

# 9th Annual SAN DIEGO DENTAL CONVENTION

MAY 15-16, 2015



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

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



**Sherry Mostofi, Esq.**  
*Exit Strategies*



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



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



**Dr. Richard A. Cloonan**  
*Infectious Disease Prevention*



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

**Gregori M. Kurtzman, DDS**  
*Endodontics*



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



**Kathy Dennis**  
*2015 Insurance Code*



**Janet Press**  
*Diode Laser Certification*



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



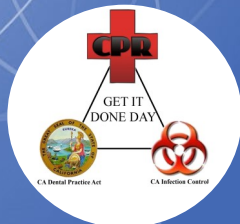
**Richard A. Litt, DDS, MS**  
*Incorporating Orthodontics*



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



**Rebecca Gerber**  
*Sleep Apnea & Medical Billing*



**Get It Done Day**

DENTAL ROADSHOW  
**ANAHEIM, CA**  
JUNE 19-20



# SAN DIEGO DENTAL CONVENTION

Continuing Education Academy | Friday May 15

Class #	Lecture Topic	Speaker	Friday, May 15, 2015
100-Diode Laser Certification	2-Day Pass Included "Hands-on"	Janet Press	8:00AM-5:00PM CE 8.0
101-CA Infection Control & OSHA Update		Dr. Jonathan Rudin DDS	8:00AM-11:00PM CE 3.0
102-2015 Dental Code-PPO/ HMO Insurance Coding		Kathy Dennis	8:00AM-11:30AM CE 3.5
103-Infectious Disease Prevention in the Mouth		Richard Cloonan, DDS	8:00AM-11:30AM CE 3.5
104-Hypnodontics, Because Words Matter		Juan P. Acosta	8:00AM-11:30AM CE 3.5
105- Medical Emergencies in the Dental Office!		Dr. Eric & Jana Osmolinski	8:00AM-11:30AM CE 3.5
Lunch and Exhibits Open			
201-California Dental Practice Act		Cary Schaffner	12:30PM-2:30PM CE 2.0
202-Front Office Boot Camp	"Workshop"	Kathy Dennis	1:00PM-5:00PM CE 4.0
203-Diabetes and the Dental Office		Maite Moreno, DDS, MS	1:00PM-5:00PM CE 4.0
204-60-Minute Smile Makeovers		Robert Ibsen, DDS	1:00PM-5:00PM CE 4.0
205-Incorporating Orthodontics In To Your Dental Practice: Why, How, When, Where?		Richard A. Litt, DDS, MS	1:00PM-5:00PM CE 4.0
301-CPR	Price: Day pass has extra fee of +\$30 Certified CPR Instructor		3:00PM-6:00PM CE 3.0

