

SAN DIEGO DENTAL CONVENTION

November 8-9, 2019



 FREE Parking  Breakfast & Lunch Included  Prizes  Wine & Cheese Social

619.277.4743 | www.ceadental.com | chris@ceadental.com

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



**HIPAA Compliance
and Computer
Network Support**



**Improving the
diagnostic quality
of your x-rays.**



**Dental Insurance
Billing and Coding
Certification**
8 CE



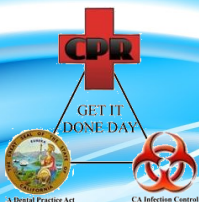
**Medical Insurance
for Dentistry
Certification**
8 CE



**Diode
Laser
Certification**
8 CE



**Neuromodulators
(Botox, Dysport,
Xeomin)
in your practice**



Get It Done Day

- California Dental Practice Act ~ **2 CE**
- California Infection Control ~ **2 CE**
- CPR ~ **2 CE**

SAN DIEGO DENTAL CONVENTION

Continuing Education Academy | Friday, November 8

Class #	Lecture Topic	Speaker	Friday, November 8
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-Rad Refresher,-Improving the diagnostic quality of your x-rays.		Janet Simpson	8:00AM-11:30AM CE 3.5
104-Bringing the Science of Chronic Disease to a Conclusion		Dr. William Nordquist	8:15AM-11:30AM CE 3.5
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-Laser Dentistry; Is it Right for You		Michael K. Koceja DDS	8:15AM-11:30AM CE 3.5
107-Use Online Marketing & Case Acceptance to DOMINATE		Dr. Rinesh Ganatra	8:15AM-11:30AM CE 3.5
.....			
201-California Dental Practice Act		Kathy Dennis	12:30PM-2:30PM CE 2.0
202-Practical Hypnosis Skills For Dentistry Professionals		Juan Acosta	12:30PM-2:30PM CE 2.0
203-Digital Dentistry: The Evolution of a New Paradigm		Matt Rago	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
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301-CPR	*\$20 Hands-on fee	CPR Instructor	3:00PM-6:00PM CE 3.0
302-HIPAA Compliance and Computer Network Support		John A Zanazzi	3:00PM-5:00PM CE 2.0
303-The 2019 Dental Code PPO and HMO training		Kathy Dennis	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

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



SAN DIEGO DENTAL CONVENTION PRICING

Fax : (866) 805-1860 Online: www.ceadental.com Email: chris@ceadental.com

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

Dentist: | 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 |

Staff: | Class #102 or #402 = \$ 299.00 | Class #105 Botox = \$ 499.00 |



SAN DIEGO DENTAL CONVENTION

Continuing Education Academy | Saturday, November 9

Class #	Lecture Topic	Speaker	Saturday, November 9
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	8:30AM-5:00PM CE 8.0
403-Rad Refresher,-Improving the diagnostic quality of your x-rays.		Janet Simpson	8:00AM-11:30AM CE 3.5
404-Becoming The Natural Comfort Specialist with Hypnosis		Juan Acosta	8:15AM-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	8:30AM-5:00PM CE 8.0
406-Permanent Solution for TMJ Dysfunction		Vincent Tran, DDS	8:15AM-11:30AM CE 3.5
407-"Productize What You Know" & Break Away From The Dental Chair		Dr. Rinesh Ganatra	8:15AM-11:30AM CE 3.5
.....			
501-California Dental Practice Act		Kathy Dennis	12:30PM-2:30PM CE 2.0
502-Orthodontics Made Easy for General & Pediatric Dentists		Dr Jin Song	12:30PM-2:30PM CE 2.0
503-The Health Care Reform law		Craig Gussin	12:30PM-2:30PM CE 2.0
504-Cementation & bonding for A Fast Paced World: Simple & Predictable		Dr. Sam Halabo	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-Front Office Boot Camp "Treatment Planning & Case Presentation		Kathy Dennis	3:00PM-5:00PM CE 2.0
604-Innovations in Composites: Versatile, Simplistic & Cost Effective		Dr. Sam Halabo	3:00PM-5:00PM CE 2.0

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

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Total Due\$ _____ PHONE _____

EMAIL _____ ADDRESS _____

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

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

Fax : (866) 805-1860 Online: www.ceadental.com Email: chris@ceadental.com

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SAN DIEGO DENTAL CONVENTION PRICING

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
Staff: Class #102 or #402 = \$ 299.00 Class #105 Botox = \$ 499.00



FRIDAY, NOVEMBER 8, 2019

#100 - 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 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 in this dynamic hands-on clinical workshop.

