



**Delaware State  
DENTAL SOCIETY**

The first state's source **for your oral health**

## 2015 Continuing Education Series

### *"Navigate Your Future"*



6 CE Credits per Lecture  
for Doctors & Staff

*January 23, 2015*

Leonard F. Tau, DMD

21st Century Marketing - How Practices Can Thrive in the New Economy

*February 20, 2015*

Barbara J. Steinberg, DDS

Medical Update for the Dental Team

*March 27, 2015*

George E. Bambara, DMD

All You Wanted to Know About Attachment Dentistry  
But Were Afraid to Ask!

*September 18, 2015*

Wael N. Garine, DDS

Beyond Integration: Blue Print for Restorative Success

*October 16, 2015*

Rella P. Christensen, RDH, Ph.D.

New Data on Critical Dental Questions, including Infection Control

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*May 15, 2015*

152<sup>nd</sup> ANNUAL SESSION

*Featuring Gary Zelesky*

The PASSION CENTERED Practice

**All CE programs will be held at the Chase Center  
on the Riverfront, 815 Justison Street, Wilmington, DE**

## Registration & Admission

Pre-registration is highly recommended to ensure your space at each course. Complete the registration form and send to: DSDS, 200 Continental Drive, Suite 111, Newark, DE 19713, or if you are using a credit card, fax to 302-368-7669. The registration form is available on the website - [www.delawarestatedentalsociety.org](http://www.delawarestatedentalsociety.org). For information, call 302-368-7634.

Doctors and Staff must register on separate forms. Please duplicate the registration form for additional enrollments. If forms are mailed/faxed together, the complete total may be sent as one check or credit card charge.

Registrations will be processed in the order received and confirmations will be returned by email one week prior to each course. Fees are payable to Delaware State Dental Society, in U.S. funds by check, money order, MasterCard or Visa.



## Important Course Information



### **CE Course Location:**

Chase Center on the Riverfront, 815 Justison St., Wilm., DE.



**Registration Check-In:** 7:45 AM for each course.



**Continental Breakfast:** 7:45 AM to 8:30 AM, available at each course while you visit the exhibiting companies offering a variety of dental products and services. Many companies offer DSDS specials.



**Course Time:** Each course begins promptly at 8:30 AM and ends at 4:00 PM.



**Registration Fee:** The course fee includes continental breakfast, beverage break, luncheon, and FREE self-parking at the Chase Center on the Riverfront. 6 CE Credits

## Refund Policy

All requests for refunds or cancellations must be received in writing two weeks prior to the course. No refunds will be given after that time. Each cancellation and/or refund will incur a \$35 administrative fee. Registration funds are non-transferable. FAX TO: 302-368-7669.

## Inclement Weather

If any changes must occur in the program due to inclement weather, please call the Delaware State Dental Society at 302-368-7634 for a recording of an up-to-date status report.

## Continuing Education

The Delaware State Dental Society accepts each full seminar day as six credit hours to meet State of Delaware continuing education requirements. The Board of Dentistry and Dental Hygiene has voted to change the CE audit system from a pre-renewal to a post-renewal audit. This will mean that CE credits will have to be reported by May 1 instead of March 1. Six hours will be given for ADHA and AADA credit as approved by each organization. The continuing education programs of the DSDS are accepted by the AGD for Fellowship/Mastership credit. The DSDS is an ADA CERP Provider.

Continuing education certificates are distributed following the speaker's presentation. The certificate is the only record of participation. It is the responsibility of each participant to maintain his/her personal record. Please come prepared with your ADA, ADHA and AGD membership numbers.

## Disclaimer

In the interest of academic freedom, the Delaware State Dental Society has an obligation to present new information in the field of dentistry. Some of this knowledge may be controversial. Sponsorship of a CE course or demonstration does not imply endorsement of a product or technique. The DSDS reserves the right to change, without notice, courses, speakers or scheduling.

