

# International Association of Comprehensive Aesthetics

## 2010 Presentations

Boston, MA

### **Heat Attack, Stroke, Obesity: Is Dentistry to Blame? ♦ Dr. J. Brian Allman**

Obstructive Sleep Apnea (OSA) is an insidious and treacherous pandemic killer linked to craniofacial causes. Screening effectively for OSA must no longer be considered “boutique” and MUST become mainstream FOR EVERY DENTIST! Just as neuromuscular balance is important, we must include sleep disordered breathing conditions in our differential diagnoses.

Unfortunately, OSA is routinely unrecognized, under-diagnosed and poorly managed creating a tidal wave of ill-health. We’ve been adept at changing lives and now, the ONUS is on dentistry to start *SAVING LIVES!*

Learning objectives:

- ❖ Better understand the OSA-Craniofacial anatomy connection.
- ❖ Appreciate how OSA is a “ROOT CAUSE” of cardiovascular, cerebrovascular and metabolic diseases.
- ❖ Learn why TMD should now be considered just another symptom of OSA
- ❖ Be able to recognize the signs and symptoms of OSA sufferers.

### **The Mystery of Motivation ♦ Sherry Blair**

Motivation can be puzzling and hard to understand. It can be a hit or miss game like throwing darts blindfolded and hoping one will strike the target. One day we feel motivated and the next day we don’t. We can be fired up in the morning and burned out by lunchtime. We have no idea how long the motivation is going to last. During this lecture you will learn the tools of motivation and how to use them. You will learn not only how to get motivated but how to stay motivated. Because after all motivation is the key to success.

Learning objectives:

- ❖ Identify personal and team goals.
- ❖ Learn how to overcome obstacles to achieving goals.
- ❖ Understand the tools to motivate yourself and others for maximum achievement.

Speaker and presentation information subject to change without notice.

## **Not Just Surviving but THRIVING in this Economy – it is being done –find out how! ♦ Dr. Mark Braasch**

We all have decisions to make in critical times like these to ensure our businesses not only stay open, but also flourish. Wouldn't it be nice to succeed even when others are not? With the economy taking a turn for the worse and no clear resolution in sight, Dr. Mark Braasch ensures this does not have to carry over into your business. Find out how you as well can thrive in a down economy.

Learning objectives:

- ❖ Identify what steps to take to recession proof your office.
- ❖ How to implement systems to stay at the top.
- ❖ How to stand out from the rest.

## **Advanced Cosmetic Dentistry, Take it to the Next Level ♦ Dr. David Buck**

This presentation will take the LVI “Smile” Design Rules as a foundation for smile design and greatly expand it to enhance the esthetic outcome of cosmetic cases. These concepts will allow Doctors to gain exceptional control over their anterior cases to produce stunningly beautiful results. Often intricate and subtle aspects of design are overlooked or missed and too much attention is paid to shade of anterior cases. Although a bright shade of anterior teeth can be pleasing to the eye, the subjective, deeper, and often greater impact to the observer comes from transcendent appreciation of the beauty in design of the smile. Dr. Buck has assembled multiple concepts all demonstrated with photography to allow the attendee to achieve this often unexplainable, yet profound impact on the outcome of an anterior cosmetic case. This information is practical and can be implemented immediately into the delivery of anterior cosmetic dentistry.

Learning objectives:

- ❖ Lab communication and necessary photographs for case planning.
- ❖ Clinical technique refinement for occlusal plane control.
- ❖ Common prep design errors that hamstring the lab and negatively affect the outcome.
- ❖ Temporaries and Photographs... the power of the “trial” smile.
- ❖ Gingival tissue management for enhancement of cosmetic cases.
- ❖ “Hidden” gems rarely used in design of the cuspid to overcome the “ugliness” of most cuspids in anterior cases.
- ❖ The power of the lateral incisor, and how it affects the beauty of cosmetic cases.
- ❖ Integration of multiple concepts to facilitate striking beauty in a key element of anterior cases, the distolabial profile of the central incisor.

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## **Eliminating Barriers and Creating Opportunities ♦ Dr. Matt Bynum**

For as long as most can remember, chasing the elusive dream of the fantasy practice has been a goal that most dentists and team members have shared. And as long as it has been dreamed of, it has seldom been achieved. Efforts are made, systems are put into place, and goals are set and yet most fall short of hitting the mark. Why?

Dr. Bynum, in his energetic and uplifting style, will uncover the main reasons why those office goals are not being met and why the office success is not quite what you have envisioned. In this event, Dr. Bynum will discuss the barriers every office faces with team members and with patients. He will show you how to eliminate those barriers using live demonstration and communication techniques, all while creating an environment of fun and learning that you will immediately take back to your practices the following week.

This event is for the entire office, and unlike past presentations is meant to serve the demand and need for increased access to patient care, treatment and bottom line practice success. Do not miss the opportunity to be inspired, but more importantly do not miss the step by step process of getting to "Yes!"

"Success is about placing yourself in the position of greatest opportunity; limiting the barriers and opening up avenues to those missed opportunities. Your time for success is here and the only thing that stands in your way of having that success is you! Wouldn't NOW be a great time to begin?"

Learning objectives:

- ❖ To identify the barriers in: team and office environment; communication with patients; and presentation of treatment.
- ❖ To walk through the case presentation/consultation appointment with new and existing patients using LIVE presentation and audience participation.
- ❖ To identify and detail the communication techniques and phrasing used from the initial phone call contact to getting to "YES" for treatment to follow-up and asking for referrals.

## **Why Are Women so Strange and Men so Weird? ♦ Dr. Bruce Christopher**

At the heart of any practice is relationships; between staff, patients, and doctors. It is no doubt that communication runs your office! This session takes a very humorous look at how men and women think, speak, and make decisions differently. Interpersonal effectiveness is a key factor in personal and practice success.

