

8th Annual
SAN DIEGO



DENTAL CONVENTION



May 9-10, 2014

MARINA VILLAGE & CONFERENCE CENTER
1936 QUIVIRA WAY SAN DIEGO, CA 92109

(619) 277-4743 • www.ceadental.com • chris@ceadental.com

A DENTAL EVENT FOR EVERYONE

EDUCATION • TECHNOLOGY • MARKETING • NEW PATIENTS • SUCCESS

Sally
McKenzie



Dr. Robert
Ibsen



Dr. Mark T.
Murphy



Dr. Vincent
Tran



Dr. Israel
Ismaj



Chris Ippolito
Founder & Producer



Dr. Rinesh
Ganatra



Dr. Peter
Warshawsky



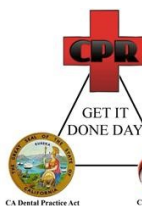
Dr. Carey
O'Reilly



Dr. Sam
Halabo



Dr. Eric
Driver



We have combined 3 Mandatory courses that every dental profession must complete every two years California Dental Practice Act, California Infection Control, and CPR into

GET IT DONE DAY!



HABLA
ESPAÑOL?

Por primera vez en el San Diego Dental Convention el curso #402 que impartira el Dr. Israel Ismaj sera en Español para todos los participantes que hablen español.

Complimentary Lunch Sushi Provided by Westpac Wealth Partners, Must pre-register online, Limited to 30 Dentist. 11:45am-12:20pm



WESTPAC
WEALTH PARTNERS
PROTECT • INVEST • ACHIEVE

Jeffrey R. Roberto,
President and Owner, Sushi On A Roll, Inc.



CEA Dental
Supply Drive



Complimentary Wine & Cheese Social
Friday & Saturday 2:00pm - 3:30pm

For more information about Class Registration, Exhibits or Sponsorship please visit

WWW.CEADENTAL.COM

Lecture Description**Speaker****Friday, May 9, 2014**

| | | |
|--|--------------------------|------------------------|
| 100-Diode Laser Soft Tissue Certification | Janet Press | 8:30AM-5:00PM CE 8.0 |
| 101-CA. Infection Control and OSHA Update | Dr. Jonathan Rudin, MS | 8:00AM-11:00AM CE 3.0 |
| 102-Permanent Solution for TMJ Dysfunction | Vincent Tran, DDS | 8:00AM-11:30AM CE 3.5 |
| 103 -Get Over 650 NEW Patients this Year | Dr. Rinesh Ganatra | 8:00AM-11:00AM CE 3.0 |
| 104-"The Dental Code" PPO and HMO Insurance Coding | Kathy Dennis | 8:00AM-11:30AM CE 3.0 |
| 105-Occlusion in Everyday Dentistry | Mark T. Murphy, DDS | 8:15AM-11:15AM CE 3.0 |
| 106-Pain, pain go away! Don't come back another day! | Brian Bradley | 8:00AM-11:15AM CE 3.0 |
| 107-Practice Profit Killers | Sally McKenzie | 8:00AM-11:15AM CE 2.0 |
| 108-Implantes, Mini implantes y Prosthodontia.  | Maite Moreno DDS, MS | 8:00AM-11:30AM CE 3.0 |
| 201-California Dental Practice Act | Jason Patrick Wood, Esq. | 12:30PM-2:30PM CE 2.0 |
| 202-Firing without Fear or Consequences | Paul Edwards | 12:30PM-2:30PM CE 2.0 |
| 203-The Six Drivers of Sustained Practice SUCCESS | Mark T. Murphy, DDS | 12:30PM-2:30PM CE 2.0 |
| 204-Dental Implants: From Basic to Advanced | Dr. Peter Warshawsky | 12:30PM-2:30PM CE 2.0 |
| 205-Social Media and Online Reputation Management | Ian McNickle, MBA | 12:30PM-2:30PM CE 2.0 |
| 206-Medical Billing for the Dental Office "Intro. Level 1" | Liz Basin | 12:30PM-2:30PM CE 2.0 |
| 207-A Holistic, Approach to Treating Periodontal Disease | Carey ORIelly, DDS | 12:30PM-2:30PM CE 2.0 |
| 208-The Health Care Reform law | Craig Gussin | 12:30PM-2:30PM CE 2.0 |
| 301-CPR Price: \$15.0 + Admission | CPR Instructor | 3:00PM - 6:00PM CE 3.0 |
| 302-Digital Dental Photography | Len Bucko | 3:00PM - 5:00PM CE 2.0 |
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| 305-Should you make the switch to Fluoride Varnish? | Sandra R White, RDH, BS | 3:00PM - 5:00PM CE 2.0 |
| 306-Create Compelling Content for your videos | Randy Alvarez | 3:00PM - 5:00PM CE 0.0 |
| 307- Simplified Veneer Methods for Enhancing Smiles | Dr. Robert Ibsen | 3:00PM - 5:00PM CE 2.0 |
| 308-Medical Billing for the Dental Office "Adv. Level 2" | Liz Basin | 3:00PM - 5:00PM CE 2.0 |