## CONTINUING EDUCATION REGISTERED PROVIDER



*CEA DENTAL*

PERMIT # RP-4506

EXPIRES 2-28-2017



### 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.

## Marina Village and Conference Center

1936 Quivira Way San Diego, CA 92109

# SAN DIEGO DENTAL CONVENTION

Continuing Education Academy | Saturday May 16

Class #	Lecture Topic	Speaker	Saturday, May 16, 2015
400-Diode Laser Certification	2-Day Pass Included "Hands-on"	Janet Press	8:00AM-5:00PM CE 8.0
401-Infection Control and OSHA Update		Dr. Jonathan Rudin	8:00AM-11:00AM CE 3.0
402-Medical to Dental Insurance Coding and Billing		Rebecca Gerber	8:00AM-11:30AM CE 3.5
403-Salivary Update Diagnostics in Dentistry:		Maité Moreno, DDS, MS	8:00AM-11:30AM CE 3.5
404-Exit Strategies, What's Right for you.....		Sherry Mostofi	8:00AM-11:30AM CE 3.5
405-Permanent Solution for TMJ Dysfunction		Vincent Tran, DDS	8:00AM-11:30AM CE 3.5
406-Easier, Better & Stress-Free Dentistry:	"Hands-on +\$99 fee"	Gregori M. Kurtzman, DDS, MAGD, DICOI, DADIA	
The Endo-Restorative Continuum	"Admission - 1 Day Pass \$195 + \$99 Hands-on fee = \$294 for Course		8:30AM - 5:00PM CE 8.0
Lunch and Exhibits Open			
501-California Dental Practice Act		Laura Collins	12:30PM-2:30PM CE 2.0
502-Dental Insurance Billing and Coding		Rebecca Gerber	12:30PM-2:30PM CE 2.0
503- The LANAP® and LAPIP™ Protocols		John McAllister, DDS	12:30PM-2:30PM CE 2.0
504-Extracting Wisdom Teeth		Michael Leizerovitz, DDS	12:30PM-2:30PM CE 2.0
601-CPR	Price: Day pass has extra fee of +\$30	Certified CPR Instructor	3:00PM-6:00PM CE 3.0
602-Sleep Apnea Billing Coding and Billing		Rebecca Gerber	3:00PM-5:00PM CE 2.0
603-Medical Emergencies in the Dental Office!		Dr. Eric & Jana Osmolinski	3:00PM-5:00PM CE 2.0
604-Jaw Nerve Injury Prevention		Michael Leizerovitz, DDS	3:00PM-5:00PM CE 2.0

## Group Discount of 3 or more Save \$10 Each on Day Passes Only

Group Discount on **Diode Laser Class** with \$50 off each with 2 or \$100 each off each with 3 or more

Early Registration Discounts "Day Passes Only": Save \$10 before 4/24, Save \$5 before 5/8

Dr_ or Staff_ NAME _____	Pass Type _____	Course #1 _____	2 _____	3 _____	4 _____	5 _____	6 _____
Dr_ or Staff_ NAME _____	Pass Type _____	Course #1 _____	2 _____	3 _____	4 _____	5 _____	6 _____
Dr_ or Staff_ NAME _____	Pass Type _____	Course #1 _____	2 _____	3 _____	4 _____	5 _____	6 _____
Dr_ or Staff_ NAME _____	Pass Type _____	Course #1 _____	2 _____	3 _____	4 _____	5 _____	6 _____
Total Due \$ _____		PHONE _____					
EMAIL _____		ADDRESS _____					
CREDIT CARD # _____ - _____ - _____ - _____		EXPIRATION DATE _____ - _____		3-4 CODE _____			
VISA _____ M/C _____ DISC _____ AMEX _____ CHECK _____		SIGNATURE _____					

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

## SAN DIEGO DENTAL CONVENTION PRICING

Dentist: | 1-Class Pass = \$ 99.00 | 1-Day Pass = \$ 195.00 | 2-Day Pass = \$ 325.00 | Diode Laser= \$595.00 | Exhibit Hall = Free  
 Staff: | 1-Class Pass = \$ 65.00 | 1-Day Pass = \$ 125.00 | 2-Day Pass = \$ 195.00 | Diode Laser= \$495.00 | Exhibit Hall = Free



## 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.

### EDUCATIONAL OBJECTIVES:

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

**Friday, May 15, 2015, 8:00 AM - 5:00 PM Credits: 8.00**



## 101 - Infection Control for License Renewal & OSHA Update

Jonathan Rudin, DDS, MS, MPH

**Friday, May 15, 2015 8:00 AM - 11:30 AM Credits: 3.00**



## 102 - "The 2015 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.

### EDUCATIONAL OBJECTIVES:

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

**Friday, May 15, 2015 8:00 AM - 11:30 AM Credits: 3.50**

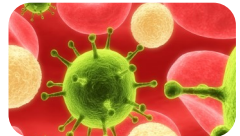
## 103 - Infectious Disease Prevention

*Through Proper Daily Oral Care, and the Medical Issues prevented.*

**Richard A. Cloonan, D.D.S., FAGD, FICN,FAAID**

Medical issues triggered by poor oral care will be covered in this lecture and include:

