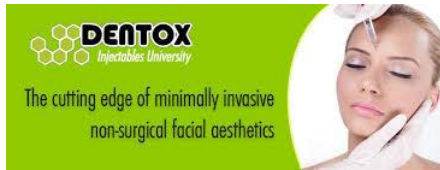
San Diego Dental Convention

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#105 - 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, Medicis, Prolenium and Septodont)

Date: Friday, June 21, 2019

8:30 AM - 5:00 PM

Credits: 8.00

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San Diego Dental Convention

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#106 - The principles of extraction and the benefits of the magnetic dynamic device magnetic mallet

Robert Mokbel DDS, DSO (PH.D) , FICOI, FALD, FPFA



This course has a 1-day fee of

Dentist = \$895.00

Staff = \$295

The scope of the workshop is to provide the participants specific instructions on procedures to manage the extractions and minimizing complications. Review the advancement in surgical extractions with the use of the magnetic dynamic device Magnetic Mallet.

Robert Mokbel DDS, DSO (PH.D) , FICOI, FALD, FPFA



Dr Mokbel completed a 4 year Post Doctorate degree in Prosthodontics (DSO) at the Univ. of Paris VII, France (1982). He holds certificates in Removable & Fixed Prosthodontics and in Embryology, and attended Periodontology training as well.

In 2004, he completed a one year program in Implantology at the University of Loma Linda (Maxi course in Implantology).

Dr Mokbel taught Removable and Fixed prosthodontics at USC-Ostrow school of dentistry since 1983 in the International program, he is currently a clinical assistant professor in the restorative department.

Dr Mokbel Lectured in the US, in Europe and the Middle East. He published in the field of Prosthodontics and Implantology..

He currently has a practice limited to Prosthodontics, Periodontics and dental implants in Fountain Valley, CA.

Dr Mokbel is an experienced Prosthodontics with advanced surgical skills in Periodontics and implantology.

Date: Friday, June 21, 2019

8:00 AM - 5:00 PM

Credits: 8.00

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San Diego Dental Convention

Friday, June 21, 2019 8:00 AM - Saturday, June 22, 2019 6:00 PM

10

#107 - Rad Refresher,-Improving the diagnostic quality of your x-rays.

This course has no additional fee.

Janet Simpson

Digital radiography has some tremendous advantages over traditional film, no more chemicals, instant feedback, amazing images ... well...maybe not so much. The technology is amazing. The images could be amazing. However, many dental practices have grown accustomed to poor diagnostic quality images. They seem to be resigned to foreshortening, cone cuts and closed contacts. There are even a few who just accept mandibular molar images without apices as if that's as good as it gets. What's up with that?!? Let's face it, there are significant differences between wired digital sensors and film. Identifying them is half the battle, overcoming them is the other. This class will provide perspective, information, tips and tricks the student can use in clinical practice to improve the diagnostic quality of their radiographs.

Learning Objectives:

- Understand how the differences between wired sensors and Traditional film affect the diagnostic quality of your images.
- Convert the principles of shadow casting into useful skills to capture apices, open contacts and acquire images that are hard to reach.
- Review the paralleling and bisecting techniques
- Refresh infection control protocol as it pertains to the radiography procedure.
- Refresh understanding of Radiation safety
- Learn a few Ninja moves.

Janet Simpson was trained on the job, and became an RDA, CDA in 1991. A graduate of San Diego State University she earned her Bachelors of Vocational Education (Summa Cum Laude) in 2008. While an adjunct instructor at San Diego Mesa College Dental Assisting Program, she was recognized as an "Exemplary online instructor". Janet is a caring, highly innovative instructor with consistently high reviews from her students. She now owns and operates Dental Fundamentals Continuing Education whose mission it is to make learning dental auxiliary skills easy and fun.

