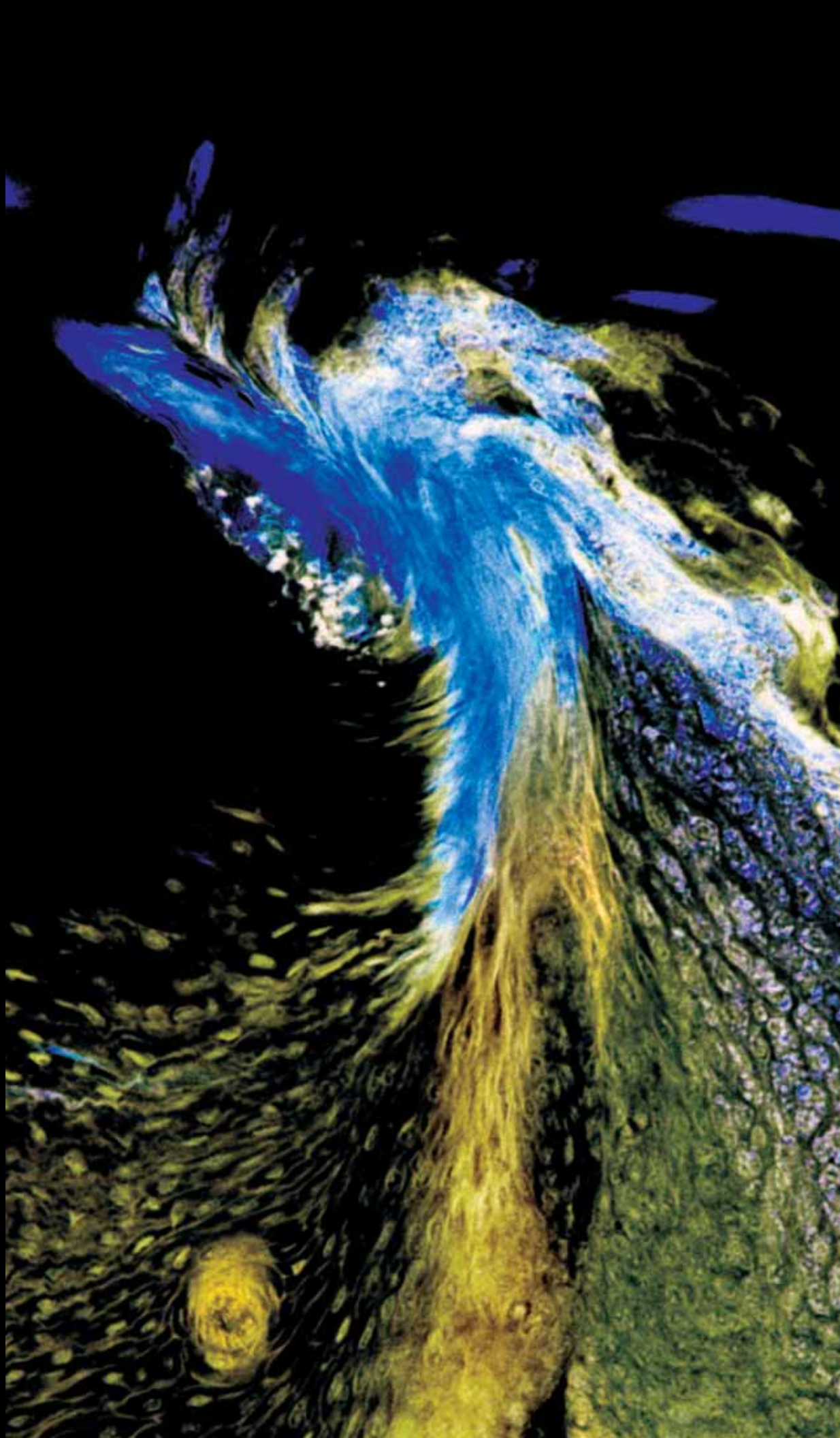




The Art
and Science
of Dentistry

Moscone South
San Francisco
Thurs.–Sat.
August 20–22,
2015





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Meeting Highlights

Register online today..... 8

Download the CDA app..... 14

Smart Dentist Training..... 5

Join in the fun — CDA Party..... 7

Reserved seating options..... 12

Quickly earn quality C.E.
with the Express Lecture Series..... 28–29

General Information

Exhibit Hall 2

Headlining Speakers 3

The Spot Educational Theater..... 4

WineFUNdamentals 4

Parents' Page 6

CDA Party..... 7

CDA App..... 14

Continuing Education and Registration

Registration Information 8

Registration Fees 9

C.E. Information..... 10

Reserved Seating 12

Ticketed Event Summary..... 71

Registration Form 72

Workshops, Lectures and Programs

Smart Dentist Training..... 5

Required Courses 13

Speaker Biographies 15

Thursday Courses..... 22

Friday Courses..... 36

Saturday Courses 56

Hotels

Hotel Information 73

Hotel Descriptions 74

Hotel Rates and Map..... 75

Hotel Reservation Form 76

Cover image: Light micrograph of a longitudinal section through a filiform papilla (conical structure) on the tongue surface.

Exhibit Hall

Explore 80,000 square feet of dental innovation

With numerous new product launches and more than 400 exhibiting companies filling the vibrant exhibit hall, *CDA Presents* is one of the most anticipated dental conventions in the U.S. It's the place to discover the latest innovations in dentistry.

Grand Opening

Thursday, 9:30 a.m.

Exhibit Hall Hours

Thursday, 9:30 a.m. – 5:30 p.m.

Friday, 9:30 a.m. – 5:30 p.m.

Saturday, 9:30 a.m. – 4:30 p.m.

Family Hours

Daily: 9:30 a.m. – noon



Your convention. Your viewpoint.

Find your inspiration between the beauty of a rocky beach and one of the seven wonders of the modern world. How quickly the C.E. and hands-on workshops become your second-favorite part of the three-day meeting. *CDA Presents The Art and Science of Dentistry*. Yeah, this is your convention.

Thursday–Saturday
August 20–22, 2015
Moscone South
San Francisco

Register today
cdapresents.com

cda
PRESENTS The Art
and Science
of Dentistry



You'll want to hear every word

Speakers with the biggest names in dentistry are a huge draw to this meeting. Their insights and inspiration will help you excel in every aspect of dentistry.

Cadaver Workshops — Three Days



Gretchen J. Bruce, DDS, MBA
William P. Lundergan, DDS, MA
Frank Martinez Jr., DDS

Thursday workshops, Pages 24, 26



Homayon Asadi, DDS
Henry A. Gremillion, DDS
 Friday workshop, Page 41



Alan W. Budenz, MS, DDS, MBA
Mel Hawkins, DDS
 Saturday workshop, Page 60

Esthetic Dentistry



Jacinthe Paquette, DDS
Cherilyn Sheets, DDS
 Friday workshops and Saturday lectures, Pages 39, 67

Endodontics



John West, DDS, MSD
 Thursday lecture and workshop, Friday lecture and Saturday workshop, Pages 27, 30, 55, 59

Insurance



Olya Zahrebelny, DDS
 Thursday lectures and Friday workshops, Pages 30, 33, 38



Teresa Duncan, MS
 Friday and Saturday lectures, Pages 45, 48, 66, 70

Nutrition



Elizabeth Somer, MA, RD
 Thursday and Saturday lectures, Pages 32, 35, 63, 67

Periodontics



Samuel B. Low, DDS, MS, MEd
 Thursday lectures and Friday workshops, Pages 32, 34, 38, 42

Prosthodontics



M. Nader Sharifi, DDS, MS
 Friday lectures and Saturday workshops, Pages 44, 49, 61

Restorative Dentistry



Robert Margeas, DDS
 Friday lectures and Saturday workshop, Pages 43, 49, 58, 61



Sandesh Mayekar, MDS, MS
 Thursday lectures by international speaker from India, Pages 30, 33

Sleep Apnea and TMD



Jamison R. Spencer, DMD, MS
 Thursday and Friday lectures, Pages 31, 34, 44

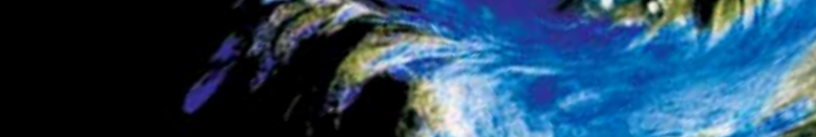
Team Programs



David Madow, DDS
Richard Madow, DDS
 Friday and Saturday lectures, Pages 47, 63



Karen Davis, RDH, BSDH
 Friday and Saturday lectures, Pages 48, 54, 62, 70



The Spot educational theater schedule

It's the spot for C.E. and the Smart Dentist Series of free one-hour lectures. And, it's a spot to relax and catch your breath and charge your electronics after a busy day on the exhibit hall floor. It's The Spot, where something's happening every day.

Thursday

- 10–11 a.m. Communicating With Difficult Patients (C.E.: Core – 1.0)
Marcela Truxal and Shaun Pryor
- 11 a.m.–noon Ask an Expert — Live! Answers to Your Frequently Asked Dental Benefit Questions (C.E.: Core – 1.0)
Denise Martinez
- noon–1 p.m. The Practice You Want — The Path to Get There (C.E.: non-eligible)
Michael W. Perry, DDS
- 1–2 p.m. Maximizing Your Marketing ROI (C.E.: non-eligible)
Brandon Inouye
- 2–3 p.m. Dismissing a Patient: When Is It OK? (C.E.: non-eligible)
Yasica Corum
- 3–4 p.m. Protecting Patients' Privacy and Your Practice: Tips on Cybersecurity From the California Attorney General's Office (C.E.: non-eligible)
Joanne McNabb, CIPP/G, CIPP/US, CIPT, director of privacy education and policy — Office of the Attorney General California Department of Justice

Friday

- 10–11 a.m. Connecting With Your Community — The Hidden Marketing Strategy (C.E.: non-eligible)
Courtney Isett
- 11 a.m.–noon Office Budget 101 (C.E.: non-eligible)
Marcel Truxal and Shaun Pryor
- noon–1 p.m. Helping Members Improve Oral Health — The Role of the CDA Foundation (C.E.: Core – 1.0)
Donald P. Roloffson, DMD

- 1–2 p.m. Managing Patient Conflicts (C.E.: 20% – 1.0)
Lori Alvi
- 2–3 p.m. Managing Social Media for Success (C.E.: non-eligible)
Brandon Inouye
- 4–5 p.m. Characteristics of Ethical Dental Professionals (C.E.: Core – 1.0)
Brittney Ryan

Saturday

- 10–11 a.m. Ask an Expert — Live! Answers to Your Frequently Asked Regulatory Compliance Questions (C.E.: Core – 1.0)
Teresa Pichay
- 11 a.m.–noon Secrets of Case Acceptance (C.E.: Core – 1.0)
Marcela Truxal
- 1–2 p.m. Best Hiring Practices From Recruitment to Payday (C.E.: Core – 1.0)
Michelle Corbo

Reference CDA Presents Program for updated information.

WineFUNdamentals Seminar

Join us as we taste through and discuss some of the new and re-emerging red wines in California! Yes, Cabernet Sauvignon reigns supreme with Merlot, Pinot Noir, Syrah and Zinfandel not far behind but have you tasted some of the other fabulous red wines being produced in California? We will explore and taste red varieties like Alicante Bouschet, Barbera, Cabernet Franc, Malbec, Sangiovese and Tannat. Learn where in the world these grape varieties originated and in what regions of California they are thriving now. Come, taste, learn!

- Date/Time:** Thursday, Aug. 20, 4–5:30 p.m.
Location: Exhibit Hall Restaurant
Fee: \$40/\$45
Event #: 038

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Sherry Mostofi, Esq.
Ali Oromchian, Esq.
Michael W. Perry, DDS
Marcela Truxal
Jason Tyson

Work hard. Play hard.

This hands-on workshop will emphasize the most critical career-driving subjects to help you become not just a dentist, but a Smart Dentist.

Join industry-leading, nationally recognized speakers for a unique C.E. event!

Topics include:

- Student loan debt payoff and financial planning
- Associate's agreement/employment contract negotiating
- Dental benefit plans analysis
- Practice and patient management
- Strategic career planning
- Creating a personal brand

Register today for the Smart Dentist Training

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Date:	Saturday, Aug. 22
Time:	7:30 a.m.–5 p.m., reception 5:15–7 p.m.
Audience:	dentist (0–5 years of licensure and residents)
C.E. units:	TBD \$50 (includes breakfast, lunch, reception) Space is limited

Learning Outcomes

1. Increase your knowledge in the business of dentistry.
2. Guide you toward achieving professional success.
3. Place emphasis on understanding the most critical career-driving subjects.

Children at CDA Presents

Children are allowed in the exhibit hall from 9:30 a.m. to noon daily. Children are not permitted in educational courses. For your convenience, we have child care options for every age during the entire convention.

Please note that children are not permitted in lecture rooms.

Child care

The licensed and bonded child care professionals at KiddieCorp will entertain your little ones with fun, fantastic, age-appropriate activities at the Marriott Marquis.

Ages 6 months–6 years

For infants, please provide diapers, changing supplies, milk, formula, baby food, etc. Label all items including lunches. Nutritious snacks and beverages are provided; meals can be supplied by parents or purchased at the children's program registration area.

Cost:	Full day	\$40
	Half day	\$20
	(7 a.m.–1 p.m. or 1–6 p.m.)	

Ages 7–12 years

A fun program specially designed for older kids with activities, games and movies.

Cost:	Full day	\$30
	Half day	\$15
	(7 a.m.–1 p.m. or 1–6 p.m.)	

KiddieCorp registration and cancellation

Register online at kiddiecorp.com/cdafallkids.htm

- Advance registration deadline is July 22, 2015.
- Cancellations must be received within four weeks of the start date for refunds.
- Late arrivals, 15 minutes after your reserved time, will forfeit reservations and refunds.

Questions? Contact KiddieCorp at 858.455.1718 or info@kiddiecorp.com.



Exhibit hall visitation

Children age 10 and younger may be in the exhibit hall during family hours, 9:30 a.m. to noon daily. No cost, just stop by registration for a youth pass.

Children age 11 and older may be registered as a guest and have access to the exhibit hall.

No Strollers in the Exhibit Hall

Strollers are not allowed in the exhibit hall at any time, but a stroller check is available for \$2.





Your convention. Your party.

We've reserved Ruby Skye, San Francisco's premiere night club, just for you. Get ready to rock the house with Surreal Neil and Super Diamond, the renowned Neil Diamond tribute band, enjoy a cocktail and feast on tantalizing appetizers.

Event # 039
Friday, Aug. 21
7-10 p.m.

Tickets \$65/\$70
available at
cdapresents.com

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Register online today: **cdapresents.com**

Registration is fast and convenient with eBadge Exchange

Worrying about meeting materials is a thing of the past! Simply register online and use your smartphone or printed confirmation to pick up your materials at the convention. It's a fast and convenient process called eBadge Exchange. Everything will be waiting for you once you arrive, plus, you gain the flexibility to make instant registration changes or corrections through your personal online dashboard.

Registration deadlines

May–July 21, 2015: Early-bird pricing

It pays to be early! Register online at **cdapresents.com** through July 21 and receive discounted pricing.

Note: If paying by check, please use the registration form on Page 72 and submit by July 21.

July 22–Aug. 22, 2015: Standard pricing

Online registration remains open. See Page 9 for standard registration pricing.

July 21, 2015: Changes and cancellations

Refunds will be processed through July 21, 2015. Course changes can be made online using your personal dashboard, which can be accessed through your email confirmation. If you are canceling a registrant, please email your request to cdapresents.registration@cda.org. Refund requests received after July 21 will not be accepted.

Information needed when registering

- Name, address, phone number
- Registration type
- License number (if applicable)
- Emergency contact person
- Ticketed courses/events to purchase
- Email address (used for username and instant confirmation)
- Password

New eTicket process

To be green and save you time, printed tickets have been replaced with eTickets that are stored within your badge. Simply scan in at your purchased eTicketed course, look for the green light and enjoy your C.E. experience. Remember, to get credit you must scan in and out of every course and attend in full.

What is the cost for CDA dentists?

Zero. As a benefit of membership, the \$890 registration fee is waived for CDA dentists.

Remember, CDA dues must be current for 2015 to complete your registration as a member.

Staff and guests

Dentists may register staff and guests, but not other dentists. All dentists, including nonmembers, must register as dentists. Staff and guest fees are on the following page.

If you register an employee who is unable to attend, you may exchange his/her registration on site at no charge.

Registration/eBadge Exchange

Moscone South

Thursday	6:30 a.m.–5:30 p.m.
Friday	6:30 a.m.–5:30 p.m.
Saturday	6:30 a.m.–4:30 p.m.

Bags sponsored by



Dentist registration categories

Registration Type	May–July 21	July 22–Aug. 22
CDA member dentist (2015 dues must be current)	Free	Free
ADA lifetime member	Free	Free
Out-of-state ADA member dentist	\$200	\$225
International dentist	\$200	\$225
Active military dentist (VA, federal, state dentist)	\$75	\$100
Non-CDA/non-ADA member dentist	\$800	\$890
Inactive dental license	\$250	\$275
Dental student/CDA member	Free	Free
Dental student/graduate non-CDA member	\$25	\$50
Guest of dentist (includes ADHP nonmember)	\$5	\$25

Please note: Dentists may register staff and guests, age 11 or older, but not other dentists. Dentists may not register under any category except dentist, and nonmembers must be identified.

Allied Dental Health Professional categories (ADHP)

ADHP includes RDA, RDH, RDA(EF), RDH(EF), RDHAP, DA, business administrative staff (AS) and dental laboratory technician (LT).

Registration Type	May–July 21	July 22–Aug. 22
ADHP CDA member* (2015 dues must be current)	Free	Free
ADHP nonmember registering with a dentist	\$5	\$25
ADHP nonmember registering without a dentist	\$20	\$25
Guest of ADHP	\$20	\$25

*An ADHP member is a dental professional who is not a dentist but has an independent, paid 2015 membership with CDA.

Other registration categories

Registration Type	May–July 21	July 22–Aug. 22
Non-exhibiting dental dealer, manufacturer, consultant	\$150	\$175
Non-dental/Affiliate professional (MD, DVM, RN, etc.)	\$150	\$175



Saturday exhibits-only pass

Nonmember dentists who want to explore the exhibit hall can register on site for a one-day pass on Saturday, Aug. 22. The cost is \$175 and is for Saturday exhibit hall hours only. It is not valid for continuing education courses. To register, please visit the membership counter during on-site registration hours on Saturday, Aug. 22. Then experience all that the *CDA Presents* exhibit hall has to offer.

Please remember

- Scan-in and scan-out times are needed to accurately issue official credit. As a California C.E. provider, CDA is required to verify that courses are attended in full and do not overlap. If needed, three-digit codes may be used as additional verification.
- All courses have limited seating and some fill up or sell out quickly.
- Videotaping, photographing or audio recording with personal equipment is not allowed.
- Some courses do not provide C.E. units. Please check each course description for C.E. details.
- Speakers and products are not endorsed, officially or otherwise, by CDA, except CDA Endorsed Programs.
- Some workshops have required prerequisites and/or supplies. If a course has these requirements, they will be in a gray bar below the course title.

Handouts

- Not all courses have handouts.
- Course handouts are available for download one month prior to the meeting through Aug. 31.
- Access via **cdapresents.com** or via the CDA app, downloadable from the App Store for iPhones and iPads or the Google Play Store for Android users.

Course locations

Courses will be held at Moscone South, Pacific Dugoni School of Dentistry and the InterContinental Hotel. Room assignments are listed on the schedule at **cdapresents.com**, the CDA mobile app and in the *CDA Presents* Program on site.

ADA C.E.R.P.® | Continuing Education Recognition Program

CDA is an ADA CERP Recognized Provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. CDA designates each activity for a specified number of C.E. units. These courses meet the Dental Board of California requirements for continuing education units.



Types of classes

Lectures

Free, nonticketed courses are available on a first-come, first-served basis. Preregistration not required, but early arrival is recommended. Select lectures have reserved seating available. See Page 12 for details.

Workshops

These ticketed courses are available for purchase during preregistration or on site if space is available. Early-bird pricing in effect May–July 21, 2015; standard pricing in effect July 22–Aug. 22, 2015.

Express lectures

These free, nonticketed lectures feature up-and-coming speakers new to *CDA Presents*.

Corporate forums

Company-sponsored courses may or may not be ticketed.

Note: Although many courses provide techniques for patient treatment, please be aware of the potential risks of using limited knowledge obtained in courses when incorporating these techniques and procedures into your practice.

No children allowed in lecture rooms

Helpful tips to receive your C.E.

License numbers matter – Include the license numbers and formal names of all licensed attendees when you register to ensure C.E. credit is received.

Plan ahead – Arrive at least 15 minutes early to all courses and plan an alternative in the event your preferred course is full. Late arrivals will not receive C.E. credit. Please take traffic, public transit schedules and parking into consideration.

Scan in and out of each course – Arrival and departure times are used to issue C.E. credits. Scan upon entry and exit and remain in the course the entire time. Partial credit will not be granted and credit will not be given for overlapping course times or incomplete course attendance.