Lecture Description**Speaker****Saturday, May 10, 2014**

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| 402-IMPLANTES !!!!!!!!! Y AHORA QUE?  | Dr. Israel Ismaj | 8:00AM-11:30AM CE 3.0 |
| 403-2014 Employment Law Update | Paul Edwards | 8:30AM-11:30AM CE 3.0 |
| 404-Extracting Wisdom Teeth – When & Why? Price+\$45 | Michael Leizerovitz DDS | 8:00AM - 2:30PM CE 6.0 |
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Dentist: 1-Class Pass: \$99 1-Day Pass: \$195 2-DayPass: \$325 Diode Laser Certification:\$595 Exhibit Hall: \$FREE~8am-3:30pm

Staff: 1-Class Pass: \$65 1-Day Pass: \$125 2-DayPass: \$195 Diode Laser Certification:\$495 Exhibit Hall: \$FREE~8am-3:30pm

Dr. or Staff NAME _____ Pass Type _____ Course #1 _____ 2 _____ 3 _____ 4 _____ 5 _____ 6 _____

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Total Due \$ _____ EMAIL _____

PHONE _____ ADDRESS _____

CREDIT CARD # _____ - _____ - _____ EXPIRATION DATE _____ - _____ 3-4 CODE _____

VISA _____ M/C _____ DISC _____ AMEX _____ CHECK _____ SIGNATURE _____

Fax: (866) 805-1860**Mail: CEA Dental 4242 Summit Drive La Mesa, CA 91941****Online: www.ceadental.com or chris@ceadental.com****Phone: (619) 277-4743**



100-Diode Laser Certification

Janet Press

Dentist=\$595, Staff=\$495

Includes 2-Day Pass

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.



Course 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.



Friday, May 09, 2014

8:30 AM - 5:00PM Credits: 8.00



101-Infection Control for License Renewal and OSHA Update

Jonathan Rudin, DDS, MS, MPH

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

Friday, May 09, 2014

8:00 AM - 11:00 AM Credits: 3.00



102-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.

Course 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

Friday, May 09, 2014

8:00 AM - 11:30 AM Credits: 3.50



103 - How YOU Can Get Over 650 NEW Patients to Your Practice this Year

Dr. Rinesh Ganatra

This will be the most advanced and actionable lecture you have ever heard on marketing for dental practices- PERIOD! Dr. Rinesh Ganatra will review the exact techniques that he used last year to get over 650 new patients in one of his offices. He's done it before, he's currently doing it, and he will show YOU how to do it. If you've ever wanted to know HOW to market your practice then missing this lecture is like being closed for business all year.

- How to effectively use testimonials to achieve a state of non-stop referrals in your practice
- Learn to APPLY the trade secrets of the world's most successful companies directly to your practice

Friday, May 09, 2014

8:00 AM - 11:00 AM Credits: 3.00



104-The Dental Code PPO and HMO Insurance Training

Kathy Dennis

Do you want to save the headaches of learning how to bill and track HMO and PPO Insurances? Learn the interworking's of insurance companies and get paid on the claim the first time. You will learn the claims process and learn never before billed CDT codes.

Attendees Will Learn:

- How to negotiate fees
- The appeals process
- Insurance payment regulations
- Standard Coordination of Benefits
- Differences in insurances.

Friday, May 09, 2014

8:00 AM - 11:30 AM Credits: 3.00



105-Occlusion in Everyday Dentistry

Mark T. Murphy, DDS,FAGD

We will walk through each phase of occlusal evaluation and rehabilitation "breaking down" the process into words your team and patients will understand and you can easily apply. We will explore the physics, bio-mechanical, physiological, risk assessment and psychological dimensions of occlusion and TMD. The focus will be on developing risk assessment skills that you can put to use right away in planning and restoring dentitions for your patients.

Course Objectives:

- Broaden the understanding of managing forces on the stomatognathic system.
- Help the participant develop a risk assessment protocol regarding occlusion in restorative care.
- Deepen your verbal skills for explaining the role of occlusion to patients.
- Provide a splint therapy matrix for decision making.

Friday, May 09, 2014

8:15 AM - 11:15 AM Credits: 3.00



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

**Brian Bradley,
Egoscue Method**

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.

Friday, May 09, 2014

8:00 AM - 11:15 AM Credits: 3.00



107-Practice Profit Killers Sally McKenzie

Production fluctuates regularly. Collections are shaky. The schedule is feast or famine. Hygiene is

booked solid but the hygienist is spending more time sitting than scaling. Practice profits become the victim. Factors that influence overhead that are the most frequent offenders: high expenses, inconsistent production and low collections. This seminar provides tips, techniques and strategies to guarantee a profitable and successful practice.