Date: Friday, June 21, 2019

8:15 AM - 11:30 AM

Credits: 3.50

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San Diego Dental Convention

Friday, June 21, 2019 8:00 AM - Saturday, June 22, 2019 6:00 PM

DIRECTIONS & LODGING INFORMATION

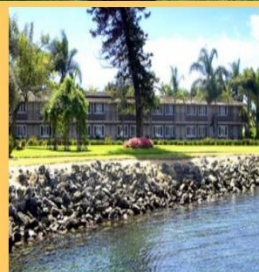
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1936 Quivira Way San Diego, CA 92109

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 mbyond 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 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

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San Diego Dental Convention

Friday, June 21, 2019 8:00 AM - Saturday, June 22, 2019 6:00 PM

#201- California Dental Practice Act

Janet Simpson



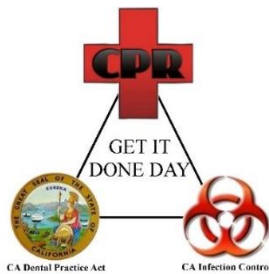
This course has no additional fee.

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 21, 2019

12:30 PM - 2:30 PM

Credits: 2.00

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#202 - 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

Date: Friday, June 21, 2019

8:00 AM - 11:30 AM

Credits: 3.50

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#203 - Pro-Active Intervention Dentistry (PAID): Redefining Preventive Dentistry

This course has no additional fee.

Dr. Rajiv Saini

Pro-Active Intervention Dentistry (PAID) is the new name in the world of preventive dentistry. PAID accentuates the standing of constant hygiene procedures and regular practices to avert periodontal diseases, tooth decay and other dental diseases and conditions. The whole concept of PAID is based on modulating the oral health conventional concept and boosting the oral immunity. The comprehensive oral health prevention requires active and equal contribution from both the ends i.e. Responsible consumers and Connected professionals. PAID is multi-directional comprehensive approach to classify how best to achieve the oral health by linking research into clinical practice. PAID is concerned with the professional/dentist training of effective preventive interventions within systems and responsive attitude of connected consumers. Pro-Active Intervention Dentistry (PAID) will totally change the face of prevention in the years to come!

Learning Objectives:

1. The basics of Oral Hygiene and its changing dimensions.
2. The research data that connects oral-systemic relationship.
3. New methodology and advancement in clinical practice for optimal oral hygiene.

Prof. (Dr) Rajiv Saini, holds many clinical and research positions across the globe through his vast academic career. He is currently working as Visiting professor, Department of



Interdisciplinary Medicine, School of Medicine, Department of Neuroscience and Basic Sense Organs and Oral Hygiene Department, University of Bari ALDO MORO, Italy. He is also holding research positions in independent research centre and institution at Europe. He has published more than 150 research articles in numerous scientific peer-reviewed journals of repute. He is an author & editor of 04 books: Dental Horizons: Essentials of oral health, Hospital Infection Control: Clinical Guidelines, Fundamentals of Clinical Trial and Research and Dental Plaque: A Biofilm. Nominated and considered as Fellow of International College of Dentists (ICD). His field of expertise is periodontology and his research interests include Oral Hygiene, Oral-Systemic Linkage, Plaque Maturation-Biofilm, Infection Control, Inflammatory-Immune Response, Peri-Implantitis, Oral Cancer and Public

Health Practice. He has completed copious research studies and currently involved in multiple investigational research activities. He has attended several scientific conferences, presented his research work and awarded with various International, National and Institutional awards. He is currently holding the position of Editor-in-Chief of International Journal of Experimental Dental Science and Journal of Clinical Periodontology and Implant Dentistry. He is also on Editorial board & Reviewer board of various journals of repute. He is frequently invited as a guest speaker to International and National academic forums.

Date: Friday, June 21, 2019

12:30 PM - 2:30 PM

Credits: 2.00

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San Diego Dental Convention

Friday, June 21, 2019 8:00 AM - Saturday, June 22, 2019 6:00 PM

#204 - Essential Legal Strategies to Protect Healthcare Professionals License & Increase Their Tax Savings

This course has no additional fee.

