

THURSDAY, NOVEMBER 2, 2017

Tim Donley, DDS, MS

9:30am – 12noon/1:00pm – 4:30pm

“The New Wellness Approach to Perio: How to change the life of your practice and your patients”

6 CE Credits

This course is designed for Doctors and Hygienists.



It is time to do more than just clean teeth. It is time to make the recall visit less of a beauty visit and more of a health visit. Screening your patients for the systemic diseases that can be affected by oral inflammation is the new standard of care in dentistry. This course gives you the knowledge and materials to develop a new approach to the periodontal portion of your practice. Established links between oral and systemic diseases mean that today's dentist and hygienist can play a vital role in helping patients improve their oral and overall health. Co-management of the diseases that dentistry has in common with medicine is the next big thing! This course presents the science, the medical knowledge and the communication skills necessary to better manage your patients' oral and overall health. A clear strategy for marketing the new message of dentistry is presented in a way that will allow you to better help your practice and your patients. You will learn how to expand the services you provide to your patients. Most importantly, you will gain the confidence to co-manage cardiovascular disease, diabetes, rheumatoid arthritis, sleep apnea, obesity, nutrition, etc. This is a fast-paced learn-it-today-use-it-tomorrow seminar which is supplemented with practice management material which makes managing patient's oral and overall information easy and efficient. This course is designed for doctors and hygienists.

Tim Donley, DDS, MS is currently in the private practice of Periodontics and Implantology in Bowling Green, KY. He is a lecturer with the ADA Seminar Series and has lectured worldwide. He lectures and publishes frequently on topics of interest to clinical dentists and hygienists.

THURSDAY, NOVEMBER 2, 2017

Dr. Meena Barsoum
9:00am – 12noon/1:00pm – 4:00pm
SPONSORED BY DENTSPLY SIRONA

“The Latest Advancements in Digital Dental Technology”

6 CE Credits
This course is designed for Doctors and All Staff.



Attendees will experience the latest advancements in digital dental technology. From digital impressioning and in office milling to prosthetically driven fully digital guided implant surgery, attendees will have hands on access to scan, plan, virtually place and restore an implant, all through an efficient and digital workflow. Attendees will also learn about advancements in 3D imaging and how the technology can dramatically increase case acceptance and optimize treatment outcomes. Finally attendees will learn the financial benefits associated with incorporating this technology and how the return on investment is unmatched.

Dr. Meena Barsoum practices general and implant dentistry in Chicago, IL and serves as Visiting Faculty at Spear Education in Scottsdale, AZ. He currently maintains a thriving practice centered around CAD/CAM, implants and digital dentistry.

THURSDAY, NOVEMBER 2, 2017

Matthew Spady

8:00am – 9:30pm (20 person limit)

FRIDAY, NOVEMBER 3, 2017

7:30am – 9:00am (20 person limit)

“Basic Life Support/CPR”

This course is designed for Doctors and All Staff.



Attendees will learn: High quality support for adults, children and infants; The AHA Chain of Survival, specifically the BLS components; Use of an AED; Effective ventilations using a barrier device; Importance of teams in multi-rescuer resuscitation and performance as an effective team member during multi-rescuer CPR; Relief of foreign-body airway obstruction (choking) for adults and infants.

Matthew Spady is a safety professional with over 10 years experience providing consultancy to entities in the life sciences and healthcare industries. He presently serves as senior manager for Clym’s Greater Pittsburgh area of operations, and serves as the Safety & Compliance Officer for Genesis Medical Associates.

FRIDAY, NOVEMBER 3, 2017

Dr. John Fluke

9:00am – 12noon/1:00pm – 4:00pm

SPONSORED BY ULTRADENT PRODUCTS

“Clinical Technology That Will Improve Patient Outcome”

6 CE Credits

This course is designed for Doctors and All Staff.



This program will show you how to complete everyday procedures in way that will make your life easier. A happier doctor means a happier team and happy patients who make your practice remarkable. You will learn: Critical steps that must be followed to avoid sensitivity in direct restoration as well as maximize esthetics and give the patient a remarkable experience; How to easily place direct anterior composite restorations when closing diastemas or placing veneers; Factors that must be considered in order to place properly contoured, long-lasting posterior direct restorations; Alternatives that will make packing retraction cord a thing of the past; Clinical techniques that employ a soft-tissue diode laser to treat aphthous ulcers, remove excess tissue, and achieve hemostatis that results in better impressions, increasing patient comfort and saving you time; Smile design consideration for creating remarkable esthetics, as well as techniques for predictability creating beautiful smiles.

Dr. John Fluke is in private practice in Lee’s Summit, Missouri where he still practices 4 days a per week. He has one the most popular dental blogs on the internet “The Dental Technology Blog” featuring daily updates on technology in health care and technology in general.

FRIDAY, NOVEMBER 3, 2017

Fortune Management/Curtis Crandall

8:30am – 10:30am

“Getting Your Patients Predictability to YES!”

2 CE Credits

This course is designed for Front Desk, Office Managers, Doctors and All Staff.

People buy from people they like and trust. In a few short hours, you will learn how to immediately create rapport and build relationships with your patient. This program will teach you how to: Understand the five steps to treatment acceptance; Discover what is most important to your patients and why; Master the tools of influence; Educate patients with elegance.

Curtis Crandall is Fortune Management’s Managing Partner in Pittsburgh. Curtis creates coaching and advisor relationships with doctors to help remove the “guess work” from running a business. He trains his clients on how to build an accelerated senior level team practice.