Write down course codes – During a course, the host will provide attendees with a three-digit code, an additional way to assist in verifying your attendance. Write it down and keep it until you've downloaded your official C.E. certificate three weeks after the convention.

Verify your C.E. units – Visit the on-site C.E. Pavilion after attending your courses or verify them at **cdapresents.com** or via the CDA app through Aug. 27. All courses displayed are those with any scan activity and does not guarantee credit.

Print certificates online – C.E. certificates will be available three weeks after the meeting. California-licensed attendees will receive an email notification with a link to their CDA login. They can also be accessed via **cdapresents.com** or mailed upon request by calling CDA at 800.232.7645 three weeks after the convention.

C.E. regulations

To help you comply with the Dental Board of California regulations for C.E., CDA identifies each course as either "Core," "20%" or "non-eligible."

Core – Courses that directly enhance the licensee's knowledge, skill and competence in the provision of service to patients or the community. Core courses must comprise at least 80 percent of the credits in a renewal cycle.

20% – Courses considered to be of direct benefit to the licensee or outside the scope of dental practice in California. These courses must comprise no more than 20 percent of the credits in a renewal cycle.

Non-eligible – Courses that are considered to be of primary benefit to the licensee.



\$10 reserves your seat in these popular lectures

Have you ever shown up on time or even early to a popular lecture only to find that it was already full? To alleviate that frustration, the following courses will offer a designated reserved seating section. To take advantage of this opportunity, you must register in advance for these select lectures at cdapresents.com. Beyond these reserved seating options, all of these lectures are free on a first-come, first-served basis.

Details

- Seats will be held up to 15 minutes after the program begins, after which time the seats will be released.
- A separate entrance will be available for reserved seating eTicket holders.
- Reserved seating is grouped in a designated section.

Thursday

Anne Guignon, RDH, MPH

What Does Biofilm Have to Do With Chronic Disease, Persistent Wounds and Recurrent Infections? (a.m.); Page 33, Course # 040

The Erosion Explosion — Effects of a Modern-Day Witch's Brew (p.m.); Page 35, Course # 041

Elizabeth Somer, MA, RD

Age Proof Your Body (a.m.); Page 32, Course # 042

Food, Mood and Memory (p.m.); Page 35, Course # 043

Olya Zahrebelny, DDS

CDT — Code It Correctly or Deal With the Consequences (a.m.); Page 30, Course # 044

An Introduction to Medical Billing in the General Dental Practice (p.m.); Page 33, Course # 045

John West, DDS, MSD

Making Rotary Endodontics a Predictable and Profitable Part of the Restorative Practice; Page 27, Course # 046

George K. Merijohn, DDS

Management and Prevention of Gingival Recession: Interactive Seminar; Page 35, Course # 047

Friday

David J. Clark, DDS

Treating Black Triangles and Diastemas with Direct Composite (a.m.); Page 46, Course # 048

Modern Conservative Dentistry – From Sealants to Cracked Teeth (p.m.); Page 51, Course # 049

Teresa Duncan, MS

Buckle Up! Insurance Changes Are Coming (a.m.); Page 45, Course # 050

Management Confidential (p.m.); Page 48, Course # 051

M. Nader Sharifi, DDS, MS

Overdentures: Maxillas Are From Mars, Mandibles From Venus (a.m.); Page 44, Course # 052

A Partial Course on Partial Dentures (p.m.); Page 49, Course # 053

Karen Davis, RDH, BSDH

Upsetting the Underworld of Biofilms With Salivary Diagnostics and Subgingival Air Polishing (a.m.); Page 54, Course # 054

Patrick J. Sammon, PhD, and John Lindroth, DDS

Pain Management, Addictive Disorders and Patient Monitoring: The Dentist's Role; Page 44, Course # 055

Saturday

Joel H. Berg, DDS, MS

Minimally Invasive Restorative Dentistry; Page 66, Course # 056 (a.m.) and 057 (p.m.) (Full-day lecture)

Karen Davis, RDH, BSDH

Oral Cancer Screenings: If Not You, Then Who?; Page 62, Course # 058

Save Lives! The Miracle of Organ Transplantation and Subsequent Dental Considerations (p.m.); Page 70, Course # 059

Richard Madow, DDS, and David Madow, DDS

Ultimate Dental Boot Camp: No-Shows and Cancellations, New Patients, More Treatment; Page 63, Course # 060 (a.m.) and 061 (p.m.) (Full-day lecture)

Christine Quinn, DDS, MS

When Seconds Count: Medical Emergencies in the Dental Office; Page 67, Course # 062

California Dental Practice Act and Infection Control

The Dental Board of California mandates continuing education in Infection Control and the California Dental Practice Act for license and permit renewal.

Please note:

- Admission by eTicket only.
- Purchase eTickets online at cdapresents.com.
- eTickets are sold on site, if available, in the registration area.
- Arrive at least 15 minutes prior to class. Late entries will not receive C.E. credit.
- Seating is limited and eTickets are sold on a first-come, first-served basis.
- These classes are reserved for attendees who need to renew their licenses and are not for office staff or guests.

Required units for license renewal

For every renewal cycle, California state law requires licensed dentists and allied dental health professionals to complete 2.0 units in infection control and 2.0 units in the California Dental Practice Act.

Infection Control for California

Dental Board requirement for 2.0 units: This program provides you with the latest educational requirements specific to CCR section 1005, the Dental Board of California Infection Control Regulations.

Note: This 2-hour course does not meet the infection control education requirement for unlicensed dental assistants. They must take the specific 8-hour course to fulfill the requirement.

California Dental Practice Act

Dental Board requirement for 2.0 units: This course meets the C.E. requirement for California Dental Practice Act education, including the one-time course requirement for unlicensed dental assistants.

Thursday, Aug. 20

California Dental Practice Act



Ali Oromchian, Esq.

Time: 7–9 a.m.

Course #: 001

Fee: \$25

Infection Control



Leslie D. Canham, CDA, RDA

Time: 5–7 p.m.

Course #: 002

Fee: \$25

Friday, Aug. 21

Infection Control



Leslie D. Canham, CDA, RDA

Time: 7–9 a.m.

Course #: 003

Fee: \$25

California Dental Practice Act



Arthur W. Curley, JD

Time: 5–7 p.m.

Course #: 004

Fee: \$25

Saturday, Aug. 22

California Dental Practice Act



Arthur W. Curley, JD

Time: 7–9 a.m.

Course #: 005

Fee: \$25

Infection Control



Eve Cuny, MS

Time: 10 a.m.–noon

Course #: 006

Fee: \$25



Required courses will be audio recorded and available for purchase.

It's all here at your fingertips.

Search courses by day, topic or speaker.

Find exhibitors by name and product categories and locate them directly on the exhibit hall map.

Link straight to the C.E. website and save a stop at the C.E. Pavilion.

Download course handouts. Take notes and more. (Note: Not all courses have handouts.)

Available for download two months before the meeting from the App Store for iPhones and iPads or the Google Play Store for Android users. Learn all the details at cda.org/apps.





Harry Albers, DDS

Dr. Albers maintains a large private practice and teaching office in Santa Rosa, Calif., where he has lived since 1978. He teaches courses on all phases of restorative dentistry. (Page 45)

Conflict of Interest Disclosure: *None reported.*



John L. Alonge, MS, DDS

Dr. Alonge is an oral and maxillofacial surgeon in private practice in Erie, Pa. He is a magna cum laude graduate of the University of Maryland. (Pages 44, 53, 59)

Conflict of Interest Disclosure: *None reported.*



Greg Alterton

Mr. Alterton is a CDA Dental Benefit Plan specialist. He has extensive experience in the private sector and government relations on health benefits issues. (Page 46)

Conflict of Interest Disclosure: *None reported.*



Lori Alvi

Ms. Alvi is the CDA Peer Review manager. She helps members and their patients resolve disputes that may arise in the delivery of dental services. (Page 4)

Conflict of Interest Disclosure: *None reported.*



Homayon Asadi, DDS

Dr. Asadi is associate professor and course director of Advanced Head and Neck Anatomy at the Pacific Dugoni School of Dentistry. He maintains a private practice in San Jose, Calif. (Page 41)

Conflict of Interest Disclosure: *None reported.*



Brad Beck

Mr. Beck has experience in all aspects of banking and the finance industry, including credit, sales and management. He most recently has worked solely in the health care profession. (Page 40)

Conflict of Interest Disclosure: *Mr. Beck is senior vice president of Bank of America Practice Solutions.*



Joel H. Berg, DDS, MS

Dr. Berg is the dean of the University of Washington School of Dentistry in Seattle and is a professor in the Department of Pediatric Dentistry. (Pages 32, 66)

Conflict of Interest Disclosure: *None reported.*



Cynthia K. Brattesani, DDS

Dr. Brattesani currently serves on the CDA Cares management committee and maintains a general private practice in San Francisco. She lectures internationally and to students at UCSF. (Page 40)

Conflict of Interest Disclosure: *None reported.*



Jonathan A. Bregman, DDS

Dr. Bregman practiced clinical dentistry for more than 30 years, taught at the University of North Carolina Hospital and Dental School and presented more than 400 programs around the world. (Pages 32, 35, 41, 43)

Conflict of Interest Disclosure: *None reported.*



Gretchen J. Bruce, DDS, MBA

Dr. Bruce is an associate professor in the Department of Periodontics at the Pacific Dugoni School of Dentistry. She also practices in the Faculty Dental Service Group and in Oakland, Calif. (Pages 24, 26)

Conflict of Interest Disclosure: *None reported.*



Alan W. Budenz, MS, DDS, MBA

Dr. Budenz is a professor in the Department of Biomedical Sciences and is vice chair of Diagnostic Sciences and Services, Department of Dental Practice at the Pacific Dugoni School of Dentistry. (Page 60)

Conflict of Interest Disclosure: *None reported.*



Michael Bundy, PharmD, DMD, MD

Dr. Bundy is currently employed in the maxillofacial surgery department at Kaiser Permanente Los Angeles. (Page 50)

Conflict of Interest Disclosure: *None reported.*



Tina Calloway, CDA, DAICP

Ms. Calloway has worked as a full-time dental assistant for 20 years. She serves as a clinical assisting workshop leader, author and advisory board member for *Inside Dental Assisting*. (Pages 26, 47, 53)

Conflict of Interest Disclosure: *None reported.*



Leslie D. Canham, CDA, RDA

Ms. Canham is an international speaker, consultant and trainer specializing in infection control, OSHA compliance, Dental Practice Act, HIPAA and assisting disabled patients. (Page 15)

Conflict of Interest Disclosure: *Ms. Canham has direct financial interest in product support with Sterisil and PureLife Dental.*



Paul L. Child Jr., DMD, CDT

Dr. Child is a prosthodontist and certified dental technician. He maintains a private practice in the greater Chicago area where he enjoys providing all aspects of dentistry. (Pages 33, 64)

Conflict of Interest Disclosure: *None reported.*



Carla Christensen

A senior risk management analyst with TDIC, Ms. Christensen speaks nationally at seminars and dental schools and assists in the development of risk management resources. (Page 6)

Conflict of Interest Disclosure: *None reported.*



Alma J. Clark, DDS

Dr. Clark is a quality assurance consultant for Northern California and provides dental services for the state of California. She is the current chair of the CDA Judicial Council. (Page 51)

Conflict of Interest Disclosure: *None reported.*



David J. Clark, DDS

Dr. Clark founded the Academy of Microscope Enhanced Dentistry. He lectures internationally and maintains a private practice in Tacoma, Wash. (Pages 25, 27, 46, 51)

Conflict of Interest Disclosure: *Dr. Clark has direct financial interest in Bioclear.*



Michelle Corbo

Ms. Corbo has a long history in private practice and more than nine years' experience with Peer Review and Practice Support at CDA. She specializes in the areas of human resources and practice management. (Pages 4, 40)

Conflict of Interest Disclosure: *None reported.*



Yasica Corum

Ms. Corum has been a TDIC risk management analyst since 2009. She advises dentists in the areas of professional and employment liability and property risk management. (Page 4)

Conflict of Interest Disclosure: *None reported.*



Eve Cuny, MS

Ms. Cuny is the director of Environmental Health and Safety and an associate professor at the Pacific Dugoni School of Dentistry. (Pages 15, 70)

Conflict of Interest Disclosure: *None reported.*



Arthur W. Curley, JD

Mr. Curley is a senior trial attorney in the San Francisco-based health care defense firm Bradley, Curley, Asiano, Barrabee, Abel & Kowalski PC. He is currently an assistant professor of Dental Jurisprudence at the Pacific Dugoni School of Dentistry. (Pages 15, 25)

Conflict of Interest Disclosure: *Mr. Curley is an attorney with Bradley, Curley, Asiano, Barrabee, Abel & Kowalski PC.*



Karen Davis, RDH, BSDH

Ms. Davis is an international speaker, founder of Cutting Edge Concepts and a dental hygienist at McDougal & Richards Dentistry in Richardson, Texas. She graduated from Midwestern State University. (Pages 48, 54, 62, 70)

Conflict of Interest Disclosure: *None reported.*



Morgan Davis

Mr. Davis received his bachelor's degree in Civil Engineering from California State University, Los Angeles. He oversees Blue Northern Builders' daily management of dental projects and the company as a whole. (Page 40)

Conflict of Interest Disclosure: *Mr. Davis is chief operating officer for Blue Northern Builders.*



Teresa Duncan, MS

Ms. Duncan is an international speaker who focuses on insurance, revenue and management issues. She is a fellow of the American Association of Dental Office Managers. (Pages 45, 48, 66, 70)

Conflict of Interest Disclosure: *None reported.*



Mohamed Fayad, DDS, MS, PhD

Dr. Fayad is a diplomate of the American Board of Endodontics, director of research at the University of Illinois, Chicago and maintains a private practice limited to endodontics in Chicago. (Pages 31, 34, 48, 54)

Conflict of Interest Disclosure: *None reported.*



Adam J. Freeman, DDS

Dr. Freeman maintains a private practice in Westport, Conn. He is one of fewer than 100 board-certified forensic odontologists. He is president-elect of the American Board of Forensic Odontology. (Pages 62, 69)

Conflict of Interest Disclosure: *None reported.*



Leann Garcia, RDA (EF)

Ms. Garcia worked as an RDA for 16 years in a private practice in Monterey and Salinas before enrolling in the RDA (EF) program at Pacific Dugoni School of Dentistry. (Page 45)

Conflict of Interest Disclosure: *None reported.*



Mohsen Ghoreishi

Mr. Ghoreishi is the CEO and president of the Kohan Group, which helps dental professionals in the areas of architectural, engineering, interior design and construction administration. (Page 40)

Conflict of Interest Disclosure: *None reported.*



Timothy G. Giroux, DDS

Dr. Giroux is currently the owner and broker at Western Practice Sales and a member of ADS Transitions, a nationally recognized dental organization. (Page 52)

Conflict of Interest Disclosure: *None reported.*



Paul Glassman, DDS, MBA

Dr. Glassman is professor of Dental Practice, director of Community Oral Health and director of the Pacific Center for Special Care at Pacific Dugoni School of Dentistry. (Page 53)

Conflict of Interest Disclosure: *None reported.*



Henry A. Gremillion, DDS

Dr. Gremillion completed a fellowship in craniofacial pain at the University of Florida College of Dentistry in 1991 where he served as director of the Parker E. Mahan Facial Pain Center from 1991 to 2008. He currently serves as dean at Louisiana State University in New Orleans. (Page 41)

Conflict of Interest Disclosure: *None reported.*



Anne Guignon, RDH, MPH

Ms. Guignon is an international speaker, clinician, RDH Magazine columnist and holds an adjunct faculty position at the University of Texas School of Dentistry at Houston. (Pages 33, 35, 64, 68)

Conflict of Interest Disclosure: *None reported.*



Mel Hawkins, DDS

Dr. Hawkins is a dentist and dentist anesthesiologist who has been in private practice in Toronto for more than 30 years. He received his dental degrees from the University of Toronto. (Page 60)

Conflict of Interest Disclosure: *None reported.*



Phill Hoover

Mr. Hoover has been a part of the Bank of America team for more than 10 years. Mr. Hoover focuses on providing financial solutions for successful dental transitions, acquisitions and mergers. (Page 52)

Conflict of Interest Disclosure: *Mr. Hoover is a vice president at Bank of America.*



Brandon Inouye

Mr. Inouye has been helping businesses with their marketing efforts for more than 12 years with an emphasis in website lead generation, social media management, mobile marketing, lead conversion and lead tracking. (Page 4)

Conflict of Interest Disclosure: *Mr. Inouye is director of sales for ProSites Inc. and CPA Site Solutions.*



Courtney Isett

Ms. Isett is one of CDA's marketing managers. She specializes in comprehensive dental marketing and patient experience and has managed the marketing programs for comprehensive group practices. (Page 4)

Conflict of Interest Disclosure: *None reported.*



Curtis E. Jansen, DDS

Dr. Jansen completed his dental degree and advanced education in prosthodontics at the Ostrow School of Dentistry of USC. He practices prosthodontics in Monterey, Calif. (Page XX)

Conflict of Interest Disclosure: *Dr. Jansen has direct financial interest in ClearChoice Dental Implant Center.*



Adam Jones

Mr. Jones has 20 years of dental experience and is an expert in industry design, ergonomics, equipment and technology. (Page 52)

Conflict of Interest Disclosure: *Mr. Jones is an equipment specialist at Henry Schein Dental.*



John Lindroth, DDS

Dr. Lindroth is an associate professor in Oral Health Practice at the University of Kentucky College of Dentistry. He is the director of the Urgent Care Clinic and serves in the Orofacial Pain Center. (Page 44)

Conflict of Interest Disclosure: *None reported.*



Samuel B. Low, DDS, MS, MEd

Dr. Low is professor emeritus at the University of Florida and is associate faculty at the Pankey Institute. He is past president of the American Academy of Periodontology. (Pages 32, 34, 38, 42)

Conflict of Interest Disclosure: *None reported.*



William P. Lundergan, DDS, MA

Dr. Lundergan is professor and chair of the Department of Periodontics at the Pacific Dugoni School of Dentistry and practices in the Faculty Dental Service Group. (Pages 24, 26)

Conflict of Interest Disclosure: *None reported.*



David Madow, DDS

Dr. Madow and his brother help fellow dentists achieve success and happiness. Their hilarious style and content-packed programs have reached thousands of dental teams. (Pages 47, 63)

Conflict of Interest Disclosure: *Dr. Madow is co-founder of The Madow Brothers.*



Richard Madow, DDS

Dr. Madow and his brother help fellow dentists achieve success and happiness. Their hilarious style and content-packed programs have reached thousands of dental teams. (Pages 47, 63)

Conflict of Interest Disclosure: *Dr. Madow is co-founder of The Madow Brothers.*



Robert Margeas, DDS

Dr. Margeas earned his dental degree from the University of Iowa. He is an adjunct professor in the Department of Operative Dentistry and maintains a full-time private practice in Des Moines, Iowa. (Pages 43, 49, 58, 61)

Conflict of Interest Disclosure: *None reported.*



Denise Martinez

Ms. Martinez is a senior dental benefits analyst for CDA. She has extensive experience in dental benefits and contracting. (Pages 4, 46)

Conflict of Interest Disclosure: *None reported.*



Frank Martinez Jr., DDS

Dr. Martinez is in private practice and teaches in the Advanced Education in General Dentistry residency at the Pacific Dugoni School of Dentistry's Union City Dental Care Center and in the GPR residency at the VA hospital in Palo Alto, Calif. (Pages 24, 26)

Conflict of Interest Disclosure: *None reported.*



Sandesh Mayekar, MDS, MS

Dr. Mayekar owns a private practice in craniofacial esthetics in Mumbai, India, is adjunct professor at Rutgers School of Dental Medicine in New Jersey and a consultant for the Miss India beauty pageant. (Pages 30, 33)

Conflict of Interest Disclosure: *None reported.*



Joanne McNabb, CIPP/G, CIPP/US, CIPT

Ms. McNabb is the director of privacy education and policy in the Privacy Enforcement and Protection Unit in the California Department of Justice. She is a certified information privacy professional, with specializations in government and information technology. (Page 4)

Conflict of Interest Disclosure: *None reported.*



George K. Merijohn, DDS

Dr. Merijohn has been practicing for 28 years in San Francisco as a periodontist and is associate clinical professor in Postdoctoral Periodontics at UCSF and the University of Washington. (Page 35)

Conflict of Interest Disclosure: *Dr. Merijohn is president of George K. Merijohn, DDS, Professional Corporation.*



Sherry Mostofi, Esq.