Mike Webb, Legally Mine



Legally Mine is the largest, most respected, and experienced lawsuit protection company in the United States. We offer a course that will teach you how to permanently eliminate the threat of lawsuits and with these same tools teach you how to reduce your income taxes. Our mission is clear; protect healthcare providers



Michael P. Webb comes from Orem, Utah and built a company which he ran for 21 years. After Selling that business, Michael has spent the last 14 years consulting on various projects as well as training with various education companies in the world of entrepreneurs. Michael understands what it takes to run a small business. He recently joined the legally mine team. Today he will be teaching us how to eliminate the threat of lawsuits, protect our licenses and greatly increase our tax savings

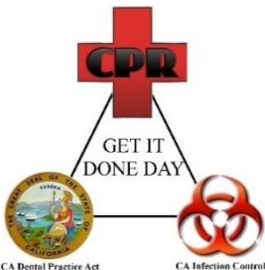
Date: Friday, June 21, 2019

12:30 PM - 2:30 PM Credits: 2.00

[LEARN MORE](#)

[REGISTER HERE](#)

#301- CPR Price: Admission + 20.00



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.

Date: Friday, June 21, 2019

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

[LEARN MORE](#)

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#302 - The prevalence of root canal infections and the research behind the oral-systemic connection

This course has no additional fee.

Carey O'Rielly



What research shows about the connection between oral infections and heart, gut and brain health. New technologies that make diagnosis and treatment more effective. Case studies and videos from my practice. When to treat,when to refer, and when to extract. **Carey O'Rielly DDS** has been a practicing dentist for over 30 years. He began his career by owning and operating a network of seven offices in the San Francisco Bay Area. Dr. O'Rielly teaches C.E. courses on oral systemic care, periodontal disease, nutrition, and biocompatibility of dental materials. He is an expert in phase contrast microscopy for analyzing dental infections, dental specific nutrition and how to become a totally metal free practice.

Date: Friday, June 21, 2019

3:00 PM - 5:00 PM Credits: 2.00 [REGISTER HERE](#)



San Diego Dental Convention

Friday, June 21, 2019 8:00 AM - Saturday, June 22, 2019 6:00 PM

#303- How Many Felonies Did You Commit Today

This course has no additional fee.

Theresa Sheppard, RDA Oral Care Specialist



To protect the practice and provider from audit, lawsuit and risk of incarceration, patient records must be documented thoroughly to meet the standard of care. This course is an interactive workshop designed for the dentist and the entire team. Attendees will learn the skills necessary for achieving diagnostic excellence, how coding incorrectly can put both your practice and license at risk, coding for legitimate reimbursement and protecting the practice through proper documentation.

Attendees will gain the understanding and skills required to protect their clinical and financial integrity of the practice and bring peace of mind.

Program Objectives:

- Sharpen communications skills — words matter: say what you mean to say
- Understand aspects of risk management
- Explore how the patient could be better served while protecting the integrity of the practice
- 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
- Recognize the significance of comprehensive diagnostic information •Find out which patients are “keepers”, and who’s not

Date: Friday, June 21, 2019

3:00 PM - 5:00 PM

Credits: 2.00

#304- 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 21, 2019

3:00 PM - 5:00 PM

Credits: 2.00

[REGISTER HERE](#)





San Diego Dental Convention

Friday, June 21, 2019 8:00 AM - Saturday, June 22, 2019 6:00 PM

#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 22, 2019

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 This course has no additional fee.

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:

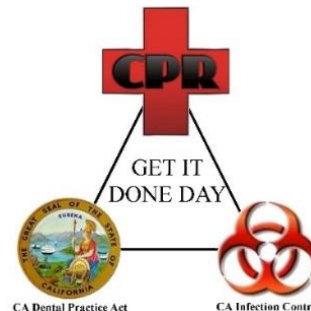


- Section 1005
- Disease transmission
- Standard precautions
- Disinfection & sterilization
- Waste management
- Compliance issues

Date: Saturday, June 22, 2019

8:15 AM - 11:15 AM

Credits: 3.00





San Diego Dental Convention

Friday, June 21, 2019 8:00 AM - Saturday, June 22, 2019 6:00 PM

#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 22, 2019

8:00 AM - 5:00 PM

Credits: 8.00

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San Diego Dental Convention

Friday, June 21, 2019 8:00 AM - Saturday, June 22, 2019 6:00 PM

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#403 - How Many Felonies Did You Commit Today

This course has no additional fee.