Learning objectives:

- ❖ Explore how men and women think, speak, and decide differently.
- ❖ Apply strategies for increasing your communication effectiveness and success.
- ❖ Learn Ten Tips for getting better results when presenting to the opposite sex.
- ❖ Maximize the inherent strengths of both men and women to empower the practice.

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- ❖ Defuse potential conflict situations by understanding the underlying gender-specific differences which “fuel the fire of fights.”
- ❖ Learn practical speaking tools for male and female colleagues to motivate and maximize their talents and skills.
- ❖ Discover the Three R’s for rapid deployment of a re-energized office.
- ❖ Increase your ability to manage, motivate, and work with people of the opposite sex.

### **Scan 18: Friend or Foe? ♦ Dr. Anne-Maree Cole**

Scan 18 – mystery, challenge, confusion...what am I doing wrong? Understanding Scan 18 requires a sound grasp of the physiology, biochemistry, anatomy and integration of the neuromuscular system – let’s face it – its complex. Anne-Maree will unravel the mystery of Scan 18 so that it becomes a practical and excellent diagnostic and treatment tool for successful incorporation daily into your neuromuscular practice, alongside our already tried and proven treatment protocols.

Learning objectives:

- ❖ Practical anatomy and physiology for the treating doctor
- ❖ Differentiation of muscle fiber types and their purpose
- ❖ Extended TENSing protocol
- ❖ Analysis of Scan 18
- ❖ Treatment decisions based on fatigue analysis
- ❖ Getting to the end game quicker

### **Sleep in Your Practice! ♦ Dr. Volinder Dhesi**

Well not literally, but Dr. Dhesi discusses how to successfully incorporate the treatment of Sleep Breathing Disorders into everyday practice. Dr. Dhesi brings a unique perspective on incorporating treatment as he is a partner in 3 different practices, each covering different socio-economic demographics. In this presentation, Dr. Dhesi will discuss how to market this service to both new and existing patients, and how to ensure this becomes a routine part of your everyday practice.

Learning objectives:

- ❖ Why consider incorporating SBD treatment into practice.
- ❖ What changes are necessary to make within their practice.
- ❖ How to market this new service.
- ❖ What type of response they can expect from patients both clinically and emotionally.
- ❖ What road blocks may some practitioners encounter along their Journey.

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**Dr. Thomas Understood – The Signs and Symptoms of TMD ♦ Drs. Norman Thomas and Heidi Dickerson**

There is no doubt that Dr. Norman Thomas is the smartest man in dentistry. Let's face it; sometimes we all have trouble digesting his brilliance. What is a logical explanation of the science and physiology to Norm can sound like a foreign language to many of us. We know that amongst the big words and complicated descriptions lies important information that we all should know and understand. Dr. Heidi Dickerson, after spending hours with Norm on these issues, will translate Norm's explanation into the "bubba version" so we all can understand the critical things we should know to not only be better dentists, but better communicators with our patients. There will also be a fun audience participation lightning round called, "Are You Smarter than Norm Thomas". This entire entertaining, educational and informative event is not to be missed for the serious student of NM Dentistry.

Learning objectives:

- ❖ Have fun learning the physiologic reasons behind some of the most common NM signs and symptoms.
- ❖ Audience participation will be involved in this highly educational yet entertaining lecture.

**How to Soar in an Insurance-Controlled World Where They Want to Keep You Down ♦ Drs. Kurt Doolin, Jeffrey Haddad, Amy Norman, John Pawlowicz, Shahin Safarian and Ed Suh with Dr. Bill Dickerson moderating**

From one who has never been in any insurance plans to those that have either entirely eliminated insurance or almost have eliminated insurance and from one who has learned to utilize insurance to the maximum advantage, you will learn from this panel how to be successful in this insurance driven world. All of these doctors are incredibly successful during the current economy and have done so with minimizing the effects of insurance or completely preventing them from dictating inferior treatment. Find out how they created in the minds of their patients the added value of their services that would make them pay extra for it and accept comprehensive premium care. Regardless of where you are in your practice, find out how you can get to that next step when it comes to interfacing with insurance companies and potentially eliminating them. Find out how these companies, run by business geniuses, are creating situations to keep you in line and what to do about it. A must for ALL practices that want to provide exceptional excellence for their patients instead of the mediocrity that insurance wants you to provide. And for those who practice where insurance hasn't become the influential presence it is in the States, learn how to keep them from becoming the interfering influence in your practice they want to become.

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## **Increasing Your Practice's Exposure: The Key to Success in Today's Economy ♦ Drs. Kurt Doolin and Jeffrey Haddad**

Dr. Doolin and Dr. Haddad are Neuromuscular Dentists practicing in one of the most economically depressed states in the country, and are thriving. The goal of their presentation is to educate Neuromuscular Dentists on how important it is to raise awareness of the power of NM dentistry, especially during these tough economic times. By utilizing the latest techniques in social media marketing and micro-networking, they are able to achieve this more effectively and less expensively than ever before. Their lecture highlights the different ideas and approaches that they have personally used over the past few years in their own office. The powerful message of the overall lecture is that if they are proving these marketing concepts and succeeding in Michigan, then anyone can use these systems in their own practice, wherever they are.

Learning objectives:

- ❖ The tools that will help you attract new patients...the "right" patients.
- ❖ How Neuromuscular Dentistry can be used to differentiate and market your practice in your community.
- ❖ How to promote Neuromuscular Dentistry through your own patient base.
- ❖ Learn how the tools of social media will not only help you grow your practice, but will improve your practice as a whole.

## **Dental Materials Update – Living in a Metal-Free World ♦ Dr. Mark Duncan**

Dentistry continues to grow through some of the most rapid and dynamic changes in technique and technology in its history. For some 100+ years the standard restorative material changed very little and over the last few decades we have seen wholesale reinvention of dental restorations and reconstruction. With the rate of change being so fast that dental schools have been hopelessly left out of the progression, it requires continual dedication to stay at the top of your profession. This presentation will explore a variety of incredible new materials and procedures you want in your practice.