Friday, May 09, 2014

8:00 AM - 11:15 AM Credits: 0.00



108-Implantes, Mini implantes y Prostodoncia.

Maite Moreno DDS, MS

Esta conferencia tiene como objetivos enseñar el diagnostico y planeacion de

tratamiento para la colocación de implantes inmediatos, despues de extracciones multiples. Se explicará la ingenieria de tejidos e injertos de hueso para los alveolos, con el manejo de plasma rico en factores de crecimiento y la cosntruccion de diferentes tipos de dispositivos protesicos, desde dentaduras provisionales, hasta el conocido puente sobre implantes. El/la dentista que asista a esta conferencia comprenderá los pasos graduales para construir diferentes tipos protesis que tengan una mejor calidad en los materiales de reconstruccion utilizados con diferentes protocolos de tratamiento.

Date: Friday, May 09, 2014

8:00 AM - 11:30 AM Credits: 3.50



201- California Dental Practice Act

**Featuring Attorney,
Patrick Wood Esq.**

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.

Friday, May 09, 2014

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



202-Firing without Fear or Consequences

Paul Edwards

Terminations can be nerve wracking, no matter how necessary – but hoping you don't get sued is not a

management technique! Instead, you need to know which situations require extra caution, for what reasons you can legally terminate, and how to anticipate and limit your risks. This includes understanding which state and federal laws apply in any given situation and taking into account the hidden costs of terminations.

PARTICIPANTS WILL LEARN:

- The hidden costs of termination, and how to evaluate termination decisions
- How to avoid the most common termination mistakes

Friday, May 09, 2014

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



203-Growth and Planning Strategies; the Six Drivers of Sustained Practice Success

Mark T. Murphy, DDS, FAGD

Understanding and applying sound business principles, strategies and metrics will help you and your team; retain More Patients, Improve Case Acceptance and Maximize New Patient Referrals. Mark's fresh perspective on practice management, his expertise as Lead Faculty for Mercer Advisors and 25 year of involvement with the Pankey Institute make this a unique learning opportunity. This workshop will utilize lecture, group and individual exercises for team and self-development, easy spread sheets to evaluate gaps, a survey of behavioral choices to close those gaps and various take home training constructs to use. Improving your practice means doing more of the dentistry you know your patients need, having less stress and being in absolute balance; clinically, financially and behaviorally.

Friday, May 09, 2014

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



204-Dental Implants: From Basic to Advanced Dr. Peter Warshawsky & Dr. Eric Driver

Approximately 10 million dental implants were placed world-wide last year. There are many different implant components and possible treatment scenarios. This lecture will present information regarding the many options available. These range from single tooth sequence options, multiple teeth and complete arch dental implant placement and restorations. Also discussed will be mini-implants, Hader-Bars, Locator Attachments, Fixed Hybrids, Atlantis Custom Abutments, Immediate Temporization of dental implants and more. This presentation should be very informative for anybody providing dental care today. The lecture will provide attendees a solid foundation of techniques, for effective treatment planning.

Friday, May 09, 2014

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



205-Everything Dentists Need to Know about Social Media and Online Reputation Management

Ian McNickle, WEO Media
Social media and online

reputation are very broad topics so we'll focus on the most impactful strategies to employ for dentists. In particular, we'll review the best strategies for Facebook, Twitter, You Tube, and Pinterest. We'll also dive into the world of online reviews and discuss Yelp, Google+, and various other review sites. Ian is a co-owner and Partner at WEO Media, a national dental marketing firm. He leads WEO Media's sales, marketing and business development activities.



Friday, May 09, 2014
12:30 PM - 2:30 PM Credits: 2.00



206-Medical Billing for the Dental Office

Liz Basin

"Introduction Level 1"

Maximize treatment acceptance with your patient's medical benefits.

Course Objectives:

- The history of Medical billing. Why should you use medical billing in your office?
- The reasons why medical billing is a growing industry.
- Establish basic knowledge of both dental and medical billing
- Learn how to maximize insurance reimbursement to help decrease patients out of pocket expense.
- Learn how to better implement medical billings in your office & what it takes to be successful at medical billing.

Friday, May 09, 2014
12:30 PM - 2:30 PM Credits: 2.00



207-Expanding You're Practice with a Holistic, High Tech Approach to Treating Periodontal Disease.

Carey ORIelly, DDS

With a greater understanding of the oral systemic connections and how it applies to your practice, you will be able to take your practice to another level. With the use of a high definition microscope you will be able to demonstrate to your patients in real time video the amount and types of anaerobic bacteria that are living in their gingival sulci and causing the inflammation associated with periodontal disease.

