What’s New in Continuing Education?

August is now here—the last month of the summer for those of us in the Northern Hemisphere. Which means that, unless you’re in Phoenix, it’s probably the last month until next year to watch CE on your iPad on your outdoor patio. That’s right, our CE is viewable on iPads and other portable devices!

Townie Meeting 2015 Lecture Series

We can’t bring you all the action from our annual Townie Meeting in Las Vegas, but we can certainly share some of the top-notch education that was presented there. This month, we are releasing our Townie Meeting 2015 series containing courses from Lee Ann Brady, Ara Nazarian, Mike Melkers, Bruce Baird, Mark Hyman, Neal Patel, Dale Miles and many more. You now have access to more than 22 hours of excellent education in both clinical dentistry and practice management.

As part of the registration fee for Townie Meeting, all 2015 attendees have access to these courses for free. Miss the meeting? Don’t worry; it’s only $225 to view for those who were unable to attend. (But be sure to sign up for Townie Meeting 2016!)

Getting Staff and Patient Communication Right for Increased Profitability

by Dr. Bryan Laskin

Effective communication keeps office stress low and profitability high. Effective communication with your patients—which encompasses everything from attracting new patients and answering the phone, to treatment presentation and ensuring the patient leaves happy—also increases your bottom line. The strategies taught in this course will enhance communication with your team, patients and colleagues, allowing you to work smarter and faster, with skyrocketing profitability. Simple tools and techniques that are intuitive and easily adopted can dramatically change your patients’ perspective, building lasting trust and confidence in your practice. These strategies also build a cohesive team that works together to drive more patient procedures in a day, increasing the bottom line while increasing patient satisfaction. With your staff communicating effectively, patient case acceptance increases and your schedule stays full. Staff are encouraged to attend this course, so your office can role-play treatment-planning scenarios and adopt communication protocols that fit your office’s needs.

Confident Implant Placement Through Digital Planning

by Dr. Armen Mirzayan

The concept of guided surgery and implant placement is often ignored for multiple reasons. Generally, the cost of the surgical stents and the arduous process of planning and fabricating the stent have been the largest deterrents, and the majority of the modality would have to be outsourced. With the advancements in technology, a large number of doctors have been able to incorporate both CAD/CAM and cone beam into their practices to diagnose, treatment plan, and deliver care to the highest standard possible. This has also allowed the practitioner to have complete control over the whole complex, from the precise fixture placement to the appropriate emergence profile for the restoration.

This CE course will demystify the process and show how a dentist can reach the final product with great efficiency and predictability. Surgical stent processes are described in great detail, ranging from simple tooth-borne cases to complex edentulous procedures. Furthermore, the surgical options are catalogued in great detail where the clinician can make practice purchase decisions with regard to the appropriate armamentarium needed to provide the surgery. The presentation is provided in a neutral manner without favoring any specific implant product line and details how anyone with appropriate access to the technologies can enter the field of guided implant surgery.

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**Dental Sleep Medicine: Sleep Principles and Oral Appliances**
by Dr. Barry Glassman

Much has been said about the dentist’s need to diagnose sleep apnea and treat snoring. Despite the fact that it is a relatively young science, myths and exaggerations already abound on this critical subject. It is true that dentistry could and should be the No. 1 portal for patients into sleep medicine. What steps should the general dentist take in order to help benefit his or her patients? What factors will help the dentist make a decision as to exactly how involved he or she should become in treatment? In this two-hour presentation, we will review the principles of sleep medicine, and the role of dentistry in treating snoring and other obstructive sleep disorders. This honest look at sleep medicine will concentrate on the challenges that face dentists who incorporate dental sleep medicine in their practices.

Those viewing this presentation will begin to have a thorough understanding of dental sleep medicine and will be in a position to appropriately screen all their patients. As important, they will have the information to decide whether or not to incorporate oral-appliance therapy in their offices and if so, what steps to take. The oral-appliance review will help them select and insert appliances and monitor appliance use. They will have a realistic perspective on the possible untoward side effects of appliance therapy on muscle and joints.

