



SACRAMENTO DISTRICT DENTAL SOCIETY PRESENTS THE 31ST ANNUAL MIDWINTER CONVENTION & EXPO

FEBRUARY 3 & 4, 2011

at the Sacramento Convention Center
(1400 J Street • Sacramento, CA)

UNDER THE BOARDWALK

♪ ... down by the C-E (E-E-E) ... ♪

Meeting Schedule:

Thursday
February 3, 2011

Registration 7:00am to 5:00pm
Lectures 7:45am to 5:15pm
Lunch Served 11:30am to 1:30pm
Exhibits Open 11:30am to 5:30pm
Gala 3:30pm to 5:30pm

Friday
February 4, 2011

Registration 7:15am to Noon
Lectures 8:00am to 4:00pm
Lunch Served 11:30am to 1:30pm
Exhibits Open 8:00am to 1:30pm

CONTINUING EDUCATION



NETWORKING



EXHIBITS, FOOD & PRIZES!



REGISTRATION INFORMATION

DATES TO REMEMBER:

Early-Bird Registration Deadline:

November 1, 2010

Refund Deadline:

January 7, 2011

Hotel Reservation Deadline:

January 20, 2011

Regular Registration Deadline:

January 21, 2011

HIGHLIGHTS:

Fabulous Speakers

CE units in Expo Hall

All meals included in registration price

Giveaways & raffle prizes in Expo Hall

Lunch provided Thursday & Friday

Expo upstairs!

One-Day price for doctors!

EXPO HOURS:

Upstairs Ballroom

Thursday

11:30am–5:30pm

Friday

8:00am–1:30pm

Everything
Upstairs!

IMPORTANT Information

REGISTRATION

Please pre-register to avoid long on-site registration lines. Attendees registered on or before **January 26, 2011** will receive badge and packet at the SDDS PRE-REGISTRATION desk. All registrations received after this date will be available at the SDDS ON-SITE REGISTRATION desk. **Each registrant must fill out a registration form. ONE FORM PER REGISTRANT.** All registrants will receive email confirmation **three** weeks prior to show date.

Attendees must present badge to gain entry into the convention. There is a \$10 charge for on-site replacement of lost badges. If badge changes are needed, please notify SDDS in writing no later than **January 17, 2011**. Any changes after that date must be made at the SDDS on-site registration desk.

PAYMENT

Please make payable to SDDS by check or credit card (VISA or MasterCard ONLY). If you are a member of SDDS, you may request to be billed. Payment must be made at the time of registration. If billed, payment must be made by due date on invoice.

OPEN ATTENDANCE

Courses are on a first-come, first-served basis. Once a room is filled to legal capacity, no one else may be admitted. Please plan your schedule accordingly in order to avoid disappointment.

HOTEL ACCOMMODATIONS

The Hyatt Regency Sacramento (1209 L Street, Sacramento, CA 95814) is offering a special discounted convention rate of \$169 per night. Be sure to identify yourself as an attendee of the Sacramento District Dental Society (SDDS) MidWinter Convention when booking your room (Group Code: SDDS). For reservations, call (800) 233-1234 or visit <http://www.sdds.org/MW2011-Other.htm>. The discount deadline date is **January 20, 2011**.

REFUND / CANCELLATION POLICY

Cancellations received in writing by **January 7, 2011** will receive a full refund less \$25 per registrant processing fee. Cancellations received after this date are nonrefundable, but substitutions will be allowed. There will be no refund for "No Shows" or for registrations made after this date.

CONTINUING EDUCATION CREDITS

CE cards are included in each registrant's Convention Packet. To obtain CE credit, the attendee must sign in at each course and record the code number announced at the end of each session on the CE card provided. SDDS cannot be held responsible if you fail to complete your CE card properly.