## DSDS Council on Education Members

Dr. B. James Rogge, CHAIR, Dr. Karen Conlin, Dr. Vincent Daniels, Dr. Monica Mehring, Dr. Jeanette Son and Dr. Nadine Vaughan

# 152<sup>ND</sup> ANNUAL SESSION CE COURSE

DELAWARE STATE DENTAL SOCIETY

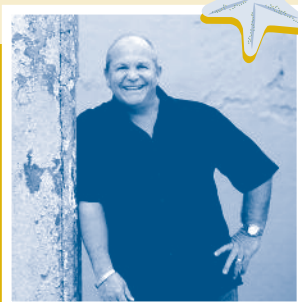
MAY 15, 2015 9:00 AM – 4:00 PM  
REHOBOTH BEACH COUNTRY CLUB  
REHOBOTH BEACH, DELAWARE

6 CE  
CREDITS

## THE PASSION CENTERED PRACTICE

.....  
WITH Gary Zelesky

*What do you get when you combine Steve Martin,  
Richard Simmons and Zig Ziegler? ... MEET GARY ZELESKY ...  
The speaker with Passion and Purpose.*



Gary's exciting, enthusiastic energy and explosive humor are definitely memorable, but it is his PASSION for Life and for the audience, and his ability to connect with them in a way few do, that make Gary such a popular speaker.

There is no looking back after experiencing the energy and enthusiasm of Gary Zelesky! Gary brings practical content and passion to this unforgettable course.

Discover how knowing and embracing your Passion and the Passion of your team members will make your office more productive and profitable for everyone! Recent challenging economic times have tested (and will continue to test) the true resiliency and attitude of individuals. People who know their passion and live it are not defined by circumstances, but by courage. Gary's presentation shares tools and systems for discovering and optimizing passion in both work and life. His presentation is guaranteed to leave attendees educated and energized.

### Learning Objectives ...

- ★ Make your office highly productive while maintaining off the chart passion and purpose.
- ★ Welcome change and deal with passionless staff members.
- ★ How to go beyond and bring a new culture to your practice.
- ★ Learn how to lead your team to higher levels of profitability, which creates a pleasurable work environment.

Gary's presentation is based on his book "The Passion Centered Person" which speaks to the heart of the workplace culture. To learn more about Gary visit his website at [www.garyzelesky.com](http://www.garyzelesky.com).



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January 23, 2015

SPECIAL INTEREST FOR  
DOCTORS, HYGIENISTS, ASSISTANTS & SPECIALISTS

## 21st Century Marketing

How Practices Can Thrive in the New Economy



**8:30 AM — 4:00 PM**

6 CE CREDITS

*Chase Center on the Riverfront  
Wilmington, Delaware*

**Leonard F. Tau, DMD**

Traditional marketing has gone the way of the dodo bird and dinosaurs.

Dentists wanting to grow their practice must be online or become extinct. The internet has become the main way that potential patients search for a dentist. A practice's digital footprint needs to include a great, interactive website found during local search, a solid online reputation, a well-branded social media campaign and mobile marketing. New patients are the life blood of any practice. Around the country, dentists struggle to attract new patients post-recession as patients postpone elective treatment. Learn how to leverage online marketing to attract new patients and increase case acceptance. Social media has changed the way businesses market themselves. This course will focus on the various factors that influence online presence and help dental practices grow their digital footprint. Dr. Tau will share his first hand experiences and the tools that he used to exponentially grow his practice using the power of the internet and online reputation while totally eliminating traditional marketing.

### Course Objectives:

- Learn why "content is king" for Google Juice
- Giving your patients a WOW experience
- Differentiate your practice from the competition
- Establish, manage, and monitor your online reputation
- Effectively using your Google+ Local page and more
- Components of an effective interactive practice website
- Methods for encouraging patient feedback
- Basic elements of SEO and PPC
- Use of Facebook, Twitter, and other social media sites
- Why mobile marketing is the rule, not the exception
- Other marketing tools available on the internet

**Dr. Leonard F. Tau** maintains a full-time private practice in northeast Philadelphia focusing on general, cosmetic, reconstructive, and implant dentistry. He received his dental degree from Tufts University School of Dental Medicine in Boston, MA and a Certificate in Advanced Education in General Dentistry at UMDNJ in Somerdale, NJ. He is an active member of many dental organizations including the AACD, AGD, and DentalTown. Dr. Tau has had extensive training in cosmetic and reconstructive dentistry including Invisalign. He has been published in DentalTown, American Academy of Cosmetic Orthodontics, and Right Dental Group. He lectures nationally to fellow dentists on Internet marketing and social media.

