


*26<sup>th</sup> Annual  
Big Apple Dental Meeting*

*Sheraton Mahwah  
Mahwah, New Jersey  
Wednesday-Thursday  
March 28-29, 2012*

*Sponsored by  
The Bronx County Dental Society*

★ **SPECIAL BONUS FOR** ★  
**ATTENDING OUR SEMINARS**

A \$25 exhibitors coupon will be given to each dentist attending a paid full-day seminar and a \$10 coupon to each dentist attending a half-day and/or paid evening seminar. When presenting your \$25 or \$10 coupon — any purchase made at an exhibitor booth will be discounted at the \$25 or \$10 rate. *You will receive a coupon for every full-day, 1/2 day and evening paid course that you attend and no minimum purchase is required!* **PLEASE BE ADVISED: NOT ALL EXHIBITORS ACCEPT COUPONS**

<b>25</b>	This coupon entitles the bearer to a TWENTY-FIVE DOLLAR discount towards the purchase of equipment, supplies, or services from any one participating exhibitor during the Big Apple Dental Meeting. No minimum purchase required!	<b>25</b>
Name: _____	Exhibitor: _____	
Address: _____	_____	
E-mail: _____	<b>FILL OUT COMPLETELY FOR REDEMPTION</b>	
<b>25</b>	Coupon must be completely filled out and returned to BCDS within 60 days of meeting.	<b>25</b>

**MEETING HIGHLIGHTS**

**PRE—REGISTRATION** • All attendees are urged to pre-register. There is no fee for ADA members for general registration. For Non-ADA members there is a \$25.00 registration fee. Send registration form to: Bronx County Dental Society, 3201 Grand Concourse, Bronx, New York 10468 or Fax form to: 718-733-0186

**ON-SITE REGISTRATION:** There is a \$20.00 on-site administrative fee in addition to any other fees for those attendees not preregistered. For Non-ADA attendees there is a \$25.00 registration fee + \$20 administrative fee + fee for seminar.

**TICKETS** • Upon receipt of your preregistration, tickets and identification badges will be mailed directly to you. After March 20th, they may be picked up at the registration desk at the meeting.

**CE Credits** • The Academy of General Dentistry, the New York State Dental Association and the States of Connecticut and New Jersey accept the courses at the Big Apple Dental Meeting for accreditation. Validation sheets are available in the exhibit hall. *The final determination of the acceptance of Continuing Education Credits lies with your State's Education Dept. and the A.G.D.*

**MEALS** • **a)** AM - complimentary bagels, danish, coffee and tea. **b)** PM - a buffet lunch will be served **FREE** for all paid attendees who attend a paid full-day seminar in both restaurants in the hotel (Illusions and The Fountainview). Additional lunches may be purchased at our registration desk.

**ROOM RESERVATIONS** • There will be a discount for those attendees wishing to stay at the Sheraton Mahwah, Mahwah, New Jersey. Call the hotel directly at (201) 529-1660. Mention the Big Apple Dental Meeting.

**PARKING** • Free parking for all those attending. Outdoor and indoor parking available.

*All Cellular Telephones must be turned off in and near the Lecture Halls during the Big Apple Dental Meeting.*

*Kosher meal available upon request with pre-registration.*

**FURTHER INFORMATION** • Please contact: Joy Patané, Executive Secretary at (718) 733-2031, Fax: (718) 733-0186

**Website:** [www.bigappledentalmeeting.us](http://www.bigappledentalmeeting.us) • **email:** [bronxdental@optonline.net](mailto:bronxdental@optonline.net)

**Exhibit Hall** • We will have exhibits of suppliers, manufacturers and service companies. Special convention discounts will be available to attendees. Exhibits will be open from **9:30 am to 7:00 pm on Wednesday, March 28th and 9:30 am to 7:00 pm on Thursday, March 29th, 2012.**

**REGISTER ONLINE ON OUR SECURE SITE [BIGAPPLEDENTALMEETING.US](http://BIGAPPLEDENTALMEETING.US)**

## **WELCOME TO THE START OF OUR SECOND QUARTER-CENTURY OF BIG APPLE DENTAL MEETINGS:**

*After having our most successful dental meeting in twenty-five years, we have a hard act to follow. We are presenting a terrific lineup for 2012 with an impressive array of speakers and diversified seminars.*

*From Maryland, For Practice Management for Specialists and their staff, we have Dr. Roger Levin and for Practice Management for General Practitioners and their staff, Drs. David and Richard Madow.*

*Added to the above is Abe Kasbo (NJ) from Verasoni and Debra Engelhardt Nash (North Carolina) on Teamwork in Dentistry.*

*We have a packed esthetic program which features lectures and hands on seminars as well. It features Dr. Howard Strassler from Maryland, Dr. Gerard Kugel from Boston, Drs. Marc Gottlieb, Thomas Connelly and Ron Kaminer from the New York area, Dr. Ross Nash from North Carolina, Dr. Rolando Nunez from Venezuela, and our own Dr. Howard Glazer from New Jersey.*

*Some of the other speakers and their topics are: From Boston, Dr. Timothy Hempton on Crown Lengthening and Dr. Terrence Griffin on Suturing; Dr. Dell Webb from Utah on Dental Insurance for 2012; Tracy Anderson Butler from Florida on Perio and Dental Hygiene; from New York, Dr. Martin Jablow on an update of Dental Technology, Dr. Harold Edelman on Infection Control, Dr. Edward Feinberg on Crown and Bridge and Dr. Gwen Cohen Brown on Pathology; Drs. L. Stephen Buchanan from California and Noah Chivian from NJ on Endodontics; also from New York, Dr. Elliott Moskowitz on Orthodontics for the General Practitioner, Dr. Jacqueline Plumez on Psychology, Dr. John Comisi on Biomimetrics, Dr. Kenneth Treitel on Risk Management and Oral Surgery and Implants with Drs. Evan Chafitz and Berry Stahl; Dr. Sheila Dashkow (NJ) on Forensics; Dr. Norman Hammer from Boston on Crown and Bridge; Dr. Charles Cobb from Kansas City on Periodontics for the General Practitioner; Sleep Apnea with Ms. Rose Nierman (Florida); Partnerships and Associateships with Dr. Tom Snyder (Pennsylvania); Health Issues with Dr. James Lichon of Michigan and Finances with the Altfest Group (NY).*

*We also have two special seminars: Murray Bradford, CPA (California) with Tax Strategies for the Dentist in Private Practice and Dr. Howard Israel of New York, who will discuss Oral Surgery in Nazi Germany.*

*Remember the dates...Wednesday, March 28th and Thursday, March 29th, 2012 at the Sheraton Mahwah Hotel in Mahwah, New Jersey...Go to our seminars, visit our exhibits and use your coupons, have breakfast and lunch on us and get your post graduate credits.*

*Check your e-mail and mail for further news, specials and events. Most of all... Have a great time!!!!*



Stephen D. Lowy, DDS  
Co-Chairman



Leslie A. Zucker, DDS  
Founder and Co-Chairman

**REGISTER ONLINE ON OUR SECURE SITE [BIGAPPLEDENTALMEETING.US](http://BIGAPPLEDENTALMEETING.US)**

# Sheraton Mahwah Hotel, Mahwah, New Jersey



## BIG APPLE COMMITTEES 2012

### Exhibits Committee:

Dr. Robert Yeshion: Chairman  
Dr. Berry Stahl

### Scientific Committee:

Dr. Howard S. Glazer: Chairman  
Dr. Mario Abati  
Dr. Leslie A. Zucker

### Organization Committee:

Dr. Stephen Harrison  
Dr. Richard Herman  
Dr. Anthony Danilow  
Dr. Laarni Abanto  
Dr. Surendra Patel

Registration: Joy Patané

## OFFICERS OF THE BRONX COUNTY DENTAL SOCIETY FOR 2012

<b>President:</b>	Dr. Berry Stahl	<b>Executive Director:</b>	Dr. Robert S. Yeshion
<b>President-elect:</b>	Dr. Madeline Ginzburg	<b>ADA Delegate:</b>	Dr. Sanford Schimmel
<b>Secretary:</b>	Dr. Amarilis Jacobo	<b>Alternate ADA Delegate:</b>	Dr. Berry Stahl
<b>Treasurer:</b>	Dr. Stuart Chassen	<b>NYSDA Trustee:</b>	Dr. Richard Herman

**NYSDA House of Delegates:** Dr. Stephen Harrison, Dr. Robert Margolin,  
Dr. Amarilis Jacobo, Dr. Madeline Ginzburg

**Big Apple Dental Meeting:** **Co-Chairman:** Dr. Stephen D. Lowy  
**Co-Chairman and Founder:** Dr. Leslie A. Zucker

Cover Art: Janet Karl

## 2ND QUARTER CENTURY SPECIAL SEMINAR FEES:

*Register for any of our seminars before January 31st and receive a discount of 15% for each seminar:*

*After January 31st until February 25th, receive a discount of 10% for each seminar. Please note that all dentists will also get a \$25 coupon for a full day paid seminar and a \$10 coupon for each paid 1/2 day or evening seminars. All paid full day seminars include breakfast and a buffet lunch. Be aware of the registration deadline for the discounts. Full fee will be applicable after February 25, 2012.*

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# WEDNESDAY, MARCH 28

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## SPECIAL BREAKFAST SEMINAR – “LEARN AT BREAKFAST”

● 7:30 am-8:15 am

### I. DR. LEWIS J. ALTFEST

“FINDING YOUR OPTIMAL INVESTMENT PRESCRIPTION IN 2012 - THE RIGHT INVESTMENTS IN THE RIGHT AMOUNTS”



**Overview:** Is your portfolio the best that it could be? Does it incorporate the best research in the field? How is it positioned for 2012's markets? Come hear Lew Altfest, one of Barron's Top 100 Independent Financial Advisors and Ph.D., CFA, CPA / PFS, CFP®, as he shows you the steps to creating a portfolio that works best for you, shares his firm's economic and market outlook, identifies opportunities for today and answers your questions.

#### Particular Attention Will Be Paid To:

- Altfest's economic and market outlook
- The five step process to creating an investment portfolio that works best for you
- Knowing your goals for the money
- Determining your risk for tolerance
- Choosing an appropriate asset allocation
- Selecting individual investments
- Monitoring and rebalancing your portfolio

**Special fee for all attendees; \$20  
Designed for dentists, staff, family and friends**

**NO applicable discount or coupon**

**Dr. Lewis J. Altfest**, Ph.D., CFA, CPA/PFS, CFP®, CEO and Chief Investment Officer, Altfest Personal Wealth Management<sup>SM</sup>

Lew Altfest has been practicing fee-only investment management and personal financial planning for over 25 years. He has been named one of the “Best Financial Advisors” in the country by Barron's, Medical Economics, Dental Practice Report, Money, and other financial publications. He is frequently interviewed by the media in such places as the Wall Street Journal, PBS's Nightly Business Report, The New York Times and CNBC. Altfest Personal Wealth Management, a twenty-eight year old, nationally known, fee-only financial planning and investment management firm, has been endorsed by NYSDA Support Services for NYSDA members and is co-endorsed by the Bronx County Dental Society.



**Be an organ and tissue donor.  
Enroll in the Organ and Tissue  
Donor Registry.**

**[www.donatelife.net](http://www.donatelife.net)**

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# WEDNESDAY, MARCH 28

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● 9:00 am-5:30 pm

**A1. DR. DAVID MADOW**

**DR. RICHARD MADOW**

**“HOW TO LOVE DENTISTRY, HAVE FUN AND PROSPER”**

**A PRACTICE MANAGEMENT SEMINAR FOR THE ENTIRE DENTAL TEAM**



This fun, fast-paced course is perfect for all doctors, team members and spouses who want to easily and predictably take their practice to a level they never thought possible.

It's filled with incredibly usable content and also features videos, music and humor to make it unlike any other dental seminar most have ever experienced! The Madow Brothers make sure that every single dentist and team member in the audience learns the secrets of delivering better patient care, practice growth, and fulfillment in the profession of dentistry while having an enjoyable day. Practically every attendee reports that a Madow Brothers seminar was the best day they ever spent in dentistry.

Here are just some of the things covered in this course:

- One simple thing to add to your exams for better patient care AND increased practice income!
- Double your new patients instantly by getting them off the phone and into your appointment book!
- The latest trends in social media – get up to speed now and watch your practice explode!
- Ways to economically and efficiently “Grow Your Practice Locally.”
- Important telephone skills - answer those difficult questions correctly every time!
- Ten “Incredible Practice Builders.” Easy and inexpensive ways to reach out to those in your community.
- The best referral idea in the history of dentistry?
- “Off The Wall” ideas for practice growth that you will NOT hear anywhere else!
- Do this simple thing and never run late again!
- How to give a painless injection every time!
- Simple ways to lower your overhead once and for all!
- Re-energize your entire team and get them to love your practice!
- How any office can achieve 100% treatment plan acceptance!
- Clinical updates in lasers, digital technology and more!
- Seven “Almost Free” ways to get and keep new patients!
- Performing treatment that was “slipping through the cracks.”
- A live demonstration that will leave you in shock, disbelief, and help you to schedule more new patients than ever before!
- A special ending – you’ve never seen anything like it at a dental seminar!!!

### Course Objectives:

- 1) Every dentist and team member will gain the knowledge to increase productivity while enjoying their profession more than ever before
- 2) Practices will learn how to increase new patient numbers significantly and serve their current patients better through increased treatment plan acceptance and better treatment options
- 3) Attendees will learn how to incorporate new technology into their practices in marketing, social media and clinical procedures.

**\$260 for dentists; \$140 for staff**  
**Designed for dentists and all staff**

**7 CE Credits**  
**\$25 discount coupon**  
**applicable for dentists**

**The Madow Brothers:** Starting back in 1989, Dr. Richard Madow and Dr. David Madow founded The Madow Group with the goal of helping their fellow dentists achieve success and happiness in their practices. Their publications, articles and blogs are some of the most popular in the dental profession and have spawned The Madow Brothers Audio Series and “Dental Powerhouse,” two of the top distance learning program in dentistry!

But they may be best known for their live presentations, including “How To Love Dentistry, Have Fun and Prosper,” “Social Media Marketing For Dentists,” and the most famous one of all, “TBSE” – a one of a kind two day seminar that has thousands of dental professionals from around the globe traveling to Las Vegas every fall for what the attendees have dubbed “The Best Seminar Ever.”

Rich and Dave have traveled the world, lecturing to standing room only crowds in practically every major city in the United States and Canada and beyond. Known for their hilarious, spontaneous style and content packed programs, they have taught over ten thousand dentists and team members how to enjoy their careers, super charge their practices, define and create their own personal success and have more than ever before. There is nothing like spending a day with the Madow Brothers!

From live productions to helping other dentists market their practices to incredibly creative continuing education, the Madow Brothers have turned a two man “kitchen table” operation into an internationally recognized education and marketing company by stressing success, fun and personal fulfillment.

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# WEDNESDAY, MARCH 28

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● 8:30 am-5:00 pm

## A2. DR. HOWARD STRASSLER

*“Restorative Dentistry Problem Solving: Extraordinary Solutions for Ordinary Problems”*



Everyday restorative dentistry can present us with challenges for ordinary clinical problems. Sometimes the challenge is addressing dentin hypersensitivity- is there a best solution? But during a routine practice week, we are challenged by the missed proximal contact with a posterior composite, postoperative sensitivity after posterior composite placement, immediate management of fractured teeth or restorations, replacing an anterior tooth in a single visit, even what cement to use with the range of ceramic and ceramometal restorations that we are using today can present us with challenges in the choices for what material do you use where. For our routine crown and bridge-there are times it is routine-restoring

the endodontically treated tooth, is there a better way to control gingival bleeding during impression making or are there other ways to make and place provisional restorations. What do you do when the patient comes in and the crown is off the tooth and is nowhere to be found? This course will present a wide variety of how-to's for many different clinical situations to include a wide selection of materials and techniques as problem solvers in restorative dentistry. At the completion of this course you will be able to choose the correct adhesive technique for traumatic fractures of teeth and restorations, simplified sealants and PRRs, managing posterior composites with proximal contacts and minimizing postoperative problems, choose the right cement for the crown, bridge or onlay you are cementing. Also, you may be noticing that your older patients are wearing out their teeth. Simplified decision making for when to and how to restore the early signs of attrition will be presented. Fiber reinforcement is not just for splinting. Expanded uses of fiber reinforcement will be presented.

### Learning objectives:

- Describe and understand the clinical indications for the different bonding systems
- Describe different techniques for creating an anatomic proximal contact with Class II composite resins
- Describe techniques to minimize and eliminate post operative sensitivity with posterior composites
- Describe the treatment of traumatically fractured anterior teeth and restorations.
- Describe techniques and materials for gingival retraction and hemostasis for impression making
- Describe techniques for restoring the endodontically treated tooth
- List the different cements and their indications
- Describe techniques for restoring the worn anterior dentition
- Describe techniques for expanded uses of fiber reinforced composite resins

**\$260 for dentists; \$140 for staff**  
**Designed for dentists and chairside staff**

**7 CE Credits**  
**\$25 discount coupon**  
**applicable for dentists**

**Howard Strassler, DMD** is a Professor and Director of Operative Dentistry at the University of Maryland Dental School in the Department of Endodontics, Prosthodontics and Operative Dentistry. He has presented over 450 continuing education programs both nationally and internationally on techniques and selection of dental materials in clinical use and esthetic restorative dentistry. For the twelfth year in a row Dr. Strassler was honored as being one of the top CE presenters by Dentistry Today. He is a Fellow in the Academy of Dental Materials and the Academy of General Dentistry. In 2000, Dr. Strassler received the Academy of General Dentistry's highest honor, the Thaddeus W. Weclaw Honorary Fellowship for contributions to the profession. He is on the editorial review board of a number of dental publications. Dr. Strassler is a reviewer for many journals. He is a consultant and clinical evaluator to over 15 dental manufacturers. Dr. Strassler has been involved in funded research with restorative materials. Dr. Strassler is a regular contributor to many publications and has published over 500 articles and columns in the field of restorative dentistry and innovations in dental practice. Dr. Strassler's focus in his over 30 years in dental education continue to be innovative teaching using technology.

