



Delaware State DENTAL SOCIETY

The first state's source for your oral health

2016 Continuing Education Series

"Navigate Your Future"



6 CE Credits per Lecture
for Doctors & Staff

January 22, 2016

Mark T. Murphy, DDS

Part One: The 3 Drivers of Sustained Practice Growth and *SUCCESS*

Part Two: Simplifying the Complex Case

March 11, 2016

Patricia Worcester, RDH & Roz Fulmer, CEO

Part One: Team Approach to Fighting Gum Disease

Part Two: Dental Coding: Tricks of our Trade

September 23, 2016

John A. Molinari, Ph.D.

Let's Talk About Infection Control & OSHA

October 14, 2016

Alan M. Atlas, DMD

Guidelines For Better Esthetic & Restorative Dentistry

From A To Z: Adhesion to Zirconia

November 18, 2016

Samuel B. Low, DDS

Part One: Utilizing Laser Technology in a Periodontal Environment

Part Two: Innovative Periodontics: Creating Success in Today's Dental Practice

May 13, 2016

153rd ANNUAL SESSION

Featuring Howard Farran, DDS

Time is Money: How much is Your Time Worth?

Delaware State Dental Society 302-368-7634

**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. 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., Wilmington, 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 requires all persons licensed to practice dentistry in the State of Delaware to acquire fifty (50) hours of continuing professional education credits every two (2) years. All dental licenses expire on May 31 of even years (e.g., 2016, 2018). 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 Delaware State Dental Society is an ADA/CERP Recognized Provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.

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. Jeffrey Felzer,
Dr. Monica Mehring, Dr. Jeanette Son and Dr. Nadine Vaughan
President – Dr. Robert Kacmarcik, Jr.



TIME IS MONEY...

How much is Your Time Worth?

Howard Farran, DDS

DSDS 153rd Annual Session

Friday, May 13, 2016

Chase Center on the Riverfront, Wilmington, DE

8:00 AM to 4:00 PM

For Doctors and Staff

**6 CE
Credits**



Dr. Farran's One-Day Dental MBA Seminar:

You went to dental school to become a dentist. Now Dr. Farran teaches you and your staff the business of dentistry.

Dr. Howard Farran is one of the most forward-thinking, cutting-edge dentists in the world. You will enjoy his fast-paced, straight-from-the-hip, politically incorrect, exhilarating style while you learn more in one lecture than you ever thought possible. Dr. Farran's seminar focuses on the business of running a dental office – things that every business needs to do during this economic environment, and what every business needs to make its products and services more efficient. The things that can realistically be managed and what functions your business should have. This seminar is perfect and the timing couldn't be better!

Howard's topics will include:

- \$ Learn how to apply time-tested MBA-level management to your office.
- \$ Learn how to build a winning team without any hype, fluff, or wishful thinking.
- \$ Learn how to get twice as much done in half the time while reducing your stress.
- \$ Understand how to learn and commit to operations and logistics, instead of chaos and guesswork.
- \$ Learn to focus your practice: market differentiation, cost leadership, and niche market.
- \$ Learn which sectors in dentistry are growing faster with higher net income so you can focus your practice for profitability.
- \$ Learn how to develop a relationship-based practice instead of a product-based practice.
- \$ Increase treatment plan acceptance by understanding market segmentation and price elasticity.
- \$ See how going digital can dramatically increase your case acceptance.
- \$ Learn the real reasons patients put off dental treatment.
- \$ Learn the first and second laws of customer satisfaction.
- \$ Learn about the only three things you manage – people, time, and money.
- \$ Learn about the three functions of business – to make something, sell something, and watch the numbers.

