



# MEMBERSHIP *matters*

February 2014

2014 Oregon Dental Conference®

April 3–5 | Oregon Convention Center—Portland

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# MEMBERSHIP *matters*



Official publication of the Oregon Dental Association in support of its core purpose to advance the dental profession and promote the highest standard of oral health and oral health care.



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PO Box 3710, Wilsonville OR 97070  
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Membership Matters (ISSN 1082-4111) is published monthly (except July) by the Oregon Dental Association, 8699 SW Sun Pl, Wilsonville, OR 97070. All statements of opinion and of alleged fact are published on the authority of the writer under whose name they appear and are not to be regarded as the views of the ODA or its subsidiaries or affiliates. Subscription to *Membership Matters* is a member benefit of the Oregon Dental Association. The annual subscription rate for nonmembers is \$40. Single copies may be purchased for \$5 each.

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Periodicals postage paid at Wilsonville, Oregon, and at additional mailing offices. POSTMASTER: Send address changes and all correspondence to: Membership Matters, PO Box 3710, Wilsonville, Oregon 97070-3710; 503.218.2010 or 800.452.5628 (toll-free in Oregon).

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April 3–5

Oregon Convention Center,  
Portland



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REGISTER  
TODAY! Preregistration  
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Download the ODC app. Also available by searching for 'Oregon Dental Conference' in the app store on your Apple or Android device.



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Chair of the  
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## CONTACT US

### Letters to the Editor

Letters to the editor are welcomed.  
All letters and other submissions  
to this publication become the  
property of the Oregon Dental  
Association. Send submissions to:

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Are you interested in contributing  
to Membership Matters?

For more information, please  
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## Oregon Dental Association

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Dentistry's Professional Social Network

### Twitter

Follow ODA President, Judd R. Larson, DDS: @ODAPrez

**Blog** [www.TheToothOfTheMatter.org](http://www.TheToothOfTheMatter.org)

- MAR 7** 8:00 AM **Leadership Seminar** (ODA)
- MAR 8** 8:00 AM **Board of Trustees meeting** (ODA)
- APR 3-5** **Oregon Dental Conference**  
(Oregon Convention Center—Portland)
- APR 6** 9:00 AM **Board of Trustees meeting**  
(DoubleTree Hotel By Hilton—Portland)
- MAY 31** 7:30 AM **Board of Trustees meeting** (Salishan)
- JUL 11-12** **Oregon Mission of Mercy V** (Salem)
- JUL 25** 10:00 AM **Board of Trustees meeting** (Medford)
- SEP 5-6** **ODA House of Delegates** (Riverhouse—Bend)
- SEP 26** 9:00 AM **Board of Trustees meeting** (Portland)
- NOV 1** 8:00 AM **Board of Trustees meeting** (ODA)

## ODA CALENDAR EVENTS & MEETINGS

For more information  
on these and other  
upcoming events, visit  
[www.oregondental.org](http://www.oregondental.org), and  
click 'Calendar' at the top  
of the page or call  
ODA at 503.218.2010.



# SALEM

Mission of Mercy V  
July 11-12, 2014  
Chemeketa Comm. College  
Registration now open!

<http://www.rsvpbook.com/2014OrMOM>



## COMPONENT CE CALENDAR

compiled by Mehdi Salari, DMD  
Send your component's CE courses  
to [bendsalari@yahoo.com](mailto:bendsalari@yahoo.com).

**FRI, MAR 7** Central Oregon **CE HRS: 6**  
**Critical Assessment of Dental Composite, Adhesive, Light Curing & Ceramic Technology** Jack Ferracane, PhD  
**LOCATION:** Redmond (Eagle Crest Resort)  
**INFO:** [www.centraloregondentalsociety.org](http://www.centraloregondentalsociety.org)

**TUES, MAR 11** Marion & Polk **CE HRS: 2**  
**Evaluating the Need for Soft Tissue Augmentation: Guidelines and Materials** Sunny Drake, DMD, MS, Periodontist  
**LOCATION:** West Salem (Roth's)  
**INFO:** [www.mpdentalce.com](http://www.mpdentalce.com), [mpdentalce@qwestoffice.net](mailto:mpdentalce@qwestoffice.net)