TOPICS TO INCLUDE IN THIS DYNAMIC HANDS-ON CLINICAL WORKSHOP:

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



Friday, November 8, 2019

8:00 AM - 5:00 PM

Credits: 8.00

#101 - California Infection Control & OSHA Update

Jonathan Rudin, DDS, MS

This course has no additional fee.

Friday, November 8, 2019

8:15 AM - 11:15 AM

Credits: 3.00



#102 - Dental Insurance Billing and 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.

IN THIS COURSE PARTICIPANTS WILL LEARN HOW TO:

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

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:

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

AFTERNOON SESSION INCLUDES:

- How to interpret Explanations of Benefits
- At the end there will be a "Hands on Workshop"
- How to post payments
- How to make adjustments .

Friday, November 8, 2019

8:30 AM - 5:00 PM

Credits: 8.00



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

Janet Simpson

This course has no additional fee.



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. Let's face it, there are significant differences between wired digital sensors and film. This class will provide perspective, information, tips and tricks the attendee can use in clinical practice to improve the diagnostic quality of their radiographs.

PROGRAM OBJECTIVES:

- Understand how the differences between wired sensors and Traditional film affect the diagnostic quality of your images.
- Review the paralleling and bisecting techniques
- Convert the principles of shadow casting into useful skills to capture apices, open contacts and acquire images that are hard to reach.
- Understanding of Radiation

Friday, November 8, 2019

8:00 AM - 11:30 AM

Credits: 3.50

#104 - Bringing the Science of Chronic Disease to a Conclusion and the Implications to Our Future in Dentistry



William Nordquist DMD MS

This course has no additional fee.

Chronic disease, such as, heart disease, diabetes, tooth decay, periodontal disease, numerous neurological diseases, and an endless array of named chronic diseases, has been shrouded in mystery since the end of World War II. Treating the symptoms of these diseases have been so much a part of our medical professions' culture, that most of us "old-timers" at least, thought treatment and our high income derived from it would never end.

The questions that will be discussed are:

1. What causes chronic disease and what is the science that proves it?
2. Is the better understanding of chronic disease and prevention by the public beginning to decrease the volume of dentistry needed by our patients?
3. How do we as dentists not only understand chronic disease but become the experts in treating and reversing chronic disease?
4. Plus, the most difficult part of this equation is, how do we profit financially in our labor of love?

Friday, November 8, 2019

8:15 AM - 11:30 AM

Credits: 3.50

#105 - Neuromodulators (Botox, Dysport, Xeomin) in your practice

SEE FULL CLASS DESCRIPTION ON BACK PAGE

This course has a 1-day fee of Dentist: \$1499 Includes 1 Staff Member



You will leave this hands-on program with the skills to identify facial muscles and implement dental therapeutic treatments that relax peri-cranial 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.

Friday, November 8, 2019

8:30 AM - 5:00 PM

Credits: 8.00

#106 - Laser Dentistry; Is it Right for You

Michael K. Koceja DDS

This course has no additional fee



A realistic approach to incorporating Lasers into your Everyday Clinical and Hygiene procedures. This course will explain the different types of lasers available in Dentistry and their clinical applications for both Dentists and Hygienists. How laser dentistry can effectively be used to Market your practice and provide better care for your patients with a focus on messaging and patient communication.

Friday, November 8, 2019

8:15 AM - 11:30 AM

Credits: 3.50

#107 - How to Use Online Marketing, Case Acceptance, and Systems to Takeover and DOMINATE Your Market Like No Other Dentist, Without Opening More Days Or Seeing More Patients.

Dr. Rinesh Ganatra

This course has no additional fee



You'll learn the most unique and easy to implement online strategies to get more patients, become well known in your area, and optimize case acceptance within your practice when patients DO come and see you. You'll learn how you can become the dominating practice in your area by a far stretch. You'll see how this is even easier now than ever before.

Friday, November 8, 2019

8:15 AM - 11:30 AM

Credits: 3.50

#201 - California Dental Practice Act

This course has no additional fee.

Friday, November 8, 2019

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



#202 - Practical Hypnosis Skills For Dentistry Professionals

Juan Acosta

This course has no additional fee.



Imagine being able to influence your patients to do what's in their best interest by following a simple 3-step process? In this fun hands-on workshop, you will learn the tools of hypnotic communication that will help you motivate your patients while enhancing their experience and perception of you and your practice.

Friday, November 8, 2019

12:30 PM - 2:30 PM

Credits: 2.00

#203 - Digital Dentistry: The Evolution of a New Paradigm

Matt Rago - Diamond Orthotic Laboratory **This course has no additional fee.**



We will discuss the fundamentals of computer aided design and manufacturing (CAD/CAM) technology. Attendees will learn how digital technology has revolutionized workflows, treatment methods, and patient care.