**In this seminar, Dr. Farran shares his proven techniques to
increase your productivity and build your business.**

Registration Open March 1, 2016

Friday, January 22, 2016

SPECIAL INTEREST FOR
DOCTORS, HYGIENISTS, ASSISTANTS & SPECIALISTS



Mark T. Murphy, DDS

8:30 AM — 4:00 PM

6 CE CREDITS

Chase Center on the Riverfront
Wilmington, Delaware

Part One: *The 3 Drivers of Sustained Practice Growth and SUCCESS*

Understanding and applying sound business principles, strategies and metrics will help you and your team retain more patients, improve case acceptance and maximize new patient referrals. Mark's fresh perspective on practice management, his expertise as Lead Faculty for Mercer Advisors and 25 years of involvement with the Pankey Institute make this a unique learning opportunity. This workshop will utilize lecture, group exercises, and spreadsheets to evaluate gaps. Improving your practice means doing more of the dentistry you know your patients need, having less stress and being in absolute balance... clinically, financially and behaviorally.

Course Objectives:

- 🏠 Develop a strategic planning and measurement matrix for your practice
- 🏠 Measure and monitor hygiene retention, case acceptance and new patients
- 🏠 Select and manage behaviors that impact hygiene retention, case acceptance and new patients

Part Two: *Simplifying the Complex Case*

Complex treatment planning and the resulting restorative procedures can be made more simple and predictable. By understanding the habits of excellent clinical dental teams and how they apply their knowledge, we can develop predictable solutions to complex cases. Occlusion, sequencing, preparation design, provisionalization, risk assessment, and other such steps will help us systematize the processes and protocols. You will be able to evaluate and solve more of the challenging treatment plans that are present regularly in practices today. Mark will show techniques and cases that illustrate these simplifiers. Risk Assessment and an Evidence Based approach to treatment selection, planning and presentation will be emphasized.

Course Objectives:

- 🏠 Broaden the understanding of managing the complexities of the stomatognathic system
- 🏠 Help the participant develop a risk assessment protocol regarding occlusion in restorative care
- 🏠 Strengthen the participants' understanding of treatment procedures and options

About Dr. Mark Murphy Mark is the Principal of **funktionaltracker.com**, Lead Faculty at Microdental Laboratories, Guest Faculty at the University of Detroit Mercy and is a Regular Presenter on Business Development, Practice Management and Leadership at the Pankey Institute. He has served on the Boards of the Pankey Institute, Identallooy Council, NADL, St. Vincent DePaul's Dental Center and the Dental Advisor. He lectures internationally on Leadership, Practice Management, Communication, Case Acceptance, Planning, Occlusion and TMD. He has a knack for presenting pertinent information in an entertaining manner.



MISSION

BEST H

JOIN THE DYNAMIC TEAM OF... Patricia A.

Friday, March 11, 2016

6 CE CREDITS (Special Interest)

Part One: Team Approach To Fighting Gum Disease

This course will teach a team approach to fighting periodontal disease, including accurate insurance coding and proper insurance codes to overcome denials. This engaging seminar to learn the techniques to motivate your patients.

- 🏠 Ways to improve systemic health
- 🏠 Productive scheduling tips to ensure maximum productivity
- 🏠 Encourage patients to act on pre-diagnosis
- 🏠 Learn innovative approaches to insurance coding
- 🏠 Proper insurance codes to overcome denials

Part Two: "Dental Coding: Tricks of Our Trade"

Aren't you sick and tired of being "Sick and Tired" playing the dental insurance game? Do you wish for our patients is that the insurance companies would pay what they themselves wrote for the patient and their employer without playing games?

we do not like it for our patients. We want our patients to know what they are getting into when they sign any insurance company or their contract in regards to your patient's care.