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## WEDNESDAY, MARCH 28

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● 8:30 am-5:00 pm

### A3. DR. GERARD KUGEL

*“Esthetic Dentistry: Keys To Success”*



As dentists we must not only rely on the materials but on our own ability to treatment plan and diagnose based on a multi-factorial situation. We must be careful in our preparation, design and be meticulous in our bonding techniques. Failures in dentistry are frequently blamed on the materials. In reality; “user error” is often the culprit.

In this one day seminar, Dr. Kugel will highlight the latest information and evidence on a variety of esthetic dentistry related topics and clinical procedures.

Aimed at dentists and their staff, this course will provide relevant clinical information to assist dentists in their everyday practice.

Participants will learn:

- A comprehensive review of core principles of esthetic dentistry related to tooth form and function - tooth position, occlusal function. Most important, what you need to know to stay out of trouble.
- Why esthetics is secondary to proper function!
- All-ceramic options for indirect anterior and posterior restorations. What to do and when to use them.
- Digital impression making and chairside CAD/CAM, has its time finally come?
- Advances in adhesive dentistry and cements. Are the new generations all they are claimed to be?

You will get practical and cost effective information that you can use immediately in your practice.

**\$260 for dentists; \$140 for staff**  
**Designed for dentists and chairside staff**

**7 CE Credits**  
**\$25 discount coupon**  
**applicable for dentists**

**Gerard Kugel, D.M.D., M.S., Ph.D.**, Associate Dean for Research, and Professor of Prosthodontics and Operative Dentistry at Tufts University School of Dental Medicine. With an expertise in Clinical Research and Esthetic Dentistry, he is a reviewer for The New England Journal of Medicine, JADA, The Journal of Dental Materials, and the Journal of Dentistry. He is on the Editorial Board for the Journal Esthetics & Restorative Dentistry, The Journal of Cosmetic Dentistry, and Compendium and he is Editor-in-Chief of Inside Dentistry. He is a Fellow in the American and International Colleges of Dentistry as well as the Academy of General Dentistry and the Academy of Dental Materials. Dr. Kugel is on the Board of Directors of the CRA Foundation, and has his M.S. in Anatomy and Cellular Biology and his Ph.D. in Dental Materials. He received his Executive Certificate in Management from the MIT Sloan School of Business of 2009.

Dr. Kugel has published over 120 articles and over 200 abstracts in the field of restorative materials and techniques. He has given over 300 lectures both nationally and internationally. Dr. Kugel is part of a group practice, the Boston Center for Oral Health, located in Back Bay, Boston.

### EXHIBITS

The commercial exhibits will be presented in the  
Grand Ballroom of The Sheraton Mahwah

**Wednesday, March 28, 2012**  
**9:30 A.M. - 7:00 P.M.**

**Thursday, March 29, 2012**  
**9:30 A.M. - 7:00 P.M.**

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## WEDNESDAY, MARCH 28

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● 8:30 am-12:30 pm

### A4A. DR. TIMOTHY HEMPTON

#### *“Crown Lengthening For Better Restorations” A Hands-On Seminar , Limited Attendance*



##### Course description:

Subgingival caries and/or fractures may confound restorative therapy. Crown lengthening procedures may be utilized to facilitate restoration of the natural dentition. Crown lengthening may involve osseous resective therapy in addition to surgical management of soft tissue. These hard and soft tissue alterations may be provided in order to expose additional tooth structure for esthetics, to improve crown retention, to obtain a ferrule height and/or establish a biologic width. This course will review the indications and contraindications for crown lengthening surgery. Various clinical cases will be presented in order to review flap design, osseous management, suturing techniques and post operative protocols.

The hands-on component of the program will utilize a plastic typodont which includes a fractured maxillary premolar as well as osseous deformities around the adjacent teeth in the sextant. The participant will practice incisions on the model as well as osseous resection and suturing.

The participant will learn how to;

- Design a flap for a crown lengthening surgical procedure
- Develop an adequate biologic width for a restorative therapy
- Utilize ostectomy and osteoplasty to achieve adequate tooth exposure
- Utilize ostectomy and osteoplasty to eliminate osseous deformities
- Apically position flap with periosteal sutures
- Provide postoperative management for periodontal surgery
- Recognize when crown lengthening is contraindicated.
- Determine which alternative options are available.

**\$180 for dentists; \$100 for staff**

**Designed for dentists and chairside staff**

**LIMITED ATTENDANCE**

**4 CE Credits**

**\$10 discount coupon**

**applicable for dentists**

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## WEDNESDAY, MARCH 28

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● 1:30 pm-5:30 pm

### A4B. DR. TERENCE GRIFFIN

### DR. TIMOTHY HEMPTON

#### *“Suture Materials and Suture Techniques” A Hands-On Seminar, Limited Attendance*



Flap elevation and surgical access is a critical component of dental surgery utilized for procedures such as resection, regeneration, gingival augmentation and guided bone regeneration/implant therapy. Appropriate wound closure and successful post operative outcomes rely on predictable suturing techniques.

This workshop will give the participants a basic understanding of wound closure with sutures. It will be an interactive exchange featuring lecture material, an extensive handout, as well as videos that will enable the doctors to better understand and develop a rationale for choice of materials, appropriate size of suture, and choice of suture needles. Participants will also become more familiar with the instruments necessary for effective suturing in the oral cavity.

The participants will also learn suturing techniques in a hands-on session starting with the most basic and progressing to more sophisticated continuous techniques for wound closure. The doctors attending the course will also understand the basic philosophy of suturing including the establishment of both primary and secondary suture lines to stabilize the wound and prevent postoperative complications. The attendees should leave the seminar more confident in closing a variety of wounds and incisions in the oral cavity.

Course objectives;

- Learn the armamentarium needed for suturing
- Review Needle selection
- Review appropriate suture diameter selection
- Develop a rationale for choice of suture materials
- Learn and practice interrupted suture technique for primary closure
- Learn and practice continuous suture technique for primary closure
- Learn how to place secondary suture lines to stabilize the wound
- Learn how periosteal sutures are placed for the apically positioned flap
- Review wound healing associated with sutured wounds
- Learn how to reduce the risk for postoperative complications.
- Develop a protocol for Postoperative management of a sutured wound

**\$180 for dentists; \$100 for staff**

**Designed for dentists, hygienists and chairside staff**

**4 CE Credits**

**\$10 discount coupon**

**applicable for dentists**

**Dr. Hempton** is an assistant clinical professor at Tufts University School of Dental Medicine. Dr. Hempton also maintains a private practice limited to Periodontics and Implantology in Dedham, Massachusetts. Previous publications include articles in the Journal of American Dental Association, Implant Dentistry, the Journal of the Massachusetts Dental Association, the California Dental Association and RDH magazine. Dr. Hempton has lectured for the California Dental Association, Yankee Dental Congress, the AGD National Meeting, and various other state dental societies in New England.

**Dr. Griffin** is well known as a lecturer in periodontology and implant therapy both nationally and internationally. To date, he has lectured in twenty-six foreign countries. He has over 100 published articles and scientific abstracts in different journals. He is very active in research and currently has on-going projects in bone grafting, sinus augmentation, and implant therapy. He is particularly involved in cosmetic surgery including the use of platelet cell concentrate and a variety of membranes and bone materials in soft and hard tissue grafting.

# WEDNESDAY, MARCH 28

● 8:30 am-5:00 pm

## A5. DR. HOWARD GLAZER

*“What’s Hot and What’s Getting Hotter”*



This is a program about *real dentistry for real people* by a *real dentist!* Dr. Glazer will present a potpourri of materials and techniques that will make your day at the office easier, more productive and fun! Your entire dental team will benefit from learning about the latest products and benefits provided for you and your patients. Dr. Glazer writes a monthly column by the same title for AGD Impact magazine, and reviews new products and materials on a regular basis for his column.

**Topics may include:**

- **Curing lights...to light up your life (dental)**
- **Desensitization & Adhesives...a sticky subject made simple**
- **Composites for esthetic fillings are not just white ones**
- **ICON Infiltration technique...for minimally invasive procedures**
- **Impression materials...it's true...first impressions are important**
- **Provisional materials...provisionals should look great**
- **Burs...so many and so little time**
- **Lasers...simple, easy and quick with great results**
- **Endodontic instruments...getting to the root of the matter**
- **Cements...that which holds the relationship together**
- **Tissue retraction and fluid control...essentials of clear fields**
- **Reducing Sensitivity with topical paste application & fluoride varnishes**
- **Matrix bands for perfect, predictable contacts**
- **Whitening systems...that work**
- **Oral cancer prevention...dentists can save lives!**
- **Biodentine...dentine in a capsule!**
- **Thermoplastics...easy to use**
- **Patient communication...high-tech and really cool!**
- **Loupes, instruments, equipment potpourri...you'll see!**
- **And more...**

### OBJECTIVES:

1. To learn the different types of materials in various product categories
2. To learn what is faster, easier and better
3. To be able to evaluate product claims and merit
4. To understand the necessity of oral cancer prevention

**\$260 for dentists, \$120 for staff**  
**Designed for dentists and chairside staff**

**7 CE Credits**  
**\$25 discount coupon applicable for dentists**

**Dr. Glazer** is a Fellow and Past President of the Academy of General Dentistry, and former Assistant Clinical Professor in Dentistry at the Albert Einstein College of Medicine (Bronx, NY). He has been a visiting clinician at several universities around the country including: SUNY - Buffalo, Univ. of Minnesota, Univ. of California - San Francisco, Univ. of Texas - Houston, Univ. of Florida - Gainesville, and the Univ. of Missouri - Kansas City. Additionally, he is a Fellow of the American College of Dentists; International College of Dentists; American Society for Dental Aesthetics, the American Academy of Forensic Sciences, and a Diplomate of the American Board of Aesthetic Dentistry. Dr. Glazer is an Attending Dentist at the Englewood Hospital (Englewood, NJ). Additionally, Dr. Glazer is the Deputy Chief Forensic Dental Consultant to the Office of Chief Medical Examiner, City of New York.

For the past several years, Dr. Glazer has been named as one of the “Leading Clinicians in Continuing Education” by Dentistry Today, and most recently was named as one of the Top Dentists in New Jersey by New Jersey Monthly magazine. He lectures throughout the United States, Latin America, South America, Canada, Europe, Israel, Scandinavia, India, Korea, Japan, Indonesia, Malaysia and China, on the subjects of cosmetic dentistry, forensic dentistry and patient management. Dr. Glazer is a frequent author of dental articles and has been published throughout the world. Currently he publishes a monthly column in *AGD IMPACT* entitled “What’s Hot and What’s Getting Hotter!” He maintains a general practice in Fort Lee, NJ.

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Septodont  
Velscope**

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# WEDNESDAY, MARCH 28

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● 9:00 am-5:30 pm

## A6. DR. UDELL WEBB

### “Dental Insurance for 2012”



Dental insurance and its effect on your world, has changed remarkably again! The law relative to insurance has changed. The codes have changed and are about to change again. Surely you have implemented medical insurance in your practice by now. The biggest changes in history are headed your way in medical insurance coding. The patients' perception of the purpose and function of insurance has changed. The demographics of families have changed, changing the need and desire for dental coverage. Global, national and local economics have changed. Your staff has changed. Finally, dental insurance reimbursement has changed (gotten even worse). We have a one-day opportunity to take a diverse group of people and practices through the current and future applications and implications of dental insurance 2012! This will NOT be a “ready or not - you will be taught” monologue. It will be a fast-paced, factual, motivating and principles-driven discussion of how to take control of insurance in your office and use it as a tool to improve your profit and case acceptance.

The following is a list of topics and areas to be covered, not an outline:

- Why is code D1110 the most dangerous code in the set - for your liability?
- Statistically, who is more susceptible to heart attack, men or women? How does that fact impact your hygiene practice?
- What code do you use for the first visit, if you can't use D1110?
- Which codes provide legal (malpractice) protection and which codes create potential problems?
- How did Dr. L.D. Pankey define a “fair fee?” How does that relate to the fees paid by insurance policies today?
- What is the Standard of Care for Periodontal diagnosis?
- Do you place implants? Do you use a CT scanner? Do you use Periolasé? Do you treat patients with any medical history related to diabetes, cardiovascular disease, stroke, taking any medications, cancer, or inflammation? Do you do extractions, evaluations, and/or radiographs? Do you do any surgery related to periodontal disease, endodontics, or oral surgery? If you answered yes to any of these, did you know that you can successfully file for medical insurance benefits on behalf of your patients? Are you already doing this?
- What is the fastest and most convenient way to create a “defensive coding” system in your office?
- What did we learn from national health insurance in England and its impact on your fees in 2012?
- Will Delta Dental and others negotiate your fee schedule? What do MDs teach us about this question?
- What are the ADA's diagnostic codes for the levels of periodontitis?
- What is the difference between a denied code and a disallowed code at Delta Dental? Which one can the patient be charged for and which one can you not charge to the patient?
- What is/was the Pew DHT study and how does it impact insurance?
- What do Medicare and Medicaid codes have to do with you today?
- How do the new ICD-10 diagnostic codes impact your practice?
- According to the American Dental Association, Americans spent less on overall dental care and out-of-pocket dental expenses between 2008 and 2009 — the first decline since government analysts began tracking health spending almost 5 years ago. What four major market segments were created by the current economy? How does that change the role of insurance in your practice?
- Can Delta Dental audit the charts of all of your patients, if you are a provider, even the charts of non-Delta patients? How does that affect your costs of care for all insured patients?
- Can you write-off the co-pay of insured patients since you are not a provider and therefore have no contract with their insurance company?
- Starting in 2012, Medicare launched Accountable Care Organization pilots, a new care delivery model that makes providers more responsible for working together to manage the cost and quality of the care they deliver. Does this affect you directly?
- What does “Evidence Based” mean? Will the fact that someone is reviewing your results and deciding how much to pay you, or if they will pay you, alter which cases you accept? Can you *not* accept a case under your current provider's agreement?
- What codes do you use when trauma, such as a fall, sports accident, or vehicle accident is involved? Can you be paid for restorative dentistry, by a medical insurance plan, if trauma is involved?
- What is medical necessity and how do you document it?
- Which are the best “evaluation” codes to use? What is a D0170 and when can you use it?
- When would you use code: V15.81 Personal History of noncompliance with medical treatment, presenting hazards to health; in your defensive coding scheme?
- When would you use CDT vs. CPT vs. ICD-9 vs. ICD-10 codes?
- How many quadrants of root planing can you do in a single visit, and still be paid by insurance?

**\$260 for dentists, \$140 for staff**  
**Designed for dentists and insurance personnel**

**7 CE Credits**  
**\$25 discount coupon applicable**  
**for dentists**

Dr. Udell (Del) Webb is a nationally recognized expert in the area of dental insurance management. Having written extensively for Dental Economics and Dental Town magazines, the vision, enthusiasm and values presented by Dr. Webb represent countless hours of research and processes that have proven successful in thousands of dental offices. A 1976 graduate of Baylor College of Dentistry, Dr. Webb resides in St. George, Utah.

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# WEDNESDAY, MARCH 28

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● 9:00 am-5:30 pm

## A7. TRACY ANDERSON BUTLER, RDH

### *“Steps To A Successful And Productive Hygiene Department In Today’s Economy”*



Ever wonder how we survived dental hygiene school? Between the uniforms, caps, white hose, hair nets, finger nail checks, requirements, boards, being broke and raising a family we managed to make it. We learned how to take radiographs, complete a periodontal chart, detect calculus and remove it, right? What next? Continuing education to keep our licenses active, short appointment times, long days, tired hands and all that makings of just going through the motions. Sure you care about your patients and want to help them, but how do we break through the repetition and avoid...you know, “burn-out?”

Join us as we uncover the proven strategies for success with a reality based view and approach to patient assessment, individualized treatment planning, effective case presentation, accurate CDT coding, scheduling/time management, advanced instrumentation and implementation of minimally invasive and microinvasive techniques for management of the at risk patient.

The extensive course handout contains ready-to-use materials including:

#### **7 ways to increase your case acceptance and revenue Monday morning**

- Gaining your patients trust in the first 90 seconds ~ building rapport with ease
- Assess for Success ~ how to determine risk in today’s hygiene patient
- Embracing your patients NO as permission to KNOW more ~ the yellow brick road to YES
- Getting to YES ~ start asking the RIGHT questions
- How to enroll your patient into the ZONE ~ transfer ownership to your patient
- WE – is that a mouse in your pocket ~ the power of YOU
- How adults learn ~ communicate with confidence

#### **Implementing 10 best practices in the hygiene diagnosis and treatment**

- SPIT happens, now what do you do with it? ~ determining your patients RISK
- Oral cancer screenings, luxury or liability ~ simplifying the science
- To probe or not to probe is that the question? ~ your roadmap to success
- The WHITE SPOT lesion, what to do and when ~ tools for remineralization
- NSPT and YOU ~ instrumentation and application of latest techniques
- IPT and Beyond – how to maintain the at risk patient
- Do healthy gums bleed? ~ diagnostic philosophy and treatment planning
- Create your ideal day - scheduling for success and eliminate burnout
- A picture is worth a 1000 words ~ Intra-oral images and their role in the hygiene visit

**\$260 for dentists; \$120 for RDH;  
\$80 for dental assistants  
Designed for dentists, hygienists and chairside staff**

**7 CE Credits  
\$25 discount coupon  
applicable for dentists**

**Tracy Anderson Butler, CDA, RDH, MFT** is a practicing dental hygienist, success coach, entrepreneur, speaker and founder of Rx Dental Advisors, LLC. Tracy is an internationally known speaker, writer and consultant. She has coached thousands of dental professionals, executives and sales teams throughout the United States, United Kingdom and Switzerland toward uncovering their true potential and creating their ideal day.