Ms. Mostofi is a graduate of Yale Law School and serves as legal counsel throughout California, specializing in the formation of dental corporations, dental practice leases and purchases. (Page 6)

Conflict of Interest Disclosure: *None reported.*



Lawrence Napolitano, DDS

Dr. Napolitano is chair of the CDA Council on Peer Review. He received his dental degree from the UCSF School of Dentistry and practices in Santa Clara County. (Page 46)

Conflict of Interest Disclosure: *None reported.*



Molly P. Newlon, DDS, MA

Dr. Newlon has been the course director of the RDA (EF) program at the Pacific Dugoni School of Dentistry since its inception and was involved with the RDA (EF) program at UCSF School of Dentistry for 18 years. (Page 45)

Conflict of Interest Disclosure: *None reported.*



Brad Newman

Mr. Newman is a leader in marketing and business development for dental offices. His focus is on social media campaigns, Internet commercials and organic search engine optimization. (Pages 43, 54, 62, 68)

Conflict of Interest Disclosure: *Mr. Newman is founder and chief "buzz" officer at Dentainment.*



Warden H. Noble, DDS

After 35 years in private practice, Dr. Noble is now a professor in the Department of Integrated Restorative Sciences at the Pacific Dugoni School of Dentistry. (Page 28)

Conflict of Interest Disclosure: *None reported.*



Ali Oromchian, Esq.

Mr. Oromchian is an attorney at the Dental & Medical Counsel law firm and is one of the nation's leading legal authorities on topics relevant to dentists, such as contracts and employment law. (Pages 6, 15, 40)

Conflict of Interest Disclosure: *None reported.*



John Pacelli

Mr. Pacelli has nearly 40 years of experience in dental office design. He currently works for Henry Schein Dental, assisting dentists with start-ups and redesign. (Page 40)

Conflict of Interest Disclosure: *Mr. Pacelli is an equipment specialist for Henry Schein.*



Ray R. Padilla, DDS

Dr. Padilla is on faculty at the UCLA School of Dentistry. He is the team dentist for UCLA Athletics, the Los Angeles Galaxy and the U.S. National and Olympic soccer teams. (Pages 43, 58)

Conflict of Interest Disclosure: *None reported.*



Jacinthe Paquette, DDS

Dr. Paquette is recognized nationally and internationally as a leader and educator in esthetic dentistry, prosthodontics and implant dentistry. (Pages 39, 67)

Conflict of Interest Disclosure: *None reported.*



Tony J. Park, PharmD, JD

Dr. Park is the principal attorney of his independent law practice devoted solely to pharmacy law called CPL – the California Pharmacy Lawyers law firm. (Page 50)

Conflict of Interest Disclosure: *None reported.*



Timothy J. Pendergrass, PT, ScD, MS, COMT

Dr. Pendergrass is an assistant professor at Texas Tech University Health Sciences Center in Lubbock, Texas. He specializes in ergonomic, orthopedic and manual therapy-based interventions. (Pages 31, 34, 63, 66)

Conflict of Interest Disclosure: *None reported.*



Michael W. Perry, DDS

Dr. Perry is the director of Practice Management for CDA. Dr. Perry consults with member dentists on leadership, dental benefits and practice management issues. (Pages 4, 6)

Conflict of Interest Disclosure: *None reported.*



Teresa Pichay

Ms. Pichay is a practice analyst for CDA. She specializes in the many regulatory issues that impact dental practices and develops many of the resources used in CDA Practice Support. (Pages 4, 55)

Conflict of Interest Disclosure: *None reported.*



Shaun Pryor

Ms. Pryor is one of our CDA Practice Advisors. She specializes in practice management and excellent patient service and has extensive experience in managing comprehensive group practices. (Page 4)

Conflict of Interest Disclosure: *None reported.*



Christine Quinn, DDS, MS

Dr. Quinn is a clinical professor, program director and chair of Dental Anesthesiology at the UCLA School of Dentistry. She maintains a private practice in dental anesthesiology. (Pages 38, 67)

Conflict of Interest Disclosure: *None reported.*



Patrick Roetzer, DDS

Dr. Roetzer is currently director of Operative Dentistry at the Pacific Dugoni School of Dentistry and lectures nationally and internationally on all aspects of restorative dentistry. (Page 28)

Conflict of Interest Disclosure: *Dr. Roetzer is a consultant to Danville Materials Inc. and has financial interest in Ultradent Products Inc.*



Donald P. Rollofson, DMD

Dr. Rollofson has been a private practice orthodontist since 1981. He is the current chair of the CDA Foundation, member of the CDA Cares Committee and a veteran floor leader of many CDA Cares events. (Page 4)

Conflict of Interest Disclosure: *None reported.*



Brittney Ryan

Ms. Ryan is the CDA Judicial Council manager and is a resource to the Council and CDA members regarding ethics issues. (Page 4)

Conflict of Interest Disclosure: *None reported.*



Ruchi K. Sahota, DDS

Dr. Sahota serves as associate editor of the Journal of the California Dental Association and is a consumer advisor for the ADA. She is also a clinical instructor at the Pacific Dugoni School of Dentistry and lectures regularly for The Dentists Insurance Company. (Page 25)

Conflict of Interest Disclosure: *None reported.*



Patrick J. Sammon, PhD

Dr. Sammon is a professor emeritus, Department of Oral Health Science at the University of Kentucky College of Dentistry and has a joint appointment at the University of Kentucky College of Medicine. (Pages 44, 65, 69)

Conflict of Interest Disclosure: *None reported.*



David Schwab, PhD

Dr. Schwab is a professional speaker and practice management consultant who works with dentists in the U.S. and Canada. (Pages 46, 54, 65, 69)

Conflict of Interest Disclosure: *None reported.*



M. Nader Sharifi, DDS, MS

Dr. Sharifi is a recipient of the Gordon L. Christensen Distinguished Lecturer Award, a fellow of the American College of Dentists and a member of the American Academy of Restorative Dentistry. (Pages 44, 49, 60, 61)

Conflict of Interest Disclosure: *None reported.*



Cherilyn Sheets, DDS

Dr. Sheets is an educator, clinician, author and lecturer, both nationally and internationally. She is co-executive director of the Newport Coast Oral Facial Institute. (Pages 39, 67)

Conflict of Interest Disclosure: *None reported.*



Elizabeth Somer, MA, RD

Ms. Somer is a best-selling author, advisory board member to *Shape*, editor of *Nutrition Alert*, a guest on NBC's Today and former nutrition correspondent to ABC's Good Morning America. (Pages 32, 35, 63, 67)

Conflict of Interest Disclosure: *None reported.*



Sue Spackman, DDS

Dr. Spackman is an associate professor at Loma Linda University School of Dentistry where she teaches restorative and geriatric dentistry. (Page 29)

Conflict of Interest Disclosure: *None reported.*



Jamison R. Spencer, DMD, MS

Dr. Spencer maintains private practices limited to sleep apnea, TMD and craniofacial pain in Boise, Idaho. He is adjunct faculty at Tufts School of Dental Medicine in Boston. (Pages 31, 34, 44, 50)

Conflict of Interest Disclosure: *None reported.*



Kerry K. Straine

Mr. Straine is a certified professional behavioral and values analyst. He was voted No. 1 practice management consultant in the U.S. in 2012. He has 25 years of dental industry consultant experience. (Page 52)

Conflict of Interest Disclosure: *Mr. Straine is president and CEO of Straine Consulting.*



Ariane Terlet, DDS

Dr. Terlet has a private practice in Berkeley, Calif., and is the chief dental officer for La Clinica de La Raza, a federally qualified health center located in Oakland, Calif. (Page 45)

Conflict of Interest Disclosure: *None reported.*



Blair Tomlinson

Mr. Tomlinson has been in the insurance industry since 2008. He joined the TDIC sales team in 2013 and greatly enjoys working with the dental community. (Pages 40, 52)

Conflict of Interest Disclosure: *None reported.*



Marcela Truxal

Ms. Truxal is a practice advisor with CDA's Practice Advising. She assists members with practice development through in-office consulting. (Pages 4, 6)

Conflict of Interest Disclosure: *None reported.*



Jason Tyson

Mr. Tyson manages the West Coast's health care division for Bank of America Practice Solutions. He has more than 14 years of experience in finance. (Page 6)

Conflict of Interest Disclosure: *Mr. Tyson is senior vice president of Bank of America Practice Solutions.*



David J. Weiss, Esq.

Mr. Weiss founded the Law Offices of David J. Weiss in 1989 and continues his practice of specializing in the defense of hospital, medical, dental and legal professionals in general law matters. (Page 40)

Conflict of Interest Disclosure: *Mr. Weiss is principal for Law Offices of David J. Weiss.*



J. Haden Werhan, CPA/PFS

Mr. Werhan has been a member of the affiliated Thomas Wirig Doll firms since 1998, providing wealth management, accounting and tax services to successful practitioners. (Page 52)

Conflict of Interest Disclosure: *Mr. Werhan has direct financial interest in Thomas Wirig Doll.*



John West, DDS, MSD

Dr. West is the director of the Center for Endodontics. He received his dental degree from the University of Washington where he is an affiliate associate professor and an MSD in endodontics from Boston University. (Pages 27, 30, 55, 59)

Conflict of Interest Disclosure: *Mr. Werhan has direct financial interest in Thomas Wirig Doll.*



Joseph G. Willardsen, DDS

Dr. Willardsen's practice offers a comprehensive array of cosmetic, general, and restorative dentistry procedures. He is also the official dentist for the Nevada Miss USA pageant. (Page 47)

Conflict of Interest Disclosure: *Dr. Willardsen has direct financial interest in products with Kuraray Dental.*



Susan Wingrove, RDH, BS

Ms. Wingrove is an international speaker, instrument designer and author of multiple articles and the textbook Peri-Implant Therapy for the Dental Hygienist from Wiley-Blackwell. She lives in Missoula, Mont. (Page 29)

Conflict of Interest Disclosure: *None reported.*



Jason P. Wood, Esq.

Mr. Wood is a partner at Wood & Delgado, a national business law firm with more than 4,400 dentists as clients. (Page 52)

Conflict of Interest Disclosure: *Mr. Wood is an attorney for Wood & Delgado and has been a moderator for Dentaltown.*



Olya Zahrebelny, DDS

Dr. Zahrebelny is a principal in The Z Group, a practice management company and the premier insurance consultant on medical/dental billing for dentists. (Pages 30, 33, 39)

Conflict of Interest Disclosure: *None reported.*



Rami J. Zreikat

Mr. Zreikat is focused on safeguarding information assets by providing information security, HIPAA/privacy assessments and technology consulting. (Page 55)

Conflict of Interest Disclosure: *Mr. Zreikat is the president of xTerraLink.*

Chronological order. Programs at The Spot are on Page 4.

Time	Speaker	Topic	Page No.
7–9 a.m.	Ali Oromchian, Esq.	California Dental Practice Act	13
8–9:30 a.m.	Patrick Roetzer, DDS	Endodontics	28
8–10:30 a.m.	John West, DDS, MSD	Endodontics	30
8–10:30 a.m.	Olya Zahrebelny, DDS	Insurance	30
8:30–11 a.m.	Sandesh Mayekar, MDS, MS	Restorative Dentistry	30
8:30–11 a.m.	Jamison R. Spencer, DMD, MS	Temporomandibular Joint Dysfunction	31
8:30 a.m.–noon	Gretchen J. Bruce, DDS William P. Lundergan, DDS, MA Frank Martinez Jr., DDS	Periodontics	24
9–11:30 a.m.	Mohamed Fayad, DDS, MS, PhD	Imaging	31
9–11:30 a.m.	Curtis E. Jansen, DDS	Implants	24
9 a.m.–noon	Ruchi K. Sahota, DDS Arthur W. Curley, JD	Risk Management	25
9:30 a.m.–noon	David J. Clark, DDS	Restorative Dentistry	25
9:30 a.m.–noon	Elizabeth Somer, MA, RD	Nutrition	32
9:30 a.m.–noon	Timothy J. Pendergrass, PT, ScD, MS, COMT	Ergonomics	31
10 a.m.–4:30 p.m. (break 12:30–2 p.m.)	Joel H. Berg, DDS, MS	Pediatric Dentistry	32
10 a.m.–12:30 p.m.	Tina Calloway, CDA, DAICP	Dental Assistant Program	26
10 a.m.–12:30 p.m.	Samuel B. Low, DDS, MS, MEd	Periodontics	32
10:30 a.m.–noon	Warden H. Noble, DDS	Erosion/Bruxism	28
10:30 a.m.–1 p.m.	Jonathan A. Bregman, DDS	Oral Pathology	32
10:30 a.m.–5 p.m. (break 1–2:30 p.m.)	Paul L. Child Jr., DMD, CDT	Technology	33
11:30 a.m.–2 p.m.	Anne Guignon, RDH, MPH	Infectious Diseases	33
11:30 a.m.–2 p.m.	Olya Zahrebelny, DDS	Insurance	33
12:30–3 p.m.	Sandesh Mayekar, MDS, MS	Restorative Dentistry	33
12:30–3 p.m.	Jamison R. Spencer, DMD, MS	Sleep Apnea/Snoring	34
1–2:30 p.m.	Susan Wingrove, RDH, BS	Implants	29
1–3:30 p.m.	Mohamed Fayad, DDS, MS, PhD	Imaging	34
1–3:30 p.m.	Curtis E. Jansen, DDS	Implants	24

Time	Speaker	Topic	Page No.
1–4:30 p.m.	Gretchen J. Bruce, DDS William P. Lundergan, DDS, MA Frank Martinez Jr., DDS	Periodontics	26
1:30–4 p.m.	David J. Clark, DDS	Restorative Dentistry	27
1:30–4 p.m.	Samuel B. Low, DDS, MS, MEd	Periodontics	34
1:30–4 p.m.	Timothy J. Pendergrass, PT, SCD, MS, COMT	Ergonomics	34
1:30–4 p.m.	Elizabeth Somer, MA, RD	Nutrition	35
1:30–4:30 p.m.	John West, DDS, MSD	Endodontics	27
2–4:30 p.m.	Tina Calloway, CDA, DAICP	Dental Assistant Program	26
2–5 p.m.	Ruchi K. Sahota, DDS Arthur W. Curley, JD	Risk Management	25
2:30–5 p.m.	Jonathan A. Bregman, DDS	Practice Management	35
2:30–5:30 p.m.	George K. Merijohn, DDS	Periodontics	35
3–5:30 p.m.	Anne Guignon, RDH, MPH	Infectious Diseases	35
3:30–5 p.m.	Sue Spackman, DDS	Geriatric Dentistry	29
5–7 p.m.	Leslie D. Canham, CDA, RDA	Infection Control	13



Functional and Esthetic Crown Lengthening

Supplies Recommended



Gretchen J. Bruce, DDS, MBA
William P. Lundergan, DDS, MA
Frank Martinez Jr., DDS

This course will introduce you to the basics of surgical crown lengthening including indications, contraindications, alternatives and surgical techniques. Surgical instruments, flap design with osseous resection and suturing techniques will be discussed. You will have the opportunity to apply these techniques in the hands-on cadaver workshop portion of the course.

Recommended supplies: Safety glasses

Time: 8:30–noon
Audience: dentist, dental student
C.E. units: Core – 3.5
Course #: 007
Fee: \$325/\$360

Learning Outcomes

1. Discuss indications and contraindications for functional and esthetic crown lengthening surgery.
2. Discuss the principles of periodontal flap design and suturing techniques.
3. Discuss immediate postoperative management.

From Digital Intraoral Scan to Procuring Restorations: A Hands-On Experience

Supplies Recommended



Curtis E. Jansen, DDS

This hands-on workshop will introduce you to intraoral scanning (IOS). Use of IOS for implants and teeth will be reviewed. Workflows using IOS for implants and conventional dentistry and procuring restorations will be shown. Workflows for sending digital files from IOS to in-office mills or outside business partner dental laboratories will be described.

Recommended supplies: Magnification loupes

Time: 9–11:30 a.m.
 and repeats 1–3:30 p.m.
Audience: dentist, RDH (EF), RDA (EF), dental student, lab technician
C.E. units: Core – 2.5 per session
Course #: 008/009
Fee: \$295/\$325 per session

Learning Outcomes

1. Understand the indications and contraindications for IOS.
2. Learn techniques for making digital scans of teeth and implant scan bodies.
3. Work with digital scans, storing and sending files.

Things to know

Exhibit hall hours

Thursday and Friday: 9:30 a.m.–5:30 p.m.
 Saturday: 9:30 a.m.–4:30 p.m.

Room assignments

Look for room assignments at cdapresents.com, CDA mobile app or in the CDA Presents Program.

Audio recordings

Recordings of identified programs will be available on site on the Esplanade level of Moscone South or following CDA Presents at prolibraries.com/cda.

TDIC Risk Management: Beyond the Science — Patient Emotions in Dentistry

Sponsored by The Dentists Insurance Company



Ruchi K. Sahota, DDS
Arthur W. Curley, JD

As many as 75 percent of U.S. adults experience some degree of dental fear, be it mild to severe. Fear as well as anxiety and worry, may not be easily identified by the dental practitioner. Misunderstandings can lead to a chain of events that can have serious consequences for a dental practice. Learning the skills to correctly handle patients who exhibit these emotions can go far in having a practice that not only avoids legal troubles, but also allows patients to feel at ease.

TDIC policyholders who attend this course in full and obtain C.E. are eligible to receive the 5% professional liability premium discount.

Time:	9 a.m.–noon and repeats 2–5 p.m.
Audience:	entire dental team
C.E. units:	Core – 3.0 per session
Course #:	871/872
Fee:	\$50 per session

Learning Outcomes

1. Develop your patient-selection criteria.
2. Recognize when and how to dismiss patients without placing them at risk.
3. Establish trust in the doctor-patient relationship to encourage treatment compliance.

Treating the Dreaded Black Triangles

Supplies Recommended



David J. Clark, DDS

Join Dr. Clark and you will experience a unique approach to modern resin dentistry. You will perform injection molding to create ideal margins, rounded emergence profiles and mirror-smooth restorations for treating black triangles. Direct composites are underappreciated in today's world of implants and computer-assisted ceramics. Yet composite can be the least invasive, most natural and wonderfully esthetic of all restorations.

Recommended supplies: Magnification loupes

Time:	9:30 a.m.–noon
Audience:	dentist, dental student only
C.E. units:	Core – 2.5
Course #:	010
Fee:	\$295/\$325

Learning Outcomes

1. Combine flowable, liquefied paste and paste composites. Learn the injection overmolding technique.
2. Learn solutions to avoid common mistakes leading to unsatisfactory results when performing anterior composites.
3. Learn the techniques necessary for simplified, stain-resistant and strong composite restorations.



High-Tech, High-Touch: Dental Assistants of the 21st Century



Tina Calloway, CDA, DAICP

This workshop will provide you with hands-on experience with five of dentistry's latest technologies, such as the Isolite Systems, Digital Doc, Grasshopper Mouse, DenMat, Philips and Smile Reminder products, which are applicable to everyday procedures, allowing you to contribute to the practice.

Time:	10 a.m.–12:30 p.m. and repeats 2–4:30 p.m.
Audience:	dentist, RDH (EF), RDA (EF), DA, dental student only
C.E. units:	Core – 2.5 per session
Course #:	011/012
Fee:	\$125/\$140 per session

Learning Outcomes

1. Contribute to the practice by exceeding patient expectations with the ease of getting the "yes."
2. Learn the importance of enhancing patient care with state-of-the-art technologies on a daily basis.
3. Discover learning, sharing and networking with fellow dental professionals.



Ridge Preservation Workshop

Supplies Recommended



Gretchen J. Bruce, DDS, MBA
William P. Lundergan, DDS, MA
Frank Martinez Jr., DDS

This workshop will introduce you to the basics of preserving ridge bone volume following surgical extraction including indications, contraindications, alternatives and surgical techniques. Surgical instruments, flap design and suturing techniques will be discussed. You will have the opportunity to apply these techniques in the hands-on cadaver portion of the workshop.

Recommended supplies: Safety glasses

Time:	1–4:30 p.m.
Audience:	dentist, dental student
C.E. units:	Core — 3.5
Course #:	013
Fee:	\$325/\$360

Learning Outcomes

1. Understand the indications for the maintenance of bone volume for future prosthetic/implant consideration.
2. Learn the surgical techniques associated with ridge preservation.
3. Learn predictable outcomes for vertical and horizontal ridge contours and attached gingiva.

Better, Faster, Prettier Posterior Composites

Supplies Recommended



David J. Clark, DDS

You will prepare an injection mold, fill-modern class I (fissurotomy) and class II (Clark Class II nonretentive infinity edge) and use realistic soft tissue dentoforms, Bioclear matrices, the new 3M Bulk Fill flowable and paste composites. SS White burs and Jazz polishers will be used. Clinical tips for modern instruments will be shared. Posterior tooth preparations have not been reinvented from the 1890 G.V. Black models. Those preps have no place today in composite dentistry.

Recommended supplies: Magnification loupes

Time:	1:30–4 p.m.
Audience:	dentist, dental student
C.E. units:	Core – 2.5
Course #:	014
Fee:	\$295/\$325

Learning Outcomes

1. Learn and perform the three new steps to achieve rock-solid posterior composite contacts.
2. Receive an update and hands-on evaluation of modern matrices, wedges and separators.
3. View peg lateral treatment to understand the concept of injection molding of composite.

Making Rotary Endodontics Highly Predictable, Safe and Easy – Microscope Workshop

Recommended Lecture on Page 30; Supplies Required



John West, DDS, MSD

So you want to be in control of your rotary endodontics. You want to master the three skills of “finding,” “following” and “finishing” canals. You want to learn the most predictable, safest and efficient techniques and technologies in the world today, yet based on timeless successful biologic principles. This workshop will teach you just that: how to think and how to perform the right skills with the right tools for the right reasons by working with a clinical microscope.