Theresa Sheppard, RDA Oral Care Specialist

To protect the practice and provider from audit, lawsuit and risk of incarceration, patient records must be documented thoroughly to meet the standard of care. This course is an interactive workshop designed for the dentist and the entire team. Attendees will learn the skills necessary for achieving diagnostic excellence, how coding incorrectly can put both your practice and license at risk, coding for legitimate reimbursement and protecting the practice through proper documentation.

Attendees will gain the understanding and skills required to protect their clinical and financial integrity of the practice and bring peace of mind.

Program Objectives:

- Sharpen communications skills — words matter: say what you mean to say
- Understand aspects of risk management
- Explore how the patient could be better served while protecting the integrity of the practice
- 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
- Recognize the significance of comprehensive diagnostic information
- Find out which patients are “keepers”, and who’s not



As dental professionals we set our personal bar very high, always making our number one priority to exceed the standard of care. Lack of training is a dangerous way to do business - it can lead to financial and professional devastation. No matter the length of time team members may have been performing clinical or administrative duties, without proper training the practice and providers are at risk. Theresa Sheppard's presentations provide the tools and systems necessary to become skilled in all aspects of clinical and administrative practices, risk management and patient/practice protection.

Her passion for dentistry and love of teaching merged when she became the Owner and Director of Career Express Dental Assisting School, as well as being an instructor for the California Radiation Safety Course. Theresa is a Registered Dental Assistant with experience in all clinical and management aspects of the dental office. This, coupled with her extensive hands-on, front lines experience of over 35 years, uniquely qualifies her to train dental teams. Theresa utilizes experiential learning techniques and a workshop environment to ensure participants are empowered and able to implement the learning when returning to the office.

Date: Saturday, June 22, 2019

8:00 AM - 11:30 PM

Credits: 3.50

[REGISTER HERE](#)



#404 - The Oral-Systemic Disease Paradox

This course has no additional fee.

William Nordquist DMD MS

Debate within the medical community as to whether periodontal disease causes systemic disease has been complicated by disagreement within the dental community itself. The question concerning “cause and effect” between oral and systemic disease is stalwartly contested. Some studies show the presence of oral bacterial DNA whereas others do not.

One might ask, “Why is there so much conflicting data concerning this seemingly simple question?”

This lecture will show “cause and effect” concerning the relationship between periodontal disease and systemic disease. However, it will also present the paradox why periodontal treatment of has little to no effect on the systemic disease process itself, such as diabetes and Alzheimer’s disease, once established.

Understanding the chronic disease progression and life-cycles of the pathogens causing the disease reveals strategies to suppress and reverse the disease process, plus delivers a more rational approach to treating periodontal disease to achieve a long-term cure.

IV. PROFESSIONAL AWARDS, HONORS, and SCHOLARSHIPS



- *Mosby Book Award, 1973.*
- *Outstanding Research Award, 1973.*
- *Phi Delta Honor Fraternity, 1972–73.*
- *Scholastic Scholarships, Rochester Institute of Technology, 1964–69.*
- *Tuition Scholastic Scholarships, University of Louisville, 1969–72.*
- *Research Stipend, University of Louisville, Graduate School, 1972–73*
- *President, Metcalf Restorative Dentistry Seminar, 1978.*
- *Secretary, AAID Western District, 1994–96.*
- *Vice president, AAID Western District, 1997.*
- *President-elect, AAID Western District, 1998.*
- *President, AAID Western District, 1999.*
- *AAID Board of Directors, Western District Representative, 2000 and 2001.*
- *AAID, Honored Fellow, 2006.*
- *2008 International Implant Dentist of the Year, Presented by the American Academy Of Implant Dentistry.*
- *2009 Included in Leonard I. Linkow’s book, The Legends of Implant Dentistry, pages 229–32.* [[http://care4dental.com/ebooks/BookDetails-617-The_Legends_of_Implant_Dentistry_with_The_History_of_Transplantology_and_Implantology_\(pdf\)](http://care4dental.com/ebooks/BookDetails-617-The_Legends_of_Implant_Dentistry_with_The_History_of_Transplantology_and_Implantology_(pdf))]