Tracy has presented to thousands of leading dental professionals including CHUV Hospital of Medicine in Genève, Switzerland, Dental Hygiene Association/International Dental Hygiene Association, Baylor University, Aesthetic Advantage and the Ill to I Foundation hands-on esthetic continuum in Palm Beach, Florida. As a leader and coach she aspires to the belief that lifelong learning is an integral part of her professional life and she enjoys participating in all stages of the process and considers few things more rewarding.

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# WEDNESDAY, MARCH 28

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● 9:00 am-5:30 pm

## A8. MURRAY BRADFORD, CPA 'BRADFORD AND COMPANY'

### *"Tax Strategies Targeted To The Special Concerns Of The Dentist In Private Practice"*



Give yourself a raise in pay. Use the tax side of your business to increase your income forever. You likely are losing thousands of dollars right now—by overpaying your taxes and failing to claim your legitimate business expenses.

If you operate your practice as a proprietorship, single-member LLC, C corporation, or S corporation, you have deductions that add up to many thousands of dollars in tax payments—savings so large that it is almost unfair to people who do not own their own businesses.

As a dentist in private practice, you are in a real catch-22. Failing to take all the deductions you are entitled to could cost you thousands of dollars in tax payments to the IRS that you aren't really required to make. Taking deductions you're not entitled to—or can't back up with the required documentation—

can cost you thousands of dollars in interest and penalties.

#### Answers to three important questions about this session:

**Q1.** Why do I have to think about my taxes? Doesn't my accountant take care of my taxes?

**A1.** No! Thinking your accountant takes care of your taxes is an expensive mistake. Your accountant is busy with many clients and issues, like audits, sales taxes, negotiating loans, and a zillion other things. I spend over half of my time researching, studying and writing about tax strategies for the one-owner and/or husband-and-wife owned business.

**Q2.** I find taxes boring and not so easy to understand. Will your session be like that?

**A2.** First, I don't think you will find cutting your taxes by thousands of dollars boring. Second, you will find my presentation clear, concise, meaningful, and entertaining. You will be joining thousands of dentists and doctors who have benefited from this program.

**Q3.** Will this take a lot of my time to put in place?

**A3.** No. In many cases, you will spend less time than you spend now. Many strategies take minutes to put into practice but offer huge financial rewards. You will also learn time-saving tactics that build iron-clad proof against any IRS challenges.

#### A Fraction of What You Will Learn

- How to more than double business vehicle deductions
- How to create a family, benefit of tens of thousands by employing your children
- How to write off a cruise, trip to London, and fishing trip
- LLC, C Corporation, S corporation, or proprietorship, which is best for you?
- 77 additional nuts and bolts strategies that come from your business

The seminar comes with a 228-page fully-annotated reference manual that you will be able to show to your accountant or lawyer for immediate application of the tax-saving ideas you have selected.

#### Dentists praise my tax-saving strategies!

"I have learned so much with this course. I am always looking for a greater understanding and simplified explanations of the taxes related to sole proprietors. This course has more than met my expectations." --Gary Keiper, DMD, Whitehall, PA

"This material is very relevant. You will use it immediately. The course is excellent, entertaining, and never boring. Murray Bradford's Tax Strategies saved me thousands. Now that's time well spent!" --Hal Stewart, DDS, Flower Mound, TX

"Your course has saved me thousands of dollars simply by changing how I document what I already did...much more helpful than years with CPAs and professional financial planners." --Beverly Agnew, DDS, Tucson, AZ

"A straightforward, thought-provoking professional tool...real-world for me as a dentist in private practice." --Ray Rhoades, DDS, Olathe, KS

"A head start for me in helping my tax advisor help me - strategies worth money to me." --Peter Bayer, DDS, Fort Walton Beach, FL

"[Shows you] how to keep records, understand what is and is not deductible, pay less tax with repairs rather than improvements, and run your business much more professionally and audit proof." --Sam Muslin, DDS

#### Special fee for all attendees

**\$460; Designed for dentists, accountants and attorneys; LIMITED ATTENDANCE**

#### 7 CE Credits

**\$25 discount coupon applicable for dentists**

**W. Murray Bradford, CPA**, has been in the tax reduction business since 1979. His unique ability to execute self-employed tax research and explain it in plain English has made him the leading tax reduction expert for one-owner and husband-and-wife-owned businesses. His tax reduction courses have been sponsored by the California Medical Association, American Psychiatric Association, and American Dental Association.

Murray's proprietary tax strategies have saved hundreds of millions of dollars for more than half a million program participants nationwide. In addition to appearances on hundreds of local and national radio and TV shows, Mr. Bradford has been quoted in the Wall Street Journal, Money, Fortune, USA Today, and Journal of the American Society of CLU. Prior to starting his tax reduction practice, Murray worked for Price Waterhouse. He holds active CPA licenses in California, Minnesota and Washington D.C. and is a member of the California Society of CPAs, Greater Washington DC Society of CPAs, Minnesota Society of CPAs, and the American Institute of CPAs.

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# WEDNESDAY, MARCH 28

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● 8:30 am-5:00 pm

## A9. DR. MARTIN JABLOW

### *"21st Century Update on Technology" "What's New in High Tech Dentistry?"*



Technology is fun and everyone is jumping on board. Most of us do not use a compass anymore, we use a GPS. Books are read on a tablet which carries thousands of books. Technology does not have to be intimidating and implementing technology does not have to be difficult. Dentists and their entire dental team will learn how technology will positively impact their practice. Technology makes all of our jobs easier and allows us to reallocate practice resources for maximum gain. Dr. Jablow is America's Dental Technology Coach and he will show you the easy way to make practicing dentistry more fun through the use of technology.

The goal of this lecture is to give dentists and their staff the information to succeed in integrating the latest high tech dental products and software into their practices. You will learn about state of the art diagnostics, magnification, easy predictable anesthesia delivery, minimally invasive dentistry, maximizing the Internet, digital impressions, lasers, social media and much more.

These easy to implement and affordable concepts will enable you to provide better diagnosis and treatment to your patients. This will reduce stress on you and your patients while increasing the productivity of your practice. High Tech Dentistry makes dentistry enjoyable again!

#### Outline

- You cannot treat what you have not diagnosed
- Digital Radiography and 3D Imaging is not just for specialists.
- Cancer detection is "your responsibility"
- Computer Controlled Anesthesia - No missed blocks!
- Minimally Invasive Dentistry - Products and techniques to reverse and treat caries.
- Lasers - Light changes the way you do things
- Digital Impressions means no more gook in the mouth
- Internet communications - no longer just a web page
- Social Media - is it right for your office?
- Electric handpieces, Curing lights and other small items make dentistry easier.
- New Materials and Techniques - because not all new technology beeps

Nothing stays the same and that includes dentistry. I don't do any procedure the way I was taught in dental school. Join the revolution of high tech dentistry.

#### High Tech Practice On A Low Tech Budget

This lecture shows the roadmap for acquiring and implementing technology into a dental practice without requiring large capital outlays. All products discussed are less than \$10,000 and many are under \$1000. Learn how high tech can pay for itself through better office efficiency and communications. Not all high tech requires computers, so making any office look like a high tech practice can be achieved easily.

**\$260 for dentists; \$120 for staff**  
**Designed for dentists and chairside staff**

**7 CE Credits**  
**\$25 discount coupon**  
**applicable for dentists**

**Dr. Jablow** is America's Dental Technology Coach. He received his dental degree from New Jersey Dental School in 1986 and practices in Woodbridge. Dr. Jablow is president of Dental Technology Solutions a lecture and consulting company. Dr. Jablow writes a column for Dr.Bicuspid.com called "Ask Marty?" Dr. Jablow has spoken at many major dental meetings. Dr. Jablow enjoys promoting the use of technology in the dental office through lecturing and writing articles for various national dental publications, with an emphasis on improving patient care.

**CO-SPONSORED BY**  
**KAVO, MILESTONE SCIENTIFIC, LEXI-COMP, ORASCOPTIC, VELSCOPE**

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# WEDNESDAY, MARCH 28

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● 6:30 pm-9:30 pm

## B1. DR. MARC GOTTLIEB

### *“Impression Techniques, Concepts and Technology”*



#### Course Description

Impression techniques, concepts and technology is an up to date snap shot of where the art of dental impressions is today. This course is an in depth review of currently available digital systems as well as the common techniques used for fixed and removable prosthetics. Tricks and tools that are available for orthodontic and full arch impressions will also be demonstrated. Marc will show you there are no excuses and how to manage the gagger, excess saliva and bleeding. A significant amount of time will be spent on the various products available to manage the soft tissues prior to making a perfect impression.

The dental impression is a reflection of you. It is your blueprint to better dentistry. Upon completion of this course you will have a better understanding of what techniques and materials are suited for your practice. Dr. Gottlieb will give you systems that allow you to work faster and more efficiently, saving thousands of dollars per year.

A colleague once told him the difference between a good dentist and a great dentist is a few minutes. He also believes we are a reflection of the work we produce. We would never think about diagnosing or treating a patient with poor inadequate radiographs. The dental impression is just as important a tool. We cannot expect our staff or technicians to produce superior work when presented with poor or inadequate information, yet we ask them daily to just do their best.

#### **Course Objectives:**

- To learn one or more new procedures.
- Understand the differences between the four major digital impression systems.
- How to evaluate a dental impression for accuracy and adequacy
- Review of the currently available impression materials.
- Determine type of impression tray to use
- Techniques to manage gagging, excess saliva and bleeding gingival tissues
- Exposure to the 5th Hand, Dam it Post Dam Membrane, BFC Syringe, Lock-N-Load
- Cartridge Coupler and Occlusal Sweep
- Salvage techniques and trouble shooting of impressions
- Tips to streamline and improve impressions for Full and Partial Dentures

#### Questions and Answers

Discussion of the 4 major Digital Systems

Excuses and Rationalization for poor impressions

Materials and the science behind them.

Implant Impressions.

Managing Saliva, Bleeding and Soft Tissues.

How to take the perfect Crown Impression 90% of the time.

Immediate Denture impressions.

Tools and Techniques. 5th Hand, Dam-it, Laminar Flow

Trouble shooting impression.

**\$100 for dentists; \$80 for staff**

**Designed for dentists and chairside staff**

**3 CE Credits**

**\$10 discount coupon  
applicable for dentists**

**Marc M. Gottlieb D.D.S.** is a general dentist with advanced residency training in the management of the apprehensive, unmanageable and medically compromised patient. He utilizes every modality from tender loving care to general anesthesia. **Professional accomplishments:** Dental Care for the Apprehensive: Est. 1985, Founder and CEO Affordable Dental Products Inc. 1987. **Education:** Certified Medical Hypnotherapist. Institute of Medical Hypnosis 2002; Anesthesia Residency Long Island Jewish Medical Center 1983-1984; General Practice Residency Long Island Jewish Medical Center 1982-1983; D.D.S. 1982 SUNY Buffalo with Honors; B.S. with Thesis Honors 1978, Union College, Schenectady, NY. **Honors:** Dentistry Today 2011 Leaders in CE; Omicron Kappa Upsilon; Glen H. Leak Memorial Summer Fellowship For study in Oncology; American Academy of Oral Medicine Certificate of Merit. **Current Appointments:** Stony Brook University Hospital Department of Hospital Dentistry and Dental Anesthesiology; Stony Brook University Assistant Professor.

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# WEDNESDAY, MARCH 28

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● 6:00 pm-10:00 pm

## B2. DR. HAROLD EDELMAN

***“Infection Control” A Mandatory Seminar***

***“Professional Compliance Group”***



Folks...It's not the 50's, 70's and 90's anymore. We are living in a different, more aggressive microbial world today! The “Golden Age” of antibiotics has passed. As we all know, dentistry has a very low risk of disease transmission, however the concept of infection control is considerably more important and has a greater impact today than in previous times. Evidence based studies and statistics verify this!

So...having said all this, let us bring you up to date on these issues getting the most attention today in our professional journals and by our regulatory agencies.

**FOLKS...WE REALLY DON'T WANT TO WASTE YOUR TIME!!!**

### **Issues to be covered will include:**

- Hand Hygiene...boy, do we need help!
- So...what about swine flu?
- More importantly, the seasonal flu.
- Proper coughing/sneezing etiquette
- Higher risk patients out there today, you should be a little more concerned about exposure incidents. Statistics verify this.
- Are you following proper disinfecting guidelines...we've had, in dentistry a documented case of Hep. B transmission...inappropriate disinfection appears to be the culprit.
- Dental Aerosols...yuk!
- Updated OSHA Compliance directives that are relevant to us.
- OSHA, CDC, State Boards of Examiners, NYS Education Dept....please clear up the fog!

### **Here is what you will leave with:**

- Satisfaction of the infection control requirement
- 4 CE credits
- AGD credit. (Approved PACE Program Provider)
- For your employer, satisfaction of OSHA's annual training requirement
- For those employees present designated as the OSHA staff person, certified for that job duty (as required)
- New, updated inserts for your Exposure Control Plan
- Oh, yes of course...all the updated & current CDC infection control guidelines

**...Have you ever been to any course that satisfies more requirements?**

**THIS COURSE WILL SATISFY THE MANDATED IN INFECTION CONTROL NECESSARY EVERY 4 YEARS FOR RELICENSURE**

### **About the speaker:**

- In active practice for 35 years, a consultant in infection control for 19 years.
- Provided infection control services/programs for over 800 dental offices.
- Certified by OSHA to teach “Voluntary Compliance in the Private Sector” and “Biohazards.”
- Retained as an expert witness in multiple cases of litigation alleging disease transmission in a dental facility.
- Involved in 71 OSHA inspections of dental offices to date.
- Presented at many national, regional and local dental meetings and organizations.

**\$120 for dentists; \$80 for RDH; \$60 for dental assistants**

**Designed for the entire office**

**4 CE Credits**

**\$10 discount coupon  
applicable for dentists**

### **Dr. Harold Edelman, Professional Compliance Group**

- Authorized to issue certification of completion under the authority of the N.Y.S. Education Dept., for the mandated infection control course necessary for relicensure for all licensed health professionals in N.Y. State.
- In active practice for 40 years, a consultant in infection control for 25 years.
- Provided infection control services/programs for over 800 dental offices.
- Certified by OSHA to teach “Voluntary Compliance in the Private Sector” and “Biohazards.”
- Retained as an expert witness in multiple cases of litigation alleging disease transmission in a dental facility.
- Involved in OSHA inspections of dental offices.
- Presented at many national, regional and local dental meetings and organizations.

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## WEDNESDAY, MARCH 28

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● 6:30 pm-9:30 pm

### B3. DR. EDWARD FEINBERG

#### *“Full Coverage Restorations on Teeth with Insufficient Clinical Crowns”*



This course will present an evidence-based approach to treating teeth with insufficient clinical crowns. Emphasis will be on techniques for making provisional restorations on those teeth that can be retained. Also included will be a demonstration of how “non-restorable” teeth can be retained for many years with a contingency plan in the event that they are lost. These teeth can be quite valuable for provisional restorations during the interim phase of implant therapy.

Non-restorable teeth *can* be saved with techniques that have solid evidence but are not mainstream or taught in dental schools. Because fewer practitioners have knowledge of these techniques, teeth with insufficient clinical crowns are commonly extracted without consideration of how the patient will function in their absence. Patients require a well-functioning dentition for comfort, function and self-esteem. Transitional restorations fulfill these functions and are therefore critically important to a successful outcome. Gradual transitions are also far kinder than drastic ones. Some patients never achieve comfort after drastic changes, but they can have comfort with gradual changes. The ability to save questionable teeth allows the practitioner to make transitional restorations as comfortable as possible for patients.

It is important to recognize that while implants are wonderful restorations, they are not a panacea and cannot be the solution to every restorative problem. There are many situations where implants cannot even be placed and no one can foresee which patient will reject the implant or end up with a less than ideal result after healing. Patients may be better off when their own teeth can be salvaged—even on a temporary basis. The ability to save teeth with insufficient clinical crowns allows the practitioner to provide more treatment options for patients. This course will present these options. Examples will be presented from a library of over 100,000 pictures taken since 1950. Many of these cases have been followed for decades and documented with X-Rays.

Included in the discussion will be:

- A philosophical approach to treating “non-restorable” teeth
- Achieving adequate retention on teeth with little or no clinical crowns
- How to make provisional restorations for those teeth that can be retained
- How “non-restorable” teeth can be used for transitional restorations
- How the longevity of bridgework can be extended on “non-restorable” teeth

**\$100 for dentists; \$60 for staff**  
**Designed for dentists and chairside staff**

**3 CE Credits**  
**\$10 discount coupon**  
**applicable for dentists**

**Dr. Edward Feinberg** is a graduate of Tufts University and has practiced Dentistry in Scarsdale, New York for more than 34 years. For 23 years he practiced with Dr. Elliot Feinberg, a master and pioneer in the field of full coverage restorative dentistry. He is the Director of the Westchester Academy of Restorative Dentistry. Dr. Feinberg is a nationally recognized lecturer and a noted author of scientific and educational articles for dental publications. He is also a reviewer for the Journal of Oral Implantology. In addition to educational activities, Dr. Feinberg has served NYSDA as a delegate and chairman of two councils. He has also served on 4 Councils of the American Dental Association and currently represents New York State on the ADPAC Council. Dr. Feinberg is a past president of the Ninth District Dental Association, a component of the New York State Dental Association.

