ACTIVITIES, ENTERTAINMENT AND SPECIAL MEETINGS

Wednesday, November 6, 2019
3:00pm – 5:00pm    Registration

BOTH COURSES FREE TO DOCTOR & STAFF WITH PURCHASE OF A DOCTOR 2-DAY PASSPORT
4:00pm – 5:30pm    “The Top 5 Things that are Sabotaging your Hygiene Department”
5:30pm – 7:00pm    “Peri-implantitis”

Thursday, November 7, 2019
7:30am – 8:30am    Continental Breakfast for all attendees and vendors/Visit with Vendors
7:30am – 4:00pm    Registration
7:30am – 5:30pm    Vendor Hours
8:00am – Noon     “Expedited Excellence: What’s New That Can Make You Faster and Better”
8:30am – 12:30pm   “Stay Out of Jail: Avoid Coding Errors & Excel in Insurance Administration”
Noon – 1:00pm      Annual Business Meeting
Noon – 1:30pm      Lunch/Visit with Vendors  *Lunch Complimentary for all course registrants and vendors
1:00pm – 4:00pm    “#Reputation Matters: Grow Your Practice for FREE!”
1:30pm – 3:00pm    Pinot and Paint Art Class
1:30pm – 4:30pm    “Medical Dental Cross Coding with Confidence – An Introductory Course”
4:00pm – 5:00pm    Westmoreland County Community College Dental Hygiene Department Informatives Poster Presentations (formerly referred to as Table Clinics)
5:00pm – 6:30pm    Cocktail Party (ticketed event)

Friday, November 8, 2019
7:30am – 8:30am    Continental Breakfast for attendees and vendors/Visit with Vendors
7:30am – 2:00pm    Registration
7:30am – 4:00pm    Vendor Hours
8:00am – Noon     “Emerging Trends in the Diagnosis & Management of Orofacial Pain Disorders”
8:30am – 12:30pm   “Implant Dentistry from Diagnosis to Final Restorations”
11:30am – 1:00pm   Lunch/Visit with Vendors  *Lunch Complimentary for all course registrants and vendors
Noon – 1:00pm      Past President’s Luncheon (Private Event)
1:00pm – 4:00pm    “Physical Examination of the Head and Neck for Health Care Providers”
1:30pm – 4:30pm    “Implant Dentistry from Diagnosis to Final Restorations”
WEDNESDAY, NOVEMBER 6, 2019

April Sharp  
The Scheduling Institute  
4:00pm – 5:30pm

"The Top 5 Things that are Sabotaging your Hygiene Department"

1.5 CE Credits

This course is designed for Dentists and Staff.

Opportunities are in front of us all day, every day. For your practice you need to quantify your opportunities so you know how to focus your investment and actions for the best long term return. When you quantify your opportunities you may be shocked to learn that your hygiene department is your biggest missed opportunity.

Upon completion of the course participants will be able to:
- Uncover the missed revenue opportunities in your Hygiene Department.
- Calculate your average Hygienist production.
- What percent of your practice revenue comes from your Hygiene Department.
- Determine what your numbers currently are vs. what they could be.

April Sharp is the Clinical Specialist and Communication's Director for Hygiene Profit Leaders. Hygiene Profit Leaders is the Clinical Training Team for the Scheduling Institute and has delivered results-oriented trainings in over 4,000 offices across the globe. After practicing as a Registered Dental Hygienist for more than 10 years, April joined the Scheduling Institute as a clinical trainer. She has personally trained over 2,500 doctors and team members in 37 states and 2 countries and has been the keynote speaker at over 45 events.
WEDNESDAY, NOVEMBER 6, 2019

Heidi DuBois
IDS/MegaGen
5:30pm – 7:00pm

“Peri-implantitis”

1.5 CE Credits

This course is designed for Dentists and Staff.

Long term Implant survival is dependent on healthy tissue and health bone surrounding the implant. Peri-implantitis is becoming more prevalent in today’s dental population. Prevention and early diagnosis are crucial to the long term success of dental implants. This course will provide clinicians an understanding of risk factors, proper diagnosis and distinguishable traits of peri-mucositis and peri-implantitis.

We will compare health implants v. healthy teeth and review the standard protocol for the re-care appointment and basic implant maintenance, including proper periodontal probing. Emphasis will be placed on the use of glycine and instructions on the use of single dose AirClean to aid in the prevention of implant disease.

Upon completion of the course participants will be able to:
- Identify healthy vs unhealthy implant
- Develop proper implant maintenance protocol
- Use of glycine on implants
- AirClean

Heidi DuBois is an energetic professional with over 35 rewarding years in the dental field as a dental hygienist, EFDA, practice consultant, and motivational speaker. In her new role as the Director of Education and Strategic Development with IDS Mega Gen, she provides a unique approach to coaching and inspiring others to excel both in the field, in dental education, and practice development.