Date: Saturday, June 22, 2019

8:00 AM - 11:30 PM

Credits: 3.50

[LEARN MORE](#)

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San Diego Dental Convention

Friday, June 21, 2019 8:00 AM - Saturday, June 22, 2019 6:00 PM

405 - 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 22, 2019
8:00 AM - 5:00 PM
Credits: 8.00
[REGISTER HERE](#)**



#406 - The principles of extraction and the benefits of the magnetic dynamic device magnetic mallet

Robert Mokbel DDS, DSO (PH.D) , FICOI, FALD, FPFA

**This course has a 1-day fee of
Dentist = \$895.00
Staff = \$295**



The scope of the workshop is to provide the participants specific instructions on procedures to manage the extractions and minimizing complications. Review the advancement in surgical extractions with the use of the magnetic dynamic device Magnetic Mallet.

Robert Mokbel DDS, DSO (PH.D) , FICOI, FALD, FPFA



Dr Mokbel completed a 4 year Post Doctorate degree in Prosthodontics (DSO) at the Univ. of Paris VII, France (1982). He holds certificates in Removable & Fixed Prosthodontics and in Embryology, and attended Periodontology training as well. In 2004, he completed a one year program in Implantology at the University of Loma Linda (Maxi course in Implantology). Dr Mokbel taught Removable and Fixed prosthodontics at USC-Ostrow school of dentistry since 1983 in the International program, he is currently a clinical assistant professor in the restorative department.

Dr Mokbel Lectured in the US, in Europe and the Middle East. He published in the field of Prosthodontics and Implantology. He currently has a practice limited to Prosthodontics, Periodontics and dental implants in Fountain Valley, CA. Dr Mokbel is an experienced Prosthodontics with advanced surgical skills in Periodontics and implantology.

**Date: Saturday, June 22, 2019
8:30 AM - 5:00 PM Credits: 8.00**



#403 - The 2019 Dental Code PPO and HMO training

This course has no additional fee.

This course has no additional fee.

Kathy Dennis

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
- 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

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.



Kathy is dedicated to helping dental practices realize their profit potential through the development and education of front office staff, quality patient care, and by empowering the entire team. Her presentations share proven solutions that can be implemented

immediately to become a profitable PPO practice without sacrificing quality of care. Her other specialties are business office systems, dental insurance billing, and the implementation of systems to help reduce accounts receivable.

Date: Saturday, June 22, 2019

8:15 AM - 11:30 PM

Credits: 3.50

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

Friday, June 21, 2019 8:00 AM - Saturday, June 22, 2019 6:00 PM

#501- California Dental Practice Act



This course has no additional fee.

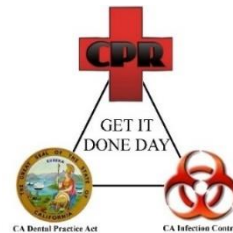
Janet Simpson

See Class #201 for Description

Date: Saturday, June 22, 2019

12:30 PM - 2:30 PM

Credits: 2.00



#502 - Pro-Active Intervention Dentistry (PAID): Redefining Preventive Dentistry

Dr. Rajiv Saini

Pro-Active Intervention Dentistry (PAID) is the new name in the world of preventive dentistry. PAID accentuates the standing of constant hygiene procedures and regular practices to avert periodontal diseases, tooth decay and other dental diseases and conditions. The whole concept of PAID is based on modulating the oral health conventional concept and boosting the oral immunity. The comprehensive oral health prevention requires active and equal contribution from both the ends i.e. Responsible consumers and Connected professionals. PAID is multi-directional comprehensive approach to classify how best to achieve the oral health by linking research into clinical practice. PAID is concerned with the professional/dentist training of effective preventive interventions within systems and responsive attitude of connected consumers. Pro-Active Intervention Dentistry (PAID) will totally change the face of prevention in the years to come!