● 6:30 pm-9:30 pm

## **B4. DR. GWEN COHEN BROWN**

### ***“Common Oral Lesions: Differential Diagnosis and Treatment”***



Patients often present with sore irritated mucosa but the symptoms of peeling, redness, ulceration and blisters can be attributed to many different etiologies. This course will cover a dozen of the most important common oral lesions in an exciting, easy to follow and informative manner. It is designed for all oral health care providers including general and specialist dentists, dental hygienists, dental assistants and dental students. The course content focuses on the accurate and early detection of common oral epithelial and soft tissue lesions and includes up-to-date information on emerging therapeutic modalities and the prognosis of oral disease with and without treatment. It will also review when referral to a dental specialist or biopsy is the best option. Upon completion of this seminar, oral health care providers will be able to provide clinical guidance for

mucosal lesions that are both uncomfortable and worrisome to their patients.

With the focus of dentistry changing from restorative procedures to prevention of disease, oral health care providers will find themselves in a position to identify oral disease and prevent disease progression in healthy patients. Oral lesions can present as an isolated pathology or a manifestation of systemic disease, with or without symptoms and can be seen in patients of every age.

Recognition and diagnosis of common oral lesions require a thorough history and comprehensive examination of the oral mucosa and perioral tissues. This seminar presents an easily reproducible approach to the differential diagnosis and treatment of significant common intraoral and perioral lesions, especially those diseases that mimic each other. Knowledge of objective clinical findings such as size, location, surface texture, color, as well as subjective symptoms of pain, loss of function and duration are essential in establishing an accurate diagnosis.

Eash lesion will be presented using numerous clinical photographs demonstrating the range of disease from minor to severe involvement and initial presentation through later stage of disease. Each lesion will be presented with a discussion of the disease process, reasonable differential diagnosis, review of relevant laboratory tests, when a biopsy or referral is indicated, ideal management and which lesions need to be carefully monitored after the diagnosis is confirmed.

Topics to be covered include, but not limited to: The five clinical manifestations of oral candidiasis (yeast infections), recurrent herpetic lesions (cold sore/fever blisters), recurrent aphthous ulcerations, (canker sores), geographic tongue, lichen planus, denture associated pathologies, erythema multiforme and vesiculobullous (Pemphigus and Pemphigoid) diseases. Participants will generate a glossary of terminology to describe oral lesions, recognize common oral conditions seen in the general dental care setting and develop a management plan for common oral lesions.

#### **Learning Objectives:**

1. The attendee will be able to recognize clinically relevant common soft tissue lesions that affect the oral and perioral tissues.
2. The attendee will be able to develop a differential diagnosis for common oral lesions by incorporating clinical presentation, histological and laboratory findings.
3. The attendee will be able to describe current treatment modalities for various common oral lesions, prescribe the proper pharmacological agents and understand their mechanisms of action.
4. The attendee will be able to know when and how to consult with and refer patients to individuals for more specialized care.

**\$100 for dentists; \$60 for staff**  
**Designed for dentists and chairside staff**

**3 CE Credits**  
**\$10 discount coupon**  
**applicable for dentists**

#### **Gwen Cohen Brown DDS:**

NYCCT: Associate Professor, Department of Dental Hygiene

NYUCD: Assistant Professor, Department of Oral Pathology, Division of Biological Sciences,  
Medicine and Surgery

Attending: Department of Dentistry St. Barnabas Hospital

Attending: Department of Pathology

Attending: Department of Oral Surgery, The New York Hospital Cornell Medical Center

Attending: Department of Oral Surgery, Lincoln Hospital

Attending: Department of Dentistry, Division of Oral Pathology, The New York Hospital Medical Center  
of Queens

Oral Pathology Lab, Inc., Pathologist

Saint Luke's - Roosevelt Hospital Center, Department of Oral Surgery Oral Pathology Seminars

Lutheran Hospital Medical Center, Department of Dentistry, AEGD, Pediatric Dentistry,  
Oral Pathology Seminars

The New York State Department of Health, The AIDS Institute (Title II Ryan White), The AIDS Education Training  
Center (AETC), Continuing Medical Education, The Oral Manifestations of HIV Infection

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# WEDNESDAY, MARCH 28

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● 6:30 pm-9:30 pm

**B5. DR. NOAH CHIVIAN**

**“Endo 101 & 102”**



Although evidence of root canal therapy can be traced back 2500 years, modern Endodontic treatment methods began after 1895 with Roentgen's discovery of the x-ray. The golden age of Endodontics evolved in the 1940s when scholars and clinicians from all over the country met in Chicago to compare notes and ideas about treating root canals. This led to the establishment of treatment protocols plus endodontic teaching guidelines for the dental schools in North America. It also provided the foundation for Endodontic practice in the 21st century. The last twenty five years has seen the inclusion of the microscope, nickel titanium rotary files, three dimensional root canal obturation with bonded fillings, and foramen locators into everyday practice. Other technological advancements include digital radiography and CBCT, three dimensional scans. However, the basic principles of treatment, the Endodontic Triad, microbial control, cleaning & shaping, and seal of the canal system have not changed. Meticulous

attention to detail in all aspects of treatment, to satisfy the Triad goals, provides the basis for success in saving teeth that otherwise would be extracted.

ENDO 101 presents a philosophy of treatment grounded in these principles and coupled with over fifty years of clinical experience today's technological advances are integrated with these basic principles to achieve endodontic success with greater ease, decreased stress, in less time and with a higher level of consistency.

ENDO 102 involves establishing a Glide Path, with an M4 reciprocating contra angle. This time honored device decreases hand, wrist, and mental fatigue. If you can establish working length with a # 10 .02 stainless steel hand file you can clean and shape the canal to ideal proportions with time little & effort. This approach is compatible with all of the rotary instrumentation systems available today especially the Twisted File.

Irrigation will be examined to develop the best methods to remove the pulp tissue, microorganisms, organic debris and dentin shavings. The goal is maximum smear layer removal to produce clean dentinal walls for bonding root canal fillings. Positive pressure, negative pressure, sonic and ultrasonic irrigation techniques will be discussed along with the many solutions that are currently used in irrigating the root canal spaces.

Seal of the canal system, the base of the Endodontic Triad, will be explored with emphasis on bonded root canal filling materials to establish a seal from the orifice to the apical terminus of the canal. The role of the coronal seal will be emphasized to help insure long term success.

#### **Topics to be discussed:**

The Endodontic Triad-the keys to success.

Simplified Rubber Dam Application.

The Five Rules of Access Preparation.

Crown Down Philosophy & Technique.

Understanding the Foramen Finder (Apex Locator).

Importance of Irrigation and techniques to remove the smear layer.

Nickel Titanium Rotary File Metallurgy and use.

Advantages of the Twisted File,(TF).

A Simplified, step by step, Instrumentation Technique using a minimum of files.

Sealing the Canal System with a bonded approach using RealSeal & RealSeal 1.

**\$100 for dentists; \$60 for staff**

**Designed for dentists and chairside staff**

**3 CE Credits**

**\$10 discount coupon**

**applicable for dentists**

**Dr. Noah Chivian** attended Franklin and Marshall College and received his dental degree from the University of Pennsylvania School of Dental Medicine. He was a Research-Teaching Fellow in Endodontics in Endodontics and received a Certificate in Endodontics from Temple University School of Dentistry.

He is a member of Omicron Kappa Upsilon, a Fellow of the American and International Colleges of Dentistry, a Fellow of the American Association of Endodontists, a Diplomate of the American Board of Endodontics, an honorary member of the Societe Francaise d'Endodontie, and a recipient of the Warren T. Wakail Award from the Japanese Endodontic Association. Dr. Chivian received the Alumni Award of Merit from the University of Pennsylvania School of Dental Medicine, the Edgar D Coolidge Award from the American Association of Endodontists, the Presidential Service Award from the New Jersey Dental Association and the George Feldman Memorial Award from the AAE District II.

In addition to maintaining a private practice limited to Endodontics in West Orange, New Jersey, Dr. Chivian is an attending in Endodontics in the Department of Dentistry at the Newark Beth Israel Medical Center. He was formerly Director of Endodontics and Director of Dentistry at the same institution. He is also an Adjunct Professor of Endodontics at the University of Pennsylvania School of Dental Medicine and a Clinical Professor of Endodontics at New Jersey Dental School (UMDNJ).

Dr. Chivian is Past President of the American Association of Endodontists, the American Academy of Esthetic Dentistry, and the American Association of Endodontists Foundation.

He has contributed to 15 Dental textbooks and his papers have appeared in: JADA, OOO, and Journal of Endodontics, Compendium and American Journal of Orthodontics & Dentofacial Orthopedics. Dr. Chivian was a member of the Editorial Boards of "Dental Traumatology," "Journal of Esthetic and Restorative Dentistry" for 20 years and presently serves on the Editorial Board of "Practical Procedures and Aesthetics."

Dr. Chivian has presented lectures, seminars, and web casts on all phases of Endodontics at Universities and Dental meetings throughout North and South America as well as Germany, Greece, France, Holland, Switzerland, Poland, Israel, & Japan.

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## WEDNESDAY, MARCH 28

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● 6:30 pm-9:30 pm

### **B6. DR. ELLIOTT MOSKOWITZ**

*“Orthodontics for the General Practitioner”*



#### **Synopsis**

The demand for esthetic dental services require clinicians to be able to offer a wide range of treatment options including basic orthodontics. In addition, clinicians should recognize the critical role that orthodontics might play in providing a more ideal or enhanced restorative/prosthetic dentistry environment when included in the overall dental treatment of individual patients. Missing maxillary lateral incisors or small maxillary lateral incisors demand exquisite communication and coordination between the orthodontist and other clinicians. Understanding each clinician’s role in the step by step procedure to provide optimal esthetics and function in these instances is critical. Pediatric dentists and general dentists who treat children and adolescents will be provided with both evidence based information and empirically derived useful protocols that have helped minimize maxillary canine impactions and facial asymmetries associated with dentally induced posterior crossbites and functional shifts of the mandible.

The use of a simple removable appliance (Spring Aligner) will be presented to manage anterior tooth rotations and crowding in the maxillary and/or mandibular dental arches as well as other relatively uncomplicated appliances to address anterior crossbites in young children.

Finally, guidelines for engaging in limited orthodontic treatment with either fixed or removable (clear aligners) will be provided to avoid relapse and patient dissatisfaction.

**\$100 for dentists; \$60 for staff**  
**Designed for dentists and chairside staff**

**3 CE Credits**  
**\$10 discount coupon**  
**applicable for dentists**

**Dr. Moskowitz** is a Clinical Professor in the department of orthodontics at the NYU College of Dentistry. He is a Diplomate of the American Board of Orthodontics and has been in private orthodontic practice in Manhattan for 40 years.

Dr. Moskowitz was Editor of the New York State Dental Journal and is a Contributing Editor of the Journal of Clinical Orthodontics and on the Advisory Board of numerous dental and orthodontic publications. He has published extensively. His publications include scientific and clinical articles, editorials, guest editorials, and chapters in dental and orthodontic texts. Dr. Moskowitz has attained the status of Certified Dental Editor from the American Association of Dental Editors. He was the recipient of the First place Gies Award and Second Place Gies Award Editorial Competition and is the current President of the American Association of Dental Editors.

Dr. Moskowitz’s orthodontic teaching experience has included predoctoral education, postgraduate orthodontic residency training, and numerous workshops and seminars for generalists and pediatric dentists.

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# WEDNESDAY, MARCH 28

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● 5:30 pm-9:30 pm (4 Hours - Note Starting Time)

**B7. DR. THOMAS CONNELLY**

**MR. VINCENT DEVAUD (VINCENT DEVAUD SMILE DESIGN CENTER)**

***“Veneers Done Right That Look Real” “Natural Veneers: The Clinical and Laboratory Process in Depth” — Special Seminar***



This lecture takes us into the trenches of real practice and laboratory cosmetic dentistry. The format of this lecture is a very fast-paced, visually-rich presentation of 10 actual clinical cases from the initial patient consult through pre-operative planning, preparation, impression, provisionalization, laboratory entry, die fabrication, material choice, porcelain technique, finishing, cementation and final results.

This lecture will show professionally-shot, recent veneer cases, done within the last six months of the lecture. We will skip the boring stuff a general dentist should already know!

A major focus on this lecture is natural, real-looking veneers that are mainly in the bleaching spectrum of white. With surface texture, material choice, and proper planning, veneers that are bleach shade can be designed that look and function like real teeth. We will explain the A-Z of advanced smile design.

We will also teach the dentist how to interact with the ceramist in order to achieve optimum results. It is critical that the doctor work closely with a competent dental lab to develop the treatment plan, with a full-contour wax-up for the upper and lower arches in a pre-op model—not simply hand the lab an order for veneers with minimal other information.

Common problems of communication between the doctor, the lab and the patient will be addressed, stressing the importance of making sure the patient is educated to understand their options and feels empowered to make a commitment. Then these expectations need to be translated into logical steps to achieve these goals.

In addition, the lecture will point to the need to be sure the lab receives complete information about the patient, including dental and health history, details about current gum and teeth health, how much tooth is showing, and facial-oral issues that could affect the outcome (such as liping). It is also important for the ceramist to know if the patient has a history of breaking porcelain.

The ceramist also needs to know that the incisal zone, the third plane of the main body, and the line angles are all in harmony. Many patients are not good immediate candidates for veneers and some will first need equilibrium of their bite.

The ceramist will need to know what the substrate will be and must be able to optimally use the doctor's chosen system (feldspathic, Emax, Lumina).

Valuable tips for taking excellent digital photographs of the patient will be provided, including selecting the right equipment, calibration, views, lighting and how to transfer pictures.

The choice of the manufacturer's shade is only the starting point of reference. The patient should bleach first, if indicated, before choosing a shade and the ceramist should be told what the color underneath is. We will discuss the challenges of working with white ceramic medium (which oxidizes easily) and layering to achieve natural translucence. We will show how different materials and treatment will produce varying kinds of light reflectivity, iridescence and fluorescence.

The difference in outcome is the distinction between the standard white from the lab with monochromatic zones and the dynamic pizzazz of a natural smile, which is the pinnacle of beauty that one sees on celebrities.

**\$120 for dentists; \$80 for staff**  
**Designed for dentists and chairside staff**

**4 CE Credits**  
**\$10 discount coupon**  
**applicable for dentists**

Practicing on Manhattan's Upper East Side and with experience that spans more than 15 years and several Northeastern states, **Dr. Thomas Connelly** delivers world-class dental aesthetics to patients from all walks of life.

Accredited by the American Society of Dental Aesthetics - the most prestigious and selective credentialing organization in the world for Aesthetic Dentistry - Dr. Connelly is one of the few dentists in the world to be accredited in Aesthetic Dentistry by the American Society of Dental Aesthetics. Additionally, he is also a Fellow in the International Academy for dental Facial Esthetics; in fact, Dr. Connelly was nominated into this academy by the "father of cosmetic dentistry" himself, Dr. Irwin Smigel.

Dr. Connelly received his dental training at the Mayo Clinic, the University of Detroit Mercy and Louisiana State University, and has also served as clinical instructor at Harvard University Dental School in Boston. He is also a weekly writer for the internationally renowned Huffington Post, a regular contributor for FOX National News, and featured in numerous print and television segments on cosmetic dentistry and oral health.

For over two decades, **Vincent Devaud** has had a reputation as one of the world's finest artistic ceramists who can provide the most demanding dentists and their patients with personalized bio-aesthetic solutions for their most complex cases.

Mr. Devaud, who is Swiss, was certified as a Master Ceramist in 1983 after a six-year European training program. He worked early in his career with such legends as Dr. Charlie Pincus, founder of the American Academy of Esthetic Dentistry, and his advance services become popular over th years with international celebrities (including Brad Pitt, Shannon Elizabeth, and Tom Ford).

In 1991, he opened a boutique dental laboratory serving dentists and patients who require a team of the most highly-trained artistic technicians. The Vincent Devaud Smile Design Center provides highly-customized service for the most challenging cases, specializing in fixed prosthetics and prosthodontics, clinical micro-digital intraoral photography, full-moth reconstruction, and anterior smile design with veneers.

Mr. Devaud has been a faculty instructor for the Center for Esthetic Dentistry at the UCLA School of Dentistry for 12 years and for five years he was a clinical instructor at the University of Southern California School of Dentistry.

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## WEDNESDAY, MARCH 28

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● 6:30 pm-9:30 pm

### B8. DR. JACQUELINE H. PLUMEZ

*“Everything You Always Wanted to Know, But Were Afraid To Ask A Psychologist”*  
*“No-Name Questions With The Answers Coming From An Author And Practicing Psychologist”*



Dr. Jacqueline Hornor Plumez, a leading Westchester psychologist, marriage counselor and career counselor, will answer your anonymous written questions – or any you want to ask out loud – in an informal and free-wheeling session. Is your spouse being unfair? Were your parents really bad? How can you make your sex life -- or your career -- more satisfying? Ask anything you want.

Dr. Plumez has had a psychotherapy, marriage and career counseling practice in Larchmont, NY for over 25 years. She has dealt with a wide-range of people and problems in her office. Furthermore, she has written career and relationship advice columns, fielding questions from around the world, and becoming known for her practical, sensitive, but often humorous answers. She will supplement questions asked by the Big Apple audience with questions from her columns if necessary, and will also give some self-assessment tests to help understand yourself, your family and patients.

