

The Line-Up

Gurus, experts, aficionados – call them what you will. We've got speakers from every area of dentistry.



Avoiding Restorative Failure

– Dr. Lee Ann Brady

One of the things we dread in dentistry is case failure, and we lose sleep and stomach lining worrying about it. Cases fail for a multitude of reasons; the underlying cause can be aesthetic, functional, biologic or behavioral. A large majority of failures can be predicted before a case begins, but we don't look for the warning signs. This program will look at risk assessment in all four areas, and present a systematic approach for examination, diagnosis and treatment planning designed to minimize surprises and maximize case success.



The Art of Endodontics: Everything has Changed but the Anatomy

– Dr. L. Stephen Buchanan

Part I of this presentation relates the most fundamental and unchanging endodontic issues – pulp, dentin, root and root canal anatomy – to principles of treatment, simplifying our choices among evolving procedural technologies.

Part II of this presentation shows Dr. Buchanan's most current treatment methods, shot in HD through clear tooth replicas and during treatment of live patient cases. Procedures covered included guided-access cavities, rotary negotiation, shaping canals with one to three files, bug-jarring irrigation and 3D obturation accomplished in seconds.



Retirement 101: Calculate Your "Number," then Optimize Your Wealth-building Strategy

– Dr. Douglas Carlsen

Participants will calculate their personal "retirement number" and find their yearly savings necessary to retire at the lifestyle of their choosing. They will then find ways to increase their savings per year, utilizing their budget from the retirement number session. No preparation is necessary. No receipts or Quicken spreadsheets, please! Dr. Carlsen will then provide debt and savings strategies from actual dentists who have acquired wealth of between \$4 million and \$10 million – not counting their home – before retiring early on their own terms.



Promoting Dentistry in Today's Economy: Aligning the Consumer with Your Practice

– Mark Dilatush and Howie Horrocks

The objective of this presentation is to share what truly works and what doesn't work when promoting dentistry during a recession. The first step is to provide a list of pre-requisites that every dental practice must have to be successful. The second step is communicating the decision tendencies of today's dental consumer (what they want and do not want when choosing a new dentist for their family). The third step is discovery of the primary marketable attributes that are unique to each attendee. The last step is showing the audience how to properly arrange those consumer-demanded marketable attributes in the most effective way possible.



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The Monolithic Revolution

– **Dr. Michael DiTolla**

There has been a stunning change in the prescribing habits of dentists in the last seven years, resulting in one of the most dramatic paradigm shifts in modern dentistry. CAD/CAM technology has ushered in a new generation of digital impressions and high-strength cementable restorations that have changed the face of dentistry.



Fascinating Facts About Saliva, Seven Strategies for Xerostomia Management and the Future of Saliva Testing

– **Linda Douglas**

This course covers current research on physiology of the salivary glands, and lesser-known functions of saliva; etiology, signs and symptoms of salivary gland hypofunction; diagnostic techniques for salivary gland hypofunction and related pathologies; a new scale to clinically quantify and monitor the severity of a dry mouth; hands-on experience with saliva testing; innovative therapies for xerostomia management; and discussion of current research on saliva testing for oral and systemic disease.



The Restoration of Endodontically Treated Teeth: Begin with the End in Mind

– **Dr. Glen Doyon**

With more than 30 years experience in the restoration of endodontically treated teeth, as both a general dentist and an endodontist, Dr. Doyon will discuss empirically observed factors that contribute to long-term tooth retention. This case-based presentation will review the similarities and differences in the restoration and prognosis of anterior and posterior teeth. This fast-paced discussion will emphasize appropriate decision-making and predictability in light of current alternatives.



Predictable and Efficient CEREC Dentistry

– **Dr. Mark Fleming**

This course will discuss ways and methods to ensure smooth appointment flow for a CEREC restoration. You will learn the armamentarium for the procedure as well as what is important to ensure great CEREC proposals.



Top Implantology Breakthroughs for the GP

– **Dr. Brady Frank**

This course highlights some of the top implant efficiency techniques used by top-tier GP practices in the U.S. today. A focus on minimally invasive procedures allows the clinician to easily incorporate these productive procedures into an already busy bread-and-butter general practice. This course describes, in detail, the procedures that are most amenable to immediately incorporating into the GP practice, including the five-minute implant, abutment and crown procedure, the one-drill implant procedure, the no-drill implant procedure and the five flapless/sutureless techniques for a GP.



CEREC and Software: New Developments

– Christopher Goodson

This course covers new developments in CEREC technology, including a look at the first 200 days since the release of CEREC Omnicam, and an overview of new software advancements. Features unveiled at the IDS in Germany will be highlighted while giving an overview of the latest installment of the world's largest dental trade show. Priority will be put on the development and release process and user involvement during these processes.



Real Wealth

– Garrett Gunderson

This course will explore detecting, preventing and eliminating financial decay through revering cash and taking control of your finances. Learn where you are losing money to taxes and financial institutions, how you can keep more of what you make and how to substantially simplify your personal finances.