Attendees Will Learn:

- What research says about the systemic effects of periodontal disease.
- How to quickly lower inflammation and thereby improve long term compliance and treatment results.
- The effects of natural rinses on bacteria populations by watching live videos.
- At the end participants will know how to increase referrals and profitability by using high impact visual imagery for case presentation and oral systemic care.

Friday, May 09, 2014
12:30 PM - 2:30 PM Credits: 2.00



208-The Health Care Reform law

Craig Gussin

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



Friday, May 09, 2014
12:30 PM - 2:30 PM Credits: 3.00



301- CPR

Certified CPR Instructor

Date: Friday, May 09, 2014

3:00 PM - 6:00 PM

Price: \$15.00 + Admission

Credits: 3.00



302-Digital Dental Photography

Len Bucko

Course Objectives:

Learn about the different types of cameras, their capabilities and fit for your practice. Experience the visual projection of multiple techniques for capturing great Dental Photographs. Understand the differences between average pictures and meaningful sharp images that emphasize all areas of concern for the Dentist. Recognize potential income and increase productivity to the Dental Office by making the patient an aware consumer after reviewing great photographs and becoming part of the guaranteed patient treatment acceptance



Friday, May 09, 2014
3:00 PM - 5:00 PM Credits: 2.00



303-Getting More New Patients and Keeping the Ones You Have

Laura Hatch

This course will take a fun and interactive look at dental offices and ways to improve the business as well as the new patient flow. Learn from an office manager of one of the largest and best run dental offices in San Diego. You will walk away with tips and tricks of how to get more new patients as well as Laura will cover Business Basics - what they should have taught you in dental school but probably didn't. This seminar will review ways to get more new patients, how to get new patients in the door and how to retain the ones you have. Laura's office is a fee for service office that averages about 60-80 new patients a month and she will share with you the secret to her success.

Friday, May 09, 2014
3:00 PM - 5:00 PM Credits: 0.00



304-Associateships, Partnerships, Acquisitions, Oh My...

Jason Patrick Wood .Esq

This course begins with dissecting the associate position and reviews the differences between employee vs. independent contractor, compensation structures and the impact on the associate's pay. This course then reviews dental partnerships: how they are created, proper vs. improper models, and CA regulations pertaining to partnerships.

WOOD & DELGADO

The final phase of the course takes

an in depth view of starting a dental practice and/or acquiring an existing dental practice: the importance of the lease and the various provisions which can destroy the value of the dental practice, the buy/sell agreement, restrictive covenants, redo work, uncompleted dental work, collection of accounts receivable, representations and warranties as well as numerous other issues that can have a significant impact on the individual dentist.


Friday, May 09, 2014

3:00 PM - 5:00 PM Credits: 0.00



305-Should you make the switch to Fluoride Varnish?

Sandra R Shapiro-White, RDH, Course Objectives:

- Introduction to CAMBRA and implementing a caries management program
- Identifying individual risk assessment levels for your dental patients
- Take the confusion out of Calcium and Phosphate Demineralization Technologies
- Learn the differences between Fluoride Varnishes on the Market 
- Learn correct Application and Post-Operative Treatment Instructions Recognize the trends in providing in providing full mouth Fluoride Varnish as a topical therapy
- Learn how Fluoride Varnish can significantly increase your production: CDT Billing codes

Friday, May 09, 2014

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

306-How to Create Compelling Content for Every Video You Produce

Randy Alvarez

Course Objectives:



- How to Create a Presentation that is Impossible to Refuse
- Increase your S.E.O. with Persuasive Video Presentations
- Using Social Media Videos to Double Trust and Credibility
- Getting Patient Testimonial Videos



THE WELLNESS HOUR

Randy Alvarez Productions specializes in the creative writing, directing and shooting of 30 second, 60 second and 30-minute advertising spots for television. In addition he has personally produced thousands of other videos for social media, corporate video, patient testimonial footage, virtual office tours and social media videos. In 1998, Randy Alvarez launched the effort that would become The Wellness Hour TV Show and www.wellnesshour.com.

Friday, May 09, 2014

3:00 PM - 5:00 PM Credits: 0.00



307-What Patients Want: Simplified Veneer Methods for Enhancing Healthy but Neglected Smiles While Preserving Tooth Structure

Dr. Robert Ibsen

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 think 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.

Dr. Robert Ibsen will demonstrate proven additive, adhesive, shoulder-free veneer techniques you can begin using immediately to best service those patient and increase patient acceptance. Dr. Ibsen will also discuss the importance of case selection, case presentation, and creating awareness in your practice. Dr. Ibsen co-authored 'Adhesive Restorative Dentistry' and is the inventor of Lumineers®, Rembrandt®, and numerous restoratives.