Some of the topics Dr. Plumez will cover will include:

- **Marriage:** What are the main reasons that couples don't get along - and how to make marriages happier? How to handle conflicting views on money, vacations, temperature in the bedroom, friends, etc.? Example: If one spouse is the only “bread winner” for the family, is that spouse entitled to buy or spend at his/her discretion? Or, are decisions to spend money decided mutually?
- **Sex:** Is kinky bad...Or good? What to do if a spouse doesn't want sex? Are there ways of rekindling desire?
- **Divorce:** When is it time to call it quits? Is divorce always bad for children? Why are second marriages more likely to fail than first ones?
- **Children:** Why do children need discipline -- and how to apply it? How to get your child into the best college possible? Why are siblings different, even though they are raised in the same household? When you make out a will, should you leave your assets “evenly” or take into consideration each child's individual situation?
- **Retirement:** What's involved in a psychologically healthy retirement plan? Why is it dangerous to plan on “doing all the things I've never had time to do?”
- **Practice:** How to deal with “the patient from hell?” What to do if a partnership isn't working?

**\$80 for all attendees**

**Designed for dentists, all office personnel,  
family and friends**

**3 CE Credits**

**\$10 discount coupon  
applicable for dentists**

**Dr. Plumez** has a B.S. in Business Administration from Bucknell and a Ph.D. in Psychology from Columbia. She is the author of the books *Divorcing a Corporation*, *Successful Adoption* and articles for publication like the *New York Times Magazine* and *Cosmopolitan*. Her latest book, *Mother Power: Discover the Difference that Women Have Made all Over the World*, praises women who have brought their maternal skills out of the home to make the world a better place. Her 500 fellow Westchester Psychologists awarded her their Distinguished Psychologist Award in 1991 and their Distinguished Service Award in 1993. She is frequently interviewed on television and radio, and has been a guest on *The Today Show*, *Good Morning America*, and *CBS News*. You can see how she answers questions about work at <http://www.thecareerdoctor.com/>.

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# WEDNESDAY, MARCH 28

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● 6:30 pm-9:30 pm

## **B9. DR. SHEILA DASHKOW**

### ***“Forensic Odontology in the 21st Century”***



A forensic odontologist is a highly experienced and specially trained dentist who uses his/her expertise to help identify unknown remains and assist in evaluating bitemark evidence. A forensic odontologist is tasked with the proper handling, evaluation and examination of oral and dental structures. The specialist relies on the recognition of normal and unique features in each person's oral cavity to assist in their evaluation. Forensic odontologists are often requested to participate in an investigation by law enforcement, medical examiners or coroners.

The areas where their expertise may be utilized are many.

- Identification of human remains where other means of identification such as fingerprints and DNA are not readily available.
- Participating in a mass fatality event, such as plane crashes and natural disasters.
- Cases of abuse which may include pattern injury interpretation.
- Age estimation of skeletal remains and may also include age assessment in immigration and criminal cases.
- Act as an expert witness in a legal proceeding

A forensic odontologist may be required to attend an autopsy, provide a dental examination, radiographs and photographs to properly document a case. This post mortem information is then compared to the dental information of a known missing person. If there is sufficient evidence to determine that there is a correlation, this information is turned over to the medical examiner to aid in the identification.

The recent technological advancements in dentistry have provided many new tools that the forensic odontologist can now use to provide more pertinent assessment of the evidence.

Dr. Dashkow will present cases highlighting these many roles of a forensic odontologist and show how new technology has made these tasks effective.

**\$80 for all attendees**

**Designed for dentists, all office personnel  
and family and friends**

**3 CE Credits**

**\$10 discount coupon  
applicable for dentists**

**Dr. Sheila Dashkow** maintains a private practice in general dentistry in Pennsauken, NJ. She is a member of the New Jersey State Board of Dentistry and is an examiner for the North East Regional Board. Dr. Dashkow has been Acting Chief Forensic Odontologist for the City of Philadelphia, Medical Examiner's office as well as a Consultant Forensic Odontologist for the Northern Regional Medical Examiner's Office and several of the county Medical Examiner's for the State of New Jersey. She is a Fellow in the American Academy of Forensic Sciences, a Diplomate of the American Board of Forensic Odontology, a member of the American Society of Forensic Odontology as well as a Fellow in the Academy of General Dentistry and the International College of Dentistry. She is a member of DMORT Region II, responding to Hurricane Katrina in Mississippi and the World Trade Center II Disaster and AA Flight 587 crash. She serves as a consultant to the NJSP working on the Missing Persons Dental Initiative of the Office of Forensic Sciences of the New Jersey State Police. Dr. Dashkow is a member of NDIR, Chair of the New Jersey Dental Victim Identification Team, as well as a member of the Medical Examiner's Special Operations Response Team for the City of New York and PADIT.

## **EXHIBITS**

The commercial exhibits will be presented in the  
Grand Ballroom of The Sheraton Mahwah

**Wednesday, March 28, 2012  
9:30 A.M. - 7:00 P.M.**

**Thursday, March 29, 2012  
9:30 A.M. - 7:00 P.M.**

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## THURSDAY, MARCH 29

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### SPECIAL BREAKFAST SEMINAR – “LEARN AT BREAKFAST”

● 7:30 am-8:15 am

**II. W. MICHAEL PRENDERGAST, MBA, CFP**

*“Wealthcare Diligence: 10 Steps to Avoiding Ponzi Schemes and Financial Fraud”*



#### **Overview:**

Protecting the money you have accumulated is a serious issue for dentists. Many people lose sleep over being vulnerable or making mistakes - and for good reason. Professional scammers have recently brought down people and institutions thought to be invincible. How can you be sure that your advisor will not be in the papers for the wrong reasons? This session is for dentists contemplating investing, worrying about who to invest with and wanting to make sure their nest egg stays around for their retirement. This lecture is a good check for more experienced

investors and can alert newer investors to possible pitfalls.

#### **Issues that will be addressed include:**

1. Concerns investors share
2. Who can you trust?
3. Good questions to ask
4. Doing your due diligence
5. Promises that can't be kept
6. Knowing where your assets are custodied
7. Transparency counts
8. Earning your trusts
9. Watch out for these red flags
10. Insist on these 5 characteristics

**Special fee for all attendees \$20**

**Limited Attendance**

**No applicable discounts or coupons**

**W. Michael Prendergast, MBA, CFP®**, Managing Advisor, Co-Director of Dentist Practice Group, Altfest Personal Wealth Management<sup>SM</sup>: Mike leads a team of advisors at Altfest who help clients with all of their investment and financial planning matters. He joined the firm in 2001 and has served in both the financial planning and investment departments. Mike received his M.B.A. from the Stern School of Business at New York University and is a member of the National Association of Personal Financial Advisors (NAPFA). He has written about Roth 401(k) and 403(b) accounts and has spoken about effective financial planning. Altfest Personal Wealth Management, a twenty-eight year old, nationally known, fee-only financial planning and investment management firm, has been endorsed by NYSDA Support Services for NYSDA members and is co-endorsed by the Bronx County Dental Society.

● 9:00 am-5:30 pm

## C1. DR. ROGER LEVIN

**“How Can Your Practice Succeed In These Challenging Economic Times”  
“For Specialists and Their Staff”**



Get the answers from the one person who has been helping Dental Specialists successfully grow their practices for more than 25 years - even during the recession!

Attend Dr. Roger Levin's new groundbreaking seminar and learn the important of targets and how to build the management & marketing systems to achieve them.

### Here are some Current Challenges Facing Dental Specialists

Are any of these holding you back?

- **The Economy.** Since the recession hit, the majority of specialty practices are either flat or down from several years ago. How can you grow in this economic environment?
- **GPs NOT Referring.** Are more general dentists performing specialty services? Have you been unable to get in touch with once-loyal referrers?
- **Fewer Top Referrers.** Do you receive most of your referrals from just a few doctors? What happens if you lose one of them?
- **Increased Competition.** Have several specialists moved into your area in the last five years? Are they aggressively marketing their practices? Have you lost referral sources?
- **Stress, Stress, Stress.** Do you and your team find the stress difficult to handle each day?
- **Little or No Growth.** Has production remained flat or declined for the past two years? Are you wondering how much worse it will get?

### Here Are The Innovative Solutions You Will Learn At This Seminar

- Generate higher production through step-by-step systems
- Implement The Science of Referral Marketing™ and triple your referrals
- Increase treatment by up to 20% through improved marketing
- Add \$50,000 - \$100,000 in profit to your specialty practice
- Reduce overdue A/R with The Immediate Collections Process™
- Ramp up referrals and watch production skyrocket!
- Add millions in new production over the life of your specialty practice
- Become the recognized leader in your specialty
- Increase the number of top referring offices
- Reduce stress through Level IV Leadership™
- Grow your practice in any economy
- Turn new dentists into lifelong referrers
- Enjoy what you do—more than ever

Get the proven solutions that you can implement immediately to increase production and drive growth while enjoying low stress and high professional satisfaction!

**Dr. Roger P. Levin will show how to overcome the challenges with the right solutions in the most powerful seminar for Practice Growth!**

### Objectives for Your Success

1. Increase production and profitability exponentially
2. Set and achieve practice targets
3. Acquire more top referrers
4. Improve practice systems

**\$260 for dentists; \$140 for staff  
Designed for specialists and all of  
their staff**

**7 CE Credits  
\$25 discount coupon applicable for dentists**

**Dr. Roger P. Levin** is Chairman and Chief Executive Officer of the Levin Group, Inc., the world's premiere dental practice management firm. A third-generation dentist, Dr. Levin is an educator, author and lecturer. A key opinion leader in dentistry, he is internationally recognized as a pioneer and innovator in the field of dental practice management.

Since founding Levin Group in 1985, Dr. Levin has authored more than 50 books, 3,000 articles and 25 CD/DVD presentations. He writes for many of the leading dental journals and publications, including the *Journal of the American Dental Association*. His articles have been translated into more than 20 languages.

Considered one of the most dynamic speakers in dentistry, Dr. Levin addresses thousands of dentists and specialists in more than 100 seminars annually throughout North America, Europe and Asia. He is a regular speaker at the industry's largest and most prestigious meetings and conferences. His Total Practice Success™ seminars have been a favorite of dentists and specialists for more than 25 years.

Since 1985, Dr. Levin and Levin Group have been bringing the world of business to dentistry. His revolutionary Levin Group Method™ has been credited for helping thousands of dentists and specialists improve the management of their practices and achieve long-term growth.

Dr. Levin serves on the boards of numerous dental organizations, including the Friends of the National Institute of Dental and Craniofacial Research, the University of Pennsylvania School of Dentistry and the National Museum of Dentistry. In addition, Dr. Levin has been named an Ernst & Young Entrepreneur of the Year in Maryland.

Levin Group is headquartered in Baltimore, Maryland, with a West Coast office in Phoenix, Arizona. For more information on Levin Group's programs and services, visit [www.levingroup.com](http://www.levingroup.com).

● 8:30 am-5:00 pm

## C2. DR. ROSS NASH

*“Esthetics in Action: Materials, Techniques and Technology”*  
*“Esthetic and Cosmetic Dentistry for the General Practice”*



### **“Esthetics in Action”**

#### **Clinical Techniques, Materials and Technology**

Put esthetic and cosmetic dentistry into action in your general practice. Learn about state of the art esthetic techniques and materials. Since 1983, Dr. Nash has successfully focused his dental practice on cosmetic and esthetic dentistry. He will share key ingredients to achieving clinical success and discuss treatment modalities that provide patients with functional and esthetic excellence. Concepts in materials choice and restoration type will be illustrated through actual clinical examples. Techniques for advanced esthetic rehabilitation will be presented. Step by step technique illustrations will be used to show the participants how he corrects for color, mal-alignment, missing teeth and other esthetic problems. Dr. Nash will demonstrate the fundamentals of smile design while addressing the importance of occlusion in his clinical cases.

#### **Course Topics include:**

- Step-by-step full mouth rehab cases
- Conservative tooth preparation
- Achieving color changes which look realistic and satisfy the patient
- See how to manage crowded teeth and make them look aligned
- Discover how to close spaces and perform “instant orthodontics”
- Incorporating reconstruction cases into your practice
- Treatment presentation skills
- The patient interview: the role of the team
- Post-operative treatment
- Provisional stents
- Learn how to replace missing teeth with esthetic and functional fixed prosthetics
- Learn how to use the principles of occlusion in esthetic and rehabilitation or elective treatment
- Examine new contemporary materials for esthetic and functional dental treatment

### **“Conservative Esthetics”**

Improved materials and techniques make it possible for dentists to offer esthetic and cosmetic dentistry to their patients. This course will present concepts for long-term success of the cosmetic restorative segment of your practice. Learn the nuances of technique and instrumentation and treatment planning with esthetic restorative materials and sound occlusal principles to enhance cosmetic treatment and general esthetic dental procedures. Emphasis will be placed on natural tooth conservation.

**\$260 for dentists; \$140 for staff**

**Designed for dentists and chairside staff**

**7 CE Credits**

**\$25 discount coupon applicable for dentists**

**Ross W. Nash, DDS** maintains a private practice in Huntersville, NC where his focus is on esthetic and cosmetic dentistry. He graduated from North Carolina State University as a textile engineer and 4 years later went on the University of North Carolina at Chapel Hill for his dental degree graduating in 1978 at the age of 31. He is the co-founder and President of the Nash Institute for Dental Learning located in Huntersville, NC, an AGD approved post graduate training facility for dentists and their teams.

Dr. Nash has served as adjunct faculty member in post graduate training in cosmetic and esthetic dentistry for many dental schools including Baylor, NYU and Medical College of Georgia.

Dr. Nash has authored a chapter in a dental textbook on esthetic dentistry and is an editorial advisor and regular writer for several dental publications. He also serves as a consultant with a number of dental laboratories and materials manufacturers. Dr. Nash is on the Editorial Advisory Board for “New Beauty” magazine, a consumer publication.

An international lecturer on esthetic dentistry, he is one of only 40 Fellows worldwide and accredited in the American Academy of Cosmetic Dentistry. His dentistry has won awards from this organization and many of his patients have graced the cover of the AACD journal. He has spoken at most major dental meetings nationally and internationally.

Dr. Nash is also a Diplomat on the American Board of Aesthetic Dentistry. He is also a member of the Charlotte Dental Society, the American Dental Association, and the Academy of General Dentistry. Maintaining a clinical library housing over three million technique slides and digital images, Dr. Ross Nash is committed to his work and our profession.

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# THURSDAY, MARCH 29

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● 8:30 am-5:00 pm

## C3. DEBRA ENGELHARDT NASH

### *“Winning Strategies For The Dental Team” “Communication and Customer Service For Your Practice”*



Let's face it – your team is VITAL. In fact, certain experts allege that the patient makes their decision about your practice and their acceptance of dental treatment within the first 10 minutes of coming in contact with your office – and typically they haven't met the doctor yet!

Your team can unwittingly weaken the strengths of your practice, in spite of your exceptional clinical skills. The way your team treats your patients is critical. This program will teach you and your team how to be intentionally dynamic to help your practice grow and thrive. You will learn how to increase treatment acceptance, attract more patients and create a team that works together using everybody's strengths.

This program will cover what it takes to be a highly productive practice and effective dental team. Learn practical, proven strategies to increase practice productivity and enrich the patient experience and increase practice productivity.

Techniques to attract and retain an all star team will be discussed and performance measurement tools to guide every team member will be provided. Communication and customer skills will be emphasized.

Topics to be covered will include:

- Practice trends to watch – How statistics direct your efforts. Learn which ones really count
- The First Impression – Defining Moments in Points of Contact
- Recare Productivity – How to Increase the Impact of Continuing Care
- Treatment Presentation Skills
- Getting Paid – Financial Arrangement Strategies that create a win/win relationship
- At the chair – Introduction to Doctor and Patient Treatment
- Financial discussions that get the practice paid
- Team Communication that makes a difference
- Communication Skills - At all levels.
- Learn how to hire and implement the best team possible from ad placement to performance conferences and compensation reviews.
- Establish performance measurement tools to guide team members to success in their daily activities.
- This program will cover how to enhance morning huddles and staff meeting effectiveness.
- Increase Treatment Acceptance
- Improve Patient Compliance
- Insure Getting Paid for Your Work
- Inspire Patients to Return for Care and Refer their Friends

Strategies that will be discussed include:

- What practice trends to watch
- Recare Productivity – Increasing impact of Recall
- Customer Service Skills that create the “Wow” factor in your practice
- The New Patient – Identify Critical Elements of this Experience that creates a Win/Win for your practice and your patient
- The Four Circles of Practice Development – Where are you?

It's one thing to have the desire, knowledge and expertise to provide comprehensive dentistry for patients; it's another thing to put it all together and make it work for your practice. This course will show you how to make you and your team more effective and reap the rewards of optimizing patient and practice potential!

**\$120 for all attendees**  
**Designed for dentists and all personnel**

**7 CE Credits**  
**\$25 discount coupon**  
**applicable for dentists**

**Debra Engelhardt-Nash** has been in dentistry over 25 years. She has presented workshops nationally and internationally for numerous study groups and organizations. She is a repeat presenter for the American Dental Association and the American Academy of Cosmetic Dentistry. She was a contributor editor for “Contemporary Esthetics and Restorative Practice” magazine and an editorial board member for Contemporary Assisting magazine and has written for a number of dental publications. She has been honored twice as author of the year for her contributions to dental journals. Debra was also an instructor for the Central Piedmont Community College Dental Assisting Program and a guest instructor for Medical College of Georgia School Dentistry.

Debra is a founding member and served two terms as President of the National Academy of Dental Management Consultants. She is an active member of the American Dental Assistants Association and serves on the Board of the American Dental Assistants Association Foundation. Debra is also a member of the American Academy of Dental Practice Administration and serves on the advisory board of Education Affiliates.