**BOTH WEDNESDAY COURSES ARE FREE TO DOCTORS & STAFF WITH A DOCTOR PURCHASE OF A 2-DAY PASSPORT**
THURSDAY, NOVEMBER 7, 2019

Joshua Austin, DDS, MAGD
8:00am – Noon


4 CE Credits
This course is designed for Dentists and Staff

As editorial director with Dental Economics magazine, I have authored the column Pearls For Your Practice for several years. During that time, I have had the privilege of working with most of the new products and technologies that have hit the market during that time. During this session, we will discuss the current trends in dental materials and technologies. How have materials changed and evolved over the past few years and how do those changes affect your procedures and our practice? This fast-paced program will help catch everyone up to the dental materials and technologies of today's dentistry!

Upon completion of this course participants will be able to:
-Explore how do bulk fill posterior composites compare to their traditional counterparts.
-Discuss several placement techniques for bulk fill posterior composites that will save time.
-Review universal adhesives and their advantages.
-Explore the three etching techniques and which is appropriate when.
-Review the current crop of cements on the market and which classes are superior.
-Discuss when luting is an appropriate choice instead of bonding.
-Explore many other products and items that can make your life easier and your dentistry faster.
THURSDAY, NOVEMBER 7, 2019

Joshua Austin, DDS, MAGD
1:00pm – 4:00pm

“#Reputation Matters: Grow Your Practice for FREE!”

3 CE Credits
This course is designed for Dentists and Staff.

The rise of online review sites has enabled the individual consumer to share their experiences with the world. What story about you are they telling? During this program, we will discuss the psychology of internet reviews. We will review how our prospective patients feel about them and what literature is available from academia. A thorough discussion of which websites are most important and impactful for dental practices will occur. The group will also review the systems and scripting needed to incorporate into our practices to ensure success in getting our patients to leave positive reviews. A significant portion of the program will also be devoted to how we should handle responding to a negative review should one occur. This fast-paced, enlightening program is sure to help demystify the world of online reviews in a fun and casual manner! Dental team involvement is highly recommended for this program.

Upon completion of this course participants will be able to:
- How do online reviews help drive patients to your office?
- How can you increase your online presence?
- Where can a few marketing dollars go the longest way?
- What do you do if you get a bad review online?
- How do you engage your patients in social media platforms?
- What review sites do you need to be checking to protect yourself?
- How do you make sure patients find you online?
- How can you drive more clicks to your website?

Joshua Austin, DDS, MAGD received his DDS from The University of Texas Health Science Center in 2006 and is owner and manager of a solo general dentistry practice in San Antonio, Texas. Since 2014, he has been a Columnist & Editorial Director for “Pearls for Practice” and “Product Navigator Newsletter”
THURSDAY, NOVEMBER 7, 2019

Charles Blair, DDS
8:30am – 12:30pm

Sponsored by Henry Schein

“Stay Out of Jail: Avoid Coding Errors & Excel in Insurance Administration”

4 CE Credits
This course is designed for Dentists & Staff.

Coding errors are predictable in today’s dental practice. Learn the top coding errors and how not to make them! You will also receive new, valuable information on some of the “hot” sections of the CDT code, which you can use to identify and “fix” coding problems that lurk in your practice. Most practices can expect legitimate new increases in cash flow immediately by learning how to do it right. Based on several thousand dental practice studies, these common problems were identified: Consistent Coding Errors, Clinical Protocol Issues, and Potentially Fraudulent Activities. Dealing with dental insurance is overwhelming but key strategies can save you time, prevent hassles, and keep you out of jail. You will receive essential tools to properly file dental insurance claims and calculate primary and secondary insurance receipts. In addition, co-pay forgiveness, discounting, multiple fee positioning, patient gifts, falsifying NPI numbers and even PPO strategies will be discussed. Stop leaving money on the table, as PPOs dominate the marketplace – a tipping point!

Upon completion of this course participants will be able to:
- Learn through predictive error correction, how to avoid typical coding errors.
- Gain knowledge into proper narratives and documentation.
- Gain knowledge into co-pay forgiveness, discounting, multiple fees, NPI numbers, etc.
- Gain knowledge in how to handle patient gifts, evaluate and deal with PPOs and deal with unclaimed property office.
THURSDAY, NOVEMBER 7, 2019

Charles Blair, DDS
8:30am – 12:30pm

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THURSDAY, NOVEMBER 7, 2019

Charles Blair, DDS
1:30pm – 4:30pm

Sponsored by Henry Schein

"Medical Dental Cross Coding with Confidence – An Introductory Course"

3 CE Credits
This course is designed for Dentists and Staff.

Changes in the healthcare industry, such as the Affordable Care Act and the trend to integrate oral health and primary medical care is bringing new challenges to the dental practice. There is an increased need for the dentist and team members to become familiar with both ICD-10-CM (diagnosis) and CPT (medical procedure) codes. This basic course is designed to be an introduction and eye opener to medical dental cross coding. This course is not for the experienced medical claim biller but rather will equip the participant with the basic knowledge of ICD-10-CM and CPT code sets to successfully complete a medical claim form. Topics include, but are not limited to trauma, sleep apnea. extractions, implants, TMJ/TMD, biopsies, and CBCT. The strategies presented are based on Dr. Blair’s publication, Medical Dental Cross Coding with Confidence, which takes the “voodoo” out of medical coding.