PARKING

Parking is available at the following locations: 14th & H Streets* • 13th & J Streets • 13th & K Streets • 15th & K Streets* (*Early bird rates available)

INFORMATION

For additional information, contact SDDS at (916) 446-1227; 915 - 28th Street, Sacramento, CA 95816.

WE'RE GOING GREEN!

In an effort to support overall green efforts, convention correspondence will be sent via email from lisa@sdds.org. Please make sure that this email address is saved in your "safe recipients" list. If you need a hard copy of any information emailed, please contact Lisa at 916.446.1227 or via email lisa@sdds.org. NOTE: all course handouts will be posted on SDDS' website via a special link provided to you via email three weeks prior to the convention date.

Sign up 5
staff, get the
6th FREE!



7:45am – 9:15am (1.5 CEU, Core)

OSHA Refresher

LaDonna Drury-Klein, RDA, CDA, BS



Are you covering all the required subject areas in your annual training protocol? California Division of Occupational Safety and Health requires dental healthcare workers to obtain, at least annually, occupational safety training in specific areas to include exposure control, hazard communication and general office safety. This course will serve as a refresher to all dental healthcare workers current in their annual OSHA training protocols.

- Gain a better understanding of your role as compliance officers, employees and employers within the healthcare setting
- Validate current training protocols and content
- Learn how to better train and implement existing compliance protocols



8:00am – 9:30am (No CEU)

Basic PC Troubleshooting Tools

Corina Leon, Owner, GJD Solutions

Learn how your PC hardware works and what you can do to troubleshoot and fix common problems. You will learn troubleshooting techniques to fix many of the most common PC problems. This course will coach you on how to narrow down problems and find solutions.

- PC component issues, and explain how to troubleshoot and remedy common issues
- Basic Office Network Layout
- Review PC Security and best practice to keeping your PC secure and protected
- Review Email Security
- Review basic HIPAA requirements
- Review list of PC troubleshooting resources



8:00am – 9:30am (1.5 CEU, 20%)

Don't Make Hygiene Your Practice's "Loss Leader" — Enhance Hygiene to Improve Patient Care and Retention

Robyn Thomason & Katie Fornelli, California Dental Association
Sponsored by CDA Practice Support Center

Are you frustrated by patient cancellations and failed appointments? Do you wonder how you can make your hygiene schedule more efficient? Do you question whether your hygiene compensation structure is fair? How do you work breaks into a busy hygiene department? Learn how your hygiene department can be a valued benefit to your practice.

- Gain knowledge related to hiring, compensation, performance evaluations for hygienists
- Implement meal and rest breaks into the daily hygiene schedule
- Analyze hygiene production, maximize the schedule and determine staff capacity
- Understand the importance of a periodontal management program



8:15am – 9:45am (1.5 CEU, 20%)

Becoming a Customer Service Star

Kim Parker, Vice President, California Employers Association

Customer service is receiving a great deal of attention in almost every business and industry. This presentation is to measure and increase customer service performance in both employees and managers. In Becoming a Customer Service Star you will learn the five points or facets of customer service.

- Feel positively toward customers, encourage customer feedback
- Respond to customer problems, develop repeat relationships
- Seek to exceed customer expectations



9:45am – 11:45am (2 CEU, Core)

Infection Control

LaDonna Drury-Klein, RDA, CDA, BS



This course includes the latest language pertaining to the Dental Board of California's (DBC) Infection Control Regulations. This course will include subject areas such as the proper use of surface disinfectants, instrument care, sterilization procedures and barrier techniques.

- Participants will be reminded of their legal responsibilities to the safety and health of the patient via infection control protocols as dictated by regulation
- Gain a better understanding of the role infection control plays in the patient's perspective of the dental office and their staff
- Using the current DBC Infection Control Regulations, gain a better understanding of the intent of the language and how to better utilize the regulations in their workplace
- Obtain the latest information for infection control education requirements for unlicensed dental assistants effective this year.

