

CE1111

Better Medicine, Better Dentistry – Managing Drugs, Herbals and Interactions

MARK DONALDSON, BSC (PHARM), RPH, PHARMD, FASHP, FACHE

Friday, September 9, 2011

HEALTH SCIENCES CENTER, UNIVERSITY OF WASHINGTON

This course is designed for dentists, hygienists, dental assistants and office staff.

Did you know that more than 20% of hospital admissions are due to adverse drug reactions? Dentists prescribe less than 10% of available drugs, yet dental patients are often taking prescription medications, herbal products, over-the-counter drugs, or supplements. Since polypharmacy is the norm, especially in the over 65-year old population, this course is essential to every practice setting today.

This informative and entertaining day will provide dentists and hygienists with the tools to navigate this ever-changing field and keep their patients safe.

Course Objectives - As a result of attending this course, the participant should be able to:

- Discuss the principles of pharmacokinetics, pharmacodynamics and pharmacogenomics.
- Match the right drug at the right dose to the right patient and the right procedure.
- Avoid or manage potential drug interactions.

INSTRUCTOR

MARK DONALDSON received his BSc (Pharm.) from the University of British Columbia and his Doctorate in Clinical Pharmacy from the University of Washington. He completed a clinical residency at Vancouver General Hospital and is the current Director of Pharmaceutical Services at the Kalispell Regional Medical Center near his home in Whitefish, Montana. He is an affiliate faculty member of the Department of Pharmacy at the University of Montana in Missoula, and a clinical assistant professor in the School of Dentistry at the Oregon Health Sciences University.

LOCATION

University of Washington
Health Sciences Center
Room T-625
Seattle, Washington 98195

TIMES

Registration and Continental Breakfast: 8:00am - 8:30am
Lecture: 8:30am - 4:30pm

TUITION

Before September 7
\$270/Dentist
\$175/Staff
\$243/Current Dental Alumni Member
After September 7
\$280/Dentist
\$185/Staff
\$253/Current Dental Alumni Member

CREDITS

7 hours

** This course is eligible for a 10% tuition discount if you are a current member of the UW Dental Alumni Association.*

Eligible for Fun in September Days discount

FUN IN SEPTEMBER DAYS!

SEPTEMBER DISCOUNT! Sign up for all three CDE courses in September (CE1111, CE1112 and CE1113) and get 10% off. Dental Alumni Members receive an additional 10% off their already discounted rate.

DENTAL ALUMNI GIFT! The Dental Alumni Association will attend these three September courses and will come bearing a gift for all attending current Dental Alumni members. Must be present to receive gift. Learn about upcoming alumni events and programs!

CE1112

Fifty Oral Lesions Every Dental Practitioner Should Know

DOLPHINE ODA, BDS, MS

Friday, September 23, 2011

MARY GATES HALL, UNIVERSITY OF WASHINGTON

This course is designed for dentists, hygienists and dental assistants.

This course will cover fifty of the most important and common oral diseases. It focuses on the detection of lesions in their early stages for optimum treatment results. Enthusiastic, informative and fun, the course will cover common diseases, uncommon but important diseases, and, most importantly, problem cases that can be avoided by careful examination and interpretation of the clinical data, particularly true of bony lesions. This course will identify at every step which lesions need to be biopsied and why. It is designed for all dental practitioners, including dentists, dental specialists, dental hygienists and dental assistants. The diseases discussed will be clearly subdivided to make the course logical and easy to follow. The emphasis will be on the clinical presentation and ideal management of each disease. Each disease will be presented through clinical photographs and/or radiographs with an applied clinical differential diagnosis, followed by a complete discussion of the disease process, clinical presentation, etiology, treatment, prognosis and complications if and when they apply. This course will cover oral cancer, chronic immune diseases, infectious diseases, oral swellings (gingiva, lips, palate, and buccal mucosa) and oral pigmented lesions, as well as bony lesions, emphasizing common lesions including cysts, completely radiopaque lesions and bisphosphonates induced osteonecrosis. This course will provide up-to-date information on chemicals and drugs causing oral diseases. Clinicians will leave this program with ample knowledge, renewed interest, and enthusiasm for the field of oral pathology. This energetic course will provide necessary information directly applicable to improving the everyday practice of diagnosing oral diseases.

Course Objectives - As a result of attending this course, the participant should be able to:

- Identify the most common and important oral epithelial, soft tissue and bony lesions, and to recognize which lesions need to be biopsied.
- Exercise clinical judgment in differentiating between benign and malignant lesions.
- Be familiar with the latest technology regarding oral cancer detection.