- Hand-washing and the Transient Flora
- Prevent Spread of infection in the Nursing Home
- Nosocomial Infections (Hospital Acquired)
- Prevent the Spread of Bacterial Infection in the Dental Office
- Denture Related infections involving Bacteria VS Fungi
- Why Ph drop in the oral fluids with diminished salivary flow
- New Technology for maintaining the pH balance to prevent bacterial infections.
- Preparing Patient for Chemo & Radiation in Cancer treatment
- Wound Care management in the oral cavity



**Friday, May 15, 2015 8:00 AM - 11:30 AM Credits: 3.50**

## 104 - Hypnodontics, Because Words Matter:

*How to Make your Patients more Comfortable and your Practice more Profitable.*

**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.

**Friday, May 15, 2015 8:00 AM - 11:30 AM Credits: 3.50**





## 105-Medical Emergencies in the Dental Office!



**Dr. Eric Osmolinski, Dr. Jana Osmolinski**

Medical emergencies are on the rise in the dental office due to increasing age of the population.

Our patients are living longer and are taking more prescription medications which have significant implication on the dental treatment.

Being able to recognize and treat any potential emergency is a skill requiring knowledge and experience.

### **EDUCATIONAL OBJECTIVES:**

Attendees 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, May 15, 2015 8:00 AM - 11:30 AM Credits: 3.5**

## **201- California Dental Practice Act, Cary Schaffner**

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

**Friday, May 15, 2015 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. Attendees will learn how to maximize your insurances with today's billing techniques. We will discuss the best practices in dealing with HMO & PPO insurances.

### **EDUCATIONAL OBJECTIVES:**

- Crown Coding • Onlay Coding • Missed Codes • Preventive Coding
- Dual Insurances • Recall Coding • Insurance payment laws • Restorative Coding

**Friday, May 15, 2015 1:00 PM - 5:00 PM Credits: 4.00**

## **203-- Diabetes and the Dental Office**

**Maite Moreno DDS, MS**

Although there are advanced diagnostic tools, the etiology is not fully understood. Dr. Moreno will review the most current information and discuss the relevance of this disease to the practice of dentistry.

If early emphasis on oral hygiene and dental visits is made for these patients, advancement to periodontal disease and the related

complications of the disease can be avoided. Diabetes is based on disease etiology into type 1 and type 2.

### **EDUCATIONAL OBJECTIVES:**

Outline the prevalence of diabetes and identify what influences the development of oral complications in patients with diabetes, understand the link between periodontal disease and diabetes-related complications and present treatment options.

**Friday, May 15, 2015 1:00 PM - 5:00 PM Credits: 4.00**

## **304 - 60-Minute Smile Makeovers**

**Dr. Robert Isben**



Every practice has a large segment of patients with healthy but "neglected" smiles. Many of those patients do not want to improve their smile because they believe it will require injections, pain, or invasive methods. But with noninvasive veneer solutions, more patients would be willing to proceed with treatment - even patients you

did not believe would want veneers. In more than 3 decades of placing porcelain veneers he has never needed to use any form of anesthesia because he never removed any sensitive tooth structure.

***No shots, no pain, no temporaries.***

### **EDUCATIONAL OBJECTIVES:**

- Achieve reliable, esthetic results without injections or drilling shoulders or margins.
- Incorporate these treatment options in his/her practice in order to improve production.
- How to create noninvasive veneer restorations with adhesion.
- Begin identifying patients with healthy but "neglected" smiles who are candidates