**The Aesthetic Full-Mouth Rehabilitation**
by Dr. John Nosti

Please do yourself a favor and take John’s newest CE course on Dentaltown Learning Online.

Full-mouth rehabilitations are one of the most difficult types of cases to handle in practice today. Many times these patients have advanced occlusal breakdown, along with the presence of a temporomandibular joint internal derangement. Learn how these internal derangements are classified and how they affect the long-term prognosis of your case.

Dr. John Nosti will detail the diagnostic records necessary and steps he completes in performing a full-mouth rehabilitation. He also describes how to understand vertical dimension and how and why to make changes, in addition to the how-to in completing the bite records necessary in increased vertical dimension cases both prior to and during the preparation appointment. Preparation sequencing is key in full-mouth reconstructions, and Dr. Nosti gives you a simplified approach to tackling these complex cases.

**Practice Leadership 101**
by Travis Frederickson

The changing landscape of health care brings into sharp focus the necessity for dentists to engage in the leadership process. This course is intended to introduce the learner to what practice leadership is all about, and the many benefits of this approach.

Practice leadership is often a foreign concept within a dental practice; many dentists believe they are using leadership, while they’re actually using management. While both management and leadership are necessary to effectively operate a practice, the scales have historically been tipped to management and remain that way today.

The benefits of leadership within a dental practice are extensive, but largely underutilized. Practice Leadership 101 introduces leadership principles as a useful process for practice leaders.

With understanding gained from this class, the learner is able to identify principles that will serve him or her well, both individually and for the practice. Many principles can be used immediately. As you practice the principles, the many benefits of utilizing a leadership model for practice operations will emerge.

**HIPAA For Dentistry 10 Tips/Tools for Compliance**
by Leslie Canham, CDA, RDA

HIPAA regulations require covered entities to comply with the privacy, security, and new omnibus rules. Dentists must update their notice of privacy practices, create written plans, conduct a risk assessment, create the necessary logs, update business associates agreements, understand how to prevent breaches and know what to do if a breach occurs.

In addition, workforce training must take place periodically, covering office policies, procedures, and plans to protect patient’s privacy. Awareness training protects the practice and patient data, and prevents breaches.

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Pediatric Dentistry: Anesthesia, Pulp Therapy, and Stainless-Steel Crowns
by Dr. Josh Wren

With the Affordable Care Act mandating dental coverage for those under 19, more than 3,000,000 pediatric patients will be added to 150,000 dental practices. Treating children may become a necessity for your dental office. Pulp therapy and stainless-steel crowns are procedures often considered complex when performed on pediatric patients. This course will alleviate any fear of the unknown that leads to this misconception. Indirect pulp therapy, pulpotomy, and pulpectomy will be discussed, with emphasis on diagnosis and technique.

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Stainless-steel crowns will also be discussed and procedural steps thoroughly explained and shown. Neither pulp therapy nor stainless-steel crowns are possible without effective anesthetic techniques, so this course also discusses Dr. Wren's process for the use of nitrous oxide, appropriate topical anesthesia and local anesthesia in order to achieve a truly painless injection 100 percent of the time. If you are treating children in your practice, this course is a must!

Buying a Dental Practice: There is More to it Than Price. Recorded Live at Townie Meeting 2014
by Tim Lott

This presentation is designed to educate the prospective buyer on how to approach the financial due diligence aspect of buying a dental practice. You will learn what information you need, how to piece it together and analyze it to formulate an offer. You will also learn some of the other aspects of the process so you will be prepared when you locate a practice to purchase.

We also have here on Dentaltown Dr. Howard Farran’s One-Day Dental MBA. Dr. Farran shares his proven techniques to increase your productivity, boost your bottom line and build your business. Don’t miss his live and unfiltered insights on dentistry and business, along with an insider’s view of his dental practice.

Enjoy learning from the comfort of your home! ■

View more CE offerings on Dentaltown.com. Log on to Dentaltown.com/onlineCE to learn more.