February 20, 2015

SPECIAL INTEREST FOR  
DOCTORS, HYGIENISTS, ASSISTANTS & SPECIALISTS

## Medical Update for the Dental Team



**8:30 AM — 4:00 PM**

6 CE CREDITS

*Chase Center on the Riverfront  
Wilmington, Delaware*

**Barbara J. Steinberg, DDS**

Providing oral healthcare for medically complex patients in today's rapidly

changing medical environment is a daunting responsibility. Dr. Steinberg will discuss the role of the dental team in treating patients with common systemic disorders. The most current recommendations for antibiotic prophylaxis (heart, total joint replacements, etc.) are reviewed. Discussion will lend itself to prevalence, risk factors, prevention, and treatment of heart disease and osteoporosis. Antiresorptive agent-induced osteonecrosis of the jaw will also be addressed. Dental treatment for the pregnant patient will be presented with emphasis on the new national consensus statement endorsed by the American Dental Association and the American College of Obstetrician and Gynecologists.

### Course Objectives:

- Understanding infective endocarditis
- Learn the current recommendations for antibiotic prophylaxis as per the American Heart Association and the American Academy of Orthopaedic Surgeons
- Learn the prevalence, risk factors, prevention and treatment of heart disease and osteoporosis
- Antiresorptive agent-induced osteonecrosis of the jaw
- Oral manifestations that may be associated with pregnancy
- Dental treatment considerations for the pregnant patients as per the new national consensus statement
- Common medications prescribed by dental practitioners and their safety in pregnancy and breastfeeding

**Dr. Barbara J. Steinberg** received her D.D.S. from the University of Maryland School of Dentistry and completed a residency at the Medical College of Pennsylvania. She is Clinical Professor of Surgery at Drexel University College of Medicine, as well as Adjunct Associate Professor of Oral Medicine at the University of Pennsylvania School of Dental Medicine. Dr. Steinberg specializes in the treatment of medically compromised patients. She is an internationally invited lecturer in the area of dental treatment of the medically compromised patient and women's health, and has authored numerous articles and contributed to major textbooks on these subjects. For twelve years Dr. Steinberg has been named by Dentistry Today "One of the Top Clinicians in Continuing Education." She is a former spokesperson for the American Dental Association on Women's Oral Health Issues and has had numerous television appearances, including Good Morning America. She represented the American Dental Association at a congressional briefing on Women's Oral Health Issues and presently serves on the Health, Nutrition and Fitness Board of Women's Day Magazine.

# March 27, 2015

SPECIAL INTEREST FOR  
DOCTORS, HYGIENISTS, ASSISTANTS & SPECIALISTS

## All You Wanted to Know About Attachment Dentistry But Were Afraid to Ask!



**8:30 AM — 4:00 PM**

6 CE CREDITS

*Chase Center on the Riverfront  
Wilmington, Delaware*

**George E. Bambara, DMD**

This course covers all aspects of attachment dentistry in detail and takes the mystery out of treatment planning segmented fixed bridges, removable partial dentures, and overdentures on natural teeth or implants. The program emphasizes the rationale for using precision and semi-precision attachments in the treatment planning of fixed and removable partial dentures, overdentures and implants. Each of these prosthetic options is discussed in detail, especially implants which require special treatment planning considerations. Clinical cases are reviewed and participants will gather knowledge, excitement and confidence enabling them to utilize attachments in their daily practice immediately. Participants are encouraged to bring questions which will be discussed throughout the presentation as well as any of their past experiences with dental attachments.

### Course Objectives:

Upon successful completion of this course, attendees will learn:

- 🏠 Rationale for using attachments in fixed and removable prosthetics on abutments, roots and implants
- 🏠 Precision and semi-precision attachments
- 🏠 How to first do occlusal set ups and surgical stents
- 🏠 Precision and semi-precision attachments
- 🏠 Rigid and resilient intracoronal and extracoronal attachments
- 🏠 Impression taking techniques
- 🏠 Clinical photography and laboratory involvement
- 🏠 Relining techniques and MUCH MORE

**Dr Bambara** is on the faculty at the Rutgers School of Dental Medicine and holds Fellowships in the American College of Dentists, the International College of Dentists, and the International Academy of Dento-Facial Esthetics. He is an Adjunct Assistant Professor at the College of Staten Island and lectures nationally and internationally on attachment prosthetics. He has been selected as one of "Dentistry Today's" Leaders in Continuing Education for the past seven years. Dr Bambara has published articles on attachment dentistry and has authored a chapter on Precision and Semi-Precision Attachments in the recently published textbook "Contemporary Esthetic Dentistry."