Required supplies: Six endodontically accessed mature teeth not mounted in plaster

Time:	1:30–4:30 p.m.
Audience:	dentist, dental student
C.E. units:	Core – 3.0
Course #:	015
Fee:	\$325/\$360

Learning Outcomes

1. Master the skill of seeing and locating canal orifices: finding all canals.
2. Practice the four manual motions of following in order to prepare a Glidepath for rotary endodontics.
3. Shape and finish with the new ProTaper Gold metallurgy and produce highly predictable shapes for 3-D obturation.



Endodontic Post and Core Reconstruction – A New Paradigm



Patrick Roetzer, DDS

Minimally invasive endodontics has brought new challenges to the practitioner. C-factor induced polymer stress can cause gap formation at the dentin/adhesive interface. The smallest, least invasive apical portion of a fiber post may leave a large mass of cement or core material in the coronal area that is capable of high stress at the bond site. This course will address all of the techniques for overcoming this problem and leaving all the dentin where it belongs.

Time: 8–9:30 a.m.
Audience: entire dental team
C.E. units: Core – 1.5

Learning Outcomes

1. Judge what C-factor may be present in the coronal aspect of a tooth to be restored with a post.
2. Learn protocol for managing C-factor/polymer stress in root canals fitted with fiber posts.
3. Utilize materials readily available in novel ways to create robust dentin bonds in fiber post reconstructions.

Dental Wear: It's More Than Just Bruxism



Warden H. Noble, DDS

With societal changes, people are living longer, taking more medications, facing greater stress, drinking more sports and energy drinks, grinding their teeth and perhaps even sipping more wine. These things and more result in acid erosion of teeth, loss of enamel and dentin, and pain and functional problems. An explanation of the relationship between bruxism, gastroesophageal reflux disease (GERD) and sleep apnea will be provided and risk assessment and patient management will be discussed.

Time: 10:30 a.m.–noon
Audience: entire dental team
C.E. units: Core – 1.5

Learning Outcomes

1. Recognize dental wear and associated lesions.
2. Understand the mechanisms for acid erosion, abrasion, attrition and abfraction.
3. Understand how bruxism, sleep apnea and GERD are related and devise appropriate management strategies.



A.I.M. for Dental Implant Success — Assess, Identify, Maintain



Susan Wingrove, RDH, BS

As dental professionals we want to be able to confidently discuss implant treatment options with patients and meet the challenge of providing safe, effective implant maintenance. This course will include a comprehensive system for assessment, instrumentation, monitoring and peri-implant disease treatment.

Time: 1–2:30 p.m.
Audience: entire dental team
C.E. units: Core – 1.5

Learning Outcomes

1. Assess and monitor the health of dental implants with an evidence-based, five-step protocol.
2. Identify and confidently talk with patients about the benefits of implants.
3. Provide safe implant maintenance, home-care recommendations and peri-implant disease treatment.

Aging and Safety in Clinical Dentistry: The SAETRU® (Senior Assessment, Evaluation, Treatment and Research Unit) Approach



Sue Spackman, DDS

This presentation will offer a practical guide for incorporating new dental office protocols to further assure safe, patient-centered care during changes that occur in aging.

Time: 3:30–5 p.m.
Audience: entire dental team
C.E. units: Core – 1.5

Learning Outcomes

1. Identify the SAETRU® model assessment tools, which are important for patient safety in the dental office.
2. Understand how the team approach to care assures patient safety.
3. Learn what families and/or caregivers can provide in the patient-centered approach to safety in oral health.



Making Rotary Endodontics a Predictable and Profitable Part of the Restorative Practice

Recommended Prerequisite to Workshop on Pages 27, 59



John West, DDS, MSD

It's Monday morning and your first appointment is a scheduled endodontic patient. Are you feeling confident and in control of the outcome or are you a bit uncertain or even a little fearful? Dr. West has been educating dentists on how to perform and master successful endodontic skills for his entire clinical teaching career. Become endodontically enlightened! Learn how to have some real fun and control in a newfound level of predictable and profitable results.

Time: 8–10:30 a.m.
Audience: dentist, RDH (EF), RDA (EF) only
C.E. units: Core – 2.5

Learning Outcomes

1. Learn the three secrets for “finding” all endodontic canals.
2. Master the four manual motions for “following” canals and preparing a Glidepath for rotary endodontics.
3. Discover the predictable, safe, efficient and simple magic of “finishing” with ProTaper Gold Rotary Shaping.

CDT — Code It Correctly or Deal With the Consequences 🎧



Olya Zahrebelny, DDS

Coding procedures commonly performed in the general dental practice can be tricky. Understanding the definitions and situations for which they apply is important. This presentation will review the current CDT codes, their exact and appropriate uses and the insurance policy restrictions for a wide variety of dental plans.

Time: 8–10:30 a.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Understand the latest code changes and restrictions.
2. Avoid the pitfalls of incorrect coding.
3. Appeal insurance denials successfully.

Direct Restorations/Laminates/Veneers in Smile Designing



Sandesh Mayekar, MDS, MS

International speaker from India

Designing and creating smiles involves certain attitude, technical competence, artistic ability and intuition. The development of skills to balance illusion with the reality is to attain the highest level of clinical success. Some restorations look better and more attractive than others, even though the work was technically good. It is important to understand the architectural development and the fundamentals of creating a pleasing restoration.

Time: 8:30–11 a.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Distinguish between a laminate and a veneer and when and how to opt for either in a given situation.
2. Learn how to do a multichromatic laminate/veneer and to create illusions by shading and shaping.
3. Learn to finish and polish the restoration for the desired result in the muscles of mastication.

TMD Made Easy: Capsulitis, Trismus and Internal Derangements



Jamison R. Spencer, DMD, MS

This lecture will begin with a thorough review of head and neck anatomy because a clear understanding of anatomy is critical in making correct assessments of craniofacial pain and temporomandibular disorders. The basics of a quick clinical examination that can be easily incorporated into normal practice will be covered. Differential diagnosis and treatment of the most common TMDs will be described.

Time: 8:30–11 a.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Recall and understand the anatomy of the head and neck area and how it relates to diagnosis and treatment.
2. Learn a simple approach to evaluation, differential diagnosis and treatment of common TMDs.
3. Gain a clear understanding of the definition and principle of “centric relation.”



3-D Imaging in Dentistry: A New Era in Diagnosis and Treatment



Mohamed Fayad, DDS, MS, PhD

Diagnostic information directly influences clinical decisions, better treatment planning and potentially more predictable outcomes. Cone beam CT is an emerging technology that can offer the clinician clinically relevant 3-D information that can have an impact in changing case diagnosis, treatment planning and treatment outcomes in daily practice. Challenging cases will be presented and the selected treatment and rationale behind the actual treatment will be presented.

Time: 9–11:30 a.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Understand cone beam technology and its advantages over conventional radiography.
2. Apply CBCT imaging in diagnosis of pain, fracture and resorptive defects.
3. Establish the correct strategy to achieve a good prognosis well before treatment.

Dental Dynamics: An Ergonomic Approach



Timothy J. Pendergrass, PT, ScD, MS, COMT

Lack of physical activity throughout the day, combined with static postures and repetitive motion often leads to muscular soreness, pain and loss of productivity. This course will explore movement-related dysfunction as it relates to the dental team member and your daily patient interaction. This course will discuss strategies for improved functional interaction within the operatory as well as throughout your daily life.

Time: 9:30 a.m.–noon
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Explore the complexities of the neuromusculoskeletal system as it relates to the practice of dentistry.
2. Discuss the concept of posture as it relates to the practice of dentistry.
3. Explore the application of ergonomic principles within your dental practice.

Age Proof Your Body 🎧



Elizabeth Somer, MA, RD

You can slow, stop and even reverse the aging process by making a few changes in what you eat and when you exercise. You can reduce the risk for almost all leading age-related diseases, from heart disease to cataracts and dementia. You could even be turning heads and told you look younger than your years. In this presentation, Ms. Somer will share the latest research on how to slow and even turn back the hands of time.

Time: 9:30 a.m.–noon
Audience: entire dental team
C.E. units: 20% – 2.5

Learning Outcomes

1. Learn simple ways to explain to patients why most diseases are a matter of lifestyle, not aging.
2. Learn the three important dietary steps a patient can take to boost brainpower, memory and creativity.
3. Explain three aspects of how anti-aging diet habits can benefit patients' oral and overall health

Innovative Periodontics: Creating Success in Today's Dental Practice 🎧



Samuel B. Low, DDS, MS, MEd

Want to utilize a hygienist's time more productively? Looking for a quality resource for "what's new" in dental products, systems and technology? With periodontitis as the major contributor for tooth loss in the practice of dentistry, resolving the disease process requires the entire dental team's commitment to a systematic approach. This presentation will provide you with user-friendly protocols and technological solutions to find and manage periodontal disease.

Time: 10 a.m.–12:30 p.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Standardize the collection of periodontal data in an efficient manner to accurately determine prognosis.
2. Empower the dental hygienist with expanded work descriptions beyond the prophylaxis.
3. Develop realistic nonsurgical therapies with emphasis on new anti-inflammatory systems.

Caries Is Not Binary: How What Professionals and Consumers Are Learning Will Change the Way We Practice



Joel H. Berg, DDS, MS

This course will provide you with the most up-to-date information regarding emerging technologies in caries management. Recently, new ways of assessing and dealing with dental caries as an infectious disease have been proposed and new products have been introduced. This course will discuss the continuum of caries management from innovations in biofilm management to more invasive approaches, including minimally invasive restorative techniques.

Time: 10 a.m.–12:30 p.m.
 and continues 2–4:30 p.m.
Audience: entire dental team
C.E. units: Core – 2.5 per session

Learning Outcomes

1. Understand the continuum of caries management.
2. Learn new ways of assessing and treating biofilms.
3. Understand pharmaceutical approaches to caries management.

Enhanced Oral Cancer Detection: Guide Your Practice to Thrive While Saving Lives



Jonathan A. Bregman, DDS

You will learn how to create a "wow" patient experience through the effectively performed and communicated oral cancer screening examination. Significantly enhance clinical effectiveness, patient care and the financial bottom line of your practice every day.

Time: 10:30 a.m.–1 p.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Learn four key motivating factors to fully engage the oral cancer screening system.
2. Learn how to develop a "living mission statement" for oral cancer screening in your practice.
3. Identify the changing target population for oral cancer screening examinations.

Clinical Success for Direct Restorative Dentistry



Paul L. Child Jr., DMD, CDT

New products for direct restorative dentistry are continually introduced, all with claims of being faster, easier and/or better. With so many choices and questionable marketing tactics, how do you choose? This practical presentation will address both “new” and “older” tried-and-trusted dental materials, focusing on the techniques and unique chemistries of various classes of materials. Topics will include caries, adhesives, composites, liners/bases, bioactive materials and post/core.

Time: 10:30 a.m.–1 p.m.
and continues 2:30–5 p.m.
Audience: entire dental team
C.E. units: Core – 2.5 per session

Learning Outcomes

1. Understand new adhesives, their application and the best techniques for clinical success.
2. Learn about dental materials for direct restorative dentistry.
3. Compare new products and techniques with adhesives, composites, liners/pulp capping, post/core and more.

What Does Biofilm Have to Do With Chronic Disease, Persistent Wounds and Recurrent Infections?



Anne Guignon, RDH, MPH

Biofilms are complex polymicrobial communities that contribute to many debilitating diseases, including periodontal disease and caries. Biofilms resist traditional antibiotic therapies and play a significant role in the development of chronic disease, delayed wound healing and reinfections. Exciting new combinations of both professional therapeutics and home care strategies are now available that address Mother Nature’s unique microbial challenges.

Time: 11:30 a.m.–2 p.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Understand how biofilm forms, matures and is disrupted.
2. Appreciate how xerostomia affects biofilm ecology and learn methods to combat dry mouth.
3. Identify new strategies that involve patients in effective biofilm management.

An Introduction to Medical Billing in the General Dental Practice

Required Prerequisite to Workshop on Page 39



Olya Zahrebelny, DDS

Traditional thinking has been that dental insurance covered procedures were performed by a dentist and medical insurance covered procedures were performed by a physician. This cannot be further from the truth. Medical plans can be accessed by anyone performing a medically covered procedure. In order to access these benefits, you must be able to recognize procedures billable to medical plans, speak the medical billing “language” and be familiar with the specific documentation requirement.

Time: 11:30 a.m.–2 p.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Identify procedures billable to medical plans correctly.
2. Understand documentation required for “medical necessity.”
3. Preauthorize and prepare documentation for medical claim filing correctly.

Functional Smile Design



Sandesh Mayekar, MDS, MS

International speaker from India

The increasing demand for restorations that enhance the smile and appearance of the face has led dentists to invest time, effort and money to master dental esthetics. It is one thing to make natural looking teeth and an entirely different thing to make pretty teeth that actually last and function in harmony with the rest of the masticatory system. A reasonable, predictable and durable end result requires a logical and systematic methodology and a practical understanding of fundamental principles.

Time: 12:30–3 p.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Understand the fundamentals of functional smile design.
2. Learn how occlusion and maxilla-mandibular relationship is so important for a functional smile design.
3. Learn functional smile design in cases with TMD and problems in the muscles of mastication.

The Dentist's Role in the Evaluation and Management of Snoring and Obstructive Sleep Apnea 🎧



Jamison R. Spencer, DMD, MS

This lecture will include the basics of normal sleep, snoring and sleep apnea in adults and children. We will discuss the dental professional's role in screening, referral and treatment of snoring and sleep apnea using oral appliances alone and in conjunction with CPAP as part of a multidisciplinary team. Dr. Spencer will review many of the most popular oral appliances and discuss the pros and cons of each.

Time: 12:30–3 p.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Understand the principles of normal sleep.
2. Recognize the signs and symptoms of obstructive sleep apnea in adults and children.
3. Define your role in the management of obstructive sleep apnea.

Root Canals or Implants? Let's Stop the Debate and Understand the Rationale



Mohamed Fayad, DDS, MS, PhD

Dentists often face the challenges to choose between nonsurgical, surgical retreatment or extraction and implant placement. This video-computerized animated presentation will demonstrate how advancement in 3-D imaging, instruments, materials and growth factors in bone grafting material have changed our philosophy to approaching endodontic post-treatment disease. This clinical case-based presentation will address issues affecting treatment planning and treatment options for questionable teeth.

Time: 1–3:30 p.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Utilize new technology to improve diagnosis, case selection and prognosis of questionable teeth.
2. Establish the correct strategy to achieve a good prognosis well before the beginning of treatment.
3. Determine the success and failure predictors for each treatment modality.

Managing Dental Conditions of a Boomer Generation 🎧



Samuel B. Low, DDS, MS, MEd

The over-60 population will increase significantly during the next decade and with that comes an increased frequency of oral conditions associated with the baby boomer generation. We will review chronic inflammation with periodontitis, xerostomia and root caries from diagnosis to management for a lifetime and the generational characteristics of this age group with emphasis on understanding the population to enhance motivational interviewing and gaining positive case acceptance.

Time: 1:30–4 p.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Create strategies including local and systemic therapies for dry mouth and appreciating root caries.
2. Develop "new" anti-inflammatory systems, including ultrasonic and laser technology and nutraceuticals.
3. Manage periodontal data in an efficient manner and review successful parameters to determine tooth survival.

Dentistry: Talk About a Pain in the Neck 🎧



Timothy J. Pendergrass, PT, ScD, MS, COMT

Dentistry, as a skilled profession, often requires repetitive movements of the upper extremities while at the same time maintaining an unusually awkward posture of the cervical spine. These two factors alone may predispose you to movement-related dysfunction. This course will explore various movement-related dysfunctions in and about the cervical spine often associated with the practice of dentistry.

Time: 1:30–4 p.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Discuss functional anatomy of the cervical spine as it pertains to the practice of dentistry.
2. Discuss postural-related cervical dysfunctions associated with the practice of dentistry.
3. Discuss ways to diminish your risk of movement-related dysfunction within the practice of dentistry.

Food, Mood and Memory



Elizabeth Somer, MA, RD

How you feel and think has a lot to do with what you eat (or don't eat). Certain foods tweak brain chemistry and help you stay happy and sharp.

Some nutrients protect against depression and dementia. This presentation will distill the latest research on specific nutrients, superfoods, diet tips and food addiction and will provide simple advice to feel vibrant, think clearly, remember more, have more energy, sleep better, calm stress and curb cravings.

Time: 1:30–4 p.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Learn five examples of how what a patient eats affects mood, mind and memory.
2. Identify four dietary habits critical for a patient to retain memory throughout life.
3. Design a personalized diet and supplement program to maximize mood and memory.

From Phone Care to Recare: The Effective New Patient Experience



Jonathan A. Bregman, DDS

This course will identify and clarify the key areas of patient contact before, during and after a new patient enters your office. From "phone care" to clinical experience and finally "recare," systems must be in place to ensure a maximally effective process of patient care. You will finish this course with knowledge needed to establish consistent and effective protocols for your new patient experience.

Time: 2:30–5 p.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Understand the comprehensive patient assessment: creating a "wow" experience.
2. Learn how to move your patient to "yes" and the necessary steps to treatment acceptance.
3. Learn what makes you look great in the eyes of the patient.

Management and Prevention of Gingival Recession: Interactive Seminar

Presented in collaboration with the Pacific Dugoni School of Dentistry



George K. Merijohn, DDS

Attend this seminar and learn how to avoid getting gingival recession and once it's treated how to keep it from coming back. Dentists who treat the esthetic zone are especially frustrated with gingival recession returning after orthodontics and/or after porcelain margins are perfectly placed. Increase your practice services to include the management and prevention of gingival recession.

Time: 2:30–5:30 p.m.
Audience: entire dental team
C.E. units: Core – 3.0

Learning Outcomes

1. Understand the key factors associated with increased susceptibility to gingival recession.
2. Triage, evaluate, treatment plan and communicate with patients regarding gingival recession.
3. Understand when and how to monitor recession and when a patient is a candidate for surgical evaluation or referral.

The Erosion Explosion — Effects of a Modern-Day Witch's Brew



Anne Guignon, RDH, MPH

Today's sports drinks, energy drinks, flavored waters, bottled teas, powdered drinks and beverage additives are creating a perfect storm. Modern-day drinks, made from a sophisticated concoction of ingredients, accelerate tooth erosion, setting the stage for dentinal hypersensitivity. These drinks also impact the development of dental caries, a pH-mediated disease.

Time: 3–5:30 p.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Appreciate the role of pH and titratable acidity in erosion.
2. Compare "new drink" ingredients to legacy soft drinks.
3. Learn why sugar-free drinks still damage teeth.

Friday Speaker Lineup

Chronological order. Programs at The Spot are on Page 4.