**Friday, May 15, 2015 1:00 PM - 5:00 PM Credits: 4.00**



**BOOT CAMP**



## 301- CPR Certified

CPR Instructor **Price: Admission + \$30.00**

**Friday, May 15, 2015 3:00 PM - 6:00 PM Credits: 3.00**



# SAN DIEGO DENTAL CONVENTION

Continuing Education Academy | Saturday May 16

## 400 - Diode Laser Certification

Janet Press

**See Course #100 for Description Price \$595 Dr., Staff \$495**

**Saturday, May 16, 2015 8:00 AM - 5:00 PM Credits: 8.00**



## 401- Infection Control for License Renewal and OSHA Update

Jonathan Rudin, DDS, MS, MPH

A required course for all California licensed dental professionals,

**Saturday, May 16, 2015 8:00 AM - 11:00 AM Credits: 3.00**

## 402- Medical / Dental Insurance Cross Coding and Billing;

*An Untapped Revenue Source*



Rebecca Gerber

General dentists are finding that medical dental insurance cross coding is becoming a necessity in today's competitive market. Proper billing of dental procedures to medical carriers can be an untapped source of revenue and help promote higher case acceptance with your patients. Using medical benefits for certain services, can offer better savings, while leaving dental benefits available for non-medical procedures.

When you can offer the opportunity to save money, patients will have a greater loyalty to you, and be more likely to schedule their necessary treatment. The benefits of billing selected dental procedures to medical insurance cannot be overstated.

However, it is apparent that knowing how to properly code and bill to the medical carrier can seem overwhelming. *It is not as difficult as you might think.*



### EDUCATIONAL OBJECTIVES:

- Implementation Procedure
- Role of Staff Members
- Medically Billable Procedures
- How to Document Medical Necessity
- Proper Tools and Resources for Billing
- How to Obtain Eligibility and Benefits
- Interpretation of CPT and ICD-9 Codes
- How to Complete a Claim form using Dentrix, EagleSoft, and OpenDental

**Saturday, May 16, 2015 8:00 AM - 11:30 PM Credits: 3.50**

## 403 - Salivary Update Diagnostics in Dentistry:

*A Review of Current Biotechnology Innovations*



Maite Moreno DDS, MS

Saliva is a non-invasive diagnostic tool that is used to detect the general health as well as buccal conditions of the patient. Diagnostic advancements are resulting in better treatment planning approaches in many areas of dentistry. As the oral/systemic connection becomes more linked, clinicians are beginning to think more in terms of prevention. Participants will learn about microfluidic advancements, their correlation with genetics and different research studies. Current innovations involving saliva, will also be presented.

### EDUCATIONAL OBJECTIVES:

Learn the current status of salivary diagnostics.

Learn the use of salivary diagnostics in communication and patient care

Increase the periodontal awareness of everyone in the office to enhance disease detection. Learn language and techniques to help explain to patients the periodontal story. Reveal a new periodontal standard of care

**Saturday, May 16, 2015 8:00 AM - 11:30 PM Credits: 3.50**



## 404- Develop An Exit Strategy



*That's Right For You and Your Practice*  
**Bob Affleck – SVP Citi Practice Finance Group**  
**Sherry Mostofi, Esq – Dental Attorney**



This program will help you develop a clear understanding of what a dental practice would sell for in today's market. You will learn sound ideas that will help you to maximize the value of your practice by preparing yourself and your practice ahead of time and before it's too late.

**EDUCATIONAL OBJECTIVES:** • How to get the most out of your practice?

- Is it possible to sell your practice and work back as an associate?
- How to prepare for a positive transition
- The Pros & Cons of A Partnership-Understand what to look for & what to look out for?

**Saturday, May 16, 2015 8:00 AM - 12:30 PM Credits: 3.50**

## 405- Permanent Solution for TMJ Dysfunction



**Vincent Tran, DDS**

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.