Learning objectives:

- ❖ Know how to determine the appropriate resin cements based on the material being bonded in place and the tooth structure it is being bonded on.
- ❖ Understand the current materials choices in a variety of disciplines.
- ❖ Be able to make more informed materials purchases as well as deliver higher quality dental treatment.
- ❖ Have the ability incorporate new procedures seamlessly into a busy practice.

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## **Being up in a Down Economy – What One Practice Did in 2009 to Increase Collections 45% and Net Profit 160% ♦ Dr. Brad Durham**

This presentation by Dr. Durham is a little piece of his everyday practice as well as a synopsis of his new course *Advanced Clinical and Practice Applications*. This information is not only valuable in today's economy, but is a cookbook style description of how to transition your practice into a style that will allow you do more of the dentistry that you have learned at LVI. The following subjects will be discussed:

- ❖ Positioning Your Practice for Success
- ❖ Easy Management Strategies that Work
- ❖ What to Monitor in Your Practice
- ❖ The Relationship of Clinical Proficiency to Profitability
- ❖ The Role of Marketing in a Down Economy
- ❖ An Effective Team Bonus

## **Have Them at Hello – The Lioness Approach to Instinctively Great Phone Skills ♦ Katherine Eitel**

Learn how to throw out the scripts and tap into your own instinctive greatness to be better than ever! By following a few simple steps, everyone can improve their results on the phone and their value to the practice. Katherine will give you four simple yet innovative steps that will increase your productivity tomorrow with new patient phone calls. Also, improve your success with price shoppers, insurance-driven patients, emergencies, “cleaning only” patients, pending treatment and hygiene reminder calls as well as confirmation calls and ways to cut your cancellations in half!

Don't Market Your Practice... until you and your team have taken this course! If you currently promote (or plan to promote) your practice in any media such as yellow pages, direct mail, newspaper, radio, television, retail signage or simply through a targeted internal PR campaign, this course will dramatically improve your success and ROI with these telephone calls. Designed for doctors and the entire team, this course will change the way you view those media-generated, or internally-generated, phone calls for which you are paying so much money!

Learning objectives:

- ❖ Convert more calls to appointments.
- ❖ Keep patients from canceling.
- ❖ Improve success with shoppers, insurance callers, emergencies, confirmation and hygiene reminder calls.

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### **Neuromuscular Evaluation of the TMJ Pain Patient ♦ Dr. Jay Gerber**

In this presentation Dr. Gerber will discuss the details for the clinical Screening, Evaluation and Diagnosis of the Head, Neck and TMD Pain patient from a neuromuscular (NM) perspective. Participants will gain knowledge of how to clinically develop and apply a specific NM evaluation protocol that includes:

Learning objectives:

- ❖ To develop a scan protocol that includes assessment for mandibular range of motion (ROM), ROM with velocity, resting and clenching sEMG studies, Sonography and evaluation of opening / closing trajectory. Additional studies will demonstrate the importance for the application of ULF TENS in the diagnostic phase.
- ❖ Participants will learn the basics of interpretation of the collected NM data as it relates to head, neck and TMD patients.
- ❖ Objective vs. Subjective - Participants will be able to review the collected computerized NM data (objective) and collaborate with subjective complaints presented by the patient.
- ❖ To learn to make decisions based upon collected data as to what additional diagnostic tests should be ordered for the specific patient.
- ❖ To apply data to develop a diagnosis from the NM perspective.

### **Avoid the Most Common Mistakes Made Using the K7 ♦ Dr. Fred Gordon**

Most new and many experienced K7 users have a difficult time integrating Neuromuscular Dentistry into their office routine. After several years of working in offices helping to implement the K7 into the office routine, I have been able to identify several common and COSTLY mistakes that slow down or sometimes stop this implementation process. These mistakes fall into three major categories.

- 1) Inadequate patient communication.
- 2) Not understanding how the computer thinks (derives its calculations).
- 3) Not understanding the strengths and limitations of the machine.

This lecture is designed to help identify and eliminate these common errors thus making the neuromuscular portion of your practice more profitable, predictable and enjoyable.

### **3D Cone Beam CT and Neuromuscular Occlusion ♦ Richard Greenan**

Mr. Greenan will demonstrate what to look for on CBCT scans and how to obtain optimum results through proper patient positioning and image manipulation. You'll receive proper guidelines for accurate TMJ, Airway and Implant procedures. Emphasis will be placed on both technique and image interpretation. The pros and cons of CBCT Imaging will also be discussed.

Learning objectives:

- ❖ How to correlate X-ray findings with your clinical, EMG's, jaw tracking, etc.
- ❖ Simplified tips for properly manipulating 3D CT images
- ❖ How to interpret CT's and MRI's for false positives and false negatives

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## **The Critical Missing Element to Complete Care: What You Need to Know About Orofacial Myofunctional Therapy ♦ Barbara J. Greene**

Stability can never be achieved in the cervical spine or the dental bite when the muscles of the mouth and face are acting in a dysfunctional manner. 24-hour stress is placed on the body mechanism in the presence of mouth breathing, a tongue thrust resting tongue posture and swallow, a muscle support system (masseter, temporalis, pterygoid muscles) working at odds with the jaw joints, the bite, and the facial muscles, poor head-neck-body posture, numerous habits of imbalance such as thumb sucking, nail biting, lip-cheek-tongue biting or sucking, facial mannerisms, and/or hair habits, incorrect eating, drinking, and/or sleeping habits, speech articulation disorders, and TMJ dysfunction. Orofacial Myology, Myofunctional Therapy, and/or Tongue Thrust Therapy are terms used to describe a simple exercise program designed to correct the muscle dysfunction, establish balanced oral-facial muscle use, and create a natural face lift.

In this presentation, you will learn how to identify the key elements involved in diagnosing orofacial muscle dysfunction, observe the results of treatment, and realize how this simple program can make the difference of night and day in your treatment of patients.