Time	Speaker	Topic	Page No.
7–9 a.m.	Leslie D. Canham, CDA, RDA	Infection Control	13
8–10 a.m.	Brad Newman	Social Media	43
8–10:30 a.m.	Jonathan A. Bregman, DDS	Oral Diagnosis	43
8–10:30 a.m.	John Lindroth, DDS Patrick J. Sammon, PhD	Pharmacology	44
8–10:30 a.m.	Samuel B. Low, DDS, MS, MEd	Periodontics	38
8–10:30 a.m.	Robert Margeas, DDS	Restorative Dentistry	43
8–10:30 a.m.	Ray R. Padilla, DDS	Sports Medicine	43
8–10:30 a.m.	M. Nader Sharifi, DDS, MS	Prosthodontics/Removable	44
8–10:30 a.m.	Jamison R. Spencer, DMD, MS	Temporomandibular Joint Dysfunction	44
8–11 a.m.	John L. Alonge, MS, DDS	Oral Surgery	44
8:30–10:30 a.m.	Teresa Duncan, MS	Insurance	45
8:30–10:30 a.m.	Molly P. Newlon, DDS; Harry Albers, DDS; Leann Garcia, RDA (EF); Ariane Terlet, DDS	Dental Assistant Extended Function Program	45
8:30–11 a.m.	Greg Alterton Denise Martinez	Dental Benefits	46
8:30–11 a.m.	David Schwab, PhD	Practice Transition	46
8:30–11:30 a.m.	Christine Quinn, DDS, MS	Emergencies	38
9–11:30 a.m.	Jacinthe Paquette, DDS Cherilyn Sheets, DDS	Esthetic Dentistry	39
9–11:30 a.m.	Olya Zahrebelny, DDS	Insurance	39
9 a.m.–noon	Brad Beck; Michelle Corbo; Morgan Davis; Mohsen Ghoreishi; Ali Oromchian, Esq.; John Pacelli; Blair Tomlinson	Practice Management	40
9 a.m.–noon	Cynthia K. Brattesani, DDS David J. Weiss, Esq.	Risk Management	40
9 a.m.–2 p.m.	Homayon Asadi, DDS Henry A. Gremillion, DDS	Temporomandibular Joint Dysfunction	41
9:30 a.m.–noon	David J. Clark, DDS	Restorative Dentistry	46
9:30 a.m.–noon	Lawrence Napolitano, DDS	Peer Review	46
10 a.m.–4 p.m. (break 12:30–1:30 p.m.)	Richard Madow, DDS David Madow, DDS	Team Building	47
11 a.m.–1:30 p.m.	Tina Calloway, CDA, DAICP	Dental Assistant Program	47
11 a.m.–2 p.m.	Joseph G. Willardsen, DDS	Kuraray Corporate Forum	47
11:30 a.m.–1:30 p.m.	Teresa Duncan, MS	Practice Management	48
11:30 a.m.–2 p.m.	Karen Davis, RDH, BSDH	Preventive Dentistry	48
11:30 a.m.–2 p.m.	Mohamed Fayad, DDS, MS, PhD	Imaging	48

Time	Speaker	Topic	Page No.
11:30 a.m.–2 p.m.	Curtis E. Jansen, DDS	Implants	49
11:30 a.m.–2 p.m.	Robert Margeas, DDS	Restorative Dentistry	49
11:30 a.m.–2 p.m.	Ray R. Padilla, DDS	Sports Medicine	43
11:30 a.m.–2 p.m.	M. Nader Sharifi, DDS, MS	Prosthodontics/Removable	49
11:30 a.m.–2 p.m.	Jamison R. Spencer, DMD, MS	Sleep Apnea/Snoring	50
noon–1:30 p.m.	Jonathan A. Bregman, DDS	Oral Pathology	41
noon–2 p.m.	Michael Bundy, PharmD, DMD, MD Tony J. Park, PharmD, JD	Pharmacology	50
noon–2 p.m.	Alma J. Clark, DDS	Ethics	51
noon–2:30 p.m.	Samuel B. Low, DDS, MS, MEd	Periodontics	42
1–3:30 p.m.	Jacinthe Paquette, DDS Cherilyn Sheets, DDS	Esthetic Dentistry	39
1–3:30 p.m.	Olya Zahrebelny, DDS	Insurance	39
1–4 p.m.	Christine Quinn, DDS, MS	Emergencies	38
1:30–4 p.m.	David J. Clark, DDS	Restorative Dentistry	51
1:30–4:30 p.m.	Brad Beck; Timothy G. Giroux, DDS; Phill Hoover; Adam Jones; Blair Tomlinson; J. Haden Werhan, CPA/PFS; Jason P. Wood, Esq.	Practice Management	52
2–5 p.m.	Cynthia K. Brattesani, DDS David J. Weiss, Esq.	Risk Management	40
2:30–4 p.m.	Jonathan A. Bregman, DDS	Oral Pathology	41
2:30–4:30 p.m.	Kerry K. Straine	Financial Planning	52
2:30–5 p.m.	Tina Calloway, CDA, DAICP	Dental Assistant Program	53
2:30–5 p.m.	Paul Glassman, DDS, MBA	Teledentistry	53
2:30–5 p.m.	John Lindroth, DDS Patrick J. Sammon, PhD	Pharmacology	44
2:30–5:30 p.m.	John L. Alonge, MS, DDS	Oral Surgery	53
3–5 p.m.	Brad Newman	Social Media	54
3–5:30 p.m.	Karen Davis, RDH, BSDH	Infectious Diseases	54
3–5:30 p.m.	Mohamed Fayad, DDS, MS, PhD	Imaging	54
3–5:30 p.m.	Curtis E. Jansen, DDS	Implants	49
3–5:30 p.m.	Teresa Pichay, Rami J. Zreikat	HIPAA	55
3–5:30 p.m.	David Schwab, PhD	Practice Management	54
3–5:30 p.m.	John West, DDS, MSD	Endodontics	55
5–7 p.m.	Arthur W. Curley, JD	California Dental Practice Act	13

Utilizing Laser Technology in a Periodontal Environment

Supplies Recommended



Samuel B. Low, DDS, MS, MEd

Ready to enter the laser world or have an unused laser in the closet? Lasers offer a safe and effective alternative for a wide range of dental procedures. Some of the advantages include increased precision, controlled bleeding, accelerated healing, reduced postoperative issues, shorter procedure time, less pain, greater case acceptance and a more relaxed patient experience. We will perform various laser therapies with attention to both the perio-restorative and perio-pathology uses.

Recommended supplies: Magnification loupes (preferably with light)

Time: 8–10:30 a.m.
Audience: dentist, RDH (EF)
C.E. units: Core – 2.5
Course #: 016
Fee: \$295/\$325

Learning Outcomes

1. Explore anecdotal and science-based resources from crown lengthening procedures for the treatment of periodontitis.
2. Understand indications for using lasers in crown lengthening and pre-orthodontic procedures including esthetics.
3. Develop techniques for incorporating lasers into a dental practice considering patient acceptance and third parties.

The Medical Emergency Kit – A Nuts-and-Bolts Approach



Christine Quinn, DDS, MS

Medical emergencies can and do happen in the dental office. This workshop will be a hands-on, participation course where we will discuss the components of the medical emergency kit and medical emergency management.

Time: 8:30–11:30 a.m.
 and repeats 1–4 p.m.
Audience: dentist, RDH (EF), RDA (EF), DA
C.E. units: Core – 3.0 per session
Course #: 017/018
Fee: \$195/\$215 per session

Learning Outcomes

1. Assemble a comprehensive emergency kit for your office needs.
2. Learn the medications and equipment used in the management of a medical emergency.
3. Respond appropriately to medical emergencies that you may face in the dental setting.

Things to know

Exhibit hall hours

Thursday and Friday: 9:30 a.m.–5:30 p.m.
 Saturday: 9:30 a.m.–4:30 p.m.

Room assignments

Look for room assignments at cdapresents.com, CDA mobile app or in the CDA Presents Program.

Audio recordings

Recordings of identified programs will be available on site on the Esplanade level of Moscone South or following CDA Presents at prolibraries.com/cda.

Porcelain Bonded Restorations: A Treatment Modality That's Here to Stay – Microscope Workshop

Supplies Recommended



Jacinthe Paquette, DDS
Cherilyn Sheets, DDS

Master the skills for creating esthetic and lasting porcelain restorations.

This workshop will provide you with a unique opportunity to create these preparations with the use of the clinical microscope and to learn the skills and benefits to its use in clinical practice. Attendees will learn the basics of high-level magnification and experience the benefits of increasing the quality of your work and saving your health by working with a clinical microscope.

Recommended supplies: Magnification loupes

Time:	9–11:30 a.m. and repeats 1–3:30 p.m.
Audience:	dentist
C.E. units:	Core – 2.5 per session
Course #:	019/020
Fee:	\$325/\$360 per session

Learning Outcomes

1. Understand the guidelines for a complete esthetic analysis prior to beginning treatment.
2. Learn preparation protocols for the indirect restorations that maximize esthetics and longevity.
3. Learn selection protocols for traditional and new porcelain systems.

Completing the Medical CMS 1500 Form Correctly

Required Lecture on Page 33



Olya Zahrebelny, DDS

In order to receive proper reimbursement from medical plans, not only does the documentation have to be in the correct format that a nurse or physician can understand, but the claim form must be “clean,” without errors. This workshop will take you through the claim completion process systematically to ensure you know what’s involved and the importance of completing the form accurately and completely.

Time:	9–11:30 a.m. and repeats 1–3:30 p.m.
Audience:	entire dental team
C.E. units:	Core – 2.5 per session
Course #:	021/022
Fee:	\$135/\$150 per session

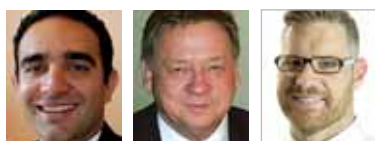
Learning Outcomes

1. Complete the CMS 1500 medical claim form (02/12 version) correctly.
2. Understand the importance of a “clean” claim.
3. Identify areas of the claim form that must be filled in accurately and completely.



Starting a Practice From Scratch – Do You Have What It Takes?

Sponsored by CDA Practice Support



Brad Beck – Bank of America Practice Solutions
Michelle Corbo – CDA Practice Analyst
Morgan Davis – Blue Northern Builders
Mohsen Ghoreishi – The Kohan Group
Ali Oromchian, Esq. – Dental & Medical Counsel
John Pacelli – Henry Schein
Blair Tomlinson – TDIC

Starting your first practice? Join us in an intimate setting where you will have the opportunity to learn how to make your practice dreams a reality. Interactive conversation, idea sharing and real-world examples with subject matter experts will help to identify the proper resources to assist with your goals, apply the appropriate legal entity and business structure, understand financial options and employ technology to increase production.

Time: 9 a.m.–noon
Audience: dentist, dental student
C.E. units: non-eligible
Course #: 023
Fee: \$55/\$60

Learning Outcomes

1. Identify the appropriate resources needed for a practice start-up.
2. Understand financing options such as commercial real estate, practice start-up and equipment purchases.
3. Plan for the inevitable and avoid first-practice pitfalls.

TDIC Risk Management: Beyond the Science – Patient Emotions in Dentistry

Sponsored by The Dentists Insurance Company



Cynthia K. Brattesani, DDS
David J. Weiss, Esq.

As many as 75 percent of U.S. adults experience some degree of dental fear, be it mild to severe. Fear as well as anxiety and worry, may not be easily identified by the dental practitioner. Misunderstandings can lead to a chain of events that can have serious consequences for a dental practice. Learning the skills to correctly handle patients who exhibit these emotions can go far in having a practice that not only avoids legal troubles, but also allows patients to feel at ease.

TDIC policyholders who attend this course in full and obtain C.E. are eligible to receive the 5% professional liability premium discount.

Time: 9 a.m.–noon
 and repeats 2–5 p.m.
Audience: entire dental team
C.E. units: Core – 3.0 per session
Course #: 873/874
Fee: \$50 per session

Learning Outcomes

1. Develop your patient-selection criteria.
2. Recognize when and how to dismiss patients without placing them at risk.
3. Establish trust in the doctor-patient relationship to encourage treatment compliance.

Anatomy of the Masticatory System: Clinical Application and Dissection



Homayon Asadi, DDS
Henry A. Gremillion, DDS

This full-day program will be a limited-attendance, detailed dissection of the superficial structures of the face, the masticatory musculature and the temporomandibular joint. Relationships to routine dental assessment and clinical procedures will be highlighted. You will work in two-member groups, each group dissecting half of a provided cadaver specimen. Basic dissection instruments will be provided.

Time:	9 a.m.–2 p.m. (one-hour break)
Audience:	dentist, RDH (EF)
C.E. units:	Core – 4.0
Course #:	024
Fee:	\$495/\$550

Learning Outcomes

1. Understand key anatomical relationships in the orofacial region, which are key to a detailed examination.
2. Understand temporomandibular joint health and pathofunction.
3. Recognize anatomical factors relating to vascular pain that may mimic odontogenic or temporomandibular-related issues.

Enhanced Oral Cancer Detection: A Hands-On Experience

Required Lecture on Page 43



Jonathan A. Bregman, DDS

Physically seeing and experiencing any new technology brings a significantly enhanced appreciation of how that new tool works in one's own hands. You will see, touch, feel and experience the new technologies that are available to enhance detection of oral cancer beyond the basic white light examination.

Time:	noon–1:30 p.m. and repeats 2:30–4 p.m.
Audience:	dentist, RDH (EF), dental student
C.E. units:	Core – 1.5 per session
Course #:	025/026
Fee:	\$215/\$235 per session

Learning Outcomes

1. Learn to discern the differences between enhanced oral cancer detection technologies that use reflectance and fluorescence technologies.
2. Experience each enhanced detection technology and determine which one works best for you.
3. Learn additional insights in evaluating these technologies while you work in pairs during this hands-on experience.



The Art and Science of Advanced Micro-Thin Ultrasonic Instrumentation in Periodontal Therapy

Supplies Recommended



Samuel B. Low, DDS, MS, MEd

Leave traditional root planing behind and move into a new era of periodontal care. Micro-thin ultrasonic instrumentation decreases fatigue and enhances efficiency with new topical anesthetics and techniques to manage difficult access, including the pesky furcation. Enhance your armamentarium in treating today's initial and recare periodontal patient where surgical therapy may not be feasible. By incorporating ultrasonic instrumentation, you will be taken to new heights.

Recommended supplies: Magnification loupes (preferably with light)

Time:	noon–2:30 p.m.
Audience:	dentist, dental student, RDH (EF)
C.E. units:	Core – 2.5
Course #:	027
Fee:	\$295/\$325



Learning Outcomes

1. Incorporate power-driven instrumentation into the periodontal component of the practice.
2. Select the necessary instrumentation commercially available to achieve effective results.
3. Operate ultrasonics with micro-thin inserts in a sulcular arena with an array of medicaments.

SM4D: Social Media for Dentists



Brad Newman

This course will educate dental teams on the best ways to market themselves online using a variety of social media sites. We will explore platforms such as Facebook, Twitter, LinkedIn, Pinterest, Instagram, Foursquare, Vine, YouTube and more. Leveraging the power of Internet commercials, review sites and blogging (inbound marketing) will also be covered. Coupled with a solid strategy and tenacious execution, social media is a game changer for dental offices.

Time: 8–10 a.m.
Audience: entire dental team
C.E. units: non-eligible

Learning Outcomes

1. Maintain a social media conversation that is fresh, likeable and targeted for the right audience.
2. Learn what type of social media content works best and how to encourage engagement with your audience.
3. Create a more dynamic and unique online presence while improving page rank on Google and conversion.

Enhanced Oral Cancer Detection: Guide Your Practice to Thrive While Saving Lives

Recommended Prerequisite to Workshop on Page 41



Jonathan A. Bregman, DDS

You will learn how to create a “wow” patient experience through the effectively performed and communicated oral cancer screening examination. Significantly enhance clinical effectiveness, patient care and the financial bottom line of your practice every day.

Time: 8–10:30 a.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Learn four key motivating factors to fully engaging the oral cancer screening system.
2. Learn how to develop a “living mission statement” for oral cancer screening in your practice.
3. Identify the changing target population for oral cancer screening examinations.

Real-World Dentistry for Real-World Dentists



Robert Margeas, DDS

This course is for the general dentist who has to be efficient in order to be profitable, but also accepts some insurance plans. Diagnosis and treatment of the worn dentition will be shown in detail and different treatment options given in order to stage treatment over a few years. Immediate placement and provisionalization of implants in the esthetic zone will be shown systematically using the patient’s natural extracted tooth as a provisional. Techniques learned here can be used on Monday.

Time: 8–10:30 a.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Diagnose the different etiologies of wear.
2. Learn how to treat full-mouth reconstructions with transitional treatment if finances are a concern.
3. Understand the reasons for immediate placement and provisionalization of implants and how to do it.

Sports Dentistry: Oral/Facial Injury Treatment and Prevention

Required Prerequisite to Workshop on Page 58



Ray R. Padilla, DDS

This presentation will address the recent innovations in trauma recognition and treatment of orofacial injuries. A review of athletic mouthguards including the utilization and fabrication of pressure thermoformed mouthguards and the description of the different types of mouthguard designs and fabrication will be discussed. The responsibilities of a sports team dentist will also be addressed.

Time: 8–10:30 a.m.
 and repeats 11:30 a.m.–2 p.m.
Audience: entire dental team
C.E. units: Core – 2.5 per session

Learning Outcomes

1. Have an understanding of the epidemiology of sports-related orofacial trauma.
2. Understand the treatments for dental trauma including luxations, avulsions, contusions and lacerations.
3. Relate over-the-counter mouthguards and their shortcomings as compared to the custom-made pressure mouthguards.

Pain Management, Addictive Disorders and Patient Monitoring: The Dentist's Role



Patrick J. Sammon, PhD
John Lindroth, DDS

This course will provide you with useful clinical techniques to improve effective pain management through discussion of evidence-based practices, recognizing signs and symptoms of prescription drug abuse, identifying patients at high risk for substance abuse, procedures for dealing with drug seekers, counseling patients about drug side effects and managing acute pain in the addicted patient.

Time: 8–10:30 a.m.
and repeats 2:30–5 p.m.
Audience: entire dental team
C.E. units: Core – 2.5 per session

Learning Outcomes

1. Discuss prescription drug abuse and recognize its signs and symptoms.
2. Apply evidence-based pain management strategies to the addicted patient.
3. Recognize how drug seekers get prescription drugs and identify procedures for dealing with these individuals.

Overdentures: Maxillas Are From Mars, Mandibles From Venus



M. Nader Sharifi, DDS, MS

This course will clarify the differences in overdentures for the upper arch from those in the lower arch. We'll separate many overdenture attachment options into simple categories to understand their similarities and differences and create guidelines for selecting one versus another. You will learn how many implants are necessary — and in what location. Using numerous clinical cases, we'll review risk and benefits of case designs, implant types and attachment choices.

Time: 8–10:30 a.m.
Audience: dentist, dental student, lab technician
C.E. units: Core – 2.5

Learning Outcomes

1. Clarify the difference between overdentures and patient removable bridges.
2. Plan the best location for implant position for overdentures.
3. Understand attachment options: Is one better than another? Which ones and when?

The Dentist's Role in the Evaluation and Management of Snoring and Obstructive Sleep Apnea



Jamison R. Spencer, DMD, MS

This lecture will include the basics of normal sleep, snoring and sleep apnea in adults and children. We will discuss the dental professional's role in screening, referral and treatment of snoring and sleep apnea using oral appliances alone and in conjunction with CPAP as part of a multidisciplinary team. Dr. Spencer will review many of the most popular oral appliances and discuss the pros and cons of each.

Time: 8–10:30 a.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Understand the principles of normal sleep.
2. Recognize the signs and symptoms of obstructive sleep apnea in adults and children.
3. Define your role in the management of obstructive sleep apnea.

Practical Oral Surgery for the General Practitioner

Recommended Prerequisite to Workshop on Page 59



John L. Alonge, MS, DDS

This presentation will offer practical guidelines for patient assessment, anxiety and pain control, degree of difficulty assessment, routine and surgical exodontia techniques and tips, plus management of complications.

Time: 8–11 a.m.
Audience: dentist, dental student
C.E. units: Core – 3.0

Learning Outcomes

1. Comprehend practical surgical approaches and techniques.
2. Understand contemporary surgical armamentarium.
3. Learn how to prevent and manage complications.

Buckle Up! Insurance Changes Are Coming



Teresa Duncan, MS

The Affordable Care Act, SNODENT, Delta, PPOs — every one of these items will impact your office in the immediate future. This discussion will help you prepare by explaining the why and how of these industry shifts. Offices that are aware of these changes before they are put into effect will weather the storm just fine. Will you be one of them?

Time: 8:30–10:30 a.m.
Audience: entire dental team
C.E. units: Core – 2.0

Learning Outcomes

1. Discuss upcoming changes to our industry.
2. Assess what you can do to prepare your practice for the future.
3. Determine your practice's preparation level for the next two years.



RDA (EF) Panel: A Roadmap to Successful Practice for Dentists, RDAs and RDA (EF)s

Presented in Collaboration with the Pacific Dugoni School of Dentistry



Molly P. Newlon, DDS (Moderator)

Harry Albers, DDS

Leann Garcia, RDA (EF)

Ariane Terlet, DDS

Discover the process and benefits for engaging an RDA (EF) in your practice and training as an RDA (EF). This lively presentation and panel discussion will cover educational programs, history of licensure, scope of practice and benefits for the entire dental practice.

Time: 8:30–10:30 a.m.
Audience: dentist, RDA (EF)
C.E. units: Core – 2.0

Learning Outcomes

1. Overview of RDA (EF) programs and the history of licensure.
2. Understand the scope of practice for RDA (EF)s.
3. Learn the benefits for the dental practice in utilizing RDA (EF)s.

A Guided Tour Through the Dental Benefits Jungle

Sponsored by CDA Practice Support



Greg Alterton
Denise Martinez

This course will walk you through a typical day in a dental practice and address some of the common scenarios dentists and office teams face when dealing with patients' dental benefit plans. Learn proactive tips to assist with navigating the dental benefit coverage jungle and learn about valuable resources to enhance billing efficiency. Resolving plan disputes, coordinating benefits and understanding payment processing are just a few of the topics that will be addressed.

Time: 8:30–11 a.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Apply strategies to properly address common billing challenges in dental practices.
2. Improve communication with patients and manage expectations regarding their dental benefits.
3. Implement proactive steps to enhance practice billing efficiency.

Practice Transitions: A Marketing Perspective



David Schwab, PhD

This course will provide you with useful information regarding the marketing aspects of practice transitions. We will examine the effect a transition has on a practice from the perspective of the buyer and the seller. You will learn how to keep current patients in the practice and gain valuable insight regarding successful marketing efforts to attract new patients to help the buyer develop a loyal patient following.

Time: 8:30–11 a.m.
Audience: entire dental team
C.E. units: non-eligible

Learning Outcomes

1. Plan so that current patients of record are retained when the new dentist joins the practice.
2. Understand the principles of marketing that apply specifically to practice transitions.
3. Train the team so that practice continuity is maintained during and after the transition process.

Treating Black Triangles and Diastemas with Direct Composite



David J. Clark, DDS

One-third of adults suffer from black triangles resulting from diastemas, post-orthodontic spacing and periodontal issues. There is a significant need for long-term composite solutions to these common problems in the modern dental practice. Join us for an exciting and innovative approach to composite overmolding. Dr. Clark will explain simple, strong, safe and stain-resistant alternatives to these esthetic and functional dilemmas.