**EDUCATIONAL OBJECTIVES:**

- Review of the TMJ anatomy
- TMJ Exam-Demonstration
- How to recognize TMD just by looking at patient posture and facial profile
- Orthodontics- A must-have knowledge
- Smile Makeover- A necessary knowledge
- Full Mouth Reconstruction

**Saturday, May 16, 2015 8:00 AM - 12:30 PM Credits: 3.50**

## 406- Easier, Better & Stress-Free Dentistry:

### The Endo-Restorative Continuum

**Price= Admission plus \$99 Hands-on fee**



**Gregori M. Kurtzman, DDS, MAGD, DICOI, DADIA**

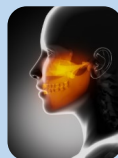
Restorative treatment is the cornerstone of dental practice and conservation of tooth structure is the key to better long-term prognosis. This course will discuss using a lecture and hands-on format how to achieve better, easier and less stressful restorative and endodontic treatment. As endodontics is restorative driven, preservation of tooth structure when rendering endodontic therapy, provides the basis for successful restoration of that tooth. Restoration of endodontically treated teeth with conservative direct restorations, core buildups, post/cores and the importance of restorative ferrule will be reviewed.

**EDUCATIONAL OBJECTIVES:**

1. Fully understanding of endodontics and the long-term retention of the tooth.
2. Endo vs. Implants: treatment planning decisions, when to treat endodontically and when to treat with an implant
3. Pre-endodontic buildups: when to use to improve your Endodontic treatment and strengthen the remaining coronal tooth structure during treatment
4. Understanding how to achieve easier stress-free Endodontic treatment
5. Be familiar with the multiple advantages of a bonded obturation technique.
6. Understanding adhesive dentistry: Total etch vs. self-etch when to use
7. Post and Cores: how, when and why they should be used
8. Restorative ferrule, why it's still important even with bonded dentistry
9. Conservative restorative techniques: How, When and What materials to use
10. How to achieve better preparations and impressions

*\*Attendees are encouraged to bring 2-4 intact extracted teeth.*

**Saturday, May 16, 2015 8:30 AM - 5:00 PM Credits: 8.00**





## 501- California Dental Practice Act

**Laura Collins, CDA, RDA, BVE**

A required course for all California licensed dental professionals.

**Saturday, May 16, 2015 12:30 AM - 2:30 PM Credits: 2.00**



## 502 - Dental Insurance Billing and Coding

**Rebecca Gerber**



This dental billing course will provide you with insight into the complicated tasks of insurance billing and coding, utilizing either Dentrix, EagleSoft, or SoftDent software systems. In this comprehensive workshop, the instructor will guide you through the entire dental insurance process, including: proper coding, documentation, appeals, contracts, case presentations and payment policies. Study reasons for low payments, denials, rejections, and other claims processing challenges.

You will also receive valuable instruction on how to use the current CDT manual, the Trojan Eligibility database and other tools used in maximizing patient benefits and practice payments

**Saturday, May 16, 2015 12:30 AM - 2:30 PM Credits: 2.00**

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

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

**John McAllister, DDS**

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

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

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

### **EDUCATIONAL OBJECTIVES:**

1. Summarize the prevalence of periodontal disease, peri-implant mucositis, and peri-implantitis.
2. Describe the step-by-step technique involved in treating moderate-to-severe periodontal disease with the LANAP protocol.
3. Evaluate the effectiveness of the related LAPIP protocol in treating ailing and failing implants.
4. Learn how to expand services for patients who have periodontal disease into orthodontics, prosthodontics, implants, cosmetics, and endodontics, as appropriate.

**Saturday, May 16, 2015 12:30 AM - 2:30 PM Credits: 2.00**





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



**Michael Leizerovitz DDS, MaCSD**

### EDUCATIONAL OBJECTIVES:

- Reasons, Best timing vs Contraindications for treatment
- When asymptomatic impacted teeth should be removed
- Risks and benefits of dental imaging involvement
- Five common obstacles & solutions in getting treatment plans accepted
- Modern treatment approaches & bone grafting
- IV sedation vs local anesthetic vs sedation in dentistry
- Avoiding malpractice

**Saturday, May 16, 2015 12:30 AM - 2:30 PM Credits: 2.00**

## 601- CPR

**Certified CPR Instructor Price: Admission +\$30.00**

**Saturday, May 16, 2015 3:00 PM - 6:00 PM Credits: 3.00**



## 602 - Sleep Apnea and Medical Insurance Billing



**Rebecca Gerber**

Unlike other medical procedures, cross coding medical and dental insurance for a sleep apnea appliance is easier than you think.