This course does NOT qualify for unlicensed dental assistants' mandatory education requirement. Only a Board-approved 8-hour program meets the educational requirements for unlicensed staff effective 1/1/2010.



9:45am – 11:45am (2 CEU, 20%)

A Day in a Dentrax Office: Let's Go Chartless!

Susan Lukins, Certified Dentrax Trainer, Henry Schein Dental

This course will focus on the flow of working in a Dentrax chartless office. It will cover scheduling new patient appointments with on-line patient questionnaires, patient charting, perio charting, treatment planning and case presentation.

- Utilizing Dentrax to create a chartless office
- Clinical notes, perio charting & case presentation
- Lab Case Manager
- Scheduling from operatories



9:45am – 11:45am (2 CEU, 20%)

Reduce Missed Appointments Without Losing Patients... During These Challenging Economic Times

Kerry Straine, President, Straine Consulting

How does your practice measure up? Are you competing with your patients' "other" appointments?

- Learn how to differentiate between a true condition, versus an objection patients give for missing their appointments
- Learn how to analyze if your patients are missing appointments for clinical, or administrative reasons
- Learn how proper communication with patients, is more effective than charging for missed appointments



10:00am – Noon (2 CEU, Core)

It's Not What You Say... Or Is It? Effective Communication & Enrollment Skills for the Dental Team

Karen Davis, RDH, BSDH, RDHMP

Today's dental consumer needs compelling reasons to invest two of their most valuable commodities: **time and money** in their dental health when "everything feels just fine." For successful treatment enrollment today's dental team must invest in mastering the art of effective communication...an investment that has substantial and long-lasting returns!

- Learn how to overcome barriers to effective communication
- Learn how to respond to common objections to treatment
- Learn how to create desire for elective dental procedures
- Learn how to gain closure in the treatment room

- = courses intended for dentists
- ⊖ = courses intended for hygienists
- = courses intended for assistants
- ⊗ = courses intended for front office

- LR = licensure renewal course
- OR = OSHA renewal course

KEY



10:00am – Noon (2 CEU, 20%)

Eaglesoft — Power Personalized!

Lucinda Marquez, Technology Advisor, Patterson Dental Supply

This course will explore the newly redesigned accounting and scheduling processes, the Core of your day to day operations. Patterson Eaglesoft software helps you run a successful dental practice by managing all front office, clinical and imaging procedures using a single patient record. Come learn all about this powerful new software and how it will open up infinite possibilities for your practice management.

- Ability to utilize the latest tools and take your practice to the next level
- Receive faster payment on claims and statements
- Reduce your accounts receivable and estimated insurance balance



10:00am – Noon (2 CEU, 20%)

What DO Patients Really Want?

Greg Psaltis, DDS

This presentation deals with the findings of a dental survey in which more than 20,000 patients answered the questions, "What do you like about dental practices?" and "How would you make a dental practice better?" The top 10 responses are listed and the ensuing conversation concerns strategies for implementing these ideas into a practice.

- Learn what role technical skills play in patient satisfaction
- See how you can adjust your team's behavior to make patients happier
- Strategize for greater practice success based on real feedback
- Understand the importance of communication in clients' opinions



10:30am – Noon (1.5 CEU, Core)

Practical Implant Dentistry for the General Dentist — Part I

Tim Silegy, DDS

This program is targeted toward the general dentist who wants to incorporate placing and restoring single tooth implants in the office. Part I begins with a discussion of the potential implant market that exists in the general dental practice. Barriers to success will be explained and participants will be given the tools necessary to break them down. The focus will then shift to patient selection and evaluation of the potential implant site. The benefits of various diagnostic studies will be reviewed and a simplified approach to implant planning will be explained. This session will conclude with a tutorial on extraction techniques and socket preservation techniques.