Friday, May 09, 2014

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



308-Medical Billing for the Dental Office

"Advanced Level 2"

Liz Basin

Dental office staff will learn that billing certain dental procedures to medical

insurance has multiple benefits to both patients and dental practices.

Course Objectives:

- What it takes to be successful at medical billing.
- Establish basic knowledge of both dental and medical billing
- Determine why, and what, dental offices can bill to medical insurance
- Provide offices with the knowledge to make their medical billing claims successful
- The difference between handling dental billing in your office and using a dental billing company.
- Brief over view of some of the hottest topics in medical and dental billing; including sleep apnea.

Friday, May 09, 2014

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

EVENT DETAILS

7:45AM-6:00PM

-Free Parking

-Complimentary Daily Food and Drinks for paying attendees


-Fun, Prizes, Giveaways

**-Group Discounts Sign up
4 Attendees save \$40**

-Free Admission to

**Exhibit Hall 8:00am-3:30pm
Includes parking and Drinks**

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Janet Press

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

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Jonathan Rudin, DDS, MS, MPH

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8:00 AM - 11:00 AM Credits: 3.00**



402-IMPLANTES !!!!!!!!! Y AHORA QUE?

Dr. Israel Ismaj

El objetivo de este curso es que el participante pueda tratar cualquier tipo de paciente que presente necesidad de ser restaurado con un implante dental. El participante podrá seleccionar el tipo de implante que quiera usar ya sea colocarlo el mismo o pedirle al cirujano maxilofacial o al parodontista que lo coloque en el lugar preciso para que a la hora de restaurarlo no se le presente ningun problema. El curso ofrecera lo siguiente: Que tipo de instrumentacion debo de usar dependiendo el tipo de implante. Comunicacion y planeacion con el laboratorio desde el inicio del caso Impresiones, temporizacion, coronas cementadas, coronas atornilladas. Elaboraremos la tecnica de " DIENTES EN UN DIA " Planeacion, componentes, tecnica, posicion de los implantes, posicion de los abutment provisionales, recuperacion del puente provisional

**Saturday, May 10, 2014
8:00 AM - 11:30 AM Credits: 3.50**



403-2014 Employment Law Update

5 New Landmines you need to be Aware of from Minimum Wage to Pregnancy Leave to ObamaCare –

Paul Edwards

Every year, hundreds of employment laws and regulations are changed at both the state and federal levels. As an employer, you must be compliant with all the laws (federal AND state) that apply to you 100% of the time, or risk fines, penalties, and devastating lawsuits. In this information-intensive and revealing presentation, speaker Paul Edwards will reveal the five new labor law "landmines" that employers must be aware of in 2014.

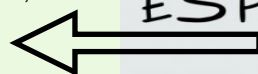
These include Minimum Wage increases – which affects everything from overtime to travel and seminar pay to charity work – to Pregnancy Leave to ObamaCare and its demands. In addition to covering the federal laws that affect all employers.

Course Objectives:

- 5 new employment law "landmines" that employers must be aware of
- Your state's new laws in 2014
- How wage and hour rules were affected by the minimum wage changes
- Ways adjusting your management conversation will help you thrive, not just survive, in 2014
- How to avoid fines and penalties by updating your handbook policies

**Saturday, May 10, 2014
8:30 AM - 11:30 AM Credits: 3.00**

HABLA ESPAÑOL?





**404-Extracting Wisdom Teeth
When & Why?
Also: Current methods to
prevent lower jaw
nerve injuries.**

Michael Leizerovitz DDS,

MaCSD

Course Objectives:

- Reasons, Best timing vs Contraindications for treatment
- When asymptomatic impacted teeth should be removed
- Risks and benefits of dental imaging
- Radiographic signs of increased risk of nerve injury
- Five common obstacles & solutions in getting treatment plans accepted
- Significance of panoramic imaging in differential diagnosis and incidental/secondary findings
- Modern treatment approaches & bone grafting
- IV sedation vs local anesthetic vs sedation in dentistry
- Avoiding malpractice
- Treatment options for severe nerve involvement



**Saturday, May 10, 2014 8:00AM-2:30 PM
Price Admission + \$45 Credits: 6.00**



**405-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. right. You MUST achieve this balance... especially after working from the same side of the chair all day.

**Saturday, May 10, 2014
8:00 AM - 11:30 AM Credits: 3.50**



**406-How to Develop a
Marketing Plan to
generate 10 – 20
new patients per month.**

Ian McNickle, WEO Media

Overview: This course will review the major components that should be included in a dental marketing plan (website, SEO, PPC, social media, online reviews, patient referrals, direct mail, etc). We will discuss their relative priority, typical costs, and best practices for implementation, how to measure results, how to measure ROI, and review dental practice case studies. We will actually develop a dental marketing plan for each attendee during the workshop that is customized for their practice.