Learning objectives:

- ❖ Identify the key elements involved in diagnosing orofacial muscle dysfunction.
- ❖ Observe the results of treatment.
- ❖ Realize how this simple program can make the difference of night and day in your treatment of patients.

## **Immediate Dentin Seal (IDS): An Important Adhesion Update ♦ Dr. Ron Jackson**

The concept of sealing the dentin with an adhesive immediately after it's cut, makes sense. The pulp is optimally protected while the patient is in a provisional, the patient is comfortable during this phase of care, and research has shown that the final bond of the restoration to dentin is, in fact, higher. Although logical in theory, what was needed to be resolved was a practical, expedient & predictable clinical technique that doesn't create more challenges than it solves.

This lecture will address both the science & practice of IDS as it relates to the preparation and placement of Inlays/Onlays and Crowns. Specific products, along with a detailed application technique will allow the clinician to immediately incorporate this procedural update into the next restoration.

Learning objectives:

- ❖ To understand the rationale behind the concept of Immediate Dentin Seal.
- ❖ To examine the materials best suited to accomplish Immediate Dentin Seal for Inlays/Onlays and Crowns.
- ❖ To be able to execute the Immediate Dentin Seal technique simply and predictably.

**Speaker and presentation information subject to change without notice.**

## **Get Out of Your Own Way – How to Overcome Obstacles in Your Practice and Your Life ♦ Mr. Ashley Johnson**

In this dynamic new program, the world renowned “Bulldog of Dental Practices,” Ashley Johnson, in his “no time for tact” method, reveals the things you are doing in your practice and your life that are keeping you from achieving all you should be and missing out on your full potential.

Ashley takes on your practice, team, family, health and more and gives you a proven action plan for accelerating your success.

You will learn:

- The only success rules you’ll ever need to know.
- How to eliminate stress.
- The ways you are sabotaging your practice and yourself.
- Ways to get more done at work.
- Ways to recognize and change bad habits.
- Ways to take your practice to the next level.

If your life is a mess and you want a new start, this lecture is perfect for you. If you are doing pretty good but want to tweak your approach so that you can achieve more, this lecture can help you do it. Even if you are very successful, Ashley will give you ideas for doing even better.

## **Building a Practice That Fits Your Personality ♦ Dr. Kent Johnson**

Dr. Johnson relocated from a busy practice in Southern California to establish a practice of his dreams in Park City, Utah. He works 2 or 3 days a week providing only the types of dentistry that he wants to do. It is a very low overhead, high net practice. He will discuss how his practice is different from most traditional practices and how he built it to work for his lifestyle.

Presentation subjects will include:

- ❖ Alternatives to traditional dental practice styles
- ❖ Sometimes you need to ignore the experts and take some chances on your own ideas
- ❖ You can choose your lifestyle and your practice model – make it work for you
- ❖ We are in the greatest profession in the world – if you are not happy then change something
- ❖ Constantly strive for excellence in the clinical and customer service aspects of your practice.
- ❖ External marketing is not the most important practice building tool – a great patient experience is

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### **Investing Strategies: Making the Most of Current Market Conditions ♦ David Keator**

It has been said, “An historian is a profit looking backwards”. After the devastating economic and market conditions of 2008 & early 2009 it is important to reorient holdings, assess risk and review trading strategies in light of recent market turmoil. Our program is designed to give you a historic perspective, which focuses on the realities of finance and markets without the cloud of hysteria and hyperbole. We will also focus on some of the current mechanisms for structuring your investments to take full advantage of current financial and tax trends. Now could be the best chance in a generation to reposition for the future.

Learning objectives:

- ❖ Attendees will learn to re-evaluate their financial holdings based on current economic conditions.
- ❖ Tax Savings mechanisms will be discussed to maximize financial efficiency.
- ❖ Trading & Hedging Strategies will be discussed.

### **Controlled Studies in Occlusion and Sleep Breathing Disorders at LVI ♦ Dr. Sam Kherani**

The Las Vegas Institute by the very nature of the way it offers live patient courses is an excellent laboratory for the testing of many hypotheses that we have to work with. In this contemporary world where new findings and the application of technology to explore those areas where no man has gone before cannot wait long, it is imperative that we explore such hypotheses in the most expedient and efficient manner. Over the past 2 years, LVI has embarked upon many relevant studies that inform us and further endorse ideas that have promoted such hypotheses. Dr. Sam Kherani, Clinical Director at LVI will share with the audience these studies that have been done at LVI along with the eye opening lessons learned. This session is a must for the discerning dentist who wants to have the backing of good science behind the contemporary dental practice.

Learning objectives:

- ❖ Participants will learn about the outcomes from these studies which will help with future positive treatment modalities for our patients.
- ❖ Participants will learn how a study is conducted and the parameters that have to be taken into account in order to address the efficacy and sensitivity of the subject being studied.
- ❖ Participants will be shown areas where the studies fall short and what future studies should be designed to gather even more meaningful information.

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### **Solving All Whitening Frustrations ♦ Dr. Rod Kurthy**

Dr. Kurthy will present his popular Deep Bleaching Technique, which is undisputed as the most effective teeth whitening technique in the world today. He will provide the physics and chemistry of bleaching that you never understood before and the “whys” regarding typical frustrations of sensitivity and unpredictability of teeth whitening that most dentists encounter in their practices. He will discuss how and why his Deep Bleaching Technique has overcome this unpredictability of bleaching, and his research of methods to eliminate acute sensitivity during whitening.

Learning objectives:

- ❖ The chemical and microscopic process of teeth whitening. This will provide the understanding necessary for the dentist to evaluate various whitening systems, and to also make necessary adjustments in treatment protocol for unique whitening cases.
- ❖ The anatomic and physiologic basis of teeth sensitivity (including bleaching sensitivity) and the chemical and microscopic process of all types of desensitizing products and methods. This will provide the understanding necessary for the dentist to determine the proper products and processes to utilize for the specific needs of individual patients.
- ❖ Why bleaching systems have historically been very unpredictable and how to achieve virtually 100% success with teeth whitening.
- ❖ Various bleaching gel brand chemistries and the impact these chemical and physical properties of bleaching gels have on shelf life, whitening effectiveness and sensitizing potential.