- Effectively address patient concerns
- Assess potential implant sites
- Understand the indications for different imaging modalities
- Utilize new techniques to remove teeth in implant sites
- Reliably preserve and develop implant recipient sites with hard and soft-tissue grafting



1:00pm – 3:30pm (2.5 CEU, Core)

Practical Implant Dentistry for the General Dentist — Part II

Tim Silegy, DDS

The afternoon session will continue where the morning left off. The concept of immediacy will be discussed and participants will understand how immediate temporization enhances the implant result. Finally, attendees will be exposed to immediate implant placement and temporization following dental extraction in the esthetic zone.

- Understand the indications for immediate loading of dental implants
- Simplify the implant placement and restorative process
- Easily and esthetically temporize dental implants
- Appreciate the benefits of immediate loading in the esthetic and non-esthetic zones



1:15pm – 2:45pm (1.5 CEU, 20%)

Real Issues & Real Solutions

Robyn Thomason & Katie Fornelli,
California Dental Association

Sponsored by CDA Practice Support Center

This course will examine a typical day in the practice and provide a variety of solutions to the many challenges you face each day. CDA's Practice Support analysts will walk you through a normal day and present solutions and resources you can implement right away.

- Learn to manage the unexpected changes in the daily schedule
- Understand techniques to employ when communicating treatment plans
- Learn how to manage daily employee issues



1:15pm – 3:15pm (2 CEU, Core)

Creating the Ultimate Doctor-Patient Hygiene Exam

Karen Davis, RDH, BSDH, RDHMP

Learn how to prioritize the dental hygiene appointment through strategic screenings and turn that magical 5 to 7 minute doctor's examination into one that confirms diagnosis, answers patient's questions and generates treatment... **without** running everyone's schedule behind!

- Learn how to develop a partnership for discovery and co-diagnosis
- Identify how to prioritize the visit
- Identify candidates for comprehensive examinations
- Recognize the dental hygienist's role in initiating restorative & aesthetic conversations
- Utilize a "triangle of communication" for the synopsis of findings



1:15pm – 3:15pm (2 CEU, Core)

If You Can't Beat 'em, Enjoy Them

Greg Psaltis, DDS

Have you ever wondered why pediatric dentists love their work? Imagine seeing nothing but children all day! For some, this may sound like your worst nightmare. Attend this engaging and informative program and discover simple keys to the best kept secret in dentistry—the joy of children. Child-friendly terminology, appropriate appointments and specific positive feedback are all parts of the successful visit for a child. Audience participation enhances the understanding of the child's dental experiences. Parent guidelines will also be discussed.

- Understand appropriate terminology
- Learn how parents can be helpful and your best promotional tools
- Discover why positive feedback works well
- See why effective child management is a great practice-builder
- Create a schedule that will optimize success with young patients



1:15pm – 3:15pm (2 CEU, 20%)

Increase Cash Flow & Improve Internal Controls with a Sound Financial Policy... During These Challenging Economic Times

Kerry Straine, President, Straine Consulting

How does your practice measure up? Do you like being owed money?

- Learn how to compile a written Financial Policy that identifies the patient movement through the practice
- Learn how to work through your patients' financial concerns by providing options
- Learn how to utilize your software for more than just a billing and collection tool

LR



1:30pm – 3:30pm (2 CEU, 20%)

Softdent: What's New, Tips and Tricks

Kathy Overman, Certified Trainer, Carestream Dental, LLC (formerly PracticeWorks)

This course is for the dental team interested in utilizing the latest software features of Kodak Softdent practice management software. This program provides a networking opportunity with other practices as well as a trainer's perspective. By the end of this course, you will be familiar with the new modules and features of the latest versions, including version 14 and the latest electronic services that are available. General knowledge of Kodak Softdent practice management software and current use of version – 14 is recommended.