INSTRUCTOR

DOLPHINE ODA is the Professor of Oral Pathology in the Department of Oral and Maxillofacial Surgery, and is on the medical staff at University of Washington and Harborview Medical Centers. Dr. Oda's research focus is in the field of molecular changes in oral carcinogenesis. She has 69 papers published in refereed journals and publishes a popular monthly column called "Case of the Month". She is a Diplomate of the American Board of Oral and Maxillofacial Pathology and a member of the American Academy of Oral and Maxillofacial Pathology, the International Association of Oral Pathologists, and the United States Canadian Academy of Pathology. Known for her passion for teaching with constantly updated cases and data from one week to the next, she has been recognized for these efforts with 26 teaching awards, including the highly prestigious University of Washington Distinguished Teaching Award.

LOCATION

University of Washington
Mary Gates Hall, Room 389
Seattle, Washington 98195

TIMES

Registration and Continental Breakfast: 8:00am - 8:30am
Lecture: 8:30am - 4:30pm

TUITION

Before September 21
\$270/Dentist
\$175/Staff
\$243/Current Dental Alumni Member
After September 21
\$280/Dentist
\$185/Staff
\$253/Current Dental Alumni Member

CREDITS

7 hours

** This course is eligible for a 10% tuition discount if you are a current member of the UW Dental Alumni Association.*

Eligible for Fun in September Days discount

PHILIPPE HUJOEL, DDS, MS, MSD, PHD

Friday, September 30, 2011

CENTER FOR URBAN HORTICULTURE, UNIVERSITY OF WASHINGTON

This course is designed for dentists, hygienists and dental assistants.

A sugar trade organization argued that evidence-based medicine principles should be applied to the problem of dental caries. Their assessment of the evidence led to the conclusion that no maximum consumption limit should be put on sugar; not for caries prevention, not for obesity, and not for nutritional concerns. Does this message serve the sugar business or the consumer? Various dental professional organizations have come up with messages that were also referred to as evidence-based and that may have had a similar appearance of being self-serving. For instance, it may not be difficult to guess which organizations recommended prophylactic wisdom tooth removal or universal cross-sectional imaging for dental implant placement.

Maybe not surprisingly, other dental professional organizations came up with the opposite evidence-based conclusions. Clearly, the term "evidence-based" is in and of itself just a marketing tool devoid of scientific honesty. But which group or organization should one trust in terms of optimizing health care? Some simple rules may help in avoiding evidence-manipulators: be wary of free information, don't accept gifts from purveyors of evidence, avoid referring to brand names, and focus on matters that patients care about. This course will put additional tools for finding the most reliable evidence in your hands. Current controversies such as chlorhexidine use for caries prevention, wisdom teeth extraction for oral and systemic health, and oral cancer screening for reducing mortality will be used to provide an up-to-date review of evidence-based methodology.

Course Objectives - As a result of attending this course, the participant should be able to:

- Classify evidence from most to least reliable. Understand how the process of cognitive dissonance can turn negative trial results (strong evidence does not support the treatment) into a positive conclusion (weak evidence supports the treatment).
- Determine the five elements of a clinical question and get to know some of the new evidence-based tools for searching evidence such as the ADA EBD website (<http://ebd.ada.org/>).
- Be acquainted with the topic of overdiagnosis, one of the exciting recent discoveries in cancer epidemiology (<http://www.ncbi.nlm.nih.gov/pubmed/20413742>).

INSTRUCTOR

PHILIPPE HUJOEL has been involved in the area of Evidence-Based Dentistry since its inception. He was a founding Senior Associate Editor of the *Journal of Evidence-Based Dental Practice* and served on the Council of Scientific Affairs and the Evidence-Based Dentistry Advisory Committee of the ADA. He has been a member of several expert panels appointed by professional and government organizations responsible for providing evidence-based guidelines. His educational background includes specialty training in periodontics, biostatistics, and epidemiology. He is a Professor at the UW School of Dentistry and spends one day per week in a periodontal practice.

LOCATION

University of Washington
Center for Urban Horticulture
NHS Hall
3501 NE 41st Street
Seattle, Washington 98105

TIMES

Registration and Continental Breakfast: 8:00am - 8:30am
Lecture: 8:30am - 4:30pm

TUITION

Before September 28
\$270/Dentist
\$175/Staff
\$243/Current Dental Alumni Member
After September 28
\$280/Dentist
\$185/Staff
\$253/Current Dental Alumni Member

CREDITS

7 hours

** This course is eligible for a 10% tuition discount if you are a current member of the UW Dental Alumni Association.*

Eligible for Fun in September Days discount

People who register early and provide an e-mail address will have access to a web site that collects multiple evidence-based tools and have the opportunity to take some self-assessment questionnaires.

CE1122

The Art and Science of Anxiolysis and Sedation in 2012 and Beyond – Nitrous Oxide and Oral Sedation

**FRED QUARNSTROM, DDS, FAGD, FICD, FADSA;
DAVID DONALDSON, BDS, FDSRCS, MDS, FADSA, FADC;
AND MARK DONALDSON, BSC (PHARM), RPH, PHARMD**

**Friday, Saturday, and/or Sunday, October 14, 15 and/or 16, 2011
or any combination thereof**

FRIDAY: MUSEUM OF HISTORY AND INDUSTRY, SEATTLE

SATURDAY AND SUNDAY: HEALTH SCIENCES CENTER, UNIVERSITY OF WASHINGTON

This course can satisfy the requirement in Washington State (WAC 246-817-701 through -790), Oregon State (§818-026), Idaho State (§19.01.01.060.01) and the American Dental Association. Actual number of hours required by each state can vary.

This course is applicable to all dental professionals interested in providing minimal and moderate sedation in their office, and is an excellent refresher for those practitioners already experienced with these modalities.

Come to this course to learn oral sedation and nitrous oxide sedation. This course is designed for dental practitioners, hygienists and team members interested in providing safe and effective minimal and moderate sedation for their patients. For those practitioners already familiar with these modalities, this course represents the most comprehensive and up-to-date approaches to ensuring successful outcomes for you, your Team, and your patients. Our internationally-renowned Faculty has designed this curriculum around the newly approved ADA guidelines, and will review the recent state-wide adaptations based on these recommendations. They have taught well over 20,000 dentists on how to safely sedate dental patients in over 1,000 courses since 1968. Whether you are interested in getting started, or have been practicing with these tools for years, this is an excellent University-sponsored continuing dental education program taught by top professionals practicing in this field.

This program offers instruction in all aspects of inhalational analgesia and oral conscious sedation, including effective methods in dealing with anxiety control in general practice. Our Faculty specializes in adult learning by utilizing a multimedia approach which enhances knowledge and retention. Participants will learn various techniques and protocols designed to achieve certification in nitrous oxide/oxygen sedation as well as competency in providing oral anxiolysis. A patient-centered approach to care is emphasized with lectures on appropriate medication selection, monitoring and practical emergency management. Case studies will augment the delivery of key points and a problem-based learning approach is encouraged so that each participant's questions are addressed.

Course Objectives - As a result of attending this course, the participant should be able to:

- Describe the most recent ADA guidelines and State Regulations for anxiolysis and sedation.
- Provide safe and effective anxiolysis and sedation using oral and inhalational techniques.
- Identify and describe areas of controversy regarding traditional dental relaxation methods and approaches to analgesia.

Course Schedule - Topics to be covered each day:

Friday's Topics

- Etiology of Dental Anxiety & Comparison of Techniques - Why Oral Sedation?
- Pharmacology of Oral Sedatives
- Reversal Agents and Flumazenil
- Oral Sedation Techniques, Protocols and Case Studies
- What's in Your Emergency Kit and Practical Sessions on Airway
- Local Anesthesia Update
- Oral Sedation "Politics", Rules and Regulations

Saturday's Topics

- From Inhalation to Intravenous Sedation
- Pharmacology 101
- Applied Physiology & Anatomy of Respiration

- Nitrous Oxide Equipment
- Pain Theory
- Incremental Induction techniques
- Drug Interactions and Databases

Sunday's Topics

- Medical Emergencies
- Second Demonstration - Rapid Induction Technique
- Nitrous Oxide Installation
- Nitrous Oxide and Oxygen Pharmacology
- Medical Emergencies Continued
- Contamination and Scavenging
- Nitrous Oxide Complications / Contraindications

INSTRUCTORS

FRED QUARNSTROM is a dental anesthesiologist who received his dental degree from the UW School of Dentistry, and then completed a post-graduate residency in anesthesiology at Washington Hospital Center in Washington, DC. He was a pioneer in establishing the effectiveness of benzodiazepines for use in oral conscious sedation and he maintains a general practice in Seattle. Dr. Quarnstrom is an Affiliate Assistant Professor in the UW School of Dentistry and Clinical Assistant Professor in the Faculty of Dentistry at the University of British Columbia.

DAVID DONALDSON obtained his dental degree at St. Andrews University in Scotland, and completed his Fellowship in Dental Surgery through the Royal College of Surgeons in Edinburgh. Upon earning his Master's Degree in Restorative Dentistry at Dundee University, he assumed the position of Director of Pain and Anxiety Control in the Faculty of Dentistry at the University of British Columbia. He has held many academic and administrative positions including Assistant Dean, Director of Clinics, Chairman of the Curriculum Committee, Member of the University Senate and head of three departments. He currently maintains two clinics on Vancouver Island specializing in chronic head and neck pain.

MARK DONALDSON received his BSc (Pharm.) from the University of British Columbia and Doctorate in Clinical Pharmacy from the University of Washington. He is Director of Pharmaceutical Services at the Kalispell Regional Medical Center in Kalispell, Montana, Clinical Professor in the Department of Pharmacy at the University of Montana, and Clinical Associate Professor in the School of Dentistry at the Oregon Health Sciences University.

LOCATIONS

Friday
Museum of History and Industry
McEachern Auditorium
2700 24th Avenue East
Seattle, Washington 98112

Saturday and Sunday
University of Washington
Health Sciences Center
Turner Auditorium, Room D-209
Seattle, Washington 98195

TIMES

Registration and Continental Breakfast: 8:00am - 8:30am
Lecture: 8:30am - 4:30pm

TUITION – price includes lunch

Before October 12
\$399/DDS - per day
\$249/Staff - per day
\$359/Alumni - per day
After October 12
\$409/DDS - per day
\$259/Staff - per day
\$369/Alumni - per day

CREDITS

7, 14 or 21 hours

** This course is eligible for a 10% tuition discount if you are a current member of the UW Dental Alumni Association.*

CE1121

Medical Emergencies in the Dental Office: A Simulation Course

BART JOHNSON, DDS, MS

Friday, October 7, 2011

CENTER FOR URBAN HORTICULTURE, UNIVERSITY OF WASHINGTON

This course is designed for dentists, hygienists, and dental assistants.

Medical emergencies occur fairly commonly in the dental office. This course is designed give you both the didactic foundation you need to manage the emergency and teach you and your staff how to handle the medications and equipment found in the kit in an “almost for real” simulated scenario.

Your team will be guided, with emergency kits provided, through several real-to-life simulated emergencies. You will position the patient, make decisions, institute basic interventions, and then administer medications and rescue therapies if appropriate... in real time, with the clock running.

After each simulation, we will discuss what went right, what went wrong, how things were managed, why certain interventions were appropriate, and what the outcomes might have been had this been a real emergency.

Dr. Johnson has been using this simulation technique successfully for many years. Simulation is very different from “slide show” classroom learning... you learn by doing it quickly, efficiently, correctly, and with organized team effort. These exercises make for a fun and very educational day.

Course Objectives - As a result of attending this course, participants should be able to:

- Recognize and appropriately render initial intervention (“universal treatment”) for all acute medical emergencies.
- Understand the pathophysiology of the most commonly seen medical emergencies, including: Allergy, drug overdose, angina, MI/cardiac arrest, asthma, bleeding, stroke, hypo/hyperglycemia, hypo/hypertension, hyperventilation, orthostatic hypotension, seizures, syncope, and vomiting.
- Assemble and correctly use an appropriate medical emergency kit for the dental office.

INSTRUCTOR

BART JOHNSON received his DDS, GPR Certificate and an MS in Oral Biology from UCLA. He was the Director of the UW GPR and tenured Associate Professor from 1991 to 2007 and now runs Seattle Special Care Dentistry, a private practice dedicated to the care of medically/ physically/ emotionally and mentally compromised patients of all varieties. Dr. Johnson teaches courses in internal medicine, sedation, medical emergencies, physical diagnosis, pharmacology, BLS and ACLS. Nationally, Bart is a Fellow of the American Association of Hospital Dentists, Fellow of the American College of Dentists, and a Diplomate of the American Board of Special Care Dentistry.

LOCATION

University of Washington
Center for Urban Horticulture
NHS Hall
3501 NE 41st Street
Seattle, Washington 98105

TIMES

Registration and Continental Breakfast: 8:00am - 8:30am
Course: 8:30am - 4:30pm

TUITION – price includes lunch

Until October 5

\$399 per participant

\$50 discount per person when 3 or more people attend from the same office

After October 5

\$409 per participant

CREDITS

7 hours

LIMITED ATTENDANCE

Course limited to 45 participants

**This course is expected to sell out. Please register early.*

CE1123

Untangling the Confusion of Today's Restorative Materials

EDWARD J. SWIFT, JR., DMD, MS

Friday, October 21, 2011

SHORELINE CONFERENCE CENTER, SHORELINE

This course is designed for general dentists, prosthodontists, pediatric dentists, hygienists and dental assistants.

The development of new materials has proceeded so rapidly that many clinicians are left confused by the wealth of new products that are available in many areas. This course will present the latest information available on current dentin/enamel adhesives, composite resins, and light-curing technology. It also will cover contemporary cements, a confusing area that is important to the success of our routine indirect restorations and esthetic cases. Finally, the presentation will provide an update and overview of tooth whitening. Although bleaching has become commonplace over the last 20 years, new information and products are constantly available as patient demand continues to increase. Information provided will be based on scientific evidence, but the clinical use of all materials will be emphasized.

Course Objectives - As a result of attending this course, the participant should be able to understand:

- How dentin bonding systems work.
- The four current strategies for bonding to tooth structure, including the self-etch systems.
- The use of resin primers and adhesives for desensitization.
- The various types of composite resin restorative materials that are available.
- The benefits of contemporary nanofill and novel matrix composite materials.
- Current concepts of visible light-curing.
- The various types of cements for indirect restorations, and when they should be used.
- Contemporary issues in tooth whitening.

INSTRUCTOR

EDWARD SWIFT received his dental degree from the Medical University of South Carolina and a Master's degree in operative dentistry from the University of Iowa. Dr. Swift practiced general dentistry for several years, and has taught at the Universities of Mississippi and Iowa. He is currently Professor and Chair of the Department of Operative Dentistry at the University of North Carolina School of Dentistry in Chapel Hill, North Carolina. Dr. Swift is actively involved in dental materials research, particularly in the area of dentin bonding and other aspects of adhesive and esthetic dentistry. Dr. Swift is the associate editor for the Journal of Esthetic and Restorative Dentistry. He has published over 200 journal articles, and has been recognized as an "Annual Leader in CE" by Dentistry Today for several consecutive years.

LOCATION

Shoreline Conference Center
Shoreline Room
18560 1st Avenue NE
Shoreline, Washington 98155

TIMES

Registration and Continental Breakfast: 8:00am - 8:30am
Lecture: 8:30am - 4:30pm

TUITION – price includes lunch

Before October 19
\$270/Dentist
\$175/Staff
\$243/Current Dental Alumni Member
After October 19
\$280/Dentist
\$185/Staff
\$253/Current Dental Alumni Member

CREDITS

7 hours

** This course is eligible for a 10% tuition discount if you are a current member of the UW Dental Alumni Association.*

CE1131

Compliance, Coding, and Bloodborne Pathogens

**TARA AOL, CPC, CHCC; JASON PRIEBE;
FRANK A. ROBERTS, DDS, PHD**

Friday, November 4, 2011

CENTER FOR URBAN HORTICULTURE, UNIVERSITY OF WASHINGTON

This course is designed for all members of the dental team.

It is better to be safe than sorry! Learn how to protect yourself, your team members and your patients with the important information covered in this program. The primary focus of this course is to show you how to develop and sustain practices in order to mitigate potential risk. Topics concerning HIPAA, billing/coding, infection control, OSHA/WISHA standards and bloodborne pathogens will be covered. The session will conclude with a complete bloodborne pathogen training session developed for the University of Washington School of Dentistry and delivered by Dr. Frank Roberts.

INSTRUCTORS

TARA AOL has been working in the health care field for 18 years. She is a Certified Professional Coder and Certified Healthcare Compliance Consultant. Her work experience includes insurance company, private practice and hospital/academic settings. Her roles within the University of Washington have included Radiology Support Services Manager, UW Physicians Assistant Compliance Director, UWMC Compliance Project Manager and School of Dentistry Compliance Director.

JASON PRIEBE has worked in healthcare for 12 years in various capacities, including Risk Management, Compliance, Quality Assurance, Health/Safety and Management of Clinic/Organization operations. He completed his undergraduate studies at Washington State University focusing on Health Care Administration. His Certified Professional in Healthcare Quality (CPHQ) certification focuses on quality assurance and performance improvement, and allows for a firm foundation to effectively manage, teach, and develop health and safety programs based on organizational needs and State/Federal Guidelines.

FRANK A. ROBERTS is an Associate Professor and Program Director in the Department of Periodontics at the University of Washington, as well as the Chief of Periodontics at the Seattle Veterans Administration Medical Center and a Diplomate of the American Board of Periodontology. Dr. Roberts teaches in both the pre- and post-doctoral dental programs, and his research involves understanding the molecular mechanisms of tooth enamel development, oral health in chronic neutropenia, and biology and imaging of the dental implant.

LOCATION

University of Washington
Center for Urban Horticulture
NHS Hall
3501 NE 41st Street
Seattle, Washington 98105

TIMES

Registration and Continental Breakfast: 8:00am - 8:30am
Lecture: 8:30am - 4:30pm

TUITION

Before November 2
\$270/Dentist
\$175/Staff
\$243/Current Dental Alumni Member
After November 2
\$280/Dentist
\$185/Staff
\$253/Current Dental Alumni Member

CREDITS

7 hours

** This course is eligible for a 10% tuition discount if you are a current member of the UW Dental Alumni Association.*

CE1132L

Digital Dental Photography – A Hands-On Course

I-CHUNG (JOHNNY) WANG, DDS, MPH, MS

Saturday, November 5, 2011

HEALTH SCIENCES CENTER, UNIVERSITY OF WASHINGTON

This course is designed for dentists, hygienists, dental assistants and office staff.

This course is designed to provide participants with sufficient knowledge and experience to select and use appropriate equipment for clinical dental photography. Through didactic teaching and interactive exercises, participants will improve their ability to give efficient multimedia presentations, gain familiarity with current digital photo technology, and increase their capacity to assimilate new information with the latest updates in photography.

Course Objectives - As a result of attending this course, the participant should be able to:

- Understand basic photography principles and terminology.
- Choose the best cost-effective photography system for their particular needs.
- Learn the fundamentals for intraoral photography, including how to make professional looking clinical photos.
- Practice and refine photographic techniques for better intra-oral, extra-oral, and laboratory comparison photos.
- Utilize computer-based multimedia for educational presentations.

INSTRUCTOR

I-CHUNG (JOHNNY) WANG received his dental degree from Chung Shan Medical and Dental University in Taichung, Taiwan, his Masters of Public Health from the University of Alabama School of Public Health, and his Certificate in Periodontics and Master of Science also from UAB. Dr. Wang is a Clinical Associate Professor in Periodontics at the University of Washington, was the Chief of Periodontics at the University of Washington Medical Center, and a Diplomate of the American Board of Periodontology. His research includes quantifying the effects of systemic health on periodontal status and the clinical outcomes of immediate and delayed implant placement and loading.

LOCATION

University of Washington
Health Sciences Center
Morning Lecture: D-209
Afternoon Lab: D-2 Lab
Seattle, Washington 98195

TIMES

Registration and Continental Breakfast: 8:00am - 8:30am
Lecture and Lab: 8:30am - 4:30pm

TUITION – price includes lunch

Until November 3
\$425/Participant
After November 3
\$435/Participant

CREDITS

7 hours

SUGGESTED LAB EQUIPMENT

If you have a digital clinical camera that you would like to practice with, please feel free to bring it along. Please make sure that it is in good working condition (batteries, etc.).

LIMITED ATTENDANCE

Course limited to 30 participants

**This course is expected to sell out. Please register early.*

CE1133

Third Annual Washington Dental Service Practice Management CDE - Steering Your Practice in Nervous Times

WENDY SHULTZ SPEKTOR, DDS

Friday, November 18, 2011

CENTER FOR URBAN HORTICULTURE, UNIVERSITY OF WASHINGTON

The University of Washington thanks Washington Dental Service for its generous educational grant in support of this program.

This course is designed for dentists, hygienists, dental assistants and office staff.

A 25-year plus dentist with a successful, full-time general and cosmetic practice, Dr. Spektor is passionate about the business of dentistry. She believes passion for patient care can—and should—be matched by a passion for business excellence, and that each member of the team plays a vital role in practice success. SpektorDent exists to bridge the gap between simply practicing dentistry and building a thriving, successful dental business. Through this all-day course for the entire team, you will gain an understanding of business and marketing principles to help guide you through growing economic challenges.

The times call for clear business direction and a renewed commitment to excellence for our patients. This fast-paced day will help you re-ground your practice in essential business and marketing basics. You'll learn to set the tone and create clarity for consistent, professional behavior with a guide for your office culture. Delve into relationship marketing, particularly social media, for acquisition and retention. Best of all, you'll appreciate the true value of connection and relationship—in marketing, with each other and with your patients.

Course Objectives - Succeeding in uncertain times requires a strong foundation of business basics, layered with leading-edge relationship marketing. At the conclusion of this course, attendees will:

- Understand the basic principles of business and marketing to apply them consistently in the dental practice.
- Discover two techniques to help create confident, positive impressions with every patient.
- Learn about online technologies that can enhance patient relationships.
- Use the power of relationship to market for acquisition and nurture for retention.
- Every team member plays a role in marketing – every team member should attend!

INSTRUCTOR

WENDY SHULTZ SPEKTOR is a true leader in dentistry today. A pioneer in practice promotion, she has long applied sophisticated marketing techniques to build and maintain her thriving practice. Whether at chairside or on the lecture circuit, Dr. Spektor brings true passion and zeal for her work and for the power of marketing in dentistry today. She combines professionalism, heart and charm at the podium as well as in the office, sharing the experience and perspective of a seasoned, successful female in the traditionally male world of dentistry. Dr. Spektor graduated with honors from the University of Texas and received her Doctorate in Dentistry from the University of Washington.

TIMES

Registration and Continental Breakfast: 8:00am - 8:30am
Lecture: 8:30am - 4:30pm

TUITION – price includes lunch

Before November 16

\$270/Dentist

\$175/Staff

\$243/Current Dental Alumni Member

After November 16

\$280/Dentist

\$185/Staff

\$253/Current Dental Alumni Member

CREDITS

7 hours

** This course is eligible for a 10% tuition discount if you are a current member of the UW Dental Alumni Association.*

CE1141

Periodontal Disease: Dental Hygiene Treatment and Management Legal Issues in Dentistry

**KATHY S. FORBES, RDH, BS
AND JOHN C. VERSNEL, III, JD**

Friday, December 2, 2011

SHORELINE CONFERENCE CENTER, SHORELINE

This course is co-sponsored by the Washington State Dental Hygiene Association

This course is designed for dentists, hygienists, and dental assistants.

MORNING TOPIC -

Periodontal Disease: Dental Hygiene Treatment and Management (or Can We Really Bill an Adult Prophy on the Same Day as Scaling and Root Planning?)

- Kathy S. Forbes, RDH, BS

Treatment planning of dental hygiene/periodontal procedures continues to seem complicated. Knowing how to select and bill appropriately and receive benefits is critical to cash flow. Inaccurate billing of dental hygiene procedures can often result in patients having to pay more out-of-pocket dollars than they were expecting to pay. This can lead to mistrust and a negative effect on the bottom line of the practice.

AFTERNOON TOPIC -

Legal Issues in Dentistry - John C. Versnel, III, JD

This course is designed to update dental professionals on regulations that affect dental practices and offer management strategies to avoid legal problems.

Course Objectives - As a result of attending this course, the participant should be able to:

- Better identify and avoid legal pitfalls common to a small employers or offices including hiring, discrimination, prevention and unemployment issues.
- Develop an understanding of the significant statutes and rules governing dentistry.
- Discuss periodontal/dental hygiene treatment planning and management.
- Explain documentation requirements related to radiographic narratives and periodontal chartings.

INSTRUCTORS

KATHY FORBES has been a dental hygienist, educator, speaker, consultant, and seminar leader for over 30 years. She speaks frequently about the correct classification, documentation, and treatment planning of patients with periodontal disease. She currently teaches at Pierce College and Eastern Washington University.

JOHN C. VERSNEL, III is attorney/partner in the law firm of Lawrence & Versnel and specializes in the areas of long term care and professional liability, defending healthcare professionals in civil suits, licensing matters and transaction issues.

LOCATION

Shoreline Conference Center
Shoreline Room
18560 1st Ave. NE
Shoreline, Washington 98155

TIMES

Registration and Continental Breakfast: 8:00am - 8:30am
Lecture: 8:30am - 4:30pm

TUITION – price includes lunch

\$260/Dentist
\$120/Non-ADHA Staff
\$100/ADHA Staff and Students

***There are no other discounts for this program.*

CREDITS

7 hours

YOU MUST REGISTER THROUGH THE WASHINGTON STATE DENTAL HYGIENE ASSOCIATION FOR THIS PROGRAM

Register online at www.wsdha.com or call (425) 771-3201

UPCOMING COURSES

For more details and registration information,
please visit our website at www.uwdce.com.

FRIDAY, JANUARY 27, 2012

CE1151: Oral Medicine Update
Instructors: Faculty of the UW School of Dentistry Department of Oral Medicine Center for Urban Horticulture, University of Washington

FRIDAY, FEBRUARY 3, 2012

CE1152: Clinical Pathologic Correlations for the General Dentist
Instructors: Darren Cox, DDS, MBA and Jasjit K. Dillon, DDS, MD, BDS, FDSRCS
Embassy Suites Hotel, Bellevue

SATURDAY, FEBRUARY 4, 2012

CE1153L: Advanced Oral Surgery Techniques for Easier, More Predictable Results – Hands-on Course
Instructor: Karl Koerner, DDS, MS
Health Sciences Center, University of Washington

FRIDAY, FEBRUARY 10, 2012

CE1154: Law/Lewis Lectureship in Pediatric Dentistry
A Baker's Dozen - 13 Clinical Pearls for Any Practice that Treats Children
Instructor: Michael Ignelzi, DDS
Museum of History and Industry, Seattle

FRIDAY, FEBRUARY 24, 2012

CE1155: The New Perio Medicine Protocol: Better Patient Outcomes. Better Practice Incomes.
Instructor: Timothy G. Donley, DDS, MSD
Washington State History Museum, Tacoma

FRIDAY, MARCH 2, 2012

CE1161: Diagnosis and Treatment for Predictable Advanced Restorative Dentistry
Instructor: Jeff Brucia, DDS
This course is co-sponsored by Seattle-King County and Snohomish County Dental Societies
Lynnwood Convention Center, Lynnwood

FRIDAY, MARCH 9, 2012

CE1162: Infection Control: That Thing You Do
Instructor: John Molinari, PhD
Tukwila Community Center, Tukwila

FRIDAY, MARCH 30, 2012

CE1165: Oral Pathology
Instructor: Dolphine Oda, BDS, MS
Sheraton Hotel, Bellevue

FRIDAY, APRIL 13, 2012

CE1171: Is a Diet Good for Oral Health, Good for Systemic Health?
Instructor: Philippe Hujuel, DDS, MS, MSD, PhD
North Seattle Community College, Seattle

FRIDAY AND SATURDAY, APRIL 20 AND 21, 2012

CE1172: Friday: Elements and Workflow of the E4D CAD/CAM System Lecture
CE1173L: Saturday: Elements and Workflow of the E4D CAD/CAM System Lab
Course Chair: E. Ricardo Schwedhelm, DDS
Health Sciences Center, University of Washington

FRIDAY, APRIL 27, 2012

CE1174: Dental Drugs and Over the Counter Dental Products
Instructor: Peter L. Jacobsen, PhD, DDS
Washington State History Museum, Tacoma

FRIDAY, MAY 4, 2012

CE1180: Periodontics Update
Faculty of the UW School of Dentistry
Department of Periodontics
Seattle Area (TBD)

FRIDAY, MAY 11, 2012

CE1181: Implants
Instructor: Anastasios (Tassos) Irinakis DDS, MSc, Dip.Perio, FRCD(C)
Sheraton Hotel, Bellevue

FRIDAY AND SATURDAY, MAY 18 AND 19, 2012

CE1182L: Aesthetics Hands-On
Instructor: Ariel Raigrodski, DMD, MS
The University of Washington gratefully acknowledges 3M for their generous educational grant in support of this program.
Health Sciences Center, University of Washington

SATURDAY, JULY 14 - TUESDAY, JULY 24, 2012

10-Day Baltic Cruise - A New GPS
Instructor: Greg Psaltis, DDS, MS
This course is co-sponsored by American Academy of Pediatric Dentistry
This cruise will be depart from Copenhagen, Denmark

APPLICATION

FALL 2011

COURSE NUMBER	COURSE TITLE	COST	NUMBER OF CREDITS

APPLICANT

NAME BIRTH MONTH *(we'll remind you to complete your CE credits!)*

PREFERRED MAILING ADDRESS: WORK HOME

CITY STATE ZIP

DAYTIME TELEPHONE FAX

EMAIL ARE YOU INTERESTED IN RECEIVING FUTURE COURSE INFO VIA EMAIL? YES NO

DEGREE ARE YOU A GRADUATE OF THE UW SCHOOL OF DENTISTRY? YES NO IF YES, WHAT YEAR?

SPECIALTY

ADDITIONAL APPLICANT

NAME POSITION

Checks should be made payable in U.S. currency to the University of Washington. Mail to: Continuing Dental Education, University of Washington, Box 357137, Seattle, WA 98195-7137 or FAX to (206) 543-6465. For additional information, call (206) 543-5448 or toll free (866) 791-1278. You may charge your tuition by filling out the information below and signing this form.

Visa MasterCard check enclosed

CARD ACCOUNT NUMBER EXPIRATION DATE

FULL NAME (AS IT APPEARS ON CARD)

CARDHOLDER'S SIGNATURE

The Director reserves the right to select participants, limit enrollment, cancel courses, or change locations if necessary. No refunds will be granted less than one week prior to a course. Lecture course cancellations are subject to a \$40 processing fee, plus a \$10 fee for each "additional applicant." Participation courses have a \$100 non-refundable deposit. Course fees will be used to cover the costs of these courses, and could include, but not necessarily be limited to, any or all of the following expenses at the discretion of the Director of Continuing Dental Education: honoraria, travel, advertising, audiovisual aids, course equipment, handouts, food service, alcoholic beverages and expenses associated with hosting speakers. The CDE Office accepts no responsibility for travel expenses or penalties incurred by course registrants in the event of a course cancellation or revision.

CDE OFFICE USE ONLY

AMT. PAID PER COURSE CHECK # BANK # DATE

REMITTER TOTAL

REMITTER ADDRESS