Time: 9:30 a.m.–noon
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Learn the five problems associated with current black triangle treatments.
2. Gain confidence using the injection molding technique for black triangles, peg laterals and diastemas.
3. Learn the techniques necessary for simplified composite veneering of fractured and worn teeth.

Peer Review — A Membership Benefit

Sponsored and Presented by CDA Council on Peer Review



Lawrence Napolitano, DDS

Peer review is one of the most valuable CDA membership benefits. It is an alternative to litigation for resolving disputes between CDA member dentists, their patients and insurers regarding the quality and appropriateness of dental treatment. Council on Peer Review Chair Dr. Napolitano will explore the overall process, the grading system applied by committees and how member dentists can best utilize the system.

Time: 9:30 a.m.–noon
Audience: entire dental team
C.E. units: 20% – 2.5

Learning Outcomes

1. Understand the peer review system.
2. Learn how to further develop the ability to maintain patient records in case of liability.
3. Enhance communication skills to avoid a conflict with a patient regarding dental treatment.

Corporate Forum

Love Dentistry, Have Fun and Prosper



Richard Madow, DDS
David Madow, DDS

This fast-paced course is perfect for doctors, team members and spouses who want to easily and predictably take their practices to a level they never thought possible! It will be filled with incredibly usable content and will also feature videos, music and humor to make it unlike any other dental seminar most have ever experienced. The Madow Brothers will make sure you learn the secrets of delivering better patient care, practice growth and fulfillment.

Time:	10 a.m.–12:30 p.m. and continues 1:30–4 p.m.
Audience:	entire dental team
C.E. units:	20% – 2.5 per session

Learning Outcomes

1. Increase practice productivity while enjoying your profession more than ever.
2. Understand ways to gain more new patients, increase treatment acceptance and increase practice income.
3. Communicate better, function as a true team and love your career.

Wonder Team Power: Ignite and Activate!



Tina Calloway, CDA, DAICP

This course will provide an educational journey on how to ignite the impact of production with an assisted hygiene duo leading the way. Take away actionable steps of production with dental assisting power and hygiene dynamics. Pair your assistant and hygienist to create a wonder team dynamic duo!

Time:	11 a.m.–1:30 p.m.
Audience:	entire dental team
C.E. units:	20% – 2.5

Learning Outcomes

1. Identify opportunities where partnering teammates could increase productivity and strengthen relationships.
2. Understand the logistics and scheduling strategies that make accelerated hygiene a success.
3. Implement a system that allows more patients to be seen with quality care and less stress.

The following corporate forum is sponsored and presented by Kuraray America Inc.



Introduction to Advanced, Minimally Invasive (Biomimetic) Dentistry



Joseph G. Willardsen, DDS

Advanced minimally invasive dentistry is vastly becoming known and termed biomimetic dentistry (meaning lifelike or mimicking life).

With the advanced adhesion techniques available today, supported by an overwhelming amount of published science, it is now possible to mimic the bond strength of the dental-enamel junction with certain techniques and materials. This course will review some of these techniques, materials and key research and give an introduction of how to perform advanced adhesion simply in your office.

Time:	11 a.m.–2 p.m.
Audience:	entire dental team
C.E. units:	Core – 3.0

Learning Outcomes

1. Learn how to discuss these advanced minimally invasive restorations with your patients and how to gain acceptance.
2. Learn how to layer direct composites with low-stress, high-bond strengths.
3. Understand how to identify and treat dentin cracks, plus how and why to use fibers in composites.

Management Confidential



Teresa Duncan, MS

Managers and leaders find that their job descriptions change on an almost-daily basis. You'll enjoy Ms. Duncan's humorous take on what it's like to motivate and lead team members while keeping up with all those other details like collecting money and handling patients. The course will be full of tips on how to deal with difficult situations and find the humor in your unique and wonderful jobs. A no-holds-barred question and answer session will finish up this fun and empowering seminar.

Time: 11:30 a.m.–1:30 p.m.
Audience: entire dental team
C.E. units: 20% – 2.0

Learning Outcomes

1. Prepare for human resources horror stories.
2. Handle the grumpiest of team members.
3. Soothe the rudest of patients.

America's Sweet Tooth Obsession and Its Impact on Oral and Systemic Health



Karen Davis, RDH, BSDH

This course will uncover the truth about sugar consumption in America and provide you with ample motivation for reducing refined sugar intake. You will leave well equipped to assist patients in slashing daily sugar consumption based upon a better understanding of the oral and systemic effects of excess sugar in the diet. Sugar consumption has risen with a correlating rise in obesity, Type II diabetes, elevated triglyceride levels, liver disease and hypertension.

Time: 11:30 a.m.–2 p.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Become a label detective to identify amounts and names used to disguise sugar.
2. Learn the systemic impact overconsumption of sugar has on the body and the cumulative impact in the mouth.
3. Guide patients toward an accurate understanding of the dangers of sugar and recommend safe options.

3-D Imaging in Diagnosis and Treatment Planning Resorptive Defects



Mohamed Fayad, DDS, MS, PhD

Diagnosis of resorptive lesions may be challenging, especially when no clinical signs or symptoms are present. Cone beam CT is a new imaging modality used in the detection of small resorptive lesions. This presentation will address classification, differentiation between different resorptive defects as well as determining treatment options to achieve the best prognosis.

Time: 11:30 a.m.–2 p.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Describe the etiology, classification and diagnosis of resorptive defects.
2. Identify new approaches for diagnosis, prevention and treatment.
3. Establish the most predictable outcome utilizing 3-D imaging and restorative materials available.



From Preliminary Impression to Restoration: How Digital Work Flows Increase Practice Efficiency, Decrease Chair Time and Create a Better Patient Experience



Curtis E. Jansen, DDS

If you have not looked at intraoral scanning (IOS) recently, you may want to. Imagine intuitive digital capture of teeth, preparations and implant scan bodies, 10-plus times magnification of what you just scanned on a flat screen monitor and electronic transfer of the captured data to your own mill or surgical or laboratory business partners. Digital workflows are changing the way we practice dentistry and can help you be more productive.

Time: 11:30 a.m.–2 p.m.
and repeats 3–5:30 p.m.
Audience: entire dental team
C.E. units: Core – 2.5 per session

Learning Outcomes

1. Understand how digital dentistry is changing the practice of dentistry.
2. Learn how to integrate IOS and CBCT in patient treatment planning.
3. Use IOS for posterior conventional and implant restorations.



Practical Tips and Tricks for the Everyday Dentist



Robert Margeas, DDS



This course will provide you with a plethora of knowledge when it comes to the different types of metal-free restorations available, and how to choose when to use and how to cement or bond. Composite resins will be shown in detail from Class IV fractures, direct veneers and diastema closures. Sensitivity issues will be explained and how to prevent them. This course will provide practical tips for immediate incorporation into your practice.

Time: 11:30 a.m.–2 p.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Differentiate between the types of ceramic materials and when to bond versus cement crowns.
2. Learn how to layer and finish composites for maximum esthetics that can rival porcelain.
3. Create invisible composite restorations that blend into the natural dentition.

A Partial Course on Partial Dentures



M. Nader Sharifi, DDS, MS

New materials, methods and knowledge provide dentists with the opportunity to fabricate lifelike full-mouth reconstructions that just so happen to be removable. We will review state-of-the-art procedures for impression making to ensure simple, easy results in a clinical setting. Improve your partial denture confidence and success with a complete understanding of clasp design. Simplify your partial denture framework designs with basic rules that can always apply — always.

Time: 11:30 a.m.–2 p.m.
Audience: dentist, dental student, lab technician
C.E. units: Core – 2.5

Learning Outcomes

1. Differentiate the simple impression techniques for removable partial denture (RPD) frameworks.
2. Compare various clasp design options for the free-end saddle RPD.
3. Learn numerous variations of framework design to increase esthetics.

TMD Made Easy: Capsulitis, Trismus and Internal Derangements



Jamison R. Spencer, DMD, MS

This lecture will begin with a thorough review of head and neck anatomy because a clear understanding of anatomy is critical in making correct assessments of craniofacial pain and temporomandibular disorders. The basics of a quick clinical examination will be covered that can be easily incorporated into normal practice will be covered. Differential diagnosis and treatment of the most common TMDs will be described.

Time: 11:30 a.m.–2 p.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Recall and understand the anatomy of the head and neck area and how it relates to diagnosis and treatment.
2. Learn a simple approach to evaluation, differential diagnosis and treatment of common TMDs.
3. Gain a clear understanding of the definition and principle of “centric relation.”

Addressing the Epidemic of Prescription Drug Abuse – A New Paradigm for Interprofessionalism Between Prescribers and Dispensers

Sponsored by CDA Public Policy Division



Michael Bundy, PharmD, DMD, MD
Tony J. Park, PharmD, JD

Join us for an interactive presentation about acute pain control in dentistry and the new ways that pharmacists and dentists must work together to ensure that every controlled substance prescription is issued pursuant to a legitimate medical purpose.

Time: noon–2 p.m.
Audience: entire dental team
C.E. units: Core – 2.0

Learning Outcomes

1. Recognize the problem of controlled substance abuse of drugs initially obtained through legitimate means.
2. Understand the pharmaceutical options for acute pain control in dentistry.
3. Distinguish between old and new rules of dispensing controlled substances by pharmacists; construct an action plan.



Rolling the Dice: Don't Gamble With Ethics

Sponsored and Presented by CDA Judicial Council



Alma J. Clark, DDS

The privilege of being a dentist comes with certain responsibilities to patients, colleagues, the public and the profession. Ethical principles influence daily decisions about a dentist's responsibilities, including patient communication, treatment planning, advertising, consultations and referrals. At the conclusion of the course, you will be able to identify ethical principals in dentistry and apply tools for making ethical decisions.

Time:	noon–2 p.m.
Audience:	entire dental team
C.E. units:	Core – 2.0

Learning Outcomes

1. Understand how ethical principles influence daily decisions.
2. Learn tools for making ethical decisions.
3. Understand ethical standards and obligations.

Modern Conservative Dentistry – From Sealants to Cracked Teeth 🎧



David J. Clark, DDS

Traditional sealants show failure rates as high as 92 percent. Posterior composites remain a struggle, with failure rates up to 50 percent higher than amalgam. Postoperative sensitivity remains a problem and too many pulps are dying. Cracked teeth are the No. 3 cause of tooth loss today. All is not lost! Micro-invasive dentistry is hot and here to stay. Dr. Clark will present new findings on materials along with a wealth of tricks, tools and techniques in this fast-paced, entertaining lecture.

Time:	1:30–4 p.m.
Audience:	dentist, dental student
C.E. units:	Core – 2.5

Learning Outcomes

1. Have confidence identifying early tooth fracturing based on high-level magnification.
2. Learn why new cavity preparations and other modalities are crucial to prevent eventual tooth fracture.
3. Receive a blueprint for diagnosis and treatment of complete and incomplete fractures.



New Economics of Dentistry

Sponsored by CDA Practice Support



Brad Beck – Bank of America Practice Solutions
Timothy G. Giroux, DDS – Western Practice Sales
Phill Hoover – Bank of America
Adam Jones – Henry Schein Dental
Blair Tomlinson – TDIC
J. Haden Werhan, CPA, PSF – Thomas Wirig Doll
Jason P. Wood, Esq. – Wood & Delgado

Do feel like your student loan debt is insurmountable? Do you want to own a practice but don't think you can afford it? Are you torn between working in corporate dentistry and pursuing your dreams of private practice? Are you a business owner tasked with balancing the success and growth of your practice with the responsibility of your family's financial future and retirement? If so, you cannot afford to miss this panel discussion with dental industry experts.

Time: 1:30–4:30 p.m.
Audience: entire dental team
C.E. units: non-eligible

Learning Outcomes

1. Identify how to develop business and financial plans for your practice.
2. Learn how to prepare yourself and your practice for retirement from day one.
3. Understand practice-financing options and overcome student and practice debt.

Discover the Hidden Practice Within Your Practice

Sponsored by the CDA Foundation



Kerry K. Straine

We know dentists throughout the country have worked long and hard to master their technical skills. We understand they have also invested hundreds of thousands of dollars to provide the best dental care to their patients. Yet we see dental practices in modern facilities with high-tech equipment and well-paid staff who still fail to reach their potential. Dental schools don't teach dentists how to own and operate a business. When treatment plans and business plans align, you can replace fear with freedom and uncertainty with unlimited amounts of abundance. This course will provide the "moments of truth" you've been seeking!

Time: 2:30–4:30 p.m.
Audience: entire dental team
C.E. units: non-eligible

Learning Outcomes

1. Learn the five success strategies that will provide you results.
2. Learn what the total patient capacity is for your practice.
3. Learn the five steps to policy development and the importance of a management process in your practice.



No Flying in the Operator: Why Walk When You Can Fly, Why Fly When You Can Soar!



Tina Calloway, CDA, DAICP

What does it take to become a super extraordinary dental assistant? This program will provide eight actionable tips to use in the operator. Do not allow the mind set of "I'm just the dental assistant" to hold you back, walking in circles in your career. If you are an assistant who already knows how to fly, then have your wings readily available to lift you up and soar when you return to work, so you can bring your best performance chairside.

Time: 2:30–5 p.m.
Audience: entire dental team
C.E. units: 20% – 2.5

Learning Outcomes

1. Set and achieve break-through goals in customer service and engagement.
2. Lead with the right solutions for communication skills and time-honored values.
3. Describe your role as an assistant with self-discovery, knowledge and improvement for a successful career.

Expanding Dental Practices Using Telehealth-Connected Teams and Virtual Dental Homes

Sponsored by CDA Public Policy Division



Paul Glassman, DDS, MBA

This course will assist dentists who wish to use telehealth-connected dental teams to extend dental care to underserved populations in their communities. Dr. Glassman will discuss advances in science and technology that enable the expansion of dental practices through virtual dental homes using telehealth-connected teams. Additionally, he will review a list of strategies and best practices for expanding the reach of dental practices using telehealth-connected teams and describe the organization infrastructure.

Time: 2:30–5 p.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Expand dental practices by creating virtual dental homes using telehealth-connected dental teams.
2. Understand the scientific background enabling this advance in dental practice.
3. Understand the organization, infrastructure and functions of a virtual dental home.

Differential Diagnosis of Oral Lesions: An Interactive Lecture Using Audience-Response Polling



John L. Alonge, MS, DDS

For some practitioners, development of a working differential diagnosis is one of the more difficult tasks in the diagnostic sequence. This session will increase the skills of both dentists and hygienists to successfully formulate a differential diagnosis either to treat or to confidently refer.

Time: 2:30–5:30 p.m.
Audience: entire dental team
C.E. units: Core – 3.0

Learning Outcomes

1. Review the diagnostic sequence to formulate a differential diagnosis.
2. Understand practical classification schemes to refine clinical diagnoses.
3. Formulate differential diagnoses on soft tissue and radiographic lesions.



Becoming Dr. Spielberg: Leveraging the Power of YouTube and Online Video



Brad Newman

In this interactive presentation, we will cover all aspects of Internet commercials, primarily YouTube.

We will explore the filming process and how to capture content that is most appropriate for this online video platform. Camera lighting, sound, framing of interview subjects and editing will be discussed in detail. You will fully understand the power of online videos and how to best capture patient testimonials or general commercials for your dental office.

Time:	3–5 p.m.
Audience:	entire dental team
C.E. units:	non-eligible

Learning Outcomes

1. Film video content for YouTube and feel like Spielberg.
2. Learn how to fully optimize and upload video files, which is extremely important for organic search engine optimization.
3. Have fun filming videos and learn how to capture the magic of the moment.

Upsetting the Underworld of Biofilms With Salivary Diagnostics and Subgingival Air Polishing



Karen Davis, RDH, BSDH

Biofilms are the enemy responsible for oral infections, and clinicians today can be empowered to obliterate these pathogenic communities with subgingival air polishing devices and low-abrasive powders. This course will take a careful look at how salivary diagnostics can help to personalize treatment decisions for patients and how technology can increase efficiency without sacrificing effectiveness. You will be challenged to explore novel methods of attacking biofilm and customizing care.

Time:	3–5:30 p.m.
Audience:	entire dental team
C.E. units:	Core – 2.5

Learning Outcomes

1. Appreciate the benefits of subgingival biofilm removal with novel devices.
2. Learn how salivary diagnostics reveal vital information to customize care.
3. Appreciate the safety of air polishing with low-abrasive powders.

Cracking the Cracked Tooth Code Utilizing 3-D Imaging



Mohamed Fayad, DDS, MS, PhD

Crown and root fractures (VRFs) pose a clinical dilemma and a challenge for clinicians. Definitive diagnosis is often complicated by the lack of consistent signs and symptoms and the low sensitivity of conventional radiographs in the detection of fractures. Cone beam CT technology allows the precise visualization and evaluation of teeth with fractures. This presentation will address how CBCT can be utilized in the detection of fractures prior to treatment.

Time:	3–5:30 p.m.
Audience:	entire dental team
C.E. units:	Core – 2.5

Learning Outcomes

1. Compare 2-D and 3-D imaging in the diagnosis of fractures.
2. Determine the different representations of crown and root fractures through reading the CBCT scans.
3. Have better case selection and improve clinical outcomes with early diagnosis of cracked teeth.

101 Ways to Improve Your Practice



David Schwab, PhD

This course will provide you with 101 up-to-date, sure-fire ways to build your practice, increase patient flow, enhance case acceptance and improve the bottom line, especially in challenging economic times. This great “list of pearls” will be divided into topic areas and presented as practical advice that you can take back to your practice and implement immediately. Using a combination of lecture, discussion and interactive segments, this course will enlighten and motivate the entire team.

Time:	3–5:30 p.m.
Audience:	entire dental team
C.E. units:	non-eligible

Learning Outcomes

1. Create an internal marketing system that keeps new patients coming in.
2. Project the right image and attract the right patients.
3. Follow up with patients regarding recommended treatment.

Information Privacy and Security Update: HIPAA, HITECH and CMIA

Sponsored by CDA Practice Support



Teresa Pichay
Rami Zreikat

HITECH amendments to HIPAA expanded patient rights with regard to their health information, made business associates directly liable for HIPAA compliance and significantly increased the maximum amount of fines and penalties for violations. An enforcement agency audit indicates most health care providers are deficient in HIPAA Security Rule implementation. State law goes further than federal law in some aspects and requires patient authorization to release information in certain circumstances.

Time: 3–5:30 p.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Consider methods to protect patient information that is stored, transmitted, communicated or copied.
2. Learn federal and state health information privacy law requirements.
3. Identify office policies, procedures and tasks that need to be updated.

Growing Your Practice Through Endodontics



John West, DDS, MSD



The successful dentist of the future is a clinician, a diagnostician, a communicator and a resource of total oral health. Dr. West envisions dentists who have the requisite endodontic knowledge, skills and understanding of clinical applications to function optimally in their practices. By recognizing the “endodontic gold mine” right in front of you, your practice will become a more comprehensive interdisciplinary center and it will become significantly more profitable and satisfying.

Time: 3–5:30 p.m.
Audience: dentist, dental student, RDH (EF), RDA (EF)
C.E. units: Core – 2.5

Learning Outcomes

1. Grow your practice over the next 12 months by asking a single patient question.
2. Open your eyes and recognize the huge undiagnosed endodontics gold mine right in front of you.
3. Implement endodontic techniques and knowledge immediately to grow your practice.



Saturday Speaker Lineup

Chronological order. Programs at The Spot are on Page 4.