### **Six Steps to a Paperless Practice ♦ Dr. Lorne Lavine**

Most dental practices have come to realize how quickly technology has become part of everyday life in the practice. Dentistry has undergone a paradigm shift over the past 20 years where systems that were once analog (paper, film) and now being replaced by digital counterparts. Nowhere is this more evident than with practices that are trying to become completely paperless. While I don't agree that any office can be truly paperless, eliminating the need for a physical paper chart is something that any office can achieve. This course will evaluate a 6-Step plan for becoming paperless and help offices avoid a \$50,000 mistake.

Learning objectives:

- ❖ Learn how to use a six-point checklist to implement the paperless practice.
- ❖ Evaluate third-party programs that can provide functionality where the practice management programs cannot.
- ❖ Understand Image management software and what works best with different dental software.

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## **The Power of Neuromuscular Dentistry in the World of Sports ♦ Dr. Anil Makkar**

For years, dentists have explored the possibility of athletic performance, in relation to occlusion. In the past the techniques involved the use of guessing the proper bite to performance. However, with today's technology, and backed by 40 Years of Neuromuscular Dental research, we can make a product that will give consistent results to an athlete.

This presentation will focus on a product referred to as the Pure Power Mouthguard, which is changing the way sports will be played. You will observe, firsthand, how a bite can improve an athlete's performance. This presentation will take you from the genesis of the Pure Power Mouthguard, to its debut on Monday Night Football.

A fascinating journey of a product that is derived from the principles of Neuromuscular Dentistry.

Learning objectives:

- ❖ To show the use of Neuromuscular Dentistry in the application of various sports.
- ❖ How the positioning of the mandible can increase the performance of an athlete and the everyday weekend warrior.
- ❖ The impact of the Pure Power Mouthguard in today's world.

## **Dental Implants-How to Incorporate Them into Your Practice for an Immediate ROI ♦ Dr. Leo Malin**

Clinical implant dentistry is rapidly evolving. Many new products and technologies are being utilized to enhance patient care. This evolution is changing the diagnostic, surgical and restorative phases of implant dentistry. These technologies are not only changing the diagnostic, surgical, and restorative protocols but are also challenging the implant economic model.

This presentation will focus on the economics of clinical implant dentistry. I will discuss in detail the exact steps that a practice should take to engage the technologies while guaranteeing an adequate ROI.

Topics will include:

What are the fixed assets necessary to provide quality implant dentistry, and what are their costs?

What is an appropriate fee schedule for implant surgical and restorative services?

How much should a quality implant and abutment cost to purchase from the manufacturer?

What is an appropriate laboratory fee?

What should a standard titanium abutment cost? When should a standard titanium abutment be used versus a custom titanium abutment? When is a ceramic custom abutment needed? What is an appropriate fee for all of those abutment choices?

Fundamentally I believe a dental practice can control all costs associated with providing quality implant dentistry? If so, a predictable return on investment is guaranteed.

**Speaker and presentation information subject to change without notice.**

### **The 5 Ms of a Successful Practice ♦ Sally McKenzie**

Learn the 5 M's of a long standing management model applied to dentistry:

Message, Materials, Measurement, Manpower and Management

Learning objectives:

- ❖ Learn the difference between ordinary, status quo and excellence.
- ❖ Learn if your management model is causing a disconnect between customer satisfaction and customer loyalty.
- ❖ Learn a solid management model that focuses on the best in customer service.

### **Periodontal Therapy for the Laser Hygienist ♦ Angie Mott**

This introductory Laser course is designed to provide information to Dentists, Dental Hygienists, and the Dental Team regarding how beneficial soft tissue dental lasers can be in their dental practices.

From this course you will learn, the laser physics, tissue interactions, new technologies available and how to consider implementing lasers into your dental practice.

At the conclusion of the course, we will reserve time for questions and be available to give additional training options.

Learning objectives:

- ❖ The attendees will be able to understand Laser Physics and identify which lasers Dental Hygienists can use.
- ❖ The attendees will feel comfortable having a basic introduction to lasers and know what a valuable tool a soft tissue laser can be.
- ❖ The attendees will observe some of the new technology available to dental hygienists and how to implement them into their practices.
- ❖ The attendees will understand how important training on their soft tissue lasers is in relation to the acceptance of their case presentations to their patients.

### **Contemporary Periodontics ♦ Dr. Dee Nishimine**

Periodontics has evolved from treating disease through resection and repair to a field that can utilize regeneration and augmentation to enhance esthetic and functional outcomes. Advances in techniques and materials have allowed the clinician to create ideal results with a great degree of predictability in the appropriate situation. Understanding the pathogenesis and comprehensive diagnosis has led to better long-term treatment. All of these factors contribute to attaining optimal results for the patient and the dental team.

Learning objectives:

**Speaker and presentation information subject to change without notice.**

- ❖ To understand what is achievable with contemporary periodontics and how it can improve the patient and team's outcome.
- ❖ Discussing the synergistic relationship between systemic disease and Periodontal Disease.
- ❖ Developing the ability to convey what treatment is desired to accomplish the overall goal.

### **Current Trends in the Medical Management of Headaches: New theories, targets and approaches ♦ Dr. Manisha Patel**

Headache is one of the most common medical complaints encountered by neuromuscular dentists and can be symptomatic of a distinct pathologic process or a serious underlying medical condition.

Advancement in headache pathophysiology over the last two decades has done much to demystify this condition and has created a legitimate pathophysiological understanding of this disorder.

Despite this, headache disorders remain one of the most underdiagnosed and undertreated neurologic conditions today and continue to impose a substantial socioeconomic burden.

To ensure optimal patient care, the dental clinician must integrate knowledge of headache physiology with an understanding of therapeutic rationale. Novel therapeutic options continue to emerge that are supported by unique pharmacologic actions with which the savvy clinician must be familiar.