Attendees learn how general dentists and dental specialists from all fields can benefit from these advances in Digital Dentistry.

Friday, November 8, 2019

12:30 PM - 2:30 PM

Credits: 2.00

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

Michael P. Webb

This course has no additional fee



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

Friday, November 8, 2019

12:30 PM - 2:30 PM

Credits: 2.00

#301- CPR Certified

CPR Instructor

Friday, November 8, 2019

Price: Admission + \$20.00

3:00 PM - 6:00 PM

Credits: 3.00



#302 - 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.

LEARNING OBJECTIVES:

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

Friday, November 8, 2019

3:00 PM - 5:00 PM

Credits: 2.00

#303- "The 2019 Dental Code" PPO and HMO Power Training

Kathy Dennis

This course has no additional fee.



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.

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?

LEARNING OBJECTIVES:

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

Friday, November 8, 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.

Friday, November 8, 2019

3:00 PM - 5:00 PM

Credits: 2.00

SATURDAY, NOVEMBER 9, 2019

400 - Diode Laser Certification

SEE FULL CLASS DESCRIPTION AT COURSE # 100

This course has a 1-day fee of Price: Dentist \$595, Staff \$495

Saturday, November 9, 2019 8:00 AM - 5:00 PM Credits: 8.00



401- California Infection Control & OSHA Update

Jonathan Rudin, DDS, MS, MPH

This course has no additional fee.

A required course for all California licensed dental professionals,

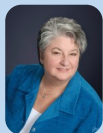
Saturday, November 9, 2019 8:15 AM - 11:30 AM Credits: 3.00



402 - Medical Insurance Billing for Dentistry Certification

This course has a 1-day fee of Price: Dentist: \$399 Staff Member: \$299

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.

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.

Course handouts include:

- Sample Documentation Required to Support Procedures Billed

Participation:

This course is geared to the Doctor, Office Manager, and Clinical Staff.

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 Pre-authorizations
- How to fill out the Current CMS-1500 Medical Claim Form
- Looking up Proper ICD-10 and CPT Codes in Codebook
- Participants will receive a "Medical-Dental Insurance Coder's Certification".

Saturday, November 9, 2019 8:30 AM - 5:00 AM Credits: 8.00



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

Janet Simpson

This course has no additional fee.



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. Let's face it, there are significant differences between wired digital sensors and film. This class will provide perspective, information, tips and tricks the attendee can use in clinical practice to improve the diagnostic quality of their radiographs.

PROGRAM OBJECTIVES:

- Understand how the differences between wired sensors and Traditional film affect the diagnostic quality of your images.
- Understanding of Radiation
- Review the paralleling and bisecting techniques

Saturday, November 9, 2019 8:00 AM - 11:30 AM Credits: 3.50

#404 - Becoming The Natural Comfort Specialist with Hypnosis

Juan Acosta, Hypnodontist

This course has no additional fee.



Is a relaxed and comfortable patient always a better patient? In this exciting hands-on workshop, you will learn the secrets to providing hypnotic comfort to your dental patients before, during and after their appointment, so you can help improve their dental experience and the sustainability of your practice.

Saturday, November 9, 2019

8:15 AM - 11:30 AM

Credits: 3.50

#405 - Neuromodulators (Botox, Dysport, Xeomin)

Howard Katz BDS DDS

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

SEE FULL CLASS DESCRIPTION ON BACK PAGE



You will leave this hands-on program with the skills to identify facial muscles and implement dental therapeutic treatments that relax peri-cranial 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. This is the same program given to specialist physicians including dermatologists and plastic surgeons.



Saturday, November 9, 2019

8:30 AM - 5:00 PM

Credits: 8.00

#406 - Permanent Solution for TMJ Dysfunction

Vincent Tran, DDS

This course has no additional fee.



There is a tremendous need for a permanent solution for TMJ Dysfunction. It is estimated that up to 20% 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. TMD has remained a mysterious disease up until now. Dr. Tran will show you how to recognize and diagnose TMD. Participants will learn the skill sets necessary to effectively treat TMD. Participants will also learn how to present a \$30K treatment plan with great acceptance rate.

Lecture Discussion:

- 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
- Implants and its role in treating TMD

Saturday, November 9, 2019

8:15 AM - 11:30 PM

Credits: 3.50

407 - How to "Productize What You Know" And Break Away From The Dental Chair To Monetize Your Knowledge, and Not Just Your Hands.

Dr. Rinesh Ganatra

This course has no additional fee.



This course will show you how to create lucrative online courses and programs that you can sell to people online from all over the world without ever having to leave your house. If you love to mentor or help others, I'll show you how to capture the biggest opportunity of our time to do it online, and turn that into a 7 figure a year business. This is especially useful for dentists, hygienist, or anyone in the healthcare arena.