In 2008, Debra was awarded the American Dental Assistants Association their highest honor – The Distinguished Service Award.

**SPONSORED BY HENRY SCHEIN**

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## THURSDAY, MARCH 29

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● 8:30 am-5:00 pm

### C4. DR. NORMAN HAMMER

*“A Potpourri of Fixed and Removable Prosthetics”*



One of the greatest challenges in the dental profession is to recreate the function, coronal contours and natural life-like qualities for patients that require prosthodontic restorations. The esthetic values that are predetermined by tooth anatomy and morphology, created by nature need to be duplicated or equaled by human hands. The restorative dentist striving to achieve this goal must have an understanding of esthetics and function to satisfy a patient's needs and desire.

We will discuss the management of patients that are in need of replacing some or all of their teeth. The restorative dentist creates the smile for the patient or in a broader context, potentially develops and determines a patient's personality. If not managed properly the esthetic nature of a patient's treatment can become a restorative nightmare.

This presentation will be a potpourri of prosthodontic specialty topics including fixed prosthodontics, implant prosthodontics, removable partial dentures and the treatment of the completely edentulous patient.

Prosthodontic restorations must fulfill the criteria of being predictable, definitive, functional and obviously esthetic. This program will emphasize basic to complex techniques combined with necessary esthetic principles to develop a systematic approach when treating a patient requiring a single unit to a comprehensive rehabilitation.

#### Program Objectives:

- To understand the principles in fixed prosthodontics including considerations in treatment planning, preparation design, margin placement, impression making procedures, articulation and occlusion and communication with the dental laboratory. As well, there will be a review of the CAD-CAM technology and the indications for the fixed restoration.
- To introduce the dental practitioner to the subject of attachments as they are utilized in combination cases, the complete denture and implant retained restorations. Considerations when selecting an attachment will be discussed, such as, fabrication, location, space limitations, retention and movement.
- The management of the implant abutment is a definitive challenge with today's overwhelming choice of different implant systems. This presentation will allow the practitioner to select the appropriate implant abutment for a particular restorative case.
- The presentation will focus on the needs and desires of the partially edentulous and completely edentulous patient. A formula for success in the diagnosis, treatment planning and fabrication of the removable restoration will be discussed, so that this patient population can be treated in a collaborative manner by the dentist and laboratory. We will focus on the different types of removable restorations; the removable partial denture, the conventional complete denture, the overdenture and the implant overdenture.

**\$260 for dentists; \$120 for staff**  
**Designed for dentists and**  
**chairside staff**

**7 CE Credits**  
**\$25 discount coupon**  
**applicable for dentists**

**Dr. Hammer** has maintained a clinical practice as a partner at The Dental Group at Post Office Square since 1990, a multi-specialty dental group in downtown Boston. Dr. Hammer received his dental degree from New York University in 1980. He then completed a General Practice Residency followed by a two-year Prosthodontic Residency at the Veterans Administration Medical Center in Buffalo, NY. His first university academic appointment, in 1982, was at the University of Buffalo School of Dental Medicine and in 1983 he moved to Boston to continue a 27-year history in academic dentistry until 2009 with an academic appointment at Tufts University School of Dental Medicine. Dr. Hammer is a member of the American Dental Association and the Massachusetts Dental Society. In addition, he is a member of the American College of Prosthodontics and a Fellow of both the Greater New York Academy of Prosthodontics and the American College of Dentists. Dr. Hammer has lectured extensively in the United States and abroad.

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## THURSDAY, MARCH 29

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● 8:30 am-12:30 pm

### C5A. DR. ROLANDO NUNEZ

**Anterior Composites—A Hands-On Seminar, LIMITED ATTENDANCE**

**“Predictable Composite Restorations in the Anterior Region”**



Direct composite layering, shade matching, and proper finishing and polishing have always been clinical challenges. This course will provide participants with tools and techniques that will make these clinical procedures simple and predictable.

**Objectives:**

- Review proper material selection
- Practice shade matching
- Fabricate silicone index
- Understand the simple composite layering technique
- Demonstrate predictable finishing and polishing technique

#### Principles of Anterior Composite Restoration

Composite restoration is the most demanding procedure in dentistry. There are numerous composite materials and a wide variation of restorative defects. Understanding an extensive amount of information is essential to obtain proper and long lasting health, function and esthetics.

Composite restoration is used to restore defects in tooth color, shape or position caused by developmental problems, acute or chronic trauma, or caries. Restoration can be simple or complex. A simple restoration may involve a surface defect while a complex case may involve complete smile design. A dentist is responsible for understanding:

1. Smile Design
2. Color and Color Analysis
3. Tooth Color
4. Tooth Shape
5. Tooth Position
6. Esthetic Goals
7. Composite Selection
8. Tooth Preparation
9. Bonding Techniques
10. Composite Placement
11. Composite Sculpture and
12. Composite Polishing to properly restore anterior teeth with composite

**\$180 for dentists; \$100 for staff**

**Designed for dentists and chairside staff**

**LIMITED ATTENDANCE**

**4 CE Credits**

**\$10 discount coupon**

**applicable for dentists**

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● 1:30 pm-5:30 pm

### C5B. DR. ROLANDO NUNEZ

**Posterior composites—A Hands-On Seminar, LIMITED ATTENDANCE**

**“Predictable Composite Restorations in the Posterior Region”**



Dental composite resins are types of synthetic resins which are used in dentistry as restorative material or adhesives. Synthetic resins evolved as restorative materials since they were insoluble, aesthetic, insensitive to dehydration, easy to manipulate and reasonably inexpensive. Composite resins are most commonly composed of Bis-GMA monomers or some Bis-GMA analog, a filler material such as silica and in most current applications, a photoinitiator. Dimethacrylates are also commonly added to achieve certain physical properties such as flowability. Further tailoring of physical properties is achieved by formulating unique concentrations of each constituent. Unlike Amalgam which essentially just fills a hole and requires retention features to hold the filling, composite cavity restorations when used with dentin and enamel bonding techniques restore the tooth back to near its original physical integrity.

**\$180 for dentists; \$100 for staff**

**Designed for dentists and chairside staff**

**LIMITED ATTENDANCE**

**4 CE Credits**

**\$10 discount coupon**

**applicable for dentists**

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**Dr. Rolando Nunz** received his dental degree from the University Central of Venezuela in 1995. He practiced privately, focusing in cosmetic and restorative dentistry. In 2002 he enrolled in University of Alabama's Graduate Program in Biomaterials in the USA, obtaining his MSc. in 2005

In 2005 he joined the Research and Development Department of BISCO Inc. in Chicago Illinois, where he was involved in several new product development projects, which included new adhesive technology, self adhesive cements, composite development, to name a few.

Dr. Nunez is a member of the American Academy of Cosmetic Dentistry, Academy of Operative Dentistry and Biomaterials of Venezuela and Latinamerica, the International Association of Dental Research, where he has published in every meeting since 2002.

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## THURSDAY, MARCH 29

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● 8:30 am-5:00 pm

### C6. DR. L. STEPHEN BUCHANAN

*“The Art of Endodontics: System Based Endodontics”*



Conventional endodontic treatment has undergone dramatic change in the last decade. Shaping procedures, which used to take years of training and hours of clinical time to accomplish, can now routinely be done by novices in less than five minutes with remarkably consistent results. Three-dimensional warm gutta percha obturation techniques, previously considered to be difficult, are now easier and can be done in less time than lateral condensation.

The excitement in dentistry over these amazing technical advances is palpable, yet belies the greater importance of basic procedural factors in achieving predictable endodontic success. Cutting safe, effective access cavities, negotiating root canals to their terminal points and accurate determination of canal length must be accomplished at a high level or the shaping and filling outcomes are irrelevant to the success of the case.

This lecture will describe the concepts and techniques necessary for clinicians to experience their delivery of conventional endodontic treatment as an enjoyable and profitable part of their dental practices. Critical technique fundamentals will be explained and shown, as well as state-of-the-art advancements in instruments, materials, and technique nuance that can propel effective clinicians through several levels of higher performance.

Upon completion of this presentation, the attending clinician will have a greater understanding of the following:

- Access outline forms that conserve the most tooth structure yet still assure straight line access into each orifice
- Negotiating techniques for consistently reaching a canal terminus including how to properly bend a file to get around impediments
- Using apex locators to save time and increase the accuracy of length determination
- The safe and efficient use of nickel-titanium files: When to use hand vs handpiece-driven instruments
- Shaping canals using the GT Series X™ rotary files with M-Wire
- The importance of lubricants, irrigants and chelating agents and when to use them
- 3D Centered-Compaction Obturation techniques including:
  - The Continuous Wave of Condensation Technique using the System B™ Elements Obturation Unit; and RealSeal™ Synthetic Gutta Percha with Resilon
  - Carrier-based obturation using GT Series X™ Obturators
  - Backfilling Techniques: Extruder Gun and Single Cone

**\$260 for dentists; \$140 for staff**

**Designed for dentists and chairside staff**

**7 CE Credits**

**\$25 discount coupon applicable for dentists**

**Dr. L. Stephen Buchanan** completed the Endodontic Graduate Program at Temple University in Philadelphia, PA. He is a graduate of University of the Pacific, a diplomate of the American Board of Endodontics and assistant clinical professor in the postgraduate endodontic programs at USC and UCLA. Dr. Buchanan maintains a private practice limited to endodontics and implant surgery in Santa Barbara, CA, and is the founder of Dental Education Laboratories, a hands-on training center serving general dentists and endodontists upgrading their skills in new endodontic and implant technologies. He began pursuing 3D anatomy research early in his career, and in 1986 became the first person in dentistry to use micro CT technology to show the intricacies of root structure. Through Dental Education Laboratories, he has lectured and conducted participation courses around the world, published numerous articles and produced an award-winning video series, *The Art of Endodontics*.

**CO-SPONSORED BY DENTSPLY TULSA**

● 9:00 am-5:30 pm

**C7. DR. CHARLES M. COBB**

## ***“Systemic Implications of Oral Inflammation” and the “Treatment, Control and Elimination of Periodontal Inflammation***



This course is primarily intended for the general dentist and dental hygienist with an interest in the role of inflammatory periodontal disease and the systemic response. The course is divided into morning and afternoon sessions. The morning session will provide detailed information regarding the role of bacterial biofilms in the pathogenesis of periodontal diseases, the host response and how locally generated inflammation is associated with the systemic inflammatory response, which, in turn, participates in the pathobiology of atherosclerosis, cardiovascular and cerebrovascular disease, neurodegenerative diseases, diabetes, adverse pregnancy outcomes and cancer. The afternoon session will be devoted to diagnosis and treatment strategies for the control and elimination of periodontal inflammation. The issue of referral will be addressed and an objective system to determine the desirability of referral will be offered. The session will also address expected outcomes and limitations of locally delivered and systemic antibiotics, traditional non-surgical therapy and dental lasers.

At the end of the course, the participant will be able to:

- Discuss the role of subgingival microbial biofilms, successional colonization, and the “Red Complex” microbes and their association with inflammation and the systemic inflammatory response;
- Discuss the biologic plausibility for the oral-systemic link;
- Explain the relationship between periodontal disease and adverse pregnancy outcomes, pre-term birth, low birth weight, fetal growth restriction and pre-eclampsia;
- Explain the bi-directional relationship between the inflammatory periodontal diseases and diabetes;
- Understand how to implement screening of the periodontal patient for potential systemic disease involvement;
- Develop a clinical strategy for treatment, control and elimination of periodontal inflammation;
- Develop a clinical strategy for determining when referral for treatment is indicated;
- Understand expected outcomes and limitations of locally delivered and systemic antibiotic therapy when combined with traditional non-surgical periodontal therapy;
- Understand expected outcomes and limitations of laser periodontal therapy when used as a monotherapy of adjunctive scaling and root planing; and
- Understand the unique challenge of successfully treating peri-implantitis using the base knowledge and current understanding of the pathobiology of periodontitis.

### **Course Outline: Morning Session: Systemic Implications of Oral Inflammation: A Patient Centric Explanation**

- Subgingival biofilms and pathogenesis of periodontal disease
- The host response, localized inflammation and mediators of inflammation
- The role of genetics in inflammatory periodontal disease
- Biologic plausibility for an oral inflammatory disease-systemic disease link
  - Inflammatory periodontal disease and cardiovascular disease
  - Cerebrovascular disease
  - Neurodegenerative disease
  - Adverse pregnancy outcomes
  - Diabetes
- The developing role of salivary proteomics in cancer diagnosis
- Screening of periodontal patients for systemic risk

### **Course Outline: Afternoon Session: Treatment, Control and Elimination of Periodontal Inflammation**

- Prevalence and diagnosis of chronic periodontitis
- Risk assessment: What and so what?
- Paradigm for treatment of slight and moderate periodontitis
- Non-surgical therapy: Expectations and limitations
- Locally delivered and systemic antibiotics: when and what
- Lasers: Where is the evidence?
- The issue of referral: Do you have your own criteria? Are you at risk?

**7 CE Credits**

**\$10 discount coupon**

**applicable for all dentists**

**\$260 for dentists; \$120 for staff**

**Designed for dentists and chairside staff**

**Dr. Charles Cobb** graduated from the University of Missouri-Kansas City (UMKC), School of Dentistry in 1964. He received a Certificate of Specialty in Periodontics and a Master of Science degree in Microbiology, both from UMKC in 1966. Following two years of active duty with the U.S. Navy, Dr. Cobb returned to school at Georgetown University, graduating in 1971 with a Ph.D. in Anatomy. After graduation from Georgetown, he held teaching and research positions at Louisiana State University and the University of Alabama in Birmingham. Although he retired from academics as Professor Emeritus at UMKC in 2002, he continues to teach three days per week in the graduate Periodontics program. In addition to teaching/research, Dr. Cobb has experienced 17 years of full-time private practice in periodontics. He is a Diplomate of the American Board of Periodontology, has published over 190 peer-review articles and presented over 180 programs at regional, national and international meetings. He currently represents District 4 on the Board of Trustees of the American Academy of Periodontology. Lastly, Dr. Cobb retired from the U.S. Army Reserves with the rank of Colonel and is one of the few Reservists to have received the AA@ Specialty Designator from the Office of the U.S. Army Surgeon General and induction into the Order of Military Medical Merit.

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## THURSDAY, MARCH 29

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● 9:00 am-5:30 pm

**C8. DR. JOHN C. COMISI**

***“Biomimetic Dentistry: What The Heck Is That?”***

***A HANDS-ON SEMINAR: LIMITED ATTENDANCE***



The new “buzz” word is biomimetics. And everyone claims to be doing Biomimetic Dentistry. But are they? This course will explore the direct restoration theories and realities. Why do our direct restorations fail today? Why can't we get restorations that really seal and protect the teeth we place them into? Why are there so many bonding agents out there and which generation are we on now?

This hands on course will provide you a practical, effective, reliable means to place direct restorations that are truly in a Biomimetic manner, in that they will mimic nature and protect the teeth we restore.

**Learn:**

- The remineralization-demineralization process of caries progression and the new elements in the battle against it.
- Preventive care considerations and diagnostics aids that can help aid in caries detection.
- First hand experiences with concepts and applications of minimally invasive dentistry and its place in your dental practice
- Current restorative considerations: the realm of composites and bonding systems, glass ionomers and other new “bioactive” restorative materials; and their place in today's dental care armamentarium.
- To work with and handle these various types of restorative materials to gain a comfort level for use in your practice.
- Discover techniques that will help you improve your success in the battle of “de-bond.”

**\$260 for dentists; \$140 for staff**

**Designed for dentists and chairside staff**

**Limited Attendance**

**7 CE Credits**

**\$25 discount coupon**

**applicable for dentists**

**John C. Comisi, D.D.S., M.A.G.D.**

*Education:* Pre-Dental School: Fordham University, BS Biology, 1979; Dental School: Northwestern University Dental School, D.D.S., 1983. *Current Professional Activity:* Full Time General Practice Dentistry. *History of Professional Career:* Dental Associates of Ithaca, Associate Dentist, September 1983 - March 1985; Solo Practitioner, March 1985 - December 2009; Research Associate - New York University College of Dentistry, 2008 - Present; President, “Dental Care with a Difference<sup>®</sup>”, PC January 1, 2010 - Present.



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## THURSDAY, MARCH 29

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● 8:30 am-12:00 Noon

### C9A. DR. RON KAMINER

***“Posterior Esthetic and Functional Dentistry Made Easy”***  
***“A Hands-On Seminar - Limited Attendance”***



This program will cover current concepts in posterior esthetic dentistry. Typical issues encountered in day to day practice will be addressed and through lecture and hands on, each attendee will learn to easily address these situations.

**Topics to be covered include:**

- Caries detection: New and improved modalities for accurate diagnosis.
- Acid etch or not: What do I do when.
- Composite, Glass Ionomer, both? How to create the ideal restoration?
- State of the art posterior composites: An introduction to Sonic Fill.
- Ideal proximal Contacts simplified.
- Self Etching flowables: Is there a place for these in my practice.

**\$180 for dentists; \$100 for staff**  
**Designed for dentists and chairside staff**  
**Limited Attendance**

**4 CE Credits**  
**\$10 discount coupon**  
**applicable for dentists**

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## THURSDAY, MARCH 29

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● 1:30 pm-5:00 pm

### C9B. DR. RON KAMINER

***“High Tech Minimally Invasive Dentistry”***



All dental specialties are changing in the direction of becoming more minimally invasive. The techniques and topics in this program can have immediate impact on anyone's practice, leading to a higher quality of care and increased profits. We will embark on a journey that will take us from diagnosis to treatment. We will update some old dental philosophy with current concepts and give step by step instructions for Monday morning implementation into everyone's practice.