**TUES, MAR 11** Southwestern Oregon **CE HRS: 1.5**  
**Oral Surgical Update** Dr. Scott Roberts  
**LOCATION:** Coos Bay (Red Lion Hotel)  
**INFO:** Dr. Roger Sims, [roger@rgsims.com](mailto:roger@rgsims.com)

**TUES, MAR 11** Washington County **CE HRS: 1.5**  
**How to Maximize the Profitability of your Practice** Kristi Harris, CPA and Mike Smith, CPA, MS  
**LOCATION:** Beaverton (Stockpot Broiler)  
**INFO:** [www.wacountydental.org](http://www.wacountydental.org), [wcdskathy@comcast.net](mailto:wcdskathy@comcast.net)

**FRI, MAR 14** Lane County **CE HRS: 4**  
**Bisphosphonates and Related Complications** Dr. Sean Benson and Dr. Mark Engelstad  
**LOCATION:** Eugene (Valley River Inn)  
**INFO:** [www.lanedentalsociety.org/programs](http://www.lanedentalsociety.org/programs)

**TUES, MAR 18** Clackamas County **CE HRS: 1.5**  
**Finance** Jake Paltzer  
**INFO:** [www.clackamasdental.com](http://www.clackamasdental.com)

**WED, MAR 19** Multnomah **CE HRS: 1**  
**Smoking Cessation** Todd Beck, DMD  
**LOCATION:** Portland (McMenamin's Kennedy School)  
**INFO:** [www.multnomahdental.org](http://www.multnomahdental.org), [lora@multnomahdental.org](mailto:lora@multnomahdental.org)

**SAT, MAR 29** Southern Oregon **CE HRS: 4**  
**Pharmacology in Dentistry Update** John Smith, PhD  
**LOCATION:** Medford (Smullin Center)  
**INFO:** [www.sodsonline.org](http://www.sodsonline.org)

**TUES, APR 22** Clackamas County **CE HRS: 1.5**  
**Ergonomics**  
**INFO:** [www.clackamasdental.com](http://www.clackamasdental.com)

**TUES, MAY 13** Marion & Polk **CE HRS: 2**  
**Infectious Diseases Risk Management in the Dental Setting** Pat Preston, MS  
**LOCATION:** West Salem (Roth's)  
**INFO:** [www.mpdentalce.com](http://www.mpdentalce.com), [mpdentalce@qwestoffice.net](mailto:mpdentalce@qwestoffice.net)

**TUES, MAY 13** Southwestern Oregon **CE HRS: 1.5**  
**Prosthodontic Update** Dr. Larry Over  
**LOCATION:** Coos Bay (Red Lion Hotel)  
**INFO:** Dr. Roger Sims, [roger@rgsims.com](mailto:roger@rgsims.com)

**TUES, MAY 13** Washington County **CE HRS: 1.5**  
**Endo Potpourri: What's up 2014?** Dr. Tuong N. Nguyen  
**LOCATION:** Beaverton (Stockpot Broiler)  
**INFO:** [www.wacountydental.org](http://www.wacountydental.org), [wcdskathy@comcast.net](mailto:wcdskathy@comcast.net)

**WED, MAY 21** Multnomah **CE HRS: 1**  
**Table Clinics**  
**LOCATION:** Portland (Multnomah Athletic Club)  
**INFO:** [www.multnomahdental.org](http://www.multnomahdental.org), [lora@multnomahdental.org](mailto:lora@multnomahdental.org)

**TUES, MAY 27** Clackamas County **CE HRS: 1.5**  
**Diagnostic Injections** Dr. Kim Wright  
**INFO:** [www.clackamasdental.com](http://www.clackamasdental.com)

# Organize and Revitalize Yourself at the ODC



Barry J. Taylor,  
DMD, CDE

## ENCOURAGE YOU TO PAUSE FOR A MOMENT

and reflect on your enthusiasm level and interest in your profession. Is it as strong as the day that you graduated from dental school? If your answer is no, you are not alone. There are many situations that a dentist may find himself or herself in, which result in that “no” answer. For example:

- You’re an associate in a private office, and you don’t feel like you are as busy as you thought you would be.
- You’re an established practitioner, and you don’t feel as though your business is as vibrant as it was five years ago.
- You work in a large group practice, and the practice of dentistry has become too routine and boring.