Learning Objectives:

1. The basics of Oral Hygiene and its changing dimensions.
2. The research data that connects oral-systemic relationship.
3. New methodology and advancement in clinical practice for optimal oral hygiene.



Prof. (Dr) Rajiv Saini, holds many clinical and research positions across the globe through his vast academic career. He is currently working as Visiting professor, Department of Interdisciplinary Medicine, School of Medicine, Department of Neuroscience and Basic Sense Organs and Oral Hygiene Department, University of Bari ALDO MORO, Italy. He is also holding research positions in independent research centre and institution at Europe. He has published more than 150 research articles in numerous scientific peer-reviewed journals of repute. He is an author &

editor of 04 books: Dental Horizons: Essentials of oral health, Hospital Infection Control: Clinical Guidelines, Fundamentals of Clinical Trial and Research and Dental Plaque: A Biofilm. Nominated and considered as Fellow of International College of Dentists (ICD). His field of expertise is periodontology and his research interests include Oral Hygiene, Oral-Systemic Linkage, Plaque Maturation-Biofilm, Infection Control, Inflammatory-Immune Response, Peri-Implantitis, Oral Cancer and Public Health Practice. He has completed copious research studies and currently involved in multiple investigational research activities.

Date: Saturday, June 22, 2019

12:30 PM - 2:30 PM

Credits: 2.00



#503 - Mouth-Body Connection: The How & Now of What You Can Do to Stop the Spread of Deadly Dental Bacteria

This course has no additional fee.

Theresa Sheppard, RDA Oral Care Specialist

With real world examples and practical ways that you can help your patients dramatically improve both their dental and overall health.

Attendees will come away educated, energized and equipped with what they can specifically do to have significant impact on their patients' oral and overall health – ultimately restoring wellness and saving lives.

Program Objectives:



- Recognize the various signs of deadly bacteria not only existing in a patient's mouth, but how it could be dangerously spreading, impacting or aggravating other diseases.

Hint: bleeding gums are not normal EVER.

- Understand the proven pathway of how bacteria gets into the bloodstream, where it then causes infection, injury and inflammation in other parts of the body.

- Review your patient's health history for existing conditions such as cardiac disease, diabetes, cancer, and others that have been shown to start or be aggravated by bacteria originating in the mouth.

- Take specific action and create a treatment plan that addresses the spread of deadly bacteria, preventing, correcting or reversing its devastating impact on the body.

- Simply explain the mouth-body connection to your patients so they are more likely to comply with your treatment plan to reverse impact sooner

Date: Saturday, June 22, 2019

12:30 PM - 2:30 PM

Credits: 2.00

[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.

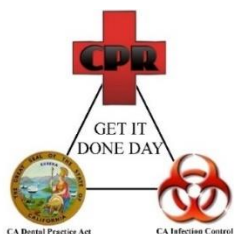
Date: Saturday, June 22, 2019

3:00 PM - 6:00 PM

Credits: 3.00

[LEARN MORE](#)

[REGISTER HERE](#)





#602 - HIPAA Compliance and Computer Network Support

John A Zanazzi

This course has no additional fee.

There are many different IT vendors and compliance experts that say they will help your dental practice to move towards HIPAA compliance. Most of these vendors charge a premium price tag but do not understand the Privacy and Administrative areas of HIPAA. Or if they do they don't understand the IT part of your network. When done correctly, HIPAA compliance should not be any more expensive than managed service support. Because compliance risk actions are added before any network changes, you will have lessened risk of a privacy breach or ransomware with the result HIPAA compliance. And your network runs better. This Lecture will help you choose the correct HIT consultant at the right price without comprising HIPAA compliance or network performance. Remember it is possible for your network to be HIPAA compliant at a reasonable cost.