- Identify the new features in Softdent
- Utilize Softdent administrative shortcuts
- Incorporate Electronic Services



3:15pm – 5:15pm (2 CEU, Core)

California Dental Practice Act

LaDonna Drury-Klein, RDA, CDA, BS

The Dental Board of California (DBC) requires **all licentiates and permit holders** to receive two CE units in the area of California Dental Practice Act (CDPA). This course meets all required elements such as scope of practice, license renewal requirements, use of auxiliaries in a dental practice, laws governing the prescription of drugs and acts in violation of the CDPA. This course will also include the newest scope of practice requirements for dental assisting and their impact on the licensing process.

- Gain an understanding of the legal and ethical responsibilities as a dental healthcare worker as mandated by the CPDA
- Hear actual case examples of violations within the profession from a DBA perspective in order to demonstrate how violations affect the laws of the profession
- Gain a basic knowledge of how regulations and statute effect the profession and their day-to-day activities

This course qualifies for unlicensed dental assistants mandatory education requirement, effective 1/1/2010.



2:00pm – 5:00pm (3 CEU, 20%)

Good Intentions — Bad Outcomes

Beverly Kodama, DDS & Robert Zaro, Esq.

Sponsored by The Dentists Insurance Company (TDIC)

It is natural to want to please patients, especially since happy patients return and refer their friends. Patients may insist upon impractical dental outcomes. Adhering to unrealistic demands requires additional time and may place patients at risk. Busy practice owners may also become dependent upon certain employees to take over key management functions. When this happens, everyday tasks that accompany owning a business are forgotten and lead to possible employee dishonesty.

- Effectively communicate during the initial appointment to determine if the patient is realistic in his or her treatment expectations
- Manage unreasonable patient treatment expectations by recognizing and reacting to warning signs
- Place appropriate checks and balances for employees in a business setting to avoid embezzlement

This course qualifies TDIC policyholders for a 5% professional liability discount.



3:45pm – 4:45pm (No CEU)

New Graduates: Understanding Associate Agreements, Leases & Partnerships

Bette Robin, DDS, JD

This course will explore various options newly graduated dentists should consider when signing associate agreements. Also covered will be issues and things to consider when leasing and entering into a partnership agreement, as well as the advantages of buying a practice.

- Understanding issues with associate agreements
- Understanding issues with leases
- Understanding issues with partnerships
- Advantages of buying your own practice



8:00am – 9:00am (1 CEU, 20%)

Courage to Coach — Inspire Them, Don't Fire Them!

Mari Bradford, Human Resource Hotline Manager, California Employers Association

Coaching — nobody has time to do it. But, as managers, we all have to. What's the best way to handle difficult coaching decisions? Frank Pacetta of Xerox once said, "You win with people if you cherish them, develop them and show them that you sincerely care about their success." The cost of turnover is equal to about 30% of a new hire's annual salary. In this training, you will learn how communication is the key to any good relationship, and the importance of leaders to continually assess, develop and improve their skills. You will also learn nine steps of a great coach and the benefits of on-the-job training. This training program will provide participants with real-world skills to effectively coach employees to increase performance.

- Describe the problem and the expectations
- Get agreement on the problem
- Develop solutions together
- Agree on an action plan
- Follow up to ensure the situation has improved



8:00am – 9:00am (No CEU)

What's "Your" Number?

Steve Raymond, Investment Advisor Representative, 20/20 Financial Advisers of Sacramento, LLC

Early career priorities and desires can cause many people to delay planning for their retirement years. This presentation will help you figure out how much income you will need to support your retirement activities, determine how much your current assets will be worth when you retire and create a plan to bridge the gap. It is never too early or too late to get started.

- How much money you might need to retire
- Sources of retirement funds
- Whether you are on track to retire on schedule
- How to build a plan to bridge any gap that might exist

NOVEMBER 1, 2010

EARLY BIRD DEADLINE — SIGN UP TODAY!



8:15am – 9:15am (1 CEU, 20%)

Oh My Aching... Everything

Heidi Jones, DC, QME

Sponsored by TDIC Insurance Solutions

Do you go home every night with a sore neck, back or hands? Do you know that if you change just one thing about the way you work, some of your pain could be relieved? In this course, you will learn techniques to alleviate and avoid pain and possible surgery through preventative self-care measures with exercise and ergonomic considerations.