# September 18, 2015

SPECIAL INTEREST FOR  
DOCTORS, HYGIENISTS, ASSISTANTS & SPECIALISTS

## Beyond Integration: Blue Print for Restorative Success



**8:30 AM — 4:00 PM**

6 CE CREDITS

*Chase Center on the Riverfront  
Wilmington, Delaware*

Educational Grant Provided by:



**Wael N. Garine, DDS**

BIOMET 3i presents Dr. Wael Garine's informative lecture on treatment planning of dental implants, aesthetic zone considerations for implant restorations and management of complications. As a specialist in Cosmetic Dentistry, Dr. Garine will outline the steps necessary to create and deliver the definitive prosthesis.

### Course Objectives:

This course will enable attendees to understand:

- 🏠 Evolution of Dental Implants
- 🏠 Treatment Planning Guidelines from Single Unit Restorations to The Fully Edentulous Patient
- 🏠 Esthetic Considerations
- 🏠 Guidelines for Immediate Implant and Immediate Load
- 🏠 Restoration Design, Material Selection and Cements
- 🏠 Implant Solutions for the Edentulous Arch

**Dr. Wael Garine** graduated from Cairo University School of Dentistry in Egypt. He joined the Dental School at the University of Western Ontario, in London – Ontario where he earned his dental degree. Graduating first in his class, Dr. Garine received the Gerald Z. Wright Award for excellence. He then joined the Eastman Dental Center at the University of Rochester in NY where he spent three years specializing in the area of Prosthodontics. Dr. Garine spent the following year teaching at the University of Rochester and completed the Implant Fellowship, for which he received the Gerald N. Graser Fellowship Award.

Dr. Garine's research in implant dentistry has received several awards and was published in the International Journal of Oral and Maxillofacial Implants. Dr. Garine is the Director of the Seaside Study Club in Jupiter, Florida, a chapter of the Seattle Study Club. He maintains a private practice, limited to Prosthodontics and Implant Dentistry, in Jupiter, Florida.

October 16, 2015

SPECIAL INTEREST FOR  
THE ENTIRE DENTAL TEAM

## New Data on Critical Dental Questions, including Infection Control



**8:30 AM — 4:00 PM**

6 CE CREDITS

Chase Center on the Riverfront  
Wilmington, Delaware

**Rella P. Christensen, RDH, PhD**

Large clinical trials including dentists, their staff, and patients are the hallmark of our work. After monitoring thousands of restorations,

we can show you what does and doesn't work. How do the new zirconia all-ceramics compare to PFM's? How do Cerec milled ceramics and resin compare to the newest generations of nanofilled-low shrink composite resins for Class 2 restorations? Are there times when we really should not cut a carious tooth? If we don't cut, what should we do? Do the products claiming remineralization actually work? After 50 years of systemic and topical fluorides and 30 years of sealants, why are we still struggling with dental caries? Are there more effective ways to use these concepts? Are there new concepts worth attention? Control of infectious disease spread during dental treatment is still of utmost importance to both clinicians and patients. No one wants to be sick, even if it is short term and non-life threatening. Today, as always, infection control is a product dependent discipline. This program gives the facts from the only lab that actually tests claims and efficacy of all types of infection control products. This program shows the actual evidence from large controlled clinical studies using evidence on exciting, real life images along with many valuable clinical tips.