Upon completion of this course participants will be able to:
- Understand the purpose of the different code sets used in reporting medical procedures, including CPT, HCPCS and ICD-10-CM.
- Identify the most common dental procedures submitted to medical payers.
- Gain a basic knowledge of how to submit claims to medical payers using the CMS 1500 (02-12).

Charles Blair, DDS is dentistry’s leading authority in coding strategies, fee positioning and strategic planning. He has individually consulted with thousands of practices, helping them identify and implement new strategies for increasing legitimate reimbursement. He holds degrees in Accounting, Business Administration, Mathematics and Dental Surgery.
THURSDAY, NOVEMBER 7, 2019

ANNUAL BUSINESS MEETING
NOON – 1:00pm

The Annual Business Meeting is open to all members of the Dental Society of Western Pennsylvania. If you have purchased a passport (lunch is included), Lunch will be provided in the meeting room. If you did not purchase a passport, lunch tickets may be purchased for $50.

Please check the box on the registration form for the Annual Business Meeting for accurate meal count.

THURSDAY, NOVEMBER 7, 2019

Pinot and Paint Class
1:30pm – 3:00pm
$60.00/per person (spouses/guests/etc.)

Flex creative muscles you never knew existed during this 90-minute, instructor-guided painting event. Have fun, relax, and take home your own positively wonderful acrylic on canvas masterpiece.

SPACE IS LIMITED – REGISTER EARLY!

THURSDAY, NOVEMBER 7, 2019

WESTMORELAND COUNTY COMMUNITY COLLEGE
DENTAL HYGIENE DEPARTMENT

INFORMATIVE POSTER PRESENTATIONS
(formerly referred to as Table Clinics)

4:00pm – 5:00pm

1 CE for every (5) presentations attended. This is designed for Dentists and Staff.
FRIDAY, NOVEMBER 8, 2019

Theresa S. Gonzales, DMD, MS, MSS
8:00am – Noon

“Emerging Trends in the Diagnosis and Management of Orofacial Pain Disorders”

4 CE Credits
This course is designed for Dentists and Staff.

This course will cover both theoretical and practical aspects of orofacial pain disorders as follows:

- Diagnosis of acute and chronic facial pain – dental and non-dental causes and conditions. Written material covering diagnosis and classification will be provided and discussed.
- Examination of extra-oral and intra-oral soft and hard tissues – examination proformas will be provided.
- Case-scenarios – Group work to establish correct diagnosis using case scenarios.
- Evidence based management – current evidence and best practice.
- Self-management strategies – including education leaflets, physical and psychosocial self-management and discussion of case scenarios.
FRIDAY, NOVEMBER 8, 2019

Theresa S. Gonzales, DMD, MS, MSS
1:00pm – 4:00pm

"Physical Examination of the Head and Neck for Dental Health Care Providers"

3 CE Credits
This course is designed for Dentists and Staff.

The word “diagnosis” is derived from Greek and it is literally translated “through knowledge.” This half-day presentation is designed to reacquaint the oral health care provider with an organized approach to the physical examination of the head and neck. Diagnosis is the key to patient care, and no therapeutic skill can compensate for an inability to adequately assess and evaluate a patient. A system, therefore, must be developed in both the history taking and clinical examination to minimize the possibility of missing the underlying pathologic condition. Clinicopathologic correlations will be used to supplement principles of physical diagnosis.

You will learn:
- a systematic approach for taking a history
- tips for a thorough clinical examination
- to improve documentation of your findings

Theresa Gonzales, DMD, MS, MSS was recently selected to serve as the Executive Director of the American College of Dentists. In 2013, she retired from the United States Army Dental Corps after a long and distinguished career in active federal service to this Nation. Theresa graduated Magna Cum Laude from the College of Charleston with a B.S. in Biology and received her DMD from the Medical University of South Carolina.
FRIDAY, NOVEMBER 8, 2019

Leo Malin, DDS
8:30am – 12:30pm / 1:30pm – 4:30pm

“Implant Dentistry from Diagnosis to Final Restorations”

7 CE Credits
This course is designed for Dentists and Staff.

This presentation will explore the entire process of implant dentistry from diagnosis to final restorations, in both simple and complex cases. The presentation will address implant dentistry's historic challenges and provided simple solutions to those challenges.