- 🏠 How to win at the 4D claims game
- 🏠 How to Maximize the CDT codes for a profitable practice
- 🏠 Learn the Real Wealth of Examination Codes
- 🏠 Learn the Difference between Self-Funded vs Fully-Funded Plans
- 🏠 Would Your Practice Pass an Insurance Audit
- 🏠 Coding Compliance - Dental vs Medical
- 🏠 Narratives for Most Dental Procedures
- 🏠 Get fewer and fewer denials and quicker reimbursement
- 🏠 EXTRA ADD ON: Updated HIPAA rules for 2016

About Pat Worcester Pat is a published author and an international speaker and trainer to dental practices in over 37 States in the US, Canada, and the UK. A teacher with Dental Boot Kamp for over 10 years, she is also a guest instructor for the University of Florida Dental School and a guest faculty member at the Pankey Institute for team training. Pat has presented for The American Dental Association, Florida Dental Association, Seattle Study Clubs, Academy of General Dentistry, Florida Academy of Cosmetic Dentistry, and Excellence in Dentistry, just to name a few. She started her own company *Mission Possible... Best Hygiene Team Training*. Which has helped by advancing hygienists knowledge and clinical expertise.

POSSIBLE HYGIENE



Worcester, RDH and Roz Fulmer, CEO

6 8:30 AM - 4:00 PM

est For Dentists and Hygienists)

sease

ease by offering you valuable information on developing proper
ng for diagnostic and hygiene procedures. Join Pat and Roz in
patients to accept the treatment they need (and deserve)!

by eliminating dental disease

sure profitable days

ventive care

improve the bottom line of your practice

me insurance denials

"

insurance game of Denials, Delays, Downgrades and/or Destroying

for everything that is contracted in the contract that they
a game, but they do not, do they? We understand their game, **and**
that we will do everything in our power NOT to be held prisoner by
dental health care. Is that what you want as well for your practice?

About Roz Fulmer For the past 15 years, Roz has served as a practice trainer and adviser for more than 650 dental practices throughout the U.S. and Canada. Roz Fulmer, CEO of Making a Difference Today from Peru, Illinois has been recognized by Cambridge Who's Who for showing dedication, leadership and excellence in business management and training. Roz was taught how to successfully run a business by her parents, who owned multiple retail businesses and where Roz worked for 10 years. After seeing an advertisement posted by a dentist who was looking for someone to run his practice as a business, she shifted her skills in business management over to the dental industry. She now holds more than two decades of dental management and coaching experience and Ms. Fulmer is the Founder of Making a Difference Today!, a business that provides In-Office business training for systems and communication skills in dental and medical practices in the U.S and Canada. Over the years, Roz has authored many articles on Insurance Coding, Obtaining a Greater Reimbursement for your practice and Understanding the current HIPAA Privacy Laws within your Practice for RMI Dental Success Newsletter, The Profitable Dentist and the quarterly Trojan newsletter.

Friday, September 23, 2016

SPECIAL INTEREST FOR
DOCTORS, HYGIENISTS, ASSISTANTS & SPECIALISTS

Let's Talk About Infection Control & OSHA



8:30 AM — 4:00 PM

6 CE CREDITS

Chase Center on the Riverfront
Wilmington, Delaware

John A. Molinari, Ph.D.

This seminar will provide an update on occupational infection risks for dental health-care professionals, as well as a

practical discussion of current infection prevention regulations and recommendations for dentistry. The most recent evidence-based information is discussed to address certain issues where perceptions and misuse of infection control procedures and products are in conflict with scientific and clinical knowledge. Thus, a major goal of this presentation is to help dental professionals increase their understanding of the "why" as well as the "what" of infection control practices.

Course Objectives:

- 🏠 Understand the most recent updates for provincial and CDC infection control recommendations
- 🏠 Understand the rationale for effective, hand hygiene procedures as fundamental components of an infection control program
- 🏠 Describe the challenges bloodborne and airborne infections present to healthcare workers
- 🏠 Comprehend the most current vaccination recommendations for dental personnel
- 🏠 Describe recent technology advances and protocols for instrument processing and sterilization
- 🏠 Comprehend efficient and effective approaches to monitor sterilization
- 🏠 Describe the use of disposables and disinfectants used in environmental surface asepsis
- 🏠 Describe factors which can lead to dental unit waterline (DUWL) contamination
- 🏠 Comprehend practical strategies which may minimize forms of DUWL contamination
- 🏠 Describe the capabilities and roles for evacuation system cleaners