This presentation will explore the current theories underlying the pathophysiology of headache disorders and identify key features in their clinical presentation. A comprehensive review of scientific literature will identify treatments that have demonstrated efficacy in the management of these disorders. This program will conclude with an overview of recently identified therapeutic targets for migraine therapy along with findings reported for promising agents that are currently under development.

#### **Learning objectives:**

- ❖ Learn the diagnostic criteria for primary headache disorders including migraine, tension-type and cluster headaches
- ❖ Identify the red flags of headache diagnosis
- ❖ Discuss factors that precipitate migraine headache and strategies to avoid them
- ❖ State three key actions that are required for relief of a migraine headache
- ❖ Understand the association between migraine and the risk for myocardial infarction, stroke and death from cardiovascular disease
- ❖ Differentiate between symptomatic and preventative treatment for headache disorders and understand the potential danger of medication overuse
- ❖ Describe the treatment rationale for Triptans in the management of migraine and how they have catalyzed academic and pharmaceutical industry research

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- ❖ Assess the efficacy of botulinum toxin type A (BOTOX) in the treatment of headache disorders
- ❖ Understand how vasoactive proteins play a central role in migraine propagation and how pharmacologic modulation of these proteins offer the promise of future treatment options for acute migraine attacks

### **The Neuromuscular Practice – Putting It All Together ♦ Dr. Prabu Raman**

Exceptional clinical skills in Neuromuscular Dentistry (NMD) are very important. However, implementing this knowledge in a private practice setting can present challenges. Patients, team members, communications, image, fees, insurance, schedule, etc, are puzzle pieces. How does one put these pieces together and solve the puzzle? This is where the “rubber meets the road”.

Learning objectives:

- ❖ Learn how to incorporate NMD into your general practice
- ❖ Step by step implementation of TMD treatment
- ❖ Understand the steps in creating value
- ❖ Learn strategies that lead to patients asking for NMD treatment solutions
- ❖ Setting your fees
- ❖ Avoiding problems – patients, legal, dental board
- ❖ Handling insurance questions

### **Realizing the Dream ♦ Dr. Steve Rasner**

Genuine enduring success comes from clinical excellence and meaningful customer service. Instituting easy to use protocols to provide *consistent* levels of excellence is what defines true customer service. In this popular presentation, Dr. Rasner will share time-tested strategies that are predictable, cost efficient, and will maximize YOUR team’s potential.

Learning objectives:

- ❖ Meaningful **“Customer” Service**. Incredible *use it on Monday strategies* that lead to huge word-of-mouth referrals.
- ❖ The **New Patient Experience**. What to do the moment they call; step-by-step that will ultimately lead to “yes” and long time patient loyalty.
- ❖ **Out of the Box Marketing** that you’ve never considered that attracts the high quality, valued patients you need to succeed.
- ❖ **Phenomenal Case Acceptance**. Everything counts: The language you use, the clothes you wear, who presents dollars and cents.

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- ❖ **Fees:** How to set them, be comfortable, and justify “top” compensation.

### **Synovial Temporomandibular Joint and Occlusal Prevention: The Craniovertebral Centric Relation Concept ♦ Dr. Mariano Rocabado**

In a radiographic study of the craniocervical relation in patients between 8 and 12 years of age, under orthodontic treatment, has demonstrated that 65.1 % are already symptomatic. The joint and or muscular pathology is not a problem of age, degenerative process can be present at any age, without pain, usually undiagnosed. The major pathological findings are related to abnormal relation between Occiput, Atlas and Axis with loss of Craniovertebral Centric Relation. This biomechanical abnormal relation can induce an abnormal pattern of growth and development of the Occlusal plane and Facial Assymetry.

### **Dental Alchemy - using PrimeSpeak to transform an apathetic patient into your ideal patient ♦ Dr. Michael Sernik**

How did an Australian company become the world's largest dental practice management company? It solved the biggest problem that Dentists face.

A Dentist's success is based largely on the outcome of the new patient exam.

Descriptors of PrimeSpeak: Scrupulously ethical. Gentle. Counter-intuitive. Unpressured. Immensely effective.

Learning objectives:

- ❖ Learn exactly how to improve the team's 'people skills'. The ideal formula for in-house training with minimal time off work.
- ❖ Understand the problems with using 'before and after' shots. How to create a dental photo bank that creates an instant desire for optimum treatment.
- ❖ Learn a new way to chart that saves time and motivates patients.
- ❖ Learn how to prevent objections so you don't need to try and handle them.
- ❖ Learn why all objection handling techniques are largely ineffective.
- ❖ Learn how to have the patient tell you what you wanted to tell them.
- ❖ Learn how to shorten the exam time and increase its effectiveness.
- ❖ Learn how to implement soft-skills training for your team.

### **Mythbusting Everything We Do ♦ Dr. Brett Taylor**

Dentistry is full of conventional wisdom that is just plain wrong. No I'm not talking about CR versus NM, I'm talking about all the other stuff. In this controversial, thought provoking and wildly amusing lecture I'll bust some myths about how we practice:

1. That patients are resistant to fee rises (fees matter a whole lot less to the patients than you think).
2. That you know how to prep a tooth (you are wasting a lot of time because you still think like a dental student).

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3. That you know how to talk to patients (you may be saying the exact opposite to what you should).

4. That you know how to deal with dental stress (yes drinking is good, but thinking differently works better).

Learning Objectives:

- ❖ Be able to prep teeth faster and more efficiently.
- ❖ Recognize that patients are largely not "fee aware".
- ❖ Manage the stress of dentistry a little better.

### **Team Environments: Dramatic, Draconian, or Down-Right-Amazing ♦ Mr. Tim Twigg**

There's no crying in baseball--or in dentistry--or so they say. There is no place for emotions in the workplace, right? Wrong! There is nothing wrong with emotions. The "wrong" is our lack of self awareness and our lack of skill to effectively self manage our emotions. The question is: Are the emotions in your workplace **engaged, disengaged or hijacked?** The name of the game for a down-right-amazing team environment becomes harnessing the power of emotions--putting them to work for you and team success--rather than being hijacked and controlled by them. It's all about being "emotionally smarter".