Upon completion of this course participants will be able to:
- Understand how to define clinical success and achieve that success.
- Discuss the keys to long-term bone and tissue health of the dental implant and its restoration.
- Learn surgical and restorative protocols for predictable placement control and successful restorative outcomes.
- Understand how digital dentistry can be used to improve clinical outcomes.
- Explore implant economics in clinical practice.

Leo Malin, DDS is a highly respected dentist and leader in implantology. As Chief Customer Officer of Implant Logistics, Dr. Malin is responsible to ensuring a superior customer experience through doctor customer education and support. Dr. Malin received his DDS degree from Marquette University in 1991.
The Dental Society of Western PA is an ADA CERP recognized provider approved by 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 or instructors, nor does it imply acceptance of credit hours by boards of dentistry. Concerns or complaints about CE provider may be directed to the provider or to ADA CERP at www.ada.org/cerp.

Approved PACE Program Provider
FAGD/MAGD Credit
Approval does not imply acceptance by a state or provincial board of dentistry of AGD endorsement.
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Reserve your rooms now at Nemacolin
Chateau - $239+tax (per night)
Townhouse - $219+tax (per night)
Lodge - $189+tax (per night)
Reservations can be made by calling 1-866-344-6957/option 3.
Reference the Dental Society or 3Rivers Dental Conference for group rates.

ENJOY:
15% discount on all resort activities including golf, spa, and shooting
(excluding lady luck)
15% discount on merchandise purchased in Nemacolin Retail Shoppes
(excluding Hardy Family Art Collections items and Hardy & Hayes)

*To receive your discount you must mention it at the time of purchase to assure you receive it
**2018 3Rivers Dental Conference**

**Registration Form**

Nemacolin Woodlands Resort  
1001 Lafayette Drive, Farmington, PA 15473  
November 7 & 8, 2019 (Thursday & Friday)

One Registrant Per Form – Please Photocopy for any additional  
REGISTRATION DEADLINE – SEPTEMBER 30, 2019 (AFTER THIS DATE CALL FOR AVAILABILITY)  
NO PASSPORT FEE INCREASE FOR 2019

Name: ___________________________  
Address: ___________________________________________________________  
City: __________________ State: _______ Zip: ___________  
Phone: __________________ E-Mail: ___________________________________________  

Please circle:  
DENTIST  HYGIENIST  ASSISTANT  STAFF  SPOUSE

**Wednesday – BOTH COURSES FREE TO DOCTORS & STAFF WITH DOCTOR PURCHASE OF A 2-DAY PASSPORT**  
4:00pm – 5:30pm – “The Top 5 Things that are Sabotaging your Hygiene Department”  
5:30pm – 7:00pm – “Peri-Implantitis”  

**Thursday Only Passport**  
ADA Member Dentist $309  
Non-Member Dentist $459  
Staff $209  

**Additional Lunch Tickets** $50  
Pinot and Paint Art Class $60  
***Cocktail Party $30 (ticketed event)

**Friday Only Passport**  
ADA Member Dentist $309  
Non-Member Dentist $459  
Staff $209  

**Additional Lunch Tickets** $50

**2-Day Passport**  
ADA Member Dentist $479  
Non-Member Dentist $729  
Staff $319  

**Additional Lunch Tickets** $50 per day  
***Cocktail Party $30 (ticketed event)

**Registration fees include: Continental Breakfast & Lunch for attendees only. Guest/Spouse tickets available for purchase.  
***Cocktail Party is NOT included in Registration Fee. Tickets must be purchased for this event.**

***Please indicate course(s) you plan to attend:***  
THURSDAY: Dr. Josh Austin/AM Dr. Josh Austin/PM Dr. Charles Blair/AM Dr. Charles Blair/PM  
Annual Business Meeting  
WCCC Informative Poster Presentations  
FRIDAY: Dr. Leo Malin/AM Dr. Leo Malin/PM Dr. Theresa Gonzales/AM Dr. Theresa Gonzales/PM

Payment may be made via check or credit card  
Make checks payable to: Dental Society of Western PA

Credit Card # ___________________________ Exp. Date: ___________ CVV: _________

Name & Address on card: ____________________________________________________________

Mail completed for with payment to:  
Dental Society of Western Pennsylvania, 900 Cedar Avenue, Pittsburgh, PA 15212  
Phone: 412-321-5810  Fax: 412-321-7719  e-mail: threekerdental@verizon.net  website: www.dswp.org  
USE THIS LINK TO REGISTER ONLINE: https://ebusiness.ada.org/login/loginpo3.aspx?returnURL=/Meetings/DefaultPo3.aspx&PO3ORGAPICODE=PAWPA0076E76\