Course Objectives:

- Define key elements of a dental marketing plan
- Learn background information on key elements
- Understand best practices for implementation
- Discuss typical costs and terms
- Understand how to measure results
- Understand how to measure return on investment (ROI)
- Leave workshop with a marketing plan outline customized for your practice

**Saturday, May 10, 2014
8:00 AM - 11:00 AM Credits: 3.00**



**407-Cementation and Bonding
for a Fast Paced World:**

Dr. Sam Halabo

Simple and Predictable Today's fast paced dental offices require a myriad of materials and

techniques. These procedures demand time and practice to allow dentists to become proficient enough to provide great patient care. During this course/webinar Dr. Halabo will show evidence based data, case presentations and simple methods of treating most cementation procedures. Make your cementation process simple and predictable and enjoy great outcomes!

Course Objectives:

- To produce composite fillings that are esthetic and fast.
- To manage the amount of materials needed and minimize inventory.
- To use materials that rate well and have solid studies backing them.
- To use materials that can help make procedures easier and more fun in the office.
- Get tips on improving the quality, speed and beauty of your daily procedure.

**Saturday, May 10, 2014
8:00 AM - 11:30 AM Credits: 3.50**



**408-Catch the Wave –
Lasers In Dentistry**

Dr. Dale J. Brant

Laser technology has become ubiquitous in the field of dentistry, but there is no one-size-fits all (or one-wavelength-

treats-all) dental laser. Understanding the physics of lasers and wavelength interaction can help clinicians choose the correct laser for their clinical needs. This course will review the physics of lasers and how this affects clinical usage. Emphasis will be placed on laser periodontitis therapy, particularly use of the free running pulsed Nd:YAG laser for Periodontitis and Peri-Implantitis. Clinical cases will be discussed.

Course Objectives:

- How to choose the correct laser for your clinical needs
- Why the physics of lasers determines the clinical use
- New ways to treat periodontitis using LANAP (Laser Assisted New Attachment Procedure) and Peri-Implantitis using LAPIP (Laser Assisted Peri-Implantitis Procedure)

**Saturday, May 10, 2014
8:00 AM - 11:30 AM Credits: 3.50**

501-California Dental Practice Act
Featuring Attorney, Patrick Wood Esq.
 Taught by an attorney with over 30 years' experience representing dentists in dental law matters, the course emphasizes standard of care and presents actual case studies of dentists subjected to Dental Board discipline.

Saturday, May 10, 2014

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



**502-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.

Course Objectives:

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

Saturday, May 10, 2014

12:30 PM - 2:30 PM Credits: 3.50



**503-Treatment Strategies for
 the Periodontal Diseases.**

**Dr. Peter Warshawsky &
 Dr. Eric Driver**

According to a 2012 Center for Disease Control study, 50% of the American population suffers

from periodontal disease. This presentation will provide clinically practical information that will help the practitioner successfully treat patients. The etiology and pathogenesis of periodontal disease will be presented.

Diagnostic categories will be reviewed along with treatment strategies for each category.

Course Objectives:

- Participants will have an increased appreciation for the different diagnostic categories of periodontal disease.
- Participants will acquire definitive treatment strategies for the different forms of periodontal disease

Saturday, May 10, 2014

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



**504-How to Use Local
 Television to Attract
 New Patients and
 Differentiate Yourself**

Randy Alvarez

Course Objectives:

- How to make your own media buys
- 30-Minute Long Form Prime Time TV Advertising Spots for about \$150.
- How to Design a Presentation That is Impossible to Refuse
- How to Present at the emotional level
- How to Produce Your own TV Show for less than \$500

Saturday, May 10, 2014

12:30 PM - 2:30 PM Credits: 0.00



**505-The Silent Killer in
 Dentistry**

Jen Butler, M.Ed., CPC, BCC

Dental professionals experience a level of stress beyond that of the average professional. They

look for relief in addressing external problems in their practices (hire/fire staff, increase clinical skill, implement new marketing methods, etc.) However, external solutions are not going to resolve this internal, biological reaction. Learn where stress is present in your practice, why it prevents you from achieving your goals, and how to move from functional to OPTIMAL. In her pragmatic approach, Jen Butler (nationally certified presenter and board certified coach) debunks the myths behind stress in dentistry and shares how to successfully navigate stressors.

Attendees will build an actionable plan to incorporate practical, effective coping methods with the end result being less stress, higher profits, and more energy for business and life.

Course Objectives:

Know Your Stress - understand the different kinds and types of stress and the effect on the dental practice
Assess Your Stress - evaluate personal stress levels and how to recognize the stress levels of the team

Reduce Your Stress - recognize stress triggers and how to change them
Acquire long-term strategies to improve coping skills and reduce stress

Saturday, May 10, 2014

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



506-Dental Implant Maintenance
Sandra R Shapiro-White, RDH, BS



The Dental Hygienist is the gatekeeper in maintaining Periodontal Implants...How well do you know the latest Protocols?