Time	Speaker	Topic	Page No.
7–9 a.m.	Arthur W. Curley, JD	California Dental Practice Act	13
7:30–9:30 a.m.	Brad Newman	Social Media	62
7:30–10 a.m.	Karen Davis, RDH, BSDH	Oral Diagnosis	62
8–10:30 a.m.	Adam J. Freeman, DDS	Forensic Dentistry	62
8–10:30 a.m.	Robert Margeas, DDS	Restorative Dentistry	58
8–10:30 a.m.	Timothy J. Pendergrass, PT, ScD, MS, COMT	Ergonomics	63
8–10:30 a.m.	Elizabeth Somer, MA, RD	Nutrition	63
8–11 a.m.	Ray R. Padilla, DDS	Sports Medicine	58
8–11 a.m.	John West, DDS, MSD	Endodontics	59
8 a.m.–2 p.m. (break 10:30–11:30 a.m.)	Richard Madow, DDS David Madow, DDS	Team Building	63
8:30 a.m.–3 p.m. (break 11 a.m.–12:30 p.m.)	Paul L. Child Jr., DMD, CDT	Technology	64
8:30–11 a.m.	Anne Guignon, RDH, MPH	Infectious Diseases	64
8:30–11 a.m.	Patrick J. Sammon, PhD	Pharmacology	65
8:30–11 a.m.	David Schwab, PhD	Practice Transition	65
8:30–11:30 a.m.	John L. Alonge, MS, DDS	Oral Surgery	59
8:30–11:30 a.m.	M. Nader Sharifi, DDS, MS	Prosthodontics/Removable	60
9 a.m.–2 p.m.	Alan W. Budenz, MS, DDS, MBA Mel Hawkins, DDS	Anesthesia/Sedation	60
9 a.m.–3:30 p.m. (break 11:30 a.m.–1 p.m.)	Joel H. Berg, DDS, MS	Pediatric Dentistry	66
10 a.m.–noon	Eve Cuny, MS	Infection Control	15
10 a.m.–noon	Teresa Duncan, MS	Insurance	66
11 a.m.–1:30 p.m.	Timothy J. Pendergrass, PT, ScD, MS, COMT	Ergonomics	66
11 a.m.–1:30 p.m.	Christine Quinn, DDS, MS	Emergencies	67
11:30 a.m.–2 p.m.	Jacinthe Paquette, DDS Cherilyn Sheets, DDS	Esthetic Dentistry	67
noon–2:30 p.m.	Robert Margeas, DDS	Restorative Dentistry	61
noon–2:30 p.m.	Elizabeth Somer, MA, RD	Nutrition	67
12:30–3 p.m.	Anne Guignon, RDH, MPH	Infectious Diseases	68
12:30–3 p.m.	Patrick J. Sammon, PhD	Pharmacology	68

Time	Speaker	Topic	Page No.
12:30–3 p.m.	David Schwab, PhD	Practice Management	69
12:30–2:30 p.m.	Brad Newman	Social Media	68
12:30–3:30 p.m.	Ray R. Padilla, DDS	Sports Medicine	58
1–3:30 p.m.	Adam J. Freeman, DDS	Forensic Dentistry	69
1–4 p.m.	John L. Alonge, MS, DDS	Oral Surgery	59
1–4 p.m.	M. Nader Sharifi, DDS, MS	Prosthodontics/Removable	61
2:30–4:30 p.m.	Eve Cuny, MS	OSHA	70
2:30–5 p.m.	Jacinthe Paquette, DDS Cherilyn Sheets, DDS	Esthetic Dentistry	67
2:30–5 p.m.	Christine Quinn, DDS, MS	Emergencies	67
2:30–5 p.m.	Karen Davis, RDH, BSDH	Oral Diagnosis	70
3–5 p.m.	Teresa Duncan, MS	Practice Management	70



Creating Direct Composite Veneers That Rival Porcelain

Supplies Recommended



Robert Margeas, DDS

This workshop will go into detail on how to layer and finish a direct composite veneer that mimics tooth structure. You will also view how to create incisal translucency. Using a visualizer, you will learn how to systematically create a multilayered restoration with the use of tints for maximum esthetics. Finishing, contouring and polishing are as important as the shade and this will be shown in a thorough manner. This is a good course to help in the AACD accreditation process.

Required supplies: Magnification loupes

Time:	8–10:30 a.m.
Audience:	dentist, dental student
C.E. units:	Core – 2.5
Course #:	028
Fee:	\$325/\$360

Learning Outcomes

1. Create a multilayered restoration.
2. Learn how to finish and polish composites for maximum longevity.
3. Learn how to mimic tooth structure with great surface texture.

Pressure Thermoforming of Athletic Mouthguards and Other Dental Appliances

Required Lecture on Page 43



Ray R. Padilla, DDS

This workshop will focus on understanding the differences between outdated vacuum and modern pressure thermoforming fabrication of many appliances and their differences in performance and quality. You will have hands-on familiarity with pressure machines and experience in-house indications, techniques and designs of appliances such as implant stents, athletic mouthguards, temporary stents, clear orthodontic positioners and retainers, bleaching trays, fluoride trays and night guards.

Time:	8–11 a.m. and repeats 12:30–3:30 p.m.
Audience:	entire dental team
C.E. units:	Core – 3.0 per session
Course #:	029/030
Fee:	\$225/\$250 per session

Learning Outcomes

1. Understand the difference between vacuum and pressure thermoformed fabrication of appliances.
2. Compare pressure machines to vacuum machines, their costs and their differences in performance.
3. Get hands-on experience with pressure machines while fabricating appliances.

Things to know

Exhibit hall hours

Thursday and Friday: 9:30 a.m.–5:30 p.m.
Saturday: 9:30 a.m.–4:30 p.m.

Room assignments

Look for room assignments at cdapresents.com, CDA mobile app or in the CDA Presents Program.

Audio recordings

Recordings of identified programs will be available on site on the Esplanade level of Moscone South or following CDA Presents at prolibraries.com/cda.

Making Rotary Endodontics Highly Predictable, Safe and Easy – Microscope Workshop

Recommended Lecture on Page 30; Supplies Required



John West, DDS, MSD

So you want to be in control of your rotary endodontics. You want to master the three skills of “finding,” “following” and “finishing” canals. You want to learn the most predictable, safest and most efficient techniques and technologies in the world today, yet based on timeless successful biologic principles. This workshop will teach you just that: how to think and how to perform the right skills with the right tools for the right reasons by working with a clinical microscope.

Required supplies: Six endodontically accessed mature teeth not mounted in plaster

Time: 8–11 a.m.
Audience: dentist, dental student
C.E. units: Core – 3.0
Course #: 031
Fee: \$325/\$360

Learning Outcomes

1. Master the skill of seeing and locating canal orifices: finding all canals.
2. Practice the four manual motions of following in order to prepare a Glidepath for rotary endodontics.
3. Shape and finish with the new ProTaper Gold metallurgy and produce highly predictable shapes for 3-D obturation.

Exodontia Techniques Workshop

Recommended Lecture on Page 44; Supplies Recommended



John L. Alonge, MS, DDS

Perform procedures on life-like models and learn advanced exodontia techniques including socket preservation grafting. You will become more comfortable and incorporate these techniques in your practice.

Recommended supplies: Personal safety glasses

Time: 8:30–11:30 a.m.
 and repeats 1–4 p.m.
Audience: dentist, dental student
C.E. units: Core – 3.0 per session
Course #: 032/033
Fee: \$325/\$360 per session

Learning Outcomes

1. Perform surgical procedures with confidence.
2. Learn techniques to prevent complications and manage them when they occur.
3. Select and use the appropriate armamentarium to perform surgery more quickly and predictably.



Anything But Dentures: Overdenture Solutions for the Edentulous Mandible

Supplies Recommended



M. Nader Sharifi, DDS, MS

This course will address the option of overdentures with natural teeth or implants as the abutments. We will discuss how the number and location of abutments will influence the final design of the overdenture itself. We will review and complete a hands-on exercise of different impression techniques for overdenture construction. We will also complete a pick-up of an attachment under a complete denture. The overdenture and model can be taken home as a demonstrator model for patient education.

Recommended supplies: Magnification loupes and lab coat

Time:	8:30–11:30 a.m.
Audience:	dentist, dental student, lab technician
C.E. units:	Core – 3.0
Course #:	034
Fee:	\$295/\$325

Learning Outcomes

1. Review and compare the different impression techniques, not just rubber base.
2. Complete the hands-on workshops for attachment pick-up under a denture.
3. Be comfortable with two techniques through the hands-on workshops for overdenture impression.

Local Anesthesia: Human Cadaver Dissection

Supplies Recommended



Alan W. Budenz, MS, DDS, MBA
Mel Hawkins, DDS



This workshop will provide a human cadaver dissection, demonstration and performance of local anesthesia (LA) block techniques. Superficial and deep muscles, vessels and nerves will be traced. The anatomy of the infratemporal fossa via dissection will target increased understanding and higher success rates of local anesthesia practices, including Akinosi closed-mouth mandibular block, Gow-Gates high ramus mandibular block and V2 palatine approach maxillary block. A lecture segment will precede each topic.

Recommended supplies: Scrubs and magnification loupes

Time:	9 a.m.–2 p.m. (one-hour break)
Audience:	dentist, RDH (EF), RDA (EF), dental student
C.E. units:	Core – 4.0
Course #:	035
Fee:	\$495/\$550

Learning Outcomes

1. Understand the needle pathways and barriers to diffusion in maxillary and mandibular local anesthesia.
2. Learn the anatomical structures and landmarks that you cannot actually “see” clinically.
3. Perform a variety of infiltration and block local anesthesia techniques with knowledge and confidence.

Creating the Invisible Class IV With Composite Resin

Supplies Recommended



Robert Margeas, DDS

With a putty matrix, participants will create an invisible Class IV that will provide esthetics and longevity. Multilayers will be shown in detail and finishing and polishing techniques will be explained to prevent shine through and white lines. Beautiful incisal translucency and natural anatomy will be taught.

Recommended supplies: Magnification loupes

Time:	noon–2:30 p.m.
Audience:	dentist, dental student
C.E. units:	Core – 2.5
Course #:	036
Fee:	\$325/\$360

Learning Outcomes

1. Create an invisible Class IV.
2. Learn how to layer and use a putty matrix for maximum predictability.
3. Provide a long-term solution to an everyday problem in practice.

Improve Your Partial: Simple Materials, Techniques and Designs for RPDs

Supplies Recommended



M. Nader Sharifi, DDS, MS

You will use actual patient models to design three different partial cases of varying difficulty. By incorporating basic removable partial denture design principles you will learn the most prevalent clinical variations. Free-end saddles, tooth-borne cases, attachments and rotational path designs will be discussed. You will move beyond framework design and use dentistry's most familiar materials to create simple, quick impression techniques that keep costs low and increase accuracy.

Recommended supplies: Magnification loupes and lab coat

Time:	1–4 p.m.
Audience:	dentist, dental student, lab technician
C.E. units:	Core – 3.0
Course #:	037
Fee:	\$295/\$325

Learning Outcomes

1. Understand the different design options available for free-end saddle removable partial dentures.
2. Review basic design principles that are applicable in every clinical case.
3. Explore various methods of impression making for RPD frame fabrication.



SM4D: Social Media for Dentists



Brad Newman

This course will educate dental teams on the best ways to market themselves online using a variety of social media sites. We will explore platforms such as Facebook, Twitter, LinkedIn, Pinterest, Instagram, Foursquare, Vine, YouTube and more. Leveraging the power of Internet commercials, review sites and blogging (inbound marketing) will also be covered. Coupled with a solid strategy and tenacious execution, social media is a game-changer for dental offices.

Time: 7:30–9:30 a.m.
Audience: entire dental team
C.E. units: non-eligible

Learning Outcomes

1. Maintain a social media conversation that is fresh, likeable and targeted for the right audience.
2. Learn what type of social media content works best and how to encourage engagement with your audience.
3. Create a more dynamic and unique online presence while improving page rank on Google and conversion.

Oral Cancer Screenings: If Not You, Then Who?



Karen Davis, RDH, BSDH

This course will explore the risk factors for oral cancer, including all types of tobacco use, HPV virus, poor nutrition, alcohol, periodontal infection and tanning booth exposure. The content will equip you to perform comprehensive head and neck examinations as well as perform a six-step screening. Various adjunctive oral cancer screening devices and their benefits will be explored. You will learn the role of salivary diagnostics for oral cancer detection and detection of HPV.

Time: 7:30–10 a.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Identify and instruct patients on how to reduce risk factors for oral cancer.
2. Learn about technologies available to enhance intra- and extraoral cancer screenings.
3. Appreciate the components of thorough head and neck examinations.

Dental Identification and Mass Disasters: How the Dental Team Works



Adam J. Freeman, DDS



Dental identification continues to be the quickest scientific method of identification. In disaster victim identification, the dental team, consisting of dentists, dental hygienists and dental auxiliaries, must work together to form a cohesive unit. This lecture will examine the challenges faced in mass disasters.

Time: 8–10:30 a.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Learn how the dental team functions to identify the victims of mass disasters both natural and man-made.
2. Understand the science behind dental identifications.
3. Learn how technology has aided the identification of victims of mass disasters.

Ultimate Dental Boot Camp: No-Shows and Cancellations, New Patients, More Treatment



Richard Madow, DDS
David Madow, DDS

Are you ready to see more new patients, perform more treatment, reduce no-shows and much more? Is it time to increase your production, have a motivated team and enjoy dentistry again? At this new one-day seminar Dr. Richard Madow and Dr. David Madow will reveal the secrets that have helped thousands of dentists across the country instantly increase their incomes while having fun in dentistry.

Time:	8–10:30 a.m. and continues 11:30 a.m. –2 p.m.
Audience:	entire dental team
C.E. units:	20% – 2.5 per session

Learning Outcomes

1. Reduce no-shows and cancellations significantly, see more patients and increase treatment acceptance.
2. Understand how better intraoffice communication will make for a more enjoyable work experience.
3. Use your new knowledge on Monday morning.



Dentistry in Motion: Achieve Peak Performance to Maximize Productivity – Part I



Timothy J. Pendergrass, PT, ScD, MS, COMT

Lack of physical activity throughout the day, combined with static postures and repetitive motion often leads to muscular soreness, pain and loss of productivity. This course two-part course that will begin by exploring the complexities of the neuromuscular system as it pertains to the dental professional. This course will also explore how the profession of dentistry just may predispose you to movement-related dysfunction.

Time:	8–10:30 a.m.
Audience:	entire dental team
C.E. units:	Core – 2.5

Learning Outcomes

1. Explore the neuromusculoskeletal system as it relates to function.
2. Discuss movement-related dysfunctions associated with the practice of dentistry.
3. Discuss the concept of ideal posture in the “real world.”

The Real Simple Diet: How to Eat Well in a Fast-Paced World



Elizabeth Somer, MA, RD

Nutrition information is doubling every 18 months. How do you stay up to date when information seems to flip flop daily? Besides, is it really that important how well you eat as long as you give it your best try and take a multivitamin to be on the safe side? Ms. Somer will distill the latest research into a simple, no-fuss plan for eating well and feeling your best. She will also explain what Americans are currently eating, then provide the why, what, how and when to eat and supplement.

Time:	8–10:30 a.m.
Audience:	entire dental team
C.E. units:	Core – 2.5

Learning Outcomes

1. Identify the No. 1 biggest diet-related health problem facing Americans and how it affects nutritional status.
2. Understand five nutritional deficiencies common in most U.S. diets and simple ways to prevent them.
3. Learn five simple habits that guarantee a healthy diet.

Clinical Success for Indirect Restorative Dentistry



Paul L. Child Jr., DMD, CDT

The use of PFMs has dropped dramatically in the past decade since the introduction of IPS e.max and zirconia. New ceramics are continually being introduced and confusion exists on the best techniques for cementation. This practical presentation will address all aspects of indirect restorative dentistry and the best techniques for clinical success. Topics will include tooth preparation, ceramics, cements, primers, CAD/CAM, implants and prosthodontics.

Time: 8:30–11 a.m.
and continues 12:30–3 p.m.
Audience: entire dental team
C.E. units: Core – 2.5 per session

Learning Outcomes

1. Understand the classification of ceramics and cements and when to use each.
2. Learn the best techniques for conventional and adhesive cementation of ceramics, including zirconia.
3. Understand the differences between etchable and non-etchable ceramics and the chemical interaction of primers.

What Does Biofilm Have to Do With Chronic Disease, Persistent Wounds and Recurrent Infections?



Anne Guignon, RDH, MPH

Biofilms are complex polymicrobial communities that contribute to many debilitating diseases, including periodontal disease and caries. Biofilms resist traditional antibiotic therapies and play a significant role in the development of chronic disease, delayed wound healing and reinfections. Exciting new combinations of both professional therapeutics and home care strategies are now available that address Mother Nature's unique microbial challenges.

Time: 8:30–11 a.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Understand how biofilm forms, matures and is disrupted.
2. Appreciate how xerostomia affects biofilm ecology and learn methods to combat dry mouth.
3. Identify new strategies that involve patients in effective biofilm management.



Danger Behind the Mirror: Prescription Drug Abuse and Addiction

Co-sponsored by CDA Well-Being Committee



Patrick J. Sammon, PhD

The illegal use of painkillers is rampant and responsible for multiple overdoses and crime. Kids are popping pills at parties. Doctor shoppers are looking for easy marks. Learn how risk factors, Internet drug trafficking, drug-seeker cons and more impact clinical practice. Dental teams can play a huge role in drug abuse intervention and prevention. Increase your skills and abilities to recognize drug abuse, refer drug-abusing patients for help and treat recovering patients in your practice.

Time: 8:30–11 a.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Understand how drug abuse can lead to addiction and drug-seeking behavior.
2. Recognize the signs, symptoms and clinical problems associated with narcotic and OTC drug abuse.
3. Spot how drug seekers divert prescription drugs and identify procedures for dealing with these individuals.

Practice Transitions: A Marketing Perspective



David Schwab, PhD

This course will provide you with useful information regarding the marketing aspects of practice transitions. The course will examine the effect a transition has on a practice from the perspective of both buyer and seller. You will learn how to keep current patients in the practice and gain valuable insights regarding successful marketing efforts to attract new patients to help the buyer develop a loyal patient following.

Time: 8:30–11 a.m.
Audience: entire dental team
C.E. units: non-eligible

Learning Outcomes

1. Plan in advance so that current patients of record are retained when a new dentist joins the practice.
2. Understand the principles of marketing that apply specifically to practice transitions.
3. Train the team so that practice continuity is maintained during and after the transition process.



Minimally Invasive Restorative Dentistry



Joel H. Berg, DDS, MS

This course will provide you with the most up-to-date information regarding emerging technologies in caries management using minimally invasive techniques. This course will discuss the continuum of caries management including minimally invasive restorative techniques, the use of glass ionomer containing materials, bioactive materials, diagnosis, and treatment planning and use of stainless steel crowns.

Time: 9–11:30 a.m.
and continues 1–3:30 p.m.
Audience: entire dental team
C.E. units: Core – 2.5 per session

Learning Outcomes

1. Understand the continuum of caries management as it relates to restorative dentistry.
2. Learn new ways of assessing and treating biofilms using materials and devices.
3. Understand restorative approaches to caries management involving innovative treatment planning and materials.

Buckle Up! Insurance Changes Are Coming



Teresa Duncan, MS

The Affordable Care Act, SNODENT, Delta, PPOs — every one of these items will impact your office in the immediate future. This discussion will help you prepare by explaining the why and how of these industry shifts. Offices that are aware of these changes before they are put into effect will weather the storm just fine. Will you be one of them?

Time: 10 a.m.–12 p.m.
Audience: entire dental team
C.E. units: Core – 2.0

Learning Outcomes

1. Discuss upcoming changes to our industry.
2. Assess what you can do to prepare your practice for the future.
3. Determine your practice's preparation level for the next two years.

Dentistry in Motion: Achieve Peak Performance to Maximize Productivity — Part II



Timothy J. Pendergrass, PT, ScD, MS, COMT

The second part of the lecture will build on information presented in the first session with the primary goal of getting you active while you learn, so come prepared to move! We will begin by discussing your work-related posture as it relates to improved musculoskeletal health. Strategies for improved functional interaction within the operator will also be discussed along with what it means to be functionally fit within the practice of dentistry.

Time: 11 a.m.–1:30 p.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Explore ways to minimize your risk of movement-related dysfunction.
2. Discuss the unique fitness needs of the dental professional.
3. Understand what it means to be functionally fit within the practice of dentistry.



When Seconds Count: Medical Emergencies in the Dental Office



Christine Quinn, DDS, MS

Emergencies can and do happen in the dental office. This course will discuss management of some of the more common medical emergencies in the dental office and what happens when you call 911.

Time:	11 a.m.–1:30 p.m. and repeats 2:30–5 p.m.
Audience:	entire dental team
C.E. units:	Core – 2.5 per session

Learning Outcomes

1. Have a strategy for the management of medical emergencies that may occur in the dental setting.
2. Learn what is happening to the individual during that medical emergency and how to manage that emergency.
3. Take this information back to your practice and evaluate your emergency response protocol.

Interdisciplinary Synergy: Creating Esthetic Treatment Outcomes Through Therapeutic Precision



**Jacinthe Paquette, DDS
Cherilyn Sheets, DDS**

Synergy occurs when an esthetic reconstructive interdisciplinary team combines their strengths for treatment-planning esthetic dilemmas with the goal of creating idealized patient outcomes. This lecture will outline both the macroscopic relationships of the patient's oral facial appearance, the hard and soft tissue symmetry and color, and the important microscopic relationships of marginal adaptation, subgingival contours and biofilm control for success.

Time:	11:30 a.m.–2 p.m. and repeats 2:30–5 p.m.
Audience:	dentist
C.E. units:	Core – 2.5 per session

Learning Outcomes

1. Maximize esthetic outcomes through an overall evaluation of the patient's oral facial appearance.
2. Understand interdisciplinary coordination/management for all treatment phases for natural teeth and implants.
3. Understand the parameters that create a stable, long-lasting result.

Eat Your Way to Vitality



Elizabeth Somer, MA, RD

When people feel genuinely comfortable in their own skin, happy, excited about life and have the energy to be adventurous, it is then they are likely to also feel most vital. This fun presentation will present the latest research on how what we eat fuels our energy, confidence, happiness and gusto. It also affects our looks, waistlines, optimism and ... yes, even our sex lives.

Time:	noon–2:30 p.m.
Audience:	entire dental team
C.E. units:	Core – 2.5

Learning Outcomes

1. Explain the connection between what a patient eats and his or her vitality and energy.
2. List five diet habits that patients can adopt to boost energy, gusto, enthusiasm for life and even sex appeal.
3. Create plans for encouraging patients to incorporate more healthy eating habits into their daily lives that will maximize both oral health and vitality.