How to Steal From a Dentist

– David Harris

Embezzlement strikes three in every five dentists in their careers. David Harris uses real-life dental embezzlement cases to help his audience learn how to combat embezzlement in their own practices. Participants will get a fascinating inside peek at embezzlement and will see specific embezzlement techniques, overlooked warning signs, how thieves are caught and what happens to them once they are caught. Participants will acquire concrete tools for combating embezzlement.



Everything is Marketing

– Fred Joyal

Based on his best-selling book, "Everything is Marketing: The Ultimate Strategy for Dental Practice Growth," this course is power-packed, information-rich and filled with easy-to-implement ways to take your practice to the next level. The resonating concept in this course is that your dental business is the only part of the economy in your control, but by enhancing the patient experience, your practice can grow and thrive no matter what happens.



Complex Treatment Sequencing in 4.0

– Dr. David Juliani

Treatment and design sequencing of multiple restorations is one of the most challenging clinical situations we face as CEREC users. This has been simplified in software version 4.0 with the ability to propose and work on opposing and quadrant restorations simultaneously. This course will focus on design options for quadrant restorations, restorations that oppose one another, as well as other complicated clinical situations we might face as CEREC users.

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Mind Your Body

– **Juli Kagan**

Fed up with your lower back or shoulder aches? Want to get rid of that pain in your neck, once and for all? Learn the causes and solutions to these distressing conditions in addition to chairside exercises to help you sit tall, stand strong and work out pain!



Sticky Stuff and How to Lower Your Resinous Stress

– **Dr. John Kanca**

This course will include an overview of current resin adhesives and describe methods of light activation that will reduce polymerization contraction stress at the most vulnerable of restorative margins in order to provide long-term durability. White lines mean something, and it's not good.



Restoratively Driven Endodontics

– **Dr. John Khademi**

Traditional endodontic dogma, the associated legacy concepts, technique end-points, and attendant predictors and measures of success have misdirected endodontics for decades. This refreshing presentation will expose the cognitive and methodological problems that have plagued the literature, and created rifts between scientists, academicians and clinicians, and introduce a different framework that unites the evidence acquired across all these fronts.



Non-cancerous Oral Diseases that Every Dental Professional Should Know

– **Deborah Levin-Goldstein**

This course is intended to provide dentists and dental hygienists with an understanding of common oral diseases that are non-cancerous in origin. The etiology, clinical manifestations, histologic appearance and radiographic appearance of a variety of diseases and conditions will be discussed. Information concerning herpes simplex infection and recurrent aphthous ulcers will be presented according to etiology and location. Treatment options will also be discussed for each disease or condition.



Mom Was Right

– **Larry Mathis, CFP, AIF**

Larry Mathis will discuss practical application techniques that will help you maximize your wealth potential and avoid costly mistakes commonly made by dental professionals. This fun, interactive discussion is designed to show you how to achieve your personal and financial goals in the time frame you are hoping for. In addition, Mathis will give you simple steps that you can implement now to improve your immediate financial situation and reduce financial stress in your life.



Improving Case Acceptance: Moving Past Insurance Entitlement

– Dr. Mark Murphy

We live in a cynical time that rewards quick fixes, fast food, ATMs and instant everything. Taking time to help our patients *want* what we know they *need* drives the economic and reward engines of our practice. Help more patients have better health, do more of the dentistry that fulfills and stimulates you, and be more successful in your practice. Dr. Murphy provides an entertaining program full of useful tips and ideas that you can put to use on Monday morning. Patients will say yes more often to you and to your treatment plans when you stir their curiosity and help them co-discover their current conditions.



CAMBRA: A New Process of Care

– Ellen Neuenfeldt

This presentation will introduce clinicians to caries management by risk assessment (CAMBRA), a process to determine strategies for preventing and managing caries. Participants will learn how to initiate a caries risk assessment program, become familiar with various risk assessment forms, review established protocols and therapies, and determine how to communicate CAMBRA to both new and existing patients.



Prosthetically-driven Implant Planning, Placement and Restoration with CEREC

– Dr. Darin O'Bryan

Placement of implants needs to start from the restorative process. In this lecture you will learn how to plan the restoration, integrate this into the Galileos Software, mill out a surgical guide, and make a custom abutment and crown for your plan. By streamlining this process you will increase your productivity and have more predictable surgical and restorative outcomes.



RDH as Oral Health Specialist

– Trisha E. O'Hehir

Caries and periodontal disease continue to be serious health problems despite scientific evidence that they are both preventable. The standard brushing and flossing approach is not working. New strategies and products can make preventing dental disease both easy and predictable. The dental hygienist is the oral health specialist with responsibility to prevent dental disease and now the RDH has the science, protocols and opportunities to end dental disease.