In this lecture you will learn:

- 11 Inaccurate Ways Dentists believe they are complying with HIPAA
- The 10 Most common HIPAA violations
- 10 Myths of a Security Risk Analysis



John A Zanazzi has worked in the computer industry and Medical Health Information Technology for 23 years. John has an AAS in Networking System Administration from Mesa Community College, and an AAS in Cisco Technology from Gateway Community College. John also has a bachelor's degree in CIS from Excelsior College and a Master's Degree from Northern Arizona University. John has been a computer instructor for the past 14 years for the Maricopa Community College District and was the HIT director at the college. He is the author of the book, *The Smart Dentist's Guide to HIPAA and Computer Network Support* (on amazon) and he has authored a Computer security class for the HIT program at UCSD. He has been both a Tenured and adjunct Professor at many different

colleges and universities including Gateway Community college and UCSD

Date: Saturday, June 22, 2019

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

#603 - Hypnotize Fear/Pain Away

Juan Acosta **This course has no additional fee.**

Learn 3-5 short hypnotic interventions you can use to help ease your patients' anxieties, fears, and physical and psychosomatic pains. In this interactive workshop, best selling author and hypnodontist Juan Acosta teaches participants the structure and content hypnotists use for creating lasting change and more tools they can take to their office right away and be effective.

Juan P. Acosta: The best-selling author of *HYPNODONTICS* returns to the CEA to teach the language of ethical influence for his 5th consecutive year. Besides NLP and hypnotherapy training, Juan delivers real-world, actionable skills acquired working with dental teams and their patients. He speaks to audiences of hypnosis and dental professionals about the benefits and logistics of working with each other, and offers training products and events for both. Find out



Date: Saturday, June 22, 2019

3:00 PM - 5:00 PM

Credits: 2.00

[REGISTER HERE](#)



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

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. 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.



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Date: Saturday, June 22, 2019

3:00 PM - 5:00 PM

Credits: 2.00

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San Diego Dental Convention

Friday, June 21, 2019 8:00 AM - Saturday, June 22, 2019 6:00 PM

DIRECTIONS & LODGING INFORMATION

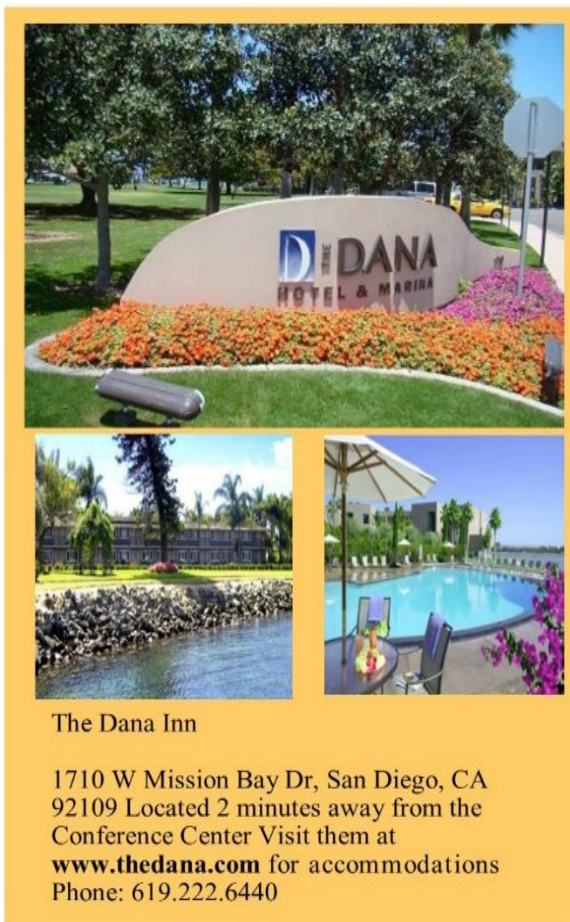
Marina Village Conference Center
1936 Quivira Way San Diego, CA 92109

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 mbeeyond 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 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

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