- Learn about ways to avoid work-related injuries, pain and discomfort



8:00am – 9:30am (No CEU)

Practice Transitions, Important Issues to Consider When Selling

Bette Robin, DDS, JD

This course will explore various dental practice transition options and discuss the advantages and tax ramifications of each option. Strategies to maximize value and enhance the desirability will be the concluding topic.

- Understanding of different transition and sale options
- Advantages of tax consequences of different transition options
- Analysis of different valuation strategies



9:30am – 11:30am (No CEU, 20%)

Tried & True Tricks of the Dental Benefits Game — Making the Most Out of Insurance Billing

Greg Alterton & Patti Cheesebrough, California Dental Association

One of CDA's best member benefits is providing resources to assist staff in insurance billing, options and systems that will enhance the practice. The CDA Dental Benefits Handbook is designed to assist office staff to explain dental benefits to patients and submit claims to dental benefit carriers. This course will include information on eligibility verification, filing claims, avoiding common claim filing errors, COB and the claims appeal process.

- Explain plan types to patients
- Implement claim filing tips
- Understand the claim appeal process



9:30am – Noon (2.5 CEU, Core)

Successful Techniques & Materials in Aesthetic Conservative Dental Treatment

James Dunn, DDS

This course will discuss proven materials and techniques needed to treat aesthetic dental defects including diagnostic tools, digital photographic communication techniques, proper materials selection and clinical techniques from resin infusion of early caries, adhesive choices, composite selection and use, current ceramic choices and methods of cementation. For all of these materials and treatments to work, you will need to understand principles of smile aesthetics and patient cooperation in choosing treatment that meets their needs.

- Understand which tools and methods give enhanced information in dental diagnosis
- Understand currently available adhesive materials and restoratives that give effective clinical results
- Understand pitfalls and success in selecting aesthetically acceptable tooth form and position in anterior restorations
- Understand the importance and techniques in using digital photographs in successfully communication with patients in diagnosis, treatment/planning and with laboratories and marketing media



9:30am – Noon (2.5 CEU, Core)

Principle-Based Dentistry to Achieve Aesthetic Success

Michael Miyasaki, DDS

Transcending the individual materials are principles that must be followed to achieve both clinical and practice success with conservative aesthetic treatment. This presentation will show you the principles you must follow and the materials you should use to increase your efficiency, patient satisfaction, profitability and enjoyment from your profession when doing minimally invasive aesthetic dentistry.

- Understand the clinical principles needed to achieve predictable clinical outcomes
- Learn simple techniques to increase case acceptance using digital and acrylic previews
- Understand how to determine the best clinical technique for their patients
- Learn the important occlusal considerations for subtractive and additive aesthetics



9:45am – 11:45am (2 CEU, Core)

Innovations in Stannous Fluoride Dentifrice Technology

Pam Hughes, RDH, MS

Sponsored by Procter & Gamble Professional Oral Health

Gingivitis, caries and dentinal hypersensitivity are common oral problems affecting millions of adults. Stannous fluoride provides benefits for plaque, gingivitis, caries and sensitivity and may be found in several OTC and Rx products. A dentifrice containing the Polyfluorite System™ has been introduced, providing therapeutic benefits of stabilized stannous fluoride without the stain. This is the first to combine stabilized stannous fluoride and sodium hexametaphosphate. This course will review the clinical data and therapeutic benefits the Polyfluorite System provides.

- Describe the antimicrobial benefits of stannous fluoride, its effect on plaque, gingival inflammation and bleeding, its benefits for caries protection and dentinal hypersensitivity.
- Identify the broad range of patients who are best suited for this therapeutic home care regimen.



9:45am – 11:45am (2 CEU, Core)

"What in the World is That?"