Saturday, November 9, 2019

8:15 AM - 11:30 PM

Credits: 3.50

501- California Dental Practice Act

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

Saturday, November 9, 2019

This course has no additional fee

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



#502- Orthodontics Made Easy for General & Pediatric Dentists

Dr Jin Song

This course has no additional fee.



Orthodontic cases will be presented in a step-by-step, easy to follow manner on how to correct dental crowding, dental crossbites, Over-jet and Over-bite discrepancies. The importance of Airway and TMJ health in Dental Medicine will be emphasized during the lecture. Straightwire (Braces) Mechanics and Functional Appliances will both be covered during the lecture.

Saturday, November 9, 2019

12:30 PM - 2:30 PM

Credits: 2.00

#503 - The Health Care Reform law

Craig Gussin

This course has no additional fee.



LEARNING OBJECTIVES:

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

Saturday, November 9, 2019

12:30 PM - 2:30 PM

Credits: 2.00

#504- Cementation and bonding for A Fast Paced World: Simple and Predictable

Dr. Sam Halabo

This course has no additional fee.



Today's fast paced dental offices require a countless number 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 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 in this

step-by-step course!

Educational Objectives:

After attending this course participants will be able to:

1. Become proficient in deciding which cements to use and when
2. Use methods and materials for efficiency and great results
3. See presentations of differing protocols for cementing with Zirconia or E-max
4. Take home methods to make cementing simple and less time consuming
5. Have updates on the latest materials in the market



Saturday, November 9, 2019

12:30 PM - 2:30 PM

Credits: 2.00



FROM INTERSTATE 5:

Take the SEA WORLD DRIVE exit. From SEA WORLD DRIVE, take WEST MISSION BAY DRIVE on your right. When you see the large green sign that says QUIVIRA ROAD, get in the farthest left of the two left turn lanes. Turn left, go one very short block and turn left again. MARINA VILLAGE will be on your right.

FROM INTERSTATE 8:

Take the WEST MISSION BAY DRIVE exit to the right. You will be on INGRAHAM STREET for a short distance from which you will take the next exit marked WEST MISSION BAY DRIVE on your right. When you see the large green sign that says QUIVIRA ROAD, get in the farthest left of the two left turn lanes. Turn left, go one very short block and turn left again. MARINA VILLAGE will be on your right.

#601 - CPR

Price: Admission +\$20.00

Certified CPR Instructor

Saturday, November 9, 2019

3:00 PM - 6:00 PM

Credits: 3.00

#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.

LEARNING OBJECTIVES:

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

Saturday, November 9, 2019

3:00 PM - 5:00 PM

Credits: 2.00

#603 - Front Office Boot Camp, "Treatment Planning and Case Presentation"

Kathy Dennis

This course has no additional fee.



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

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

Saturday, November 9, 2019

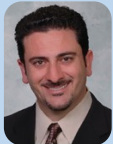
3:00 PM - 5:00 PM

Credits: 2.00

#604 - Innovations in Composite Technology: Versatile, Simplistic and Cost Effective

Dr. Sam Halabo

This course has no additional fee.



Innovations in Composite Technology: Versatile, Simplistic and Cost Effective
This course will present composite and bonding systems that will help you achieve the goals of speed, esthetics and productivity. With so many dental restoratives in the market place, it has become a task understanding and managing the inventory of bonding systems and composite materials. Learn how to work efficiently and cost effectively while using versatile materials and minimal inventory. Best of all,

producing great results for you and your patients!

Educational Objectives: After attending this course participants will be able to:

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

Saturday, November 9, 2019

3:00 PM - 5:00 PM

Credits: 2.00



SAN DIEGO DENTAL CONVENTION

November 8-9, 2019

#105 or #405 - Neuromodulators (Botox, Dysport, Xeomin) Workshop *Live Patient Training

**Dentist + 1 Staff= \$1499.00
8:30 AM - 5:00 PM , Credits: 8.00**

You will leave this hands-on program with the skills to identify facial muscles and implement dental therapeutic treatments that relax peri-cranial 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. The demand for Botox is massive. Take the Botox course that gives you additional credibility. Dr. Katz was instrumental in the creation of Botox treatments – in fact, he is an inventor named on the actual patent applications for all Botulinum Toxins including Botox, Dysport, Xeomin and Myoblock.



BOTOX CERTIFICATION

Dr. Howard Katz BDS DDS
*Live Patient Training, Dentox

\$1500 = Dr. + 1 Staff

November 8 or 9, 2019 8:00 AM-5:00 PM, 8 CE

This is the same program given to specialist physicians including dermatologists and plastic surgeons.