**Dr. Rella Christensen** directs TRAC Research which is part of Clinicians Report Foundation, formerly called CRA, which she co-founded and directed for 27 years. At TRAC she performs clinical studies on dental restoratives, oral microbiology, and preventive concepts. Her work is noted for unique on-site clinical protocols that follow clinicians within their practices. She received a Bachelor of Science in Dental Hygiene (University of Southern California School of Dentistry) and she practiced clinically for 25 years and worked as a laboratory technician fabricating cast gold and ceramic restorations. She founded and directed the expanded function dental hygiene program at the University of Colorado School of Dentistry. Her PhD is in physiology with microbiology emphasis. Rella has taught in continuing education, authored many research reports, and received numerous honors. Her oral scanning electron microscope images and in vivo microbiology performed on oral hard and soft tissues are now her main interests. Some memberships include American Academy of Esthetic Dentistry, International and American Associations for Dental Research, and International College of Dentists and Academy of General Dentistry.



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## TOP TEN MEMBERSHIP BENEFITS

### American Dental Association (ADA) and Delaware State Dental Society (DSDS)

**A COLLECTIVE AND POWERFUL VOICE** – Nationally and in Delaware – Nationally representing every dentist, Fighting for laws that protect our practice, Protecting the public's oral health, and Locally a DSDS lobbyist in Dover representing our issues.

**MEMBER BENEFITS** – ADA Insurance Plan, Patient Education Materials & Tools, ADA Professional Product Review and the Latest Research Findings to name a few! Group insurance rates for DSDS members through Bramhall+Hitchen Insurance.

**MEMBER SERVICES** – The ADA offers a Member Service call center, "Find-a-Dentist" for patients to find you, and the ADA Library for Resources and Marketing Resources. DSDS also offers "Find a Dentist" for patients to find you; Classified Services and Employment Opportunity listings on the DSDS website.

**WEBSITES** – The ada.org and delawarestatedentalsociety.org websites are always available and offer members a massive amount of information both nationally and locally. Check out what you have been missing!

**ANNUAL SESSIONS** – ADA Annual Meeting held in the fall at varying locations across the country and the Delaware State Dental Society Annual Session held locally in May, both offer members top national speakers with an opportunity for Education and Camaraderie!

**EDUCATION** – ADA offers a wide variety of topics with online CE resources. DSDS offers one of the finest CE Programs with five courses per year to meet the Delaware State CE requirement. DSDS offers Discounted Tuition for CE courses; General Membership meetings and Local Kent/Sussex meetings in all 3 counties.

**PUBLICATIONS** – ADA Journal of the American Dental Association (JADA), ADA News, DSDS Newsletter and Monthly Email blasts from the current President of DSDS.

**"GIVE KIDS A SMILE"** – ADA markets the month of February for this event. DSDS promotes two locations across the state where we treat and educate the underserved children of Delaware.

**PUBLIC COMMUNICATIONS** – ADA and DSDS offers resources to the public through their respective websites which help to guide and educate the public.

**COST OF MEMBERSHIP** – ADA and DSDS offer discounted membership for the new dentist and DSDS can assist in helping members with their dues in cases of financial hardship and disability.

Supported By

**DENTSPLY  
CAULK**  
[www.dentsply.com](http://www.dentsply.com)

**MISSION:** *The mission of the Delaware State Dental Society is to support its members' ability to practice through education and advocacy. Intimately involved in this process is the advancement of quality oral health care for the public.*



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**facebook®**



**Delaware State  
DENTAL SOCIETY**  
The first state's source for your oral health

# Continuing Education Registration Form

Doctors & Staff must register on separate forms.  
Please duplicate this form for additional enrollments.  
If forms are mailed/faxed together, the complete  
total may be sent as one check or credit card charge.