FRIDAY, NOVEMBER 3, 2017

**Fortune Management/Ashley Bilski
10:30am – 12:30pm**

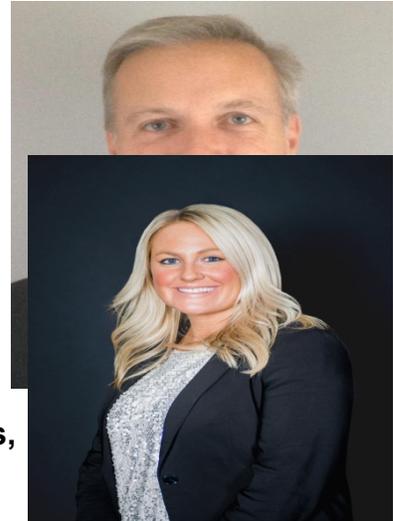
**“Delivering Wow Service: 10 Steps to the Impeccable
New Patient Process”**

2 CE Credits

**This course is designed for Front Desk, Office Managers,
Doctors and All Staff.**

In this course participants will learn principles for strengthening communication skills, practice brand, and service standards. Learn what patients really want; Develop a system for converting new patients over the phone; Learn techniques to make memorable first impressions; Understand how to build lasting relationships starting on day 1; Master the elegant hand-off from back office to front office; Identify the 5 Steps for Enrollment for ultimate treatment acceptance.

Ashley Bilski is an Executive Coach for Fortune Management of Pittsburgh. Her professional background includes over 8 years of business management and a strong foundation in public relations and communication.



FRIDAY, NOVEMBER 3, 2017

Charles Watts
8:30am – 10:30am

“Radiation Safety Overview for Pennsylvania Dental X-ray Operators”

2 CE Credits

This course is designed for Doctors, Hygienists and all Radiology Permit Holders.



Learning Objectives: Detail the basic properties of radiation; Define the units of measurement used in radiation safety; Identify sources of radiation exposure; Discuss radiation protection measures; Provide an overview of the biological effects of radiation exposure; Introduce applicable regulators; Demonstrate x-ray equipment functionality; Discuss image recording and processing; Detail patient exposure controls and proper positioning; Outline operational procedural requirements; Introduce quality assurance and quality control measures; Summarize regulations for x-ray operators.

Charles Watts has been President of Clym Environmental Services, LLC for the past seventeen years. He is a safety professional with more that twenty-five years' experience in providing safety consultancy to the life sciences and healthcare industries.

FRIDAY, NOVEMBER 3, 2017

Susan E. Calderbank, DMD
10:30am – 12:30pm

“Managing the Oral Complications of Systemic Cancer Therapies”

2 CE Credits

This course is designed for Hygienists, Doctors and All Staff.



Course Objectives: To recognize acute and chronic treatment induced oral complications; To learn to manage these complications during treatment; To provide information to effectively give treatment to these medical compromised patients; To understand the importance of dialogue with treating oncologists; To give you the confidence and compassion to care for these patients.

Susan E. Calderbank, DMD is a graduate 1977 graduate of the University of Pittsburgh. She is currently in private practice in Greenville, PA and is an associate professor at the University of Pittsburgh School of Dental Medicine.

FRIDAY, NOVEMBER 3, 2017

Matthew Spady
1:30pm – 3:30pm

“OSHA/HIPAA Overview & Infection Control for Dental Practitioners”

2 CE Credits

This course is designed for All Conference Attendees. This course will meet PA annual training requirements.

This course will review the Bloodborne Pathogens Standard-29 CRF 1910.1030; CDC requirements for Infection Control; OSHA General Duty Clause and Hazard Communications Standard-29 CFR 1910.1200.

Matthew Spady is a safety professional with over 10 years' experience providing consultancy to entities in the life sciences and healthcare industries. He presently serves as senior manager for Clym's Greater Pittsburgh area of operations and serves as the Safety and Compliance Officer for Genesis Medical Associates.

The Dental Society of Western PA is an ADA CERP recognized provider approved by the PDA. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses of instructors, nor does it imply acceptance of credit hours by boards of dentistry.

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**ACTIVITIES, ENTERTAINMENT
AND SPECIAL MEETINGS**

THURSDAY, NOVEMBER 2, 2017

7:30am – 9am	Coffee/Danish for all attendees
7:30am – 8:30am	Registration/Visit w/vendors
8:00am – 4:30pm	Vendor Hours
12noon – 1:30pm	Lunch & Visit w/Vendors *Lunch complimentary to all course registrants
12Noon – 1pm	Business Meeting
9:00am – 4:00pm	Dr. Barsoum lecture
9:30am – 4:30pm	Dr. Donley lecture
8:00am – 9:30am	Basic Life Support/CPR
4:30pm – 6:00pm	Cocktail Party *Complimentary for registered dentists and staff

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7:30am – 8:30am	Coffee/Danish for all attendees
7:30am – 8:30am	Registration/Visit w/Vendors
7:30am – 9:00am	Past President's Breakfast
7:30am – 9:00am	Basic Life Support/CPR
8:00am – 4:00pm	Vendor Hours
12noon – 1:30pm	Lunch & Visit w/Vendors *Lunch complimentary to all course registrants
9:00am – 4:00pm	Dr. Flucke lecture
8:30am – 10:30pm	Fortune Management/Curtis Crandall lecture
10:30am – 12:30pm	Fortune Management/Ashley Bilski lecture
8:30am – 10:30am	Radiology lecture
10:30am – 12:30pm	Dr. Calderbank lecture
1:30pm – 3:30pm	OSHA/HIPAA/Infection Control lecture