Discovering Your “Golden Posts” on Social Media



Brad Newman

In this interactive presentation, we will explore how to create engaging social media content that converts new patients to your dental office. This course will educate dental teams on how to come up with their “golden posts.” These are creative posts that you boost/promote on Facebook, blog about, create newsletters for, tweet to followers and more. We will discuss case studies and how to get the most reach on social media platforms with brilliant content.

Time: 12:30–2:30 p.m.
Audience: entire dental team
C.E. units: non-eligible

Learning Outcomes

1. Develop strategic social media content that reaches tremendous amounts of potential new patients.
2. Learn about Facebook advertising, blogging, tweets, check-ins, YouTube and more.
3. Develop a content strategy that takes your online identity to an entirely new level of success.

Sickening Facts — Recognizing Medically Complex Patients



Anne Guignon, RDH, MPH

Physical disease and social phenomena create new challenges that transform how we practice. Learn how the epidemics of diabetes, obesity, tobacco, arthritis, osteoporosis, celiac disease, sleeping disorders and syndrome X impact oral health care delivery and treatment outcomes. This course will provide information and tools to help identify and treat some of this century’s most complicated patients.

Time: 12:30–3 p.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Understand factors contributing to the rising incidence of degenerative diseases.
2. Become aware of how dietary habits and personal lifestyles impact on oral health.
3. Learn how to engage patients in becoming part of the solution.



Stark-Raving Crazy: Dangers of Synthetic Drugs and Their Impact on Your Practice

Co-sponsored by CDA Well-Being Committee



Patrick J. Sammon, PhD

Stimulant abuse has reached a crisis in our communities. Spice, Mr. Nice Guy, Go Fast, etc. are names of new "synthetic" drugs flooding the Internet market. Kids and young adults are using these drugs to get high, as performance enhancers and are flaunting their use on the Internet. Discover how these new drug trends threaten the health and safety of our youth and impact oral health. Dental teams can play a major role in drug use identification, prevention and intervention.

Time: 12:30–3 p.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Recognize signs and symptoms and oral health problems associated with the use of these drugs of abuse.
2. Screen patients to effectively identify drug misusing, abusing and addicted patients.
3. Learn how to use brief intervention strategies and apply these in your practice.

Creating a Culture of Accountability



David Schwab, PhD

The message may be "excellence" or "comprehensive dentistry." It may be a message of "caring" or "compassion." But if the team does not appreciate the message or have the skills to convey fundamental information to patients, then the practice's core message is not effective. This lecture will give you the skills you need to develop and formulate messages and protocols and to hold everyone accountable for success. When the practice culture is about accountability, then things get done.

Time: 12:30–3 p.m.
Audience: entire dental team
C.E. units: 20% – 2.5

Learning Outcomes

1. Train your team to make everyone accountable for success.
2. Understand the need for organization, checklists and firm deadlines.
3. Run a successful and efficient staff meeting.

Bite Marks and the CSI Effect: Fact or Fiction?



Adam J. Freeman, DDS

In the commission of a crime, the victim may be bitten. This course will delve into the fact and fiction of bite marks, what the value of this evidence is and the harm of its misuse.

Time: 1–3:30 p.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Diagnose bite marks.
2. Learn about child abuse and bite marks.
3. Learn how the odontologist collects and analyzes the evidence.

OSHA Compliance Update



Eve Cuny

This course will review the latest OSHA requirements for Hazard Communication, Blood-borne Pathogens, ergonomics, injury and illness prevention and general safety. Tips on how to ensure compliance and details regarding training and record keeping will be included in the presentation.

Time: 2:30–4:30 p.m.
Audience: entire dental team
C.E. units: Core – 2.0

Learning Outcomes

1. Describe the elements of the Hazard Communication plan.
2. Identify the OSHA employee training requirements.
3. Determine which records must be maintained for OSHA compliance.



Save Lives! The Miracle of Organ Transplantation and Subsequent Dental Considerations



Karen Davis, RDH, BSDH

In the U.S., someone is added to the organ transplant list every 10 minutes, yet an average of 18 people die each day while waiting because of the shortage of donated organs. This course will diffuse some of the myths surrounding organ donation and will take a careful look at dental implications for patients with organ transplantation, including antirejection medications, preprocedural protocols and recommendations for managing oral complications. Unique stories will be featured.

Time: 2:30–5 p.m.
Audience: entire dental team
C.E. units: Core – 2.5

Learning Outcomes

1. Understand the basics of the organ allocation process used in the U.S.
2. Learn the dental implications of transplantation and antirejection medications.
3. Appreciate the life-giving reality of organ donation.

Foundations of Dental Office Management



Teresa Duncan, MS

This new course is designed for doctors or managers who have less than five years of management experience or anyone desiring a refresher course on the basics of office management. Experienced dentists know clinical excellence alone does not spell success — managerial talent and leadership is needed, as well. Discussions will focus on situations that managers encounter in their new roles. From hiring and firing to managing your practice's revenue cycle — we'll review essential basic systems.

Time: 3–5 p.m.
Audience: entire dental team
C.E. units: 20% – 2.0

Learning Outcomes

1. Structure an effective team.
2. Manage your practice for financial success.
3. Anticipate insurance issues and industry changes.

Required Courses

Course#	Speaker	a.m./p.m.	Early *	Standard *
001	Oromchian	Thursday	\$25	\$25
002	Canham	Thursday	\$25	\$25
003	Canham	Friday	\$25	\$25
004	Curley	Friday	\$25	\$25
005	Curley	Saturday	\$25	\$25
006	Cuny	Saturday	\$25	\$25
Workshops — Thursday, Aug. 20				
007	Bruce et al.	a.m.	\$325	\$360
008	Jansen	a.m.	\$295	\$325
009		p.m.	\$295	\$325
010	Clark	a.m.	\$295	\$325
011	Calloway	a.m.	\$125	\$140
012		p.m.	\$125	\$140
013	Bruce et al.	p.m.	\$325	\$360
014	Clark	p.m.	\$295	\$325
015	West	p.m.	\$325	\$360
871	Sahota/Curley	a.m.	\$50	\$50
872		p.m.	\$50	\$50
Workshops — Friday, Aug. 21				
016	Low	a.m.	\$295	\$325
017	Quinn	a.m.	\$195	\$215
018		p.m.	\$195	\$215
019	Paquette/Sheets	a.m.	\$325	\$360
020		p.m.	\$325	\$360
021	Zahrebely	a.m.	\$135	\$150
022		p.m.	\$135	\$150
023	Beck et al.	a.m.	\$55	\$60
024	Asadi/Gremillion	a.m.	\$495	\$550
025	Bregman	a.m.	\$215	\$235
026		p.m.	\$215	\$235
027	Low	p.m.	\$295	\$325
873	Brattasani/Weiss	a.m.	\$50	\$50
874		p.m.	\$50	\$50
Workshops — Saturday, Aug. 22				
028	Margeas	a.m.	\$325	\$360
029	Padilla	a.m.	\$225	\$250
030		p.m.	\$225	\$250
031	West	a.m.	\$325	\$360

Workshops — Saturday, Aug. 22 (continued)

Oral Surgery	Alonge	032	a.m.	\$325	\$360
		033	p.m.	\$325	\$360
Prosthodontics/Removable	Sharifi	034	a.m.	\$295	\$325
Anesthesia/Sedation	Budenz/Hawkins	035	a.m.	\$495	\$550
Restorative Dentistry	Margeas	036	p.m.	\$325	\$360
Prosthodontics/Removable	Sharifi	037	p.m.	\$295	\$325
Special Events					
Wine Seminar		038	Thursday	\$40	\$45
CDA Party at Ruby Skye		039	Friday	\$65	\$70
Reserved Seating — Thursday, Aug. 20					
Biofilms	Guignon	040	a.m.	\$10	\$10
Infectious Diseases	Guignon	041	p.m.	\$10	\$10
Nutrition	Somer	042	a.m.	\$10	\$10
		043	p.m.	\$10	\$10
Insurance	Zahrbelny	044	a.m.	\$10	\$10
		045	p.m.	\$10	\$10
Endodontics	West	046	p.m.	\$10	\$10
Periodontics	Merijohn	047	a.m.	\$10	\$10
Reserved Seating — Friday, Aug. 21					
Esthetic Dentistry	Clark	048	a.m.	\$10	\$10
		049	p.m.	\$10	\$10
Insurance	Duncan	050	a.m.	\$10	\$10
		051	p.m.	\$10	\$10
Removable Prosthodontics	Sharifi	052	a.m.	\$10	\$10
		053	p.m.	\$10	\$10
Infectious Disease	Davis	054	p.m.	\$10	\$10
Pharmacology	Sammon/Lindroth	055	p.m.	\$10	\$10
Reserved Seating — Saturday, Aug. 22					
Pediatric Dentistry	Berg	056	a.m.	\$10	\$10
		057	p.m.	\$10	\$10
Oral Diagnosis	Davis	058	a.m.	\$10	\$10
Medical Dental Connection		059	p.m.	\$10	\$10
Dental Team/Office	Madow Brothers	060	a.m.	\$10	\$10
		061	p.m.	\$10	\$10
Emergencies	Quinn	062	p.m.	\$10	\$10

*Early-bird pricing is in effect through July 21. Standard pricing is in effect July 22 through Aug. 22.

Print all areas of this form legibly. Be sure to include registration types (see Page 9).

Register online through Aug. 22: cdapresents.com

Mailed forms accepted through July 21:

CDA Presents
1201 K St., 16th Floor
Sacramento, CA 95814

Worrying about meeting materials is a thing of the past! All registrants must pick up materials on site using our fast and convenient eBadge Exchange process. You gain the flexibility of up-to-the-minute registration changes or corrections without the delay of returning badges or tickets.

- Current CDA members receive complimentary registration. Membership dues must be paid for 2015.

- Licensed dental professionals must include their license number and formal name as listed with the Dental Board of California.
- Refunds will be processed through July 21. Course changes can be made online from your personal Dashboard, which can be accessed through your email confirmation. If you are canceling a registrant, please email your request to CDAPresents.Registration@cda.org. Refund requests received after July 21 will not be accepted.

Please Note:

All staff/guests registering with a dentist are \$5 per person through July 21, \$25 thereafter. Dentists cannot be registered as staff/guests. Questions? Visit cdapresents.com or call 800.232.7645.

Primary Registrant (Print)		Registration Information		Workshops and Required Courses						
Last Name	Formal First Name & MI	License #	Reg Type	Fee	Course #	Course Fee	Course #	Course Fee	Course #	Total Fees
										\$

Confirmation Email (required) _____ ADA # (if applicable) _____ Telephone (_____) _____

Address _____ ☐ I require special assistance.  ☐ I do not wish to receive promotional materials for this meeting.

Staff/Guest Badges and Ticketing		Registration Information		Workshops and Required Courses						
Last Name	Formal First Name & MI	License #	Reg Type	Fee	Course #	Course Fee	Course #	Course Fee	Course #	Total Fees
										\$
										\$
										\$
										\$
										\$
										\$

Special Event Tickets			
Event Name	Event #	Fee \$	Total Fees
WineFUNDamentals	038	\$30	=
CDA Party	039	\$65	=

Payment		Grand Total
Make check payable to the California Dental Association. For your security, CDA Presents no longer accepts credit card information by fax or mail. To pay with a credit card, please register at cdapresents.com .		\$

Hotel reservations must be made by
July 30, 2015, 6 p.m., Pacific Time.

Save time and money and reach
all the CDA hotels with one call!

Online

cdapresents.com

Phone

866.298.2981 or 415.268.2090

Office hours are 6 a.m.–6 p.m., Pacific Time,
Monday–Friday.

Fax

415.216.2549

Mail

CMR®/CDA Housing
33 New Montgomery
Ste. 1100
San Francisco, CA 94105

Confirmation

Reservation acknowledgments will be sent to you directly
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accommodate your first hotel choice. If your requested
hotel is not available, CMR® will confirm comparable
accommodations.

Making reservations is easier than ever. You can make
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and selecting the hotel and travel link. It's fast, it's easy and
it's available to you 24 hours a day, 7 days a week. You'll
be able to view actual hotel availability, read about your
hotel's features and services, get local city and travel
information and receive instant confirmation of your
reservation. Give it a try!

New reservations

You may book online, phone, fax or write to make your
reservations. Be sure to have a copy of the housing form
and your credit card information on hand if you call,
or complete the housing form and mail or fax to CMR®.
Please do not do both!

Deposit/cancellation policy

Reservations will only be accepted with a credit card or
check payment. All credit cards must be valid through
dates of stay.

**Reservations canceled on or after July 24,
2015, will forfeit their deposit.**

Be sure to include a return fax number or email address
in case of questions or problems with the fax transmission.
Make reservations as soon as possible through CMR® by
July 30, 2015. After this date, reservations will be made
on a space-available basis. Do not mail or fax forms to
CDA headquarters because this will delay your request.

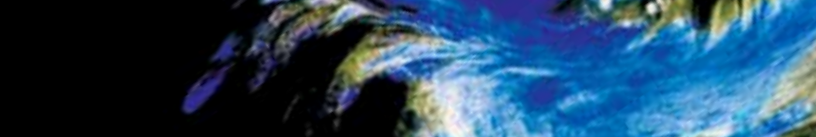
Changes, cancellations and refunds

All changes, cancellations and refund requests must be
made directly with CMR®. This can be done online at
cdapresents.com, or by calling 866.298.2981,
6 a.m.–6 p.m., Pacific Time, Monday through Friday. An
acknowledgment of your request will be sent to you once it
has been completed. You must have a cancellation number
for your reservation to be considered canceled.

Refund and cancellation requests must be received prior to
July 24, 2015, for refund of hotel deposit.

Many hotels impose early departure fees. This policy is
at the discretion of the individual hotel, and the amount
of the fee varies by hotel. To avoid an early departure
charge, please be sure to verify your actual date of
departure before checking in.

**Reservations canceled on or after July 24, 2015,
will forfeit their deposit.**



For complete hotel description and room amenities, please visit cdapresents.com.

Map #	Hotel	Description
1.	The InterContinental (headquarters hotel)	Located one block from Moscone South, this hotel is just steps away from the city's top attractions.
2.	San Francisco Marriott Marquis	The hotel is close to Moscone South, the Financial District and Union Square.
3.	W San Francisco	The W is directly across from Moscone South.
4.	Handlery Union Square (Main)	Providing the ambience of a European boutique hotel, the hotel's guest rooms and lobby have been completely redecorated with custom furniture and fabrics.
5.	Hilton San Francisco Union Square	This stylish and sophisticated hotel conveniently located at Union Square offers comfortable guest rooms with room service, a restaurant and Starbucks in the lobby.
6.	Sir Francis Drake	A mixture of timeless elegance and high style since 1928, this landmark San Francisco hotel offers historic accommodations in the heart of Union Square just steps from Moscone South.
7.	The Mosser Hotel	Recently renovated, the Mosser is conveniently located between Union Square and Moscone South.
8.	Hotel Abri	A modern-day urban oasis in the heart of San Francisco's Union Square, Abri invites guests to seek refuge from the hustle of city streets with its energetic yet comfortable vibe complemented by contemporary art, chic décor and upscale amenities.
9.	Parc 55 San Francisco, a Hilton Hotel	Just steps away from Moscone South and Union Square, this hotel offers modern guest rooms.
10.	Villa Florence	One of San Francisco's boutique hotels with European flair, with easy access to Union Square, the Powell Street Cable Car line, Moscone Center and more.
11.	Westin St. Francis	This historic luxury hotel has been a tradition since 1904, with an idyllic setting in historic Union Square, close to Moscone South.

Deadline: July 30, 2015

Reservations will only be accepted with a credit card or check payment.

Map #	Hotel	Single/Double
1.	The InterContinental (headquarters hotel)	\$283
2.	San Francisco Marriott Marquis	\$285
3.	W San Francisco	\$289
4.	Handlery Union Square (Main)	\$191
5.	Hilton San Francisco Union Square	\$249
6.	Sir Francis Drake	\$220
7.	The Mosser Hotel	\$158
8.	Hotel Abri	\$200
9.	Parc 55 San Francisco, a Hilton Hotel	\$210
10.	Villa Florence	\$219
11.	Westin St. Francis	\$249

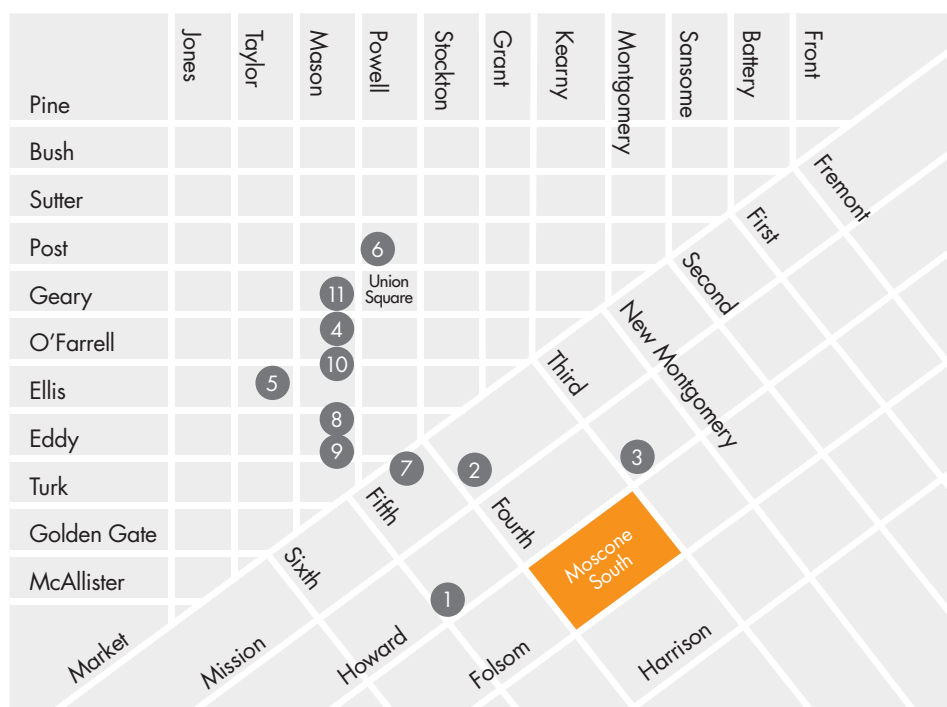
Exhibit Hall Location

Moscone South
747 Howard St.
San Francisco, CA 94103

To receive suite rates, or to reserve a hospitality suite, please contact CMR® so the hotel can confirm release of the space with CDA convention management prior to reserving.

To reserve meeting space, please contact the hotel directly, and the hotel will confirm release of the space with CDA convention management prior to reserving.

Please note: The hotel map is intended only to show proximity of each hotel to Moscone South. Shuttles to Moscone South will be provided from hotels not within walking distance.



Reservation Deadline: July 30, 2015 After this date, reservations will be made on a space-available basis.

Submit your reservation one of the following ways:

Online Book online anytime at cdapresents.com

Phone 866.298.2981/415.268.2090 — Office hours are 6 a.m.–6 p.m., PT

Fax 415.216.2549 — Office hours are 6 a.m.–6 p.m., PT

Mail CMR® 33 New Montgomery, Ste. 1100, San Francisco, CA 94105

Name _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____ Email _____

Name of person making the reservation _____

Please indicate how your hotel selection was made: ☐ Location ☐ Rate

Hotel 1st choice _____ Rate _____

Hotel 2nd choice _____ Rate _____

Hotel 3rd choice _____ Rate _____

Room types: (Rooms vary by hotel. Please call CDA Housing for details including suite information and rates) 1 = Single (1 person)
2 = Double (2 people, 1 bed) 3 = Double/Double (2 people, 2 beds) 4 = Triple (3 people, 2 beds) 5 = Quad (4 people, 2 beds)

Occupant name _____ Arrival _____ Departure _____ Room type _____

Occupant name _____ Arrival _____ Departure _____ Room type _____

Occupant name _____ Arrival _____ Departure _____ Room type _____

Credit card and reservation information All rooms require a deposit in the amount of a night's lodging at the time of booking.

1. Reservations will not be processed without a first night's deposit.
2. If you are making more than one reservation, you will need to provide a credit card and billing address for each room.
3. Billing address should be provided if different than address of cardholder.
4. Once a deposit has been posted to a reservation, it cannot be transferred to another reservation.
5. Each credit card must be valid through the reservation dates of the stay.
6. To pay by check, make check payable to requested hotel. Business checks only, no personal checks accepted.
7. For fax or group reservations, you will receive a confirmation within five business days.

8. No refunds on room deposits will be given on or after July 24, 2015.

Credit card number _____ Exp. date _____

Signature _____ Print name as it appears on card _____

Important: No refunds on room deposits will be given on or after July 24, 2015. If you do not receive a confirmation within five days, please call for assistance. Please note duplicate/double booking of reservation will result in "no show" charges on your credit card. **Deposit policy:** Reservations will only be accepted with a credit card or business check payment. Reservations and changes are subject to hotel availability. **Cancellation policy:** All cancellations must be made in writing through CMR.® Reservations must be canceled before 6 p.m. Pacific Time on Thursday, July 23, 2015, to receive a full refund. Reservations canceled on or after July 24, 2015 will forfeit their deposit.



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California Dental Association

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