Learning Objectives:

- ❖ What emotional hijacking is, the impact, and how do you prevent it
- ❖ How to conduct your own emotional audit
- ❖ Characteristics of emotionally smart employers and employees
- ❖ 6 principles of emotional intelligence
- ❖ How to readily identify characteristics of positive and negative team cultures
- ❖ Conflict resolution modeling: shifting from polarization to collaboration

### **Marketing — Just When You Think You Know It All — The Game Keeps on Changing! ♦ Dr. Curtis Westersund**

Does spending money on marketing your business seem like you are tossing hard earned cash into the proverbial bottomless pit? No matter how much money you throw at your marketing campaign, your results never vary or improve?

Yet the old adage of "Fail to market and you cease to exist" is true. You must market your business in order to grow.

So how do you avoid the common marketing mistakes? How do you market better in the age of the World Wide Web? How can you give a more predictable return to your marketing investment?

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Learning objectives:

- ❖ Discover the three worlds of Marketing; the world outside your office, the world inside office and the World Wide Web.
- ❖ Understand Persuasion Architecture and how it will make your website bring relevance to the prospects searching for a new dental home.
- ❖ Utilize Conversion Points to guide potential patients to your front door.

### **A New Practice...Now? ♦ Dr. Kevin Winters**

In spite of the doom and gloom present in our nation, Dr. Kevin Winters embarked on starting a new scratch practice at a time when everyone thought it was crazy. Come follow the steps taken to see how this new practice was formed and the steps taken to ensure its success during the first year of existence.

- \* The basics - location, architect, contractor, dental company
- \* The process - coordinating all the parts to get the final package
- \* The doors are open - Now what?
- \* What if no one shows up? - Establishing your name with marketing
- \* Are you different or just another dentist office?
- \* Steps to ensure your success in the critical first year

### **Internal Derangements and Hypermobility - Fact vs. Fiction ♦ Dr. Gary Wolford**

Learning objectives:

- ❖ Be able to differentiate internal derangement from hypermobility.
- ❖ Be able to re-capture a disc.
- ❖ Be able to determine if you can treat an internal derangement or hypermobility without surgery.

### **The REAL Truth About Success: Being the Best vs. Being Consistently Chosen ♦ Mr. Garrison Wynn**

Success is more than being good at what you do; it's about being consistently chosen to do it. Garrison helps people to understand why their products, services, or leadership styles - or those of their competitors - are selected. People don't necessarily choose what's best; they choose what they are most comfortable with, whether it's the best or not. We've all heard the importance of "best practices" and superior knowledge, so why aren't the smartest people with the most information always in charge or number one in their field? This *keynote* provides original research on managing expectations and emotions and shows that there really is more to success than being the best.

Learning Objectives:

- ❖ How to be influential in challenging market conditions
- ❖ What the top 1% do differently and why they won't tell you
- ❖ How top performing dentists get patients to see them as the right choice
- ❖ How to get people (like your staff for example) to listen to you

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- ❖ Building trust quickly (in the first two minutes)
- ❖ The truth about websites and success with Google in your industry
- ❖ Don't let the media tell you what your future looks like!

## SEMINARS AND WORKSHOPS

### **Alyn-Weiss and Associates ♦ Mr. Bob Weiss**

What percentage of LVI Full Mouth Reconstruction attendees use Twitter, Facebook, LinkedIn and other social media platforms to promote their practices? Of those using these new communication tools, how many can track new patients back to these efforts?

How are other fee-for-service health care practitioners, such as Lasik surgeons, using social media effectively?

We'll answer those questions and many more, and give you a best practices checklist along with basic instructions for using social media in your practice in a 90-minute workshop.

Your presenters will include Bob Weiss, Jessica Jaramillo, Bill Fukui and a panel of leading dentists who will discuss what they have learned about social media and its role in building a practice.

Learning Objectives:

- ❖ Social media survey results revealed
- ❖ Learn what place social media has in your practice
- ❖ The best practices for implementing social media in your practice

### **Laboratory Integration of the Digital World to the Dental Practice: Using Technology to Make Your Practice Soar ♦ Aurum ♦ Dr. Mark Duncan and Mr. Ulf Broda**

The technological tools in dentistry are currently evolving the profession into tomorrow. The future of dentistry involves seamless integration of digital technology throughout the entire course of a case and understanding the process will empower the doctor to take advantage of the opportunities. Join us at the Aurum Workshop to explore the variety of options that are currently being employed by some of the best practices in the country – and some without them even knowing it!

Learning Objectives:

- ❖ Insight into laboratory technology

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- ❖ The use of cad cam technology
- ❖ Digital impressions and predictable results
- ❖ Using Technology to Make Your Practice Soar

### **Confidence in Indirect Adhesion ♦ BISCO ♦ Dr. Douglas J. Brown**

“Indirect Adhesion is Created!” Our ability to diagnose and treat the needs of both Indirect and Direct dental substrates is the key to optimizing clinical outcomes in Indirect Adhesion. Standardizing clinical protocols utilizing contemporary adhesive materials that address clinical challenges will serve to improve our delivery of quality care.

#### Learning Objectives:

- ❖ Understand the key biological and clinical advantages of addressing individual substrates.
- ❖ Understand the different adhesive needs of Glass-Based vs. Non-Glass Based Indirect Substrates.
- ❖ Learn the step-by-step technique to create a hydrophobic resin cohesive interface between dentin/enamel and the indirect substrate.