A Review of Oral Soft Tissue Diseases

Lane Thomsen, DDS

This course will review the most common and most important soft tissue lesions likely to be encountered in a general dental practice. Emphasis will be placed on recognizing the clinical features most helpful in differentiating one lesion from another. Current treatment of these conditions will also be discussed.

- Differentiate between some of the common oral soft lesions we see in the dental office and describe some of the common treatment modalities
- Differentiate between herpes and aphthous
- Develop a differential diagnosis of some bothersome vesiculobullous lesions, including lichen planus
- Identify pigmented lesions which should cause you concern
- Identify the clinical characteristics of oral cancer

Sign up 5 staff, get the 6th

FREE!



10:00am – Noon (2 CEU, Core)

California Dental Practice Act

Bette Robin, DDS, JD



Legal issues increasingly plague dentists in today's modern practice. This is a practical seminar that meets and exceeds the California Dental Board's continuing education requirement for the Dental Practice Act.

- Scope of Practice and Utilization Issues for Dentists and Auxiliaries
- Drug Prescribing and Recordation Regulations
- Citations, Fines, Revocation, Suspension and License Renewal Regulations
- Patient Consent, Medical Records
- Mandatory Reporting- Child and Elderly Abuse and Neglect



1:30pm – 3:30pm (2 CEU, Core)

Evidence-Based Decision Making Made Easier: Implications for Dentistry

Pam Hughes, RDH, MS

Sponsored by Procter & Gamble Professional Oral Health

Information overload is a growing problem for dental practitioners. We are expected to digest new clinical data from hundreds of studies each year while patients are given new health-related information daily. Using currently published systematic reviews on various dental products and some clinical practice recommendations, participants will be introduced to a step-by-step approach for identifying the best quality research as they make informed decisions.

- Gain an understanding of evidence-based decision making and its value to the dental professional in evaluating clinical research.
- Provide a list of resources for publications & organizations that will help streamline the process of gathering information.



1:30pm – 3:30pm (2 CEU, Core)

Infection Control

LaDonna Drury-Klein, RDA, CDA, BS



This course includes the latest language pertaining to the Dental Board of California's (DBC) Infection Control Regulations. This course will include subject areas such as the proper use of surface disinfectants, instrument care, sterilization procedures and barrier techniques.

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1:30pm – 4:00pm (2.5 CEU, Core)

Dental Photography: Visually Communicating with Patient Records, Patients, Laboratories & Marketing

James Dunn, DDS

This course will present a simplified approach to dental photography, both for record keeping and more professional communication with patients, laboratories, referrals and marketing. This course will discuss and show how to choose the best camera equipment, image taking accessories, lighting, a simplified office portrait system, and how to manage the images from capture, to computer to patient, laboratory, referral or marketing.

- Knowledge to produce high quality, attractive dental photographs used for dental records and communication images as well as before-and-after portraits



1:30pm – 4:00pm (2.5 CEU, Core)

Principle-Based Dentistry to Achieve Restorative Success

Michael Miyasaki, DDS

Transcending the individual materials are principles that must be followed to achieve both clinical and practice success with conservative aesthetic treatment. This presentation will show you the principles to follow and the materials to use to increase efficiency, patient satisfaction, profitability and enjoyment from your profession when doing minimally invasive restorative dentistry.

- Understand the clinical principles needed to achieve predictable clinical outcomes
- Learn simple techniques to increase case acceptance
- Understand how to determine the best materials and clinical techniques for patients
- Learn the important occlusal considerations for everyday dentistry



1:30pm – 4:00pm (2.5 CEU, Core)

"What in the World is That?" A Review of Oral Bony Lesions

Lane Thomsen, DDS

This course will review the most common and most important oral bony lesions encountered in a general dental practice. Emphasis will be placed on recognizing radiographic features most helpful in differentiating one lesion from another. Current treatment of these conditions will be discussed.