About Dr. John Molinari Dr. Molinari is currently Director of Infection Control for THE DENTAL ADVISOR in Ann Arbor, Michigan. Previously, he served for 32 years at the University of Detroit Mercy School of Dentistry as Professor and Chairman of the Department of Biomedical Sciences and Director of Infection Control. He has published over 500 scientific articles, text chapters, and abstracts in the areas of microbiology and immunology, and lectures nationally and internationally on topics dealing with infectious diseases and infection control. Dr. Molinari is also co-author of the text Cottone's Practical Infection Control in Dentistry. In recognition of his efforts, Dr. Molinari was inducted as an honorary member of the Michigan Dental Association, the International College of Dentists, the American College of Dentists, and was a 2009 recipient of the ADA Golden Apple Award.

Friday, October 14, 2016

SPECIAL INTEREST FOR
DOCTORS, HYGIENISTS & ASSISTANTS

Alan M. Atlas, DMD



8:30 AM — 4:00 PM

6 CE CREDITS

Chase Center on the Riverfront
Wilmington, Delaware

Guidelines For Better Esthetic & Restorative

Dentistry From A To Z: Adhesion To Zirconia

Part One: *Eliminating Fractures, Failures and Frustration from Your Practice: Conquering Adhesion Dentistry and the Direct Posterior Composite Esthetic Restoration*

Course Objectives:

- Describe the clinical prerequisites and the impact of material selection, clinician experience and patient compliance on long-term clinical outcomes of esthetic restorations
- Describe the most current scientific update of adhesive systems and direct esthetic
- Utilization of CaMBRA and other preventive measures by the doctor, hygienist and assistant to facilitate extended survival of the restoration

Part Two: *Enhancing the Esthetics and Function of High Strength All-Ceramic and CAD-CAM Restorations: Treatment Planning the Materials, Techniques and Procedures for Optimal Clinical Success*

Course Objectives:

- Describe and utilize rational treatment planning concepts for anterior and posterior indirect esthetic
- Describe step by step preparation techniques demonstrated with the Dental Microscope
- Review innovative clinical techniques to reduce impression retakes, crown remakes and increase overall impression making efficiency
- Describe clinical and material contributory factors of failed endodontically treated restorations and fundamental concepts
- Describe treatment planning guidelines for Endodontic therapy vs. Implant placement: Save the tooth or extract?
- Describe indications for cement retained versus screw retained implant supported restorations

About Dr. Alan Atlas Dr. Alan M. Atlas received his D.M.D degree from the University of Pennsylvania School of Dental Medicine and currently serves there as Clinical Professor, Director of Implant Dentistry and a Primary Care Unit Group Leader in the Department of Preventive and Restorative Sciences. In addition, he is actively involved in the development and integration of clinical research studies for implants, CAD-CAM ceramics and dental materials at Penn. Dr. Atlas is an internationally recognized lecturer whose unique academic and private practice perspective is focused on applying scientific based protocols to general and advanced clinical dentistry. Dr. Atlas maintains a private practice dedicated to Esthetic and Comprehensive Restorative Dentistry located in Philadelphia, Pennsylvania.

Friday, November 18, 2016

SPECIAL INTEREST FOR
DOCTORS, HYGIENISTS, ASSISTANTS & SPECIALISTS

Samuel B. Low, DDS



8:30 AM — 4:00 PM

6 CE CREDITS

Chase Center on the Riverfront
Wilmington, Delaware

Part One: *Utilizing Laser Technology in a Periodontal Environment*

Ready to enter the laser world?

Or have an "unused" laser in the closet?

Lasers offer a safe and effective alternative for a wide range of dental procedures. This course demystifies dental lasers and demonstrates the practical advantages in today's progressive dental practice.