**Topics to be covered include:**

- Cariology: Finally a true understanding of dental disease.
  - Predictable early caries diagnosis.
  - Oral cancer diagnosis: How and why?
  - How to eliminate the dreaded white spot? A predictable treatment for hypocalcified teeth.
  - The best restorative materials for minimally invasive preparations.
  - Minimally Invasive Implant surgery - Simplified implant placement for the General practitioner
  - Minimally invasive Periodontal treatment - Utilizing lasers for optimal results.
  - Are all lasers created equal? Deciphering the ever so crowded dental laser market.
  - A simple technique for eliminating TMJ muscular pain?
  - No more gaggers! A technique that never fails.
  - Ask Ron – What's new and exciting in Dentistry?
- Plus much much more...

**\$120 for dentists; \$60 for staff**  
**Designed for dentists and chairside staff**

**4 CE Credits**  
**\$10 discount coupon**  
**applicable for dentists**

**Dr. Ron Kaminer** graduated from SUNY at Buffalo School of Dental Medicine. He maintains two practices, one in Hewlett, NY and one in Oceanside, NY. Dr. Kaminer is an international expert in the field of Dental lasers and has lectured on Lasers and minimally invasive Dentistry nationally and internationally.

Dr. Kaminer is also a member of the editorial board of Dental Product Shopper. He is a member of the Academy of Laser Dentistry, Academy of General Dentistry, International College of Facial Esthetics, and the American Dental Association.

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## THURSDAY, MARCH 29

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● 6:30 pm-9:30 pm

### D1. DR. MARC GOTTLIEB

*“Jewels You Can Use On Monday”*



A colleague once told me the difference between a good dentist and a great dentist is a minute. Jewels you can use on Monday is a series of clinical techniques, used by key opinion leaders in dentistry, to streamline and make your practice more productive. This program is designed for everyone from the dental student to the veteran practitioner about to retire.

Dr. Gottlieb will demonstrate how to restore the difficult class II posterior composite, obtain perfect impressions, and manage the apprehensive patient. You will learn how to restore the tooth with a large open box or missing cusp back to proper form and function. He will show you there are no excuses for a less than perfect impression. Marc will cover all available digital systems as well as troubleshoot the common techniques used for fixed and removable partial dentures. Approximately twenty five percent of patients are afraid of the dentist. Dr. Gottlieb will give you tools you can use immediately in your practice.

Upon completion of this course you will have a better understanding of what techniques and materials you can seamlessly incorporate into your practice. Marc will give you systems that allow you to work faster and more efficiently, saving you thousands of dollars per year.

#### **Objectives:**

- To learn one or more new procedures you can use on Monday.
- Understand how to use the ABC Wedge System and other techniques to restore the large posterior composite restoration.
- Determine the difference between the four major digital impression systems.
- Exposure to the 5th Hand, Damit postdam membrane and the Occlusal Sweep.
- Learn salvage techniques and troubleshooting of dental impressions.
- How to use the Lock-N-reload couples to refill impression cartridges.
- Save time and money.

**\$100 for dentists; \$80 for staff**  
**Designed for dentists and all personnel**

**3 CE Credits**  
**\$10 discount coupon**  
**applicable for dentists**

**Dr. Marc M. Gottlieb** was born and raised on Long Island, attended Union College in Schenectady New York and then shuffled off to Buffalo for Dental School. While at the University of Buffalo he received many academic scholarships, awards and fellowships. After graduation from dental school Dr. Gottlieb went on to a two year post-graduate residency program at Long Island Jewish Medical Center. This unique opportunity provided advanced training in anesthesiology and all the specialties of dentistry. Dr. Gottlieb is currently on staff at Stony Brook University Hospital, maintains a full time private practice and has received many academic scholarships and awards. This year he was added to Dentistry Today's 2011 list of top CE providers.

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## THURSDAY, MARCH 29

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● 6:00 pm-10:00 pm

### D2. DR. KENNETH H. TREITEL

#### **“Risk Management” “A Mandatory Seminar For A Reduction In Liability Premiums”**



Since the “malpractice crisis” of the mid-1980’s, Risk Management courses have been developed throughout the country to educate dental practitioners about their legal, moral and ethical responsibilities in relation to patient care. As a result of these courses, a significant decrease was seen in the frequency and severity of malpractice actions against dentists. While this improvement, coupled with the precipitous increases in insurance premiums, made the malpractice insurance marketplace more attractive to insurance companies, the incidence of claims continues to be significant. The continuation of Risk Management courses serves the purpose of reviewing the basic legal requirements for office activity, introducing

changes as well as new aspects of the standard of care and discussing the ever-increasing restrictions and requirements placed on dental practice by governmental and regulatory agencies.

Risk Management is a dynamic concept and is always changing. This course, given by Dr. Treitel, whose vast experience in the world of malpractice litigation will provide the dentist with a recipe for office operation and patient treatment that will minimize the opportunity to find themselves the object of litigation.

The topics covered will include:

- the current status of the malpractice insurance marketplace
- a review of the basics (i.e. recordkeeping, medical histories, legal responsibilities of practice, prophylactic medications, etc.)
- an analysis of the types of cases currently being brought against dentists
- a review of techniques that can be used to assure good relationships with patients and address problems that might arise.
- a discussion of governmental and regulatory guidelines that have been placed on dental practices
- what is new or anticipated in new challenges facing the dental practitioner that will require changes in office procedures

Completion of this course entitles dentists to a discount on their liability premiums for a three year period from OOB, TIG Insurance Company, MLMIC and many other insurance carriers providing coverage in the New York and New Jersey Areas. Please check with your carrier.

Participants who successfully complete this seminar will receive a certificate of completion and four (4) CE credits with the NYSDA Continuing Education Registry. Other states will also give CE credits for this course.

If you have not completed an approved Risk Management Program within the past three years, it is necessary for you to take this course in order to continue to receive a discount from your insurance policy carrier.

**YOU ARE ENCOURAGED TO ASK QUESTIONS FOR AN IMMEDIATE RESPONSE.**

**\$120 for dentists**  
**Designed for dentists**

**4 CE Credits**  
**\$10 discount coupon**  
**applicable for dentists**

**Dr. Kenneth H. Treitel: *Private Practice:*** 1969 to present in The Bronx, NY; ***Academic Appointment:*** Albert Einstein College of Medicine, October 1974 to present, current position-Assistant Clinical Professor of Dentistry. ***Positions Held:*** District Claims Committee of the First District Dental Society-member, Chairman 1981-1988 & 1990-1994, Lecturer/Author on Risk Management; Co-Author-Risk Management courses for the Dental Society of the State of New York; Lecturer-American Dental Association Risk Management Program; Board of Directors of The Bronx House 1978-present, Currently Vice President of the Board.

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## THURSDAY, MARCH 29

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● 6:30 pm-9:30 pm

### D3. DR. BERRY STAHL

*“Implant Hands-On Seminar” “Limited Attendance”*



Implant dentistry has advanced to the point where most if not all implants placed will osseointegrate with a 90-98% success rate. There are however sites that are not ideal for implant placement of the standard fare currently being offered by the majority of implant manufacturers. Many manufacturers would like you to think that their standard fare is ideal for nearly all sites. This course will review implant options available other than the standard fare being offered by these implant distributors. The course will review the risks/benefits of the short ultra wide implant and the thin type now on the market.

The course will also review the different sizes of implants being offered, the types of platform attachments being offered by various manufacturers, the compatibility and the pitfalls associated with some of them. We will cover the major and some minor players in the dental implant field. During the course there will be a review on the types of attachments and their benefits/detriments to implant dentistry. Lastly, prior to the hands on portion, we will review specific situations and conditions and determine the correct implant for the site.

The hands on portion of the course will consist of placing, wide diameter implants and single unit one piece implants in a model. There will be a review of proper set-up and drill sequencing for the various implants.

At the end of the course the attendee should:

- Know the options available for implant placement
- Be able to pick the correct size implant for the implant site
- Know the various types of implant attachments available
- Be familiar with the surgical sequence for the placement of “off” size implants

**\$140 for dentists; \$80 for staff**  
**Designed for dentists and chairside staff**  
**Limited Attendance**

**3 CE Credits**  
**\$10 discount coupon**  
**applicable for dentists**

**Dr. Stahl** is a 1984 graduate of UMDNJ-NJ Dental School. After graduation he completed a 3 year dental anesthesia residency at The Mount Sinai Medical Center in NYC and then started his training in dental implantology. He was trained in nearly all the early implants systems available in the US and has placed thousands of various types of implants from a variety of manufacturers.

Dr. Stahl is an Assistant Professor of Dentistry and Anesthesiology at the Mount Sinai Medical Center and a Clinical Attending at The St. Barnabas Medical Center in The Bronx. He is currently the Dental Implant Coordinator for the Dental Residency Program at St. Barnabas. He has lectured on dental anesthesiology and dental implants nationally and internationally. He also has a private practice in Englewood, NJ.

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#### ***Oh, darn! Why was my class cancelled?***

Sometimes a great class gets cancelled because people wait to register until the last minute. Sign up early - and if you have a change of heart, or get busy at work, or your schedule changes - just call and we will be happy to put a credit voucher for a future class on your account. So you have nothing to lose - sign up today and help us keep the classes running.

● 6:30 pm-9:30 pm

## D4. DR. EVAN CHAFITZ

***“Oral Surgery For The Restorative Dentist” and “Technology In Dentistry- The Next Generation Of Their Advancements And Their Application To Practice”***



This program from a noted oral surgeon will present to the attendee a combined presentation of the techniques of oral surgery for the general practitioner as well as the latest in technological advances in oral surgery.

Though this course is not designed to cover every aspect of oral surgery, it is intended to help the restorative dentist review and refresh their surgical principles and realize their own limits when undertaking any of these procedure.

### Topics:

1. Reviewing Basic Surgical Techniques
  - a. Extractions (Simple and Impactions)
  - b. Minor Pre-Prosthetic Surgery
  - c. Apicoectomies
  - d. Sutures and Suturing
2. Trauma
  - a. Treatment of the Dentoalveolar and Soft Tissue Structures
  - b. Radiographic and Imaging Studies
3. Pain Management
  - a. Review of Local Anesthetic Techniques
  - b. Opioid and NSAID Considerations and Usage
4. Current Trends in Implant Surgery
  - a. Diagnosis and Treatment Planning
  - b. Surgical Fundamentals
  - c. Soft Tissue Management
5. Understanding, Preventing and Managing Surgical Complications
  - a. Bleeding
  - b. Root Tips
  - c. Soft Tissue Injuries and Flap Complications
  - d. Nerve Injury
  - e. Sinus Communication

- f. Osteonecrosis of the Jaw Bone
  - I. Prevention, Diagnosis and Treatment of Osteoradionecrosis
  - II. Current Knowledge Base Regarding Bisphosphonate - Induced Necrosis

6. Understanding the Medically Compromised Patient
  - a. Diabetes
  - b. Cardiac Diseases
  - c. Obstructive Pulmonary Diseases
  - d. Coagulopathies
  - e. Immunocompromised Conditions
  - f. Findings in the Oral Cavity

Recent developments in technology have advanced the practice of dentistry light years beyond what was possible only a few years ago. Cone-beam imaging has gained broad acceptance, providing us with a new source of information. This imaging allows us to visualize all facial structures in any given dimension, radically transforming the way that we, as dentists, gather data and develop treatment plans. In addition, developments in CAD-CAM software have benefited implant dentistry tremendously, by facilitating more sophisticated procedures.

This lecture will cover:

- review of the basics of cone beam CT-imaging, thus enabling the dental practitioner to understand concepts of advanced imaging as applied to the fields of implant dentistry, orthodontics and oral surgery, among others.

- Cases will be introduced for discussion in an interactive session.

- Participants will have an opportunity to observe 3D image acquisition, reconstruction and processing.

- Technological advances in dentistry, including digital impressions, CAD-CAM restorative procedures and other new and exciting advances.

**\$100 for dentists; \$60 for staff**  
**Designed for dentists and chairside staff**

**3 CE Credits**  
**\$10 discount coupon**  
**applicable for dentists**

**Evan Chafitz, D.M.D.** was raised in Queens, NYC and received his understanding degree from SUNY at Albany in 1987. Dr. Chafitz received his DMD degree in 1991 from the University of Medicine and Dentistry of New Jersey Immediately following graduation from Dental School he entered the Oral and Maxillofacial Surgery program at Metropolitan Hospital Center, New York Medical College in NYC. Dr. Chafitz completed his residency in 1995 and entered private practice.

Dr. Evan Chafitz' training provided extensive experience in all aspects of oral surgery including bone grafting, implants and anesthesia. Dr. Chafitz is a Board Certified Surgeon and a Diplomate of the American Board of Oral and Maxillofacial Surgery and a fellow of the American Association of Oral and Maxillofacial Surgeons.

He is currently the section chief at both Metropolitan Hospital Center in NYC and Our Lady of Mercy in the Bronx. Dr. Chafitz is also the associate program director of the Oral and Maxillofacial Surgery Residency at New York Medical College.

● 6:30 pm-9:30 pm

## D5. DR. HOWARD ISRAEL

### ***“The Nazi Origins of Bernkopf’s Anatomy Atlas” “Biomedical Ethical Issues with Relevance To Today’s Clinician”***



The incredible story of the discovery of the Nazi origins of a critically acclaimed anatomy atlas will be revealed. The mystery of how an anatomy atlas, still present in medical libraries throughout the world and used by anatomists, physicians and dentists, escaped detection or was ignored as a product of horrific crimes against humanity will be uncovered. How did one of the world’s most prestigious academic medical schools become a center for racial hygiene providing pseudoscience as the medical rationale for National Socialism in Europe in the 1930’s and 1940’s? The strange coincidences and unexplainable twists and turns that led to the uncovering of the true evil origins of Pernkopf’s Anatomy Atlas will not only fascinate the clinician, but will also provide important lessons in biomedical ethics to all clinicians and scientists so that history does not repeat itself.

Dr. Howard Israel will reveal the story of how he used and benefited from this book for over twenty years, from his years as a dental student at Columbia University, through residency training in oral & maxillofacial surgery and as a full time academician at Columbia University. Dr. Israel used this book on a daily basis totally unaware of who Pernkopf was and how the book was created. A brief comment by a colleague led Dr. Israel to the old library stacks in the basement of Columbia’s medical school library where to his astonishment he saw anatomy pictures from the 1937 and 1943 editions signed with swastikas and “SS” symbols. However the same anatomy drawings in the 1963 edition that Dr. Israel had used for over twenty years had the Nazi icons erased. Once the Nazi origins of the creators of the book were realized, this led to the question: what was the origin of the people whose pictures were illustrated in this anatomy book? Could they have been victims of the Nazis? Dr. Israel will tell the story of years of research and a search for the truth which ultimately led to uncovering the Nazi origins of this critically acclaimed anatomy atlas, which hid its evil creation to unsuspecting physicians, dentists and surgeons for decades following World War II. Publications and protests by several doctors, including Dr. Israel were initially met with resistance by the University of Vienna, which was the site of Pernkopf’s Anatomy Institute. Ultimately, the mystery of the book’s origins was revealed after continued political pressure led to an investigation at the University of Vienna. This investigation concluded that the source of the material in Pernkopf’s Anatomy Atlas was indeed from victims of the Nazis. This was then followed by a commemorative ceremony in which specimens from the University of Vienna School of Medicine, which had been kept for teaching purposes from the “Pernkpf”era, were buried in a cemetery in Vienna. This was followed by an invitation for Dr. Israel to present this material at the International Conference for Oral & Maxillofacial Surgeons in Vienna in 2005. This amazing visit to Vienna was filled with twists and turns, which unraveled layer after layer of the mystery and a haunting historical journey of Nazi atrocities in Vienna. There were so many incredible coincidences during this trip which defied any logical explanation which will continue to fascinate and haunt us.

Now, the central question posed to the clinician is: “should Pernkopf’s Anatomy Atlas be used today?” If it can help us as clinicians treat our patients should we use it? Alternatively, is this work of such evil origin that there can be no justification for using the book? Should the book be removed from libraries throughout the world? This is but one example of many pieces of work and medical research which originated from unethical sources. What should we do with this material if it has the potential to benefit patients today? The importance of this presentation for the clinician relates to the biomedical ethical decisions that we are responsible for as health professionals.

**\$80 for all attendees  
Designed for dentists and all personnel as  
well as general interest attendees**

**3 CE Credits  
\$10 discount coupon  
applicable for dentists**

#### **Dr. Howard Israel:**

- Professor of Clinical Surgery, Department of Surgery  
Cornell University, New York Presbyterian Hospital; Weill-Cornell Medical College 2002 - Present
- Director, New York Institute of Clinical Oral Pathology, Conference  
Cornell University, New York Presbyterian Hospital, Weill-Cornell Medical College  
2002 - Present
- Adjunct Professor of Clinical Dentistry, Division of Oral and Maxillofacial Surgery  
Columbia University School of Dental and Oral Surgery  
2001 - Present
- Professor of Clinical Dentistry, Division of Oral and Maxillofacial Surgery  
Columbia University College of Dental Medicine  
1998 - 2001

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## THURSDAY, MARCH 29

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● 6:30 pm-9:30 pm

### D6. DR. THOMAS SNYDER

*“Is Your Practice Ready For An Associate?” “Practice Transitions - If Not Now... When?”*



When is the right time to hire an associate? What steps should you take to create a successful associate relationship? This program will provide you with all the answers to make your associateship a successful one. Topics include the question of how many patients are needed to make an associateship work, strategies to effectively transfer patients and market your associate, designing a fair compensation package, the key elements of associate contracts and establishing a baseline practice value for a future buy-in.