This course will help you identify risk factors in developing peri-implant diseases and establish early Diagnosis and Intervention. The latest protocols in maintaining Dental Implants...should you probe or not probe implants? Selecting the proper tools for removal of implant cement, plaque and calculus. The grade levels of Titanium used in Implant Structures and how these effect what tool should be used to maintain Implants. The different type of implant scalers on the market. Knowing the proper maintenance for Dental Implants will create a winning combination for Health and Life long success of your patients Implants.

Saturday, May 10, 2014

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



**507-Medical Billing for the
 Dental Office**

"Introduction Level 1"

*Maximize treatment
 acceptance with your
 patient's medical benefits*

Liz Basin

See Lecture #206 for Course Objectives

Saturday, May 10, 2014

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

-All Courses subject to change without notice



508-Patient Engagement in Dentistry + Growth Strategies = A Profitable and Sustainable Practice

Joseph Stith

Technology is changing the way a practice can remain competitive by increasing revenue and simultaneously reducing overhead.

Learn simple strategies that will dramatically reduce your no-shows, reactivate lost patients, attract new patients, and optimize your office efficiency. Learn how to harness the power of social media with powerful patient reviews that will accelerate your on-line reputation faster than you may have imagined.

See how the right strategies can enhance your patient relationships as you blend high tech into high touch while building a sustainable, profitable practice.

A respected leader and speaker on advanced dental marketing technologies for more than 25 years, Joseph is the Director of Business Development and Product Engagement at Solutionreach, home of the award winning patient engagement platform (formerly Smile Reminder).

Saturday, May 10, 2014

12:30 PM - 12:30 PM Credits: 0.00



601- CPR Certified CPR Instructor

Saturday, May 10, 2014

3:00 PM - 6:00 PM

Price: Admission +\$15.00 Credits: 3.00



602-The Legal Deal of The Year: \$6k Worth of Advice for the Price of Admission

This is truly the "deal of the year"

Featuring Attorney, Patrick Wood Esq.

(You can also submit some questions ahead of time and we'll send them to Pat so he will have the "heads up".)

Topics he will be prepared to cover (and these are just some):

- Legal pitfalls in the dental practice
- the advantages of incorporating, whether you own a practice or not
- Tips on buying a practice, or selling
- Associate agreements or not?
- Partnership agreements Tricks about lease negotiations and contracts
- Employment issues and EPLI insurance

Saturday, May 10, 2014

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



603-How to Negotiate Commercial Lease Renewals for Dental Offices and Save Thousands of Dollars

Lewis Gelmon

INCLUDES:

- Practical and effective leasing guidelines every dental practitioner should know
- How to structure your lease to minimize landlord interference when planning a sale or retirement
- Learn to identify the top four hidden traps in your office lease and eliminate them
- Pros and cons of buying versus leasing an office space
- How you can benefit by starting the renewal process well before expiry
- The importance of inflationary hedged lease agreements

WHO SHOULD ATTEND: Dentists looking to lower office lease costs, purchase or lease a space to establish a practice, renew a lease, or develop a realistic action plan for upcoming negotiations. Based on best real estate practices, Gelmon's techniques are intended for immediacy and efficiency in understanding the office lease environment from a dental perspective.

Saturday, May 10, 2014

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



604-Zero Sensitivity Composite Procedures

Dr. Sam Halabo

Composite procedures and materials have been around for many years now and yet there still seems to be the

dilemma of post-op sensitivity. Materials are introduced into the market place at such speeds that many practitioners are trying to figure what works well, will last and cause zero

sensitivity. This lecture will present simple and predictable tips and materials to achieving great results without sensitivity. With Esthetics driving more treatment than ever before practitioners will be able to take home methods to instantly improve their techniques and expand their services. Patients will leave with beautiful restorations that have no sensitivity.

Learning Objectives:

- Comparison of composite systems and ratings.
- Comparison of bonding systems and ratings.
- Complete procedures from A-Z.
- A discussion of para-functional habits.
- Deciding when to do direct versus indirect.