You Can Run But You Can't Hide! Conflict Resolution and Communication Skills for Dental Professionals

– Mary O'Neill

Conflict resolution is simple, yet it isn't always easy. However, with practice, patience and the right intention, dental professionals can learn to skillfully move beyond the emotional and psychological barriers that create stress, impede productivity and spoil relationships. Enormous strides can be made when a team's energy is freed up to focus on building relationships and creating positive results, rather than taking positions or sides. By applying a simple, systematic method and changing unhelpful patterns of thinking and behaving, participants learn how to move through disagreements more easily, communicate more effectively and restore peace and harmony – so your practice thrives!

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Sweetening the Dental Neighborhood

– Dr. John Peldyak

Most common dental diseases are related to diet. Surveys of traditional cultures show a rapid deterioration of oral health with the transition to a Western-style diet rich in processed carbohydrates and sugars. Fermentable carbohydrates contribute to plaque mass and acidity. Different carbohydrates can have remarkably different effects, ranging from potentially harmful to dentally neutral or even protective. Consumers face a bewildering array of sweetener choices and health claims. Dental professionals can provide general and individualized information to help patients implement simple dietary strategies that optimize oral health.



Clinical Updates in CAD/CAM Dentistry

– Dr. Sameer Puri

This course will discuss the latest in CAD/CAM technology regarding the CEREC system, including latest software updates.



Team Approach to Complex Implant Therapy

– Dr. Uday Reebye and Dr. Tarun Agarwal

As implant therapy becomes more widely accepted by providers and patients, the need to plan, place and restore complex cases is becoming routine part of practice. This lecture will focus on case selection, preoperative planning and management of post-operative complications and issues. Speakers will discuss how, with the aid of cone beam technology and advances in surgical and prosthetic techniques, what once seemed a daunting task of taking on these complex cases can be met with confidence every time.

They will review and discuss their novel, truly team approach to complex implant cases. Special attention will be given to multiple fixed unit and hybrid surgical-prosthetic cases from both surgical and prosthetic standpoints.



Emergency Drugs and Medical Emergencies

– Dr. John Roberson

This course will discuss the CORE (Critical Office Resuscitative Emergency Drugs) eight drugs your office needs for medical emergencies: Epinephrine, Diphenhydramine, Nitroglycerin, Aspirin, Glucose, Albuterol, Ammonia inhalants and Oxygen. You will also discuss management of the DOME (Dental Office Medical Emergencies) 16: Anaphylaxis, Bronchospasm, Allergic Reaction, Angina, Myocardial Infarction, Sudden Cardiac Arrest, Hypoglycemia, Syncope, Local Anesthetic Overdose, Epinephrine Overdose, Foreign Body Obstruction, Cerebrovascular Accident, Seizure, Hyperventilation, Narcotic Overdose and Benzodiazepine Overdose.

Townie Talks

We've rounded up 12 of the biggest names in dentistry to share with you their words of wisdom – 18 minutes worth of wisdom to be exact. In the first-ever Townie Talks, the 2013 Townie Meeting speakers will all get 18 minutes in front of the general session to clearly and concisely express their thoughts on how to make dentistry more effective, more efficient and more enjoyable. If you like what they have to say and want to hear more, join them in their breakout session later that day.



Posterior Efficiency with the New CEREC Omnicam

– Dr. Rich Rosenblatt

This course will provide an approach for the attendees to improve their efficiency when creating the everyday posterior restoration in their practices. The latest software version will be discussed with tips demonstrated to decrease time spent on the machine so as to increase office productivity. The new CEREC Omnicam will be demonstrated to show the power of no powder, live video streaming and color models. This lecture will also be of great benefit for the doctors trying to determine if CAD/CAM dentistry will benefit their practices.



Team Dynamics

– Dr. Joe Steven Jr. and Dr. Mark Troilo

The Team Dynamics seminar is a team-building motivational seminar intended for the entire dental office. This program is designed to motivate and improve the attitudes of both the doctors and their staff members. It is a lively, fun, entertaining program with two speakers that will encourage the team to work together enthusiastically for the benefit of the practice and also for the benefit of their individual lives. This program has two goals: The first is to motivate the staff with the skills needed to become the ideal dental employee, which will benefit the office and themselves. The second goal is directed toward motivating the doctors and presenting new ideas, business techniques and theories for increased efficiency and profitability.



Root Canal Anatomy Dictates Treatment Objectives

– Dr. Scott Weed

This course will review in detail both the radicular anatomy and physiologic reasons for unusual and difficult-to-treat anatomy. Strategies for dealing with natural root canal spaces will be reviewed, and many conventional approaches will be questioned.



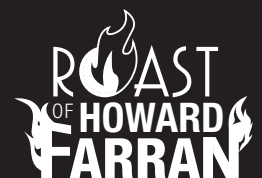
Workshop

– Dr. Brady Frank

This hands-on program features several case studies that demonstrate the continual emergent trend of reducing the invasive nature, and thus, the efficiency of implant surgery.

Roast

For the first time ever, we will be presenting a Roast at the 2013 Townie Meeting. The first target will be none other than Howard Farran. Just like on Comedy Central, the roast will consist of a Dais, where each participant is allowed to playfully insult and poke fun at Howard and the other members of the Dais. Howard will then in turn have the last laugh and be the last participant to close the roast.



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