- Determining the Size of Patient Base to Support an Associate
- Present Strategies to Effectively Transfer Patients
- Designing a Fair Associate Compensation Package
- Learn Key Elements of Associate Contracts
- Establishing a Base-line Practice Value

Planning your exit strategy today is paramount to many practitioners as the number of dentists retiring increases and the number of graduates willing to be your successor is dwindling in certain markets. Topics include establishing a realistic practice value, getting your practice ready for a sale, the deferred buy-in a growing trend, how to enhance your practice's value, the pros and cons of partnerships, using a qualified pension plan as a partnership funding vehicle, selling your partnership interest and merging your practice for sale.

- Determining Your Practice's Value
- Getting Your Practice Ready for Sale
- Working in Your Former Practice
- Learn the Pros and Cons of Partnership
- Understanding Partnership Contracts and Income Splitting
- Selling Your Partnership Interest
- Records Acquisition, a Growing Trend
- Learning the Pitfalls if Your Practice's Real Estate is Worth More than Your Practice
- Use Tax Advantaged Strategies for Partnership Buy-In.

**\$80 for all attendees**

**Designed for dentists, office personnel,  
accountants and attorneys**

**3 CE Credits**

**\$10 discount coupon  
applicable for dentists**

**Dr. Thomas Snyder** is a nationally known speaker, author and consultant who has been advising dentists for more than 25 years in areas relating to practice transitions, strategic planning, practice and financial management and office automation. His broad range of experience provides his clients with a unique and comprehensive approach to solving their problems and understanding their concerns. Dr. Snyder received his DMD from the University of Pennsylvania's School of Dental Medicine and his MBA from The Wharton School of Business. Dr. Snyder serves on the Editorial Board of Dental Entrepreneur magazine and is a frequent contributor to Dental Practice Report and Dental Tribune on the topics of practice transitions and strategic planning.

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# THURSDAY, MARCH 29

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● 6:30 pm-9:30 pm

## D7. DR. JAMES F. LICHON

***“Issues and Recommendations in Treating Patients with Cardiovascular Disease--and much more”***



### Course description

In spite of impressive technologic advances in the field of medicine, atherosclerotic cardiovascular disease (CVD) remains the leading cause of death in the United States and dentists are seeing more and more of these patients. Using analogies from his personal and professional experience, Dr. Lichon educates the dentist and staff on the crucial issues they must be aware of when treating patients with cardiovascular disease.

### Educational Objectives

Participants will learn to:

- Understand plaque build-up in arteries and how it relates to coronary artery disease, peripheral vascular disease and stroke.
- Identify potential hazards when treating patients who have stents or have had open heart surgery.
- Use new knowledge of supplements and multiple vitamins in patient education.
- Recognize and educate patients about Vitamin D, osteoporosis and periodontal disease.
- Prescribe the preferred antibiotics for patients taking cholesterol medicine.
- Prescribe the preferred pain medicine for cardiovascular patients.
- How to order important medical laboratory tests for your patients.
- The use of probiotics in your practice.
- Learn how to work with less stress and live longer (and healthier) with proper nutrition and exercise.

**\$80 for all attendees**

**Designed for everyone interested in good health**

**3 CE credits**

**\$10 discount coupon  
applicable for dentists**

**Dr. Jim Lichon**, speaks nationally on cardiovascular disease. He has degrees in pharmacy and dentistry and maintained a private dental practice in Saginaw, Michigan. He is also nationally certified in cholesterol management. He initiated and directed the Veterans Administration Cholesterol Clinic in Saginaw, MI. However, most important of all, Dr. Lichon once was on the brink of becoming another cardiovascular death statistic, and it's that experience that allows him to speak with first-hand experience on cardiovascular disease.

Today Dr. Lichon will share with you life changing ideas about improving cardiovascular health and issues when treating your patients who have cardiovascular disease.

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# THURSDAY, MARCH 29

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● 6:30 pm-9:30 pm

**D8. MS. ROSE NIERMAN**

***“Sleep Apnea Treatment and Medical Billing”***



### **Learn How to Integrate Obstructive Sleep Apnea (OSA) In Your Practice.**

Sleep apnea often goes undiagnosed. Doctors usually can't detect the condition during routine office visits. Also, there are no blood tests for the condition.

Most people who have sleep apnea don't know they have it because it only occurs during sleep. A family member and/or bed partner may first notice the signs of sleep apnea.

The most common type of sleep apnea is obstructive sleep apnea. This most often means that the airway has collapsed or is blocked during sleep. The blockage may cause shallow breathing or breathing pauses.

Although, the dentist does not diagnose sleep apnea, oral appliances have become an accepted first line of treatment for mild to moderate OSA. Medicare has even approved oral appliance for payment!

Get Paid by Medical Insurance, Cultivate Medical Referrals, Systemize Flow and Add a New Service.

### **Learning Objectives**

1. Establish your practice as the “Go-To” Sleep Apnea Dental Practice in your community. Add additional services and income and help patients get treated.
2. Institute Questionnaires to screen your patients for Obstructive Sleep Apnea.
3. Sleep Apnea Referral Building; Learn how to cultivate and maintain physician referrals.
4. Successful Medical billing for Obstructive Sleep Apnea.
5. FDA Recognized Appliances for Obstructive Sleep Apnea

### **About Our Courses**

Our dental sleep medicine courses are designed to provide dentists and dental staff with the knowledge needed to begin offering treatment to patients suffering from sleep apnea immediately. The courses offer a solid foundation in sleep medicine but focus most heavily on the day to day protocols needed. From understand signs/symptoms, screening procedures, diagnostic options, treatment records, insurance systems and more. The entire step-by-step process is covered. Attendees will have ample hands on opportunity to work on bite registrations, airway evaluations and even have an overnight sleep study performed and analyzed with the class.

**\$80 for all attendees**

**Designed for dentists, office staff, family and friends**

**3 CE Credits**

**\$10 discount coupon applicable for dentists**

**Rose Nierman** has published The Complete Dental Sleep Medicine Manual, Successful Medical Insurance in Dentistry and has helped over 10,000 dental offices implement Dental Sleep Medicine, TMD, and Implant services as profitable service in their practice.

**SPONSORED BY HENRY SCHEIN**

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## THURSDAY, MARCH 29

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● 6:30 pm-9:30 pm

### D9. MR. ABE KASBO (VERASONI)

*“Successful Marketing Your Practice At The Intersection Of The New Economy And The New Media”*



1. The Principles of Dental Practice Marketing Revisited
  2. What is Integrated Marketing & Why Is It Important
  3. Why Patient Behavior Continues To Deliver More
  4. Current Trends – Advertising, Public Relations, SEO/SEM, In-Office, Reputation Management
  5. Optimal Marketing Models
  6. Components of An Integrated Plan for the Dental Practice
  7. The Reality of the Web – What Works, What Doesn't
8. Your Practice's Reputation
  9. Social Media - Facts, Myths
  10. What You Don't Know Can & Will Hurt You – How to Buy Marketing Services
  11. Turning Patients Into Screaming Advocates
  12. Frequency, Reach & Engagement
  13. Measurement

The Pew Research Center's newest study “Social Networking Sites and Our Lives” is out. It is an incredible resource for understanding the behaviors of people online. What is fascinating, is that the report confirms once again that social networks are getting “older” – reflecting the demographic growth of older Americans online.

Here are some bullets from the findings:

- Most online Americans use at least one social networking site, and the demographics of the SNS population are shifting to older users.
- Nearly twice as many men (63%) as women (37%) used LinkedIn. All other SNS platforms have significantly more female users than male users.
- MySpace and Twitter users are the most racially diverse mainstream social network platforms. However, a large proportion of users of “other” social network services are racial minorities.
- Social networking site users have more friends and more close friends.

We continue to advise clients and advocate engagement as a model where appropriate. Moreover, because social networks afford us the opportunity to engage, we encourage clients to take seriously the engagement model because the multipliers can be highly accretive, not to mention the bounce from PR and integration with traditional marketing communications channels.

The breakdown of online behavior in this study is interesting and we continue to put this data in perspective as media continues to evolve and redefined by the consumer.

Here's the link to the full study: <http://www.pewinternet.org/reports/-and-social-networks.aspx>

**\$80 for all attendees**  
**Designed for dentists and all personnel**

**3 CE Credits**  
**\$10 discount coupon**  
**applicable for dentists**

**Abe Kasbo** is the CEO and founder of Verasoni Worldwide. Kasbo has over 15 years of experience in both buying and selling marketing and public relations services. Kasbo is a thought leader on integrated marketing communications strategies, speaking at numerous events throughout the nation. He blogs at <http://www.verasoni.com/vblog>.

Verasoni Worldwide is a fiercely independent marketing and public relations firm serving clients across various sectors such as healthcare, financial services, government, and hospitality, throughout the United States.

**Directions to Sheraton Mahwah, New Jersey**  
**1 International Boulevard, Mahwah, New Jersey 07495**  
**Tel: 201-529-1660 or 1-800-325-3535**

**From Route 17 North:** Take 17 N to the **last** exit which is Mountainside Avenue/Crossroad Blvd. This exit is after the Rt 202 exit.

**From Route 287 North (Morristown):** Take Rt 287N to exit 66 (no Mahwah sign) and make a right-hand turn on the exit ramp into Sharp Electronics complex. At the stop sign make a right and follow signs for hotel.

**From Lincoln Tunnel:** Take Rt 3 West to Rt 17N. Follow directions above.

**From Garden State Parkway:** Take to exit 163 which will put you on Rt 17 **North**. Stay on Rt 17 N for approximately 13 miles. Exit at Mountainside Avenue/Crossroads Blvd.

**From George Washington Bridge:** Cross the bridge following signs for Rt 4 **West**. Take 4 W approximately 10 miles to Rt 17 **North**. Take 17 N 13 miles to the Mountainside Avenue Exit.

**From Holland Tunnel & I-95 North (Turnpike):** Take the Turnpike North to exit 16W for Rt 3 **West**. Travel on 3 W for approximately 2 miles. Take exit for Rt 17 **North**. Stay on Rt 17 N for approximately 13 miles for the Mountainside Avenue exit.

**From Tappan Zee Bridge and Points North:** New York State Thruway (87N or 287W) to exit 15 which will put you onto a four lane highway. **Stay to the left!!** Go **under** sign for exit 66/Rt 17 South. Take your **FIRST** exit on the right which is Mountainside Avenue/Crossroads Blvd. **NO MORE THAN 200 FT.**

**From Kennedy Airport:** Take the Van Wyck Expressway North to the Grand Central Parkway **West**. Take Grand Central Pkwy to the Triboro Bridge to the Major Deegan **North** to the Cross Bronx Expressway, over the George Washington Bridge to Rt 4 **West**. Take 4 West to Rt 17 **North**. Take 17 North to the Mountainside Ave exit.

**From Newark Airport:** Take the Turnpike **North** to exit 16W for Rt 3 **West**. Travel on 3 W for approximately 2 miles & exit for Rt 17 **North**. Stay on Rt 17 N for approximately 13 miles to the Mountainside Ave exit.

**From Route 80 West:** Take the local lanes and exit at 64B. Take 17 **North** approximately 15 miles to the Mountainside Avenue exit.

**From Route 80 East:** Take the local lanes to exit 64. Take 17 **North** approximately 15 miles to the Mountainside Ave exit.



*Sheraton Crossroad Mahwah*

**Leave home  
early to be  
on time**

**Slow down for  
construction –  
exits and entrances  
may be altered**

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# BIG APPLE 2012 TUITION POLICIES

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1. The fees for each seminar are found at the bottom of each page after the seminar description as well as on the registration page.
2. \$25.00 and \$10.00 coupons are available to dentists only for paid full day, half day and evening seminars.
3. **15% discount for all seminars effective until January 31, 2012 — 10% from 1/31/12 - 2/25/12**
4. Residents and Interns: **FREE FOR ALL SEMINARS - EXCEPT HANDS-ON SEMINARS**
5. All coupons are to be used only during the exhibit hours on 3/28/2012 and 3/29/2012...9:30am to 7:00pm. **Not all of the exhibitors accept coupons.**
6. **Refund and Cancellation Policy:** Refunds or future credits are granted only if written notification is received.
7. Lunch coupon only available for paid full-day seminars.

**ON-SITE REGISTRATION:** There is a \$20.00 on-site administrative fee in addition to any other fees for those attendees not preregistered. For Non-ADA attendees there is a \$25.00 registration fee + \$20 administrative fee + fee for seminar.

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### **Our meeting is special because of the following:**

- Dentists will receive a *monetary coupon* for every paid full day, 1/2 day or evening seminar attended towards the ordering of merchandise or services from the exhibitors at the meeting. No minimum purchase required! (worth \$10 - \$25). **Not all exhibitors accept coupons—ASK.**
  - There are nationally and internationally recognized, “leaders in their field” lecturers.
  - **Easy accessibility to The Sheraton Mahwah from all major highways. No parking problems and no charge for parking! FREE PARKING**
  - Exhibitors will have special convention discounts.
  - **FREE coffee, tea, bagels and danish in the morning on both days (until 9:45 am) and FREE buffet lunch on both days for attendees who attend full-day paid seminars.**
  - Exhibit booths open from 9:30 am - 7:00 pm on Wednesday and Thursday.
  - Programs of interest for spouses and families on Wednesday and Thursday (days and evenings)
- 

### **EXHIBITS**

The commercial exhibits will be presented in the Grand Ballroom of The Sheraton Mahwah

**Wednesday, March 28, 2012  
9:30 A.M. - 7:00 P.M.**

**Thursday, March 29, 2012  
9:30 A.M. - 7:00 P.M.**

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**Defer your purchases of equipment and supplies until the Meeting to take advantage of the many CONVENTION SPECIALS which will be offered by our exhibitors.**

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## **About bigappledentalmeeting.us**

Web site mission is to aid meeting management (see Administrative Menu), as well as describe meeting events and services (see Big Apple Dental Meeting Menu).

Note following menu selection:

1. Click “Dental meeting guide,” for course summaries and discounts.
2. Click “Registration form for mailing/faxing,” for previewing course charges and discounts, and preparing registration form for mailing or faxing.
3. Click “Convention specials,” for exhibitor’s convention specials.

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## COMMERCIAL EXHIBITS\*

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Bldg., 275 - 2E - 03  
St. Paul, MN 55144

### Aftco

600 Houze Way-Ste. 12D  
Roswell, GA 30076

### American Express

345 East. 92nd Street  
New York, NY 10128

### Aspen Dental

28 Sanders Creek Parkway  
E. Syracuse, NY

### Benco Dental

295 Centerpoint Blvd.  
Pittston, Pa 18640

### Bisco Dental Products

1100 W. Irving Park Road  
Schamburg, IL

### Brasseler USA Dental, LLC

One Brasseler Blvd.  
Savannah, GA 31419

### CareCredit

2995 Red Hill Avenue-  
Ste. #100  
Costa Mesa, CA

### Clear Advantage Dental Lab

49 West Nyack Road  
West Nyack, NY 10954

### Danziger & Markhoff LLP

123 Main Street  
White Plains, NY

### Demandforce

22 Fourth Street-12th Floor  
San Francisco, CA

### Dental USA

5005 McCullom Lake Road  
McHenry, IL 60050

### Dentium

180 Sylvan Avenue  
Englewood Cliffs, NJ

### Dentserv

15 Canal Road  
Pelham Manor, NY 10803

### Dentsply Caulk/Professional

301 Pleasant Street  
Abbottstown, PA

### Dentsply Tulsa Dental

5100 East Skelly Drive  
Suite 300  
Tulsa, OK 74135

### Designs for Vision, Inc.

760 Koehler Avenue  
Ronkonkoma, NY

### Doral Refining Corp.

533 Atlantic Avenue  
Freeport, NY 11520

### DSG- DP/Mt. Vernon

Dental Lab  
161 MacQuesten Parkway South  
Mount Vernon, NY 10550

### Emblem Health Services/GHI

55 Water Street  
New York, NY 10041

### Essential Dental Systems

89 Leuning Street  
S. Hackensack, NJ

### Hayes Handpiece/ Sharpeez Co.

1243 Foxboro Lane  
Endicott, NY 13760

### Henry Schein Dental

One Charles Blvd.  
Guilderland, NY 12084

### Kerr Corporation

1717 West Collins  
Orange, CA 92867

### Kuraray america, Inc.

600 Lexington Avenue- 26th FL  
New York, NY 10022

### Medical Liability Mutual Insurance Company

2 Park Avenue  
New York, NY

### Milestone Scientific

220 S. Orange Street  
Livingston, NJ

### MIS Implants Technologies, Inc.

18-00 Fair Lawn Avenue-Ground Level  
Fair Lawn, NJ 07410

### NYS-AGD

222 Mamaroneck Avenue  
White Plains, NY 10605

### Oral CDx

2 Executive Boulevard  
Suffern, NY 10901

### Raintree Essix Glenroe-Display

301 Pleasant Street  
Abbottstown, PA

### RGP Inc.

1 Shannon Court-Suite 103  
Bristol, RI 02809

### Sabra Dental

289 Suburban Avenue  
Deer Park, NY 11729

### Schumacher Dental Instruments

108 Lakeside Drive  
Southampton, PA 18966

### Tri-State Dental

70 Jackson Drive  
Cranford, NJ

### Triodent Corporation

4431 Corporate Center Drive  
Ste. #107  
Los Alamitos, CA

### Ultralight Optics

17151 Newhope Street - Suite 203  
Fountain Valley, CA 92708

### Yes, Dental Lab, Inc.,

155 White Plains Road  
Tarrytown, NY 10591

### Yodle

50 W. 23rd Street-suite 401  
New York, NY 10010

\* Partial Listing



**Bronx County Dental Society**  
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