Course Objectives:

- Review various laser therapies with attention to both the periodontitis and perio-restorative uses
- Differentiate laser technologies for periodontal indications (surgical and non-surgical)
- Consider case reports demonstrating success along with clear contraindications
- Develop techniques for incorporating laser into a dental practice considering patient acceptance and third party coding

Part Two: *Innovative Periodontics: Creating Success in Today's Dental Practice.*

Want to utilize your Hygienist's time more productively?

Looking for a quality resource for "what's new" in dental products, systems and technology?

With periodontitis being the major contributor for tooth loss in the practice of dentistry, resolving the disease process requires the entire dental team's commitment to a systematic approach.

Course Objectives:

- Standardizing the collection of periodontal data in an efficient manner
- Empowering the dental hygienist with expanded work descriptions beyond the "prophy"
- Investigating computer system approaches to risk assessment determination

About Dr. Samuel Low Samuel B. Low, DDS, MS, M.Ed., Professor Emeritus, University of Florida, College of Dentistry; Associate faculty member of the Pankey Institute with 30 years of private practice experience in periodontics, lasers and implant placement. He is a current Board Director of the Academy of Laser Dentistry. He was selected "Dentist of the Year" by the Florida Dental Association, Distinguished Alumnus by the University of Texas Dental School, and the Gordon Christensen Lecturer Recognition Award



2016 Continuing Education Registration Form

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

*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"/> Five Program Package (may NOT be shared) (for one dentist and one complimentary staff person per course)	\$1,300.00	\$1,775.00	\$700.00
Individual Courses: (please check courses/days for which you are registering)			
<input type="checkbox"/> January 22, 2016 Mark T. Murphy, DDS The 3 Drivers of Sustained Practice Growth and Success/Simplifying the Complex Case	\$290 - before Jan. 8 \$315 - after Jan. 8	\$390 - before Jan. 8 \$415 - after Jan. 8	\$150 - before Jan. 8 \$175 - after Jan. 8
<input type="checkbox"/> March 11, 2016 Patricia A. Worcester, RDH/ Roz Fulmer, CEO Team Approach To Fighting Gum Disease/Dental Coding: Tricks of Our Trade	\$290 - before Feb. 26 \$315 - after Feb. 26	\$390 - before Feb. 26 \$415 - after Feb. 26	\$150 - before Feb. 26 \$175 - after Feb. 26
<input type="checkbox"/> September 23, 2016 John A. Molinari, Ph.D. Let's Talk About Infection Control & OSHA	\$290 - before Sep. 9 \$315 - after Sep. 9	\$390 - before Sep. 9 \$415 - after Sep. 9	\$150 - before Sep. 9 \$175 - after Sep. 9
<input type="checkbox"/> October 14, 2016 Alan M. Atlas, DMD Guidelines For Better Esthetic & Restorative Dentistry From A To Z: Adhesion To Zirconia	\$290 - before Sep. 30 \$315 - after Sep. 30	\$390 - before Sep. 30 \$415 - after Sep. 30	\$150 - before Sep. 30 \$175 - after Sep. 30
<input type="checkbox"/> November 18, 2016 Samuel B. Low, DDS, MS, M.Ed Utilizing Laser Technology in a Periodontal Environment/ Innovative Periodontics: Creating Success in Today's Dental Practice.	\$290 - before Nov. 4 \$315 - after Nov. 4	\$390 - before Nov. 4 \$415 - after Nov. 4	\$150 - before Nov. 4 \$175 - after Nov. 4
May 13, 2016 Mark Your Calendar 153rd Annual Session featuring Howard Farran, DDS (registration information will be available in March.)			
GRAND TOTAL:			

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 • Fax: 302-368-7669 • Website: www.delawarestatedentalsociety.org
Mail: DSDDS, 200 Continental Drive, Suite 111, Newark, DE 19713



"Navigate Your Future" DSDS 2016 CE Series

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

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+
Hitchen*



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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.

Call Bramhall+Hitchen and schedule an insurance checkup today. Its painless!