To start, the provider only needs to know one diagnosis code. It's filling out the claim form that is difficult. In this course doctors and front office will learn how to bill medical insurance carriers for Obstructive Sleep Apnea, using the current CMS-1500 claim form on either Dentrix, EagleSoft, or SoftDent.

### EDUCATIONAL OBJECTIVES:

- What DME stands for and how to bill for lab costs
- How to write SOAP notes
- Determine if you want to outsource medical billing
- Which ICD-10 code to use starting October 1

**Saturday, May 16, 2015 3:00 PM - 5:00 PM Credits: 2.00**



## 603-Medical Emergencies in the Dental Office!



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

**Dr. Eric Osmolinski, Dr. Jana Osmolinski**

See #105 for Course Description

**Saturday, May 16, 2015 3:00 PM - 5:00 PM Credits: 2.00**



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



**Michael Leizerovitz DDS, MaCSD**

### EDUCATIONAL OBJECTIVES:

- Avoiding malpractice
- Risks and benefits of dental imaging
- Radiographic signs of risk of nerve injury
- Significance of panoramic imaging in differential diagnosis and secondary findings
- Avoiding malpractice
- Treatment options for severe nerve involvement

**Saturday, May 16, 2015 3:00 PM - 5:00 PM Credits: 2.00**

# CEA DENTAL ROADSHOW

## ANAHEIM, CA | JUNE 19-20, 2015

### Friday, June 19, Anaheim

#100 - Diode Laser Certification Training	8:00 AM - 5:00 PM	CE 8
#101 - California Infection Control	8:00 AM - 10:00 AM	CE 2
#103 - Medical / Dental Insurance Cross Coding	8:00 AM - 12:00 PM	CE 4
#201 - California Dental Practice Act	10:15 AM - 12:15 PM	CE 2
#301 - CPR <b>+\$30 WITH DAY PASS</b>	1:00 PM - 4:00 PM	CE 3
#302- Sleep Apnea and Medical Insurance Billing	1:00 PM - 5:00 PM	CE 4

### KERR KAVO LEARNING CENTER "AKA SLC CENTER"

1515 SOUTH MANCHESTER AVE. ANAHEIM, CA 92802

### Friday, June 19, Anaheim

#### #100 Diode Laser Certification Training

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

Dentist: \$595.00 Staff: \$495.00



#### #103- 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 procedures.

##### EDUCATIONAL OBJECTIVES:

- Implementation Procedure
- Role of Staff Members
- Medically Billable Procedures
- How to Document Medical Necessity
- Proper Tools and Resources for Billing
- How to Obtain Eligibility and Benefits
- Interpretation of CPT and ICD-9 Codes
- How to complete a claim form using Dentrix, EagleSoft, and OpenDental

**8:00 AM - 10:00 AM CE 4**



#### #302 - Sleep Apnea and Medical Insurance Billing

##### Rebecca Gerber

Unlike other medical procedures, cross coding medical and dental insurance for a sleep apnea appliance is easier than you think. To start, the provider only needs to know one diagnosis code. It's filling out the claim form that is difficult. In this course doctors and front office will learn how to bill medical insurance carriers for Obstructive Sleep Apnea, using the current CMS-1500 claim form on either Dentrix, EagleSoft, or SoftDent.