- Identify and diagnose oral hard tissue diseases
- Know the concepts of treatment and management of hard tissue lesions
- Develop a differential diagnosis of both benign and aggressive bony lesions
- Identify radiographic characteristics of bony lesions that should cause concern



1:45pm – 3:45pm (2 CEU, 20%)

The Five Biggest Mistakes Stifling Productive Schedules — Discover: The Difference that Makes the Difference

Melinda Heryford, Owner,

Heryford & Associates Practice Management Consultants

Why are some practices having record highs and others are going cutting back days? This course is designed for the front office with benefits to the entire team. "The difference that makes the difference," is you and the conversations you are having with each patient and with the conversations you are having with each other. Recognize why developing and sustaining "connection" produces long term profitable results. In this course, we will move beyond the basic practice management suggestions to open the gates to productivity.

- Learn the 5 biggest mistakes contributing to empty schedules
- Recognize 3 success factors to a full and productive schedule
- Identify 5 steps to make sure patients' schedule, prepay and refer.

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- ⊖ = courses intended for hygienists
- = courses intended for assistants
- ⊗ = courses intended for front office

- LR = licensure renewal course
- OR = OSHA renewal course

KEY



SACRAMENTO DISTRICT DENTAL SOCIETY

915 Twenty-Eighth Street
Sacramento, CA 95816

NOVEMBER 1, 2010

EARLY BIRD DEADLINE SIGN UP TODAY!

MIDWINTER Registration

Please print clearly

To avoid duplication, either fax (916.447.3818) OR mail your registration form. **ONE REGISTRATION FORM PER ATTENDEE** (photocopy if necessary). Please print clearly. This information will be used to print name badges.

Attendee Name: _____ Title/Degree: _____
 Member Dentist's Name: _____ ADA #: _____
 Office Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____ Email: _____

MANDATORY

FEES (circle the rate for the above attendee)	EARLY (on or before NOV. 1)	REGULAR (on or before JAN. 21)	ONSITE (after JAN. 21)
INCLUDES FOOD!			
Dentists (ADA Members)	\$320	\$379	\$399
Dentists (ADA Members) — ONE DAY ONLY <input type="checkbox"/> Thursday ONLY <input type="checkbox"/> Friday ONLY	\$225	\$295	\$325
SDDS DHP Members	\$149	\$159	\$179
Auxiliary/Spouse (ADA Member*) * if doctor is attending	\$159	\$179	\$199
Auxiliary/Spouse (ADA Member**) ** if doctor is NOT attending	\$179	\$199	\$219
Dentist (Non-ADA Members)	\$700	\$800	\$900
Auxiliary/Spouse (of Non-ADA Member)	\$300	\$350	\$400
Lab Technicians	\$250	\$275	\$299
Expo Only — 2 days (ADA Members) Th 2:00–5:30pm • Fr 8:00–10:30am	complimentary	complimentary	complimentary
Expo Only (Non-ADA Members)	\$100/day	\$125/day	\$150/day

Meals NOT included

FULL CONVENTION REGISTRATION INCLUDES:

- All food and refreshments
- All courses
- Expo floor full access

REFUND/CANCELLATION POLICY: Cancellations received in writing by **January 7, 2011** will receive a full refund less \$25 per registrant processing fee. Cancellations received after this date are nonrefundable, but substitutions will be allowed. There will be no refund for "No Shows" or for registrations made after this date.

PAYMENT METHOD: Check Enclosed Bill Me (SDDS Members only) MasterCard Visa

TOTAL: \$ _____

Card #: - - -

Exp. Date: /

Cardholder Name: _____

3-digit Security Code:

Billing Address: _____

Please make checks payable to **SACRAMENTO DISTRICT DENTAL SOCIETY (SDDS)**
915 28th Street • Sacramento, CA 95816 • 916.446.1227 ph • 916.447.3818 fx • www.sdds.org

Confirmations, course information and other convention correspondence will be sent via EMAIL.