### **Digital Impressions Using the Cadent iTero System ♦ Cadent iTero ♦ Mr. Simon Ghosh**

This program is a comprehensive overview on the digital impression process utilizing the iTero digital impression system from Cadent. Participants will get a clear understanding of the iTero process and the technology. We will demonstrate the advantages of taking digital impressions without coating the teeth to achieve superior accuracy along with improved patient comfort. Participants will also be shown the application of taking fixture level implant impressions as well as other future developments. Dr. David Buck will share his experience as well as touch on how iTero will be incorporated into all of the LVI processes and integrate into a digital dental office.

#### Learning Objectives:

- ❖ Know the requirements for taking a digital impression with the Cadent iTero system.
- ❖ Understand the impact of digital impression taking on remakes, productivity, and accuracy
- ❖ Understand the technique for taking a fixture level implant impression with the Cadent iTero system

### **How to do More Clinically and Make More Money with Your Laser ♦ Hoya ConBio ♦ Dr. Jay Ohmes**

Many clinicians have lasers, but often they are underutilized. Dr. Ohmes will offer laser users and non-users alike clinical techniques and tips to optimally utilize their laser to get bet clinical results, do more and make more money with lasers.

#### Learning Objectives:

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- ❖ Give clinicians an update on various laser technologies and on clinical procedures that can be done with lasers.
- ❖ Update IACA doctors on advanced closed flap esthetic techniques to optimize their cases using a laser.
- ❖ Discuss clinical cases that used to be tough, but a laser makes easy and profitable for your practice.

### **3D Cone-Beam CT Systems ♦ Imaging Systems, Inc. ♦ Mr. Richard Greenan**

Mr. Greenan will present a comparison of today's CBCT systems along with their pros and cons in addition to the benefits and concerns with this extraordinary technology. You will discover how to select a system for your practice. He will also demonstrate how to create the necessary CBCT scans and how to obtain optimum results through proper natural patient positioning and image manipulation. Emphasis will be placed on both technique and image interpretation. Pros and cons of CBCT DICOM based software will also be presented.

#### Learning Objectives:

- ❖ Tips for critical manipulation of 3D CT images
- ❖ How to interpret CT's and MRI's for false positives and false negatives
- ❖ Learn how to enhance and email digital records to Referrals and 3<sup>rd</sup> party providers
- ❖ Learn what your legal responsibilities and liabilities are with all 3D RECORDS
- ❖ Learn how to BILL for your reading 3D IMAGES
- ❖ Comparative of actual Radiation dosages

### **Direct Anterior Composite Restorations ♦ Ivoclar Vivadent ♦ Dr. Ron Jackson**

Restoring anterior teeth with a single shade and opacity is no longer acceptable for many patients. In this hands-on workshop participants will have the opportunity to use IPS Empress Direct (Ivoclar Vivadent), a state of the art, naturally shaded composite system. Exercise will include placement of an invisible Class IV. Time permitting an additional exercise will be demonstrated. Participants are welcome to bring their preferred composite instruments and magnification if desired.

#### Learning Objectives:

- ❖ To be able to achieve life-like restorations and cosmetic enhancements with composite resin
- ❖ To gain a practical understanding of opacity and translucency
- ❖ To accomplish finishing and polishing, quickly and predictably

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### **The Pinnacle of Perfection ♦ MicroDental/DTI ♦ Dr. Chong Lee and Mr. Mike Milne**

Take your beautiful cases to new plateaus. This lecture will discuss the importance of the close working relationship necessary between the dentist and master technician in elevating your aesthetic dentistry to its highest level of achievement. The workshop will include a step-by-step guide to the virtual try-in for better patient acceptance, case presentations and patient management.

#### **Learning Objectives:**

- ❖ Understand the crucial elements of The Smile Design and the roles, responsibilities and elements of the success with your aesthetic cases.
- ❖ Learn the communication skills needed by the dentist and technician to be one in purpose.
- ❖ Create for your patient “the Wow Factor” with a virtual try-in. Learn the tools for this optimal patient experience.

### **Proven Ways to Make TENS a Thriving Part of Your Practice No Matter Where You Live! ♦ Myotronics ♦ Dr. John Pawlowicz**

Do you believe in the principles and power of NMD but you are not using your J5 TENS as frequently as you would like? Are you enjoying a moderate mix of NMD in your practice but want to see more of your patients experience the benefit of TENS? In this lecture you will hear from a 10 year NM veteran about his NM journey and gain practical insight into how you can increase utilization of your J5 TENS. Come join us if you want to pick up practical and applicable information that is sure to give you and your team the NM rejuvenation you need to use your J5 more frequently beginning next week!

#### **Learning Objectives:**

- ❖ Learn simple ways to increase your offices' J5 TENS use through providing NM nightguards, PPM's, Orthotics, Dentures, and more.
- ❖ Learn practical ways the TEAM can be a driving force in utilizing your J5 TENS more often.
- ❖ Determine when taking a TENS bite is good enough and when a K7 is necessary.

### **Power Your Practice With A Loyalty Based Marketing Program ♦ Loyal Patients ♦ Mr. Gary Serota**

Few dental practices today deliver ongoing, measurable relationship value to their patients, engaging them year round to create genuinely loyal advocates for the practice. In the past, this was expensive and cumbersome, adding busywork that just couldn't be managed and expense that just couldn't be afforded. Now new loyalty techniques used by select Fortune 500 companies to reward profitable

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customers offer new opportunities for dental practices to engage patients for better health and increased practice profits.

Learning Objectives:

- ❖ Learn how the right loyalty model can increase patient retention and double the size of your patient base
- ❖ Learn the three pitfalls of traditional rewards programs that fail to motivate patients and can bust your budget
- ❖ Learn how you can offer a loyalty program that doesn't cost you a penny more to add rewards to patients' accounts (unlimited rewarding – FREE!)
- ❖ Learn how your patients can redeem their rewards *instantly*, as soon as they are earned (no more collecting points or miles!)
- ❖ Learn how to enhance patient's health and simultaneously increase practice profits
- ❖ Learn to apply the same loyalty techniques to drive Team performance by rewarding key employee behaviors critical to patient satisfaction and practice success



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