##### EDUCATIONAL OBJECTIVES:

- What DME stands for and how to bill for lab costs
- How to write SOAP notes
- Determine if you want to outsource medical billing
- Which ICD-10 code to use starting October 1

**1:00 PM - 5:00 PM CE 4**



# Saturday, June 20, Anaheim

#400 - Diode Laser Certification Training	8:00 AM - 5:00 PM	CE 8
#401 - California Infection Control	8:00 AM - 10:00 AM	CE 2
#403 - The Dental Code "PPO & HMO Training"	8:00 AM - 12:00 PM	CE 4
#501 - California Dental Practice Act	10:15 AM - 12:15 PM	CE 2
#601 - CPR +\$30 WITH DAY PASS	1:00 PM - 4:00 PM	CE 3
#603 - Front Office Boot Camp	1:00 PM - 5:00 PM	CE 4

## #400 Diode Laser Certification Training 8:00 AM - 5:00 PM CE 8

Dentist: \$595.00 Staff: \$495.00

## #403- "The 2015 Dental Code"

8:00 AM - 12:00 PM CE 4

### 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 techniques. **EDUCATIONAL OBJECTIVES:**

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



## #603 - Front Office Boot Camp

1:00 PM - 5:00 PM CE 4

The purpose of this lecture is to increase patient acceptance in your office. Attendees will learn successful case presentation and sales techniques.

### EDUCATIONAL OBJECTIVES:

- Sales Techniques • Office Branding • Patient Scheduling
- Marketing Objectives • Improving Patient Flow and Production



### CEA DENTAL ROADSHOW PRICING

Dentist: | 1-Class Pass = \$ 99.00 | 1-Day Pass = \$ 195.00 | 2-Day Pass = \$ 325.00 | Diode Laser= \$595.00 | Exhibit Hall = Free  
Staff: | 1-Class Pass = \$ 65.00 | 1-Day Pass = \$ 125.00 | 2-Day Pass = \$ 195.00 | Diode Laser= \$495.00 | Exhibit Hall = Free

**EARLY REGISTRATION DISCOUNT "Day Pass Only" \$15 before 5/22/15, \$10 before 6/1/15**

**GROUP DISCOUNT:** Register 3 or more people and get \$10 off each day pass



Phone: (619) 277-4743



Email: info@ceadental.com



Fax: (866) 805-1860



Mail: 4242 Summit Dr. La Mesa, CA 91941

Dr. Staff Name \_\_\_\_\_ Pass Type \_\_\_\_\_

Location: Anaheim \_\_\_\_\_ Course #: 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_ 6 \_\_\_\_\_

Dr. Staff Name \_\_\_\_\_ Pass Type \_\_\_\_\_

Location: Anaheim \_\_\_\_\_ Course #: 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_ 6 \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Visa \_\_\_\_\_ M/C \_\_\_\_\_ Disc \_\_\_\_\_ Amex \_\_\_\_\_ Check \_\_\_\_\_

Address \_\_\_\_\_

Credit Card # \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Expiration Date \_\_\_\_\_ - \_\_\_\_\_ 3-4 Code \_\_\_\_\_

Signature \_\_\_\_\_ TOTAL AMOUNT: \$ \_\_\_\_\_

9th Annual  
**SAN DIEGO**  
**DENTAL**  
**CONVENTION**  
MAY 15-16, 2015



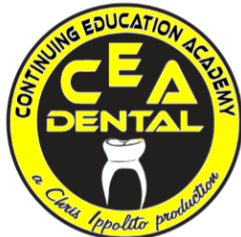
**Chris Ippolito,**  
**PRODUCER**

CEA Dental, invites you to join us at the Annual **San Diego Dental Convention** and Dental Roadshow in Anaheim.

Guests have the opportunity to earn their continuing educational credits and engage in **classroom-style lectures** taught by esteemed figures from across the dental community.

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**CEA DENTAL ROADSHOW**  
**ANAHEIM, CA**  
**JUNE 19-20, 2015**



Includes:

Parking, Food & Beverages

Coming up soon...

**June 19-20**  
Anaheim Roadshow

**May 15-16**  
San Diego Dental Convention