Financial pressures, issues with employees, and challenging patient care cases can all take a toll on us—until we wake up one morning and realize that we really aren’t enjoying our profession the way we once did.

## Our Own Worst Enemies

As Dr. Sean Stephenson, the Friday morning keynote speaker at the upcoming Oregon Dental Conference states, “self-sabotage is quite possibly the number one cause of stress in the workplace.”

Simply put, we can be our own worst enemies. We can let the trials and tribulations of everyday life weigh us down, preventing us from feeling the enthusiasm we once did and performing our jobs with the gusto that our patients—and we—deserve.

## An Opportunity through Education

The Oregon Dental Conference offers a great opportunity to help revitalize our passion for dentistry. Attending the conference can open you to many new things in the industry, and renew your depleted professional energy.

This year, instead of simply gravitating to the required courses and calling it a day, let yourself enroll in at least one course outside of your normal practice area—you may be

surprised at how stepping out of your comfort zone can elevate your practice. You might think you know everything there is to know about communicating with patients, but are you sure? Taking a practice management course could be an eye-opening experience indeed.

As the new year is now fully underway, make a commitment that 2014 is the year you will go beyond simply fulfilling your minimum required CE. Look to participate in education as a means of reinvigorating your daily practice.

## Beyond the Classroom

In addition to the wealth of classroom knowledge, the ODC provides you with a chance to connect with various professional organizations. This is yet another way to remind you of all that is good about dentistry. Community service opportunities abound from the Tooth Taxi, Medical Teams International, Creston Children’s Clinic and more. Sign-ups for this year’s OrMOM, to be held July 11–12 in Salem, will also be available.

Local component societies are also great resources for dentists looking for new ways to stay vibrant and vital within the profession. You can also give blood in the American Red Cross blood drive, helping others outside of the dental profession.

## Make it Happen for You This Year

The ODC is also a great time to reconnect with your classmates, friends, and colleagues. Spend time to really take in all that is available in the exhibit hall, and visit the professionals that you work with every day, while remaining open to new ideas. Attend a special event such as the New Dentist Reception, the President’s Party, or the OHSU School of Dentistry Alumni Luncheon.

I believe firmly that by approaching the Oregon Dental Conference as something more than just a weekend to cross off required tasks from your list, you will be rewarded many times over. ●

Barry J. Taylor, DMD, CDE, is editor of *Membership Matters*. He can be reached via email at [barrytaylor1016@gmail.com](mailto:barrytaylor1016@gmail.com).

*The opinions expressed in this editorial are solely the author’s own, and do not reflect the views of the Oregon Dental Association or its affiliated organizations.*



# Dentistry: Where **Art** **Science** Meet



## 2014 Oregon Dental Conference®

April 3–5

Oregon Convention Center—Portland

*The 2014 Oregon Dental  
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on Twitter: **@ODAPrez**

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**#2014ODC**

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**Larry R. Franz, DMD**

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**Steven A. Gold, DDS**

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**Gary R. Templeman, DDS**

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*Thank you AMC  
members, for your  
dedication to the  
2014 ODC!*

**Register by March 3, 2014 for Early Bird Pricing!**

Register online at [www.oregondental.org](http://www.oregondental.org) or use the form on page 43.

# Thank you to our 2014 ODC Sponsors!

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## The 2014 Oregon Dental Conference®

is the 122nd annual session of the Oregon Dental Association (ODA) and marks the association's 17th year at the Oregon Convention Center. The conference is the concurrent meeting of the ODA, the Oregon Academy of General Dentistry (OAGD), the Oregon Academy of Pediatric Dentistry (OAPD), the Oregon Dental Assistants Association (ODAA), the Oregon Dental Executives' Association (ODEA), the Oregon Dental Hygienists' Association (ODHA), the Oregon Society of Oral & Maxillofacial Surgeons (OSOMS), the Oregon Society of Periodontists (OSP) and the Oregon State Association of Endodontists (OSAE), as well as a place for laboratory technicians from throughout the Northwest to meet.

**ADA CERP** **ADA CERP®** Continuing Education Recognition Program

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## Don't Miss these Events

- **Keynote Address by Sean