Saturday, May 10, 2014

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



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605-Cooking for Life

Melissa Curry

In this lecture Melissa will talk about the benefits of a "plant based" Vegetarian or Vegan lifestyle. What you will learn from attending the lecture:

- Learn how to lower your chance of heart disease by 40%
- What are food substitutes/choices for a plant based lifestyle
- Benefits of living a whole foods plant based lifestyle
- Breakfast options
- Baby steps to living a whole foods plant based lifestyle
- Planning your day

Saturday, May 10, 2014

3:00 PM - 5:00 PM Credits: 0.00



606-What Patients Want:

**Simplified Veneer
Methods for Enhancing
Healthy but Neglected
Smiles While Preserving
Tooth Structure**

Dr. Robert Ibsen

***See Course 307 for Details**

Saturday, May 10, 2014

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



607-Medical Billing for the Dental Office

"Advanced Level 2"

Maximize treatment acceptance with your patient's medical benefits

Liz Basin

***See Course 308 for Details**

Saturday, May 10, 2014

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



608-Working with Patients that Make You Crazy

Jen Butler, M.Ed., CPC, BCC

Working with difficult patients can be emotionally and mentally draining. Limiting your patient

base solely to patients you 'like' or are 'easy' isn't practical and won't fill the schedule.

Every patient presents a unique opportunity to navigate the patient experience in an effort to connect with them and meet their needs. The more adaptable and accepting we can be with patients' unique needs, the broader our patient base, the fuller the schedule... leading to less stress, increased satisfaction and practice growth.

Drawing upon her knowledge in Educational Psychology and Masters in Education, Jen Butler trains regarding the different communication styles and skills necessary to build loyalty, increase patient retention and gain case acceptance. Don't let difficult patients determine your attitude or ruin your day!

Learn how to turn difficult patients into raving fans so you both have a pleasant and positive experience.

Course Objectives:

- Identify and analyze the four communication styles
- Reframe how the "difficult" patient is seen
- Gain communication skills to effectively connect with patients
- Deepen empathy, reduce stress and increase your patient base

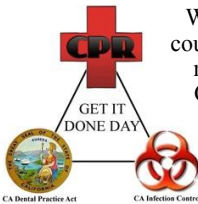
Saturday, May 10, 2014

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

The CEA Dental Supply Drive



CEA Dental Needs your unwanted and unused dental supplies and quality used dental equipment. Bring your donations to any CEA Dental Event. We can arrange for local pick up and provide your donated products to local clinics and humanitarian efforts around the world.



We have combined 3 Mandatory courses that every dental profession must complete every two years California Dental Practice Act, California Infection Control, and CPR into

GET IT DONE DAY!

Complimentary Custom Sushi Lunch Provided by Westpac Wealth Partners, Must pre-register online, Limited to 30 Dentist. 11:45am-12:20pm



**WESTPAC
WEALTH PARTNERS**
PROTECT • INVEST • ACHIEVE

Jeffrey R. Roberto,
President and Owner, *Sushi On A Roll, Inc.*



**HABLA
ESPAÑOL?**

Por primera vez en el San Diego Dental Convention el curso #402 que impartira el Dr. Israel Ismaj sera en Español para todos los participantes que hablen español.

CEA Dental Supply Drive



Complimentary Wine & Cheese Social
Friday & Saturday 2:00pm - 3:30pm

For more information about Class Registration, Exhibits or Sponsorship please visit

WWW.CEADENTAL.COM

The CEA Dental Supply Drive

The CEA Dental Supply Drive was developed to Reequip, Restock, and Build free dental clinics in need.



CEA Dental Supports many Dental clinics that need your hands.

VOLUNTEER TODAY @
www.ceadental.com



Since March 2013, CEA Dental has directed over \$20,000 in donated equipment and supplies to dental clinics in San Diego, Mexico and Haiti.



Bring your donations to any CEA Dental Event. We can arrange for local pick up and provide your donated products to clinics in need.



"Steaming to Assist" USNS MERCY would like to extend our sincere appreciation to **Chris Ippolito** of CEA Dental for your outstanding support and contributions to the Pacific Partnership from May-September 2012"



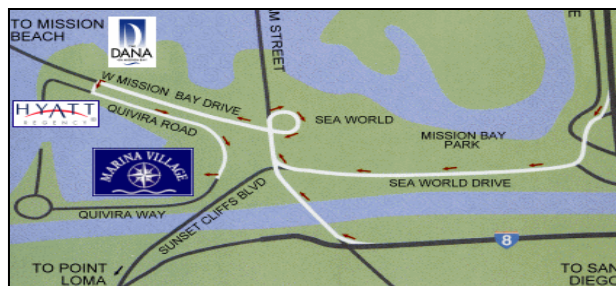
Chris Ippolito
(619) 277-4743

CEA Dental, proudly presents the Eighth Annual **San Diego Dental Convention** to be held on May 9 & 10 2014, at the Marina Village Conference Center in San Diego, California.

Guests have the opportunity to earn their continuing educational credits and engage **over 45 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. We look forward to you joining us!

www.ceadental.com • Fax (866) 805-1860 • Event Location 1936 Quivira Way San Diego, CA 92109



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. Drive about one half mile and 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. Drive about one half mile and MARINA VILLAGE will be on your right.

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