## CHECK ALL THAT APPLY ...

	DSDS/ADA MEMBER	NON ADA MEMBER	STAFF
<input type="checkbox"/> <b>Five Program Package</b> (may NOT be shared ) (for one dentist and one complimentary staff person per course)	\$1,300.00	\$1,775.00	\$700.00
<b>Individual Courses:</b> (please check courses/days for which you are registering)			
<input type="checkbox"/> January 23, 2015 Leonard F. Tau, DMD 21st Century Marketing – How Practices Can Thrive in the New Economy	\$290 - before Jan. 10 \$315 - after Jan. 10	\$390 - before Jan. 10 \$415 - after Jan. 10	\$150 - before Jan. 10 \$175 - after Jan. 10
<input type="checkbox"/> February 20, 2015 Barbara J. Steinberg, DDS Medical Update for the Dental Team	\$290 - before Feb. 7 \$315 - after Feb. 7	\$390 - before Feb. 7 \$415 - after Feb. 7	\$150 - before Feb. 7 \$175 - after Feb. 7
<input type="checkbox"/> March 27, 2015 George E Bambara, DMD All You Wanted to Know About Attachment Dentistry But Were Afraid to Ask!	\$290 - before Mar. 14 \$315 - after Mar. 14	\$390 - before Mar. 14 \$415 - after Mar. 14	\$150 - before Mar. 14 \$175 - after Mar. 14
<input type="checkbox"/> September 18, 2015 Wael Garine, DDS Beyond Integration: Blue Print for Restorative Success	\$290 - before Sep. 5 \$315 - after Sep. 5	\$390 - before Sep. 5 \$415 - after Sep. 5	\$150 - before Sep. 5 \$175 - after Sep. 5
<input type="checkbox"/> October 16, 2015 Rella P. Christensen, RDH, Ph.D New Data on Critical Dental Questions, including Infection Control	\$290 - before Oct. 3 \$315 - after Oct. 3	\$390 - before Oct. 3 \$415 - after Oct. 3	\$150 - before Oct. 3 \$175 - after Oct. 3
May 15, 2015 Mark Your Calendar 152nd Annual Session featuring Gary Zelesky (registration information will be available in Mar.)			
<b>GRAND TOTAL:</b>			

**Refund Policy:** All requests for refunds or cancellations must be received in writing no less than two weeks prior to the course. No refunds will be given after that time. Each cancellation and/or refund will incur a \$35 administrative fee: Registration funds are non-transferable, FAX TO: 302-368-7669.

## Registration Category – Check One Only

- ☐ Dentist                      ☐ Dental Assistant                      ☐ Package Staff Person (Complimentary)  
☐ Dental Hygienist                      ☐ Office Staff                      ☐ Dental Resident (Complimentary)

NAME: FIRST \_\_\_\_\_ MI \_\_\_\_\_ LAST \_\_\_\_\_

EMAIL ADDRESS (REGISTRATION CONFIRMATIONS WILL BE SENT BY EMAIL ONE WEEK PRIOR TO THE COURSE)

EMPLOYER'S NAME (STAFF REGISTRATION ONLY)

OFFICE ADDRESS

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

OFFICE TELEPHONE \_\_\_\_\_ CELL PHONE (for emergencies) \_\_\_\_\_

## Payment (full payment is due with registration)

- ☐ Check for \$ \_\_\_\_\_ is enclosed payable to Delaware State Dental Society  
☐ Charge \$ \_\_\_\_\_ to my \_\_\_\_\_ MasterCard \_\_\_\_\_ VISA

ACCOUNT NUMBER \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_ SECURITY CODE ON BACK OF CARD \_\_\_\_\_

FOR INFORMATION Call: 302-368-7634

Email: [dedentalsociety@gmail.com](mailto:dedentalsociety@gmail.com) • Fax: 302-368-7669 • Website: [www.delawarestatedentalsociety.org](http://www.delawarestatedentalsociety.org)  
Mail: DSDDS, 200 Continental Drive, Suite 111, Newark, DE 19713



## *"Navigate Your Future"* DSDS 2015 CE Series

Delaware State Dental Society  
200 Continental Drive, Suite 111  
Newark, DE 19713

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**Because you understand  
the importance of prevention.**



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+  
Hitchen*



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302 995 2247**

*The Delaware State Dental Society has recognized The Cincinnati Insurance Company and Bramhall & Hitchen, Inc. as the preferred providers with respects to Professional Liability and their Dentist Package Policy.*

### **The Power of Prevention.**

You teach it to your patients, but have you applied it to your practice?

Bramhall+Hitchen has been providing risk management solutions and insurance protection for businesses and individuals locally for over 80 years. We understand the risk you face in the Dental Profession and are able to provide you with the protection you need. The convenience of having all of your insurance with one carrier, one agent, and one policy can help prevent costly gaps in your insurance coverage.

Bramhall+Hitchen offers Cincinnati Insurance Company's complete Dental Insurance program. For over 40 years, Cincinnati Insurance Company has been protecting dentists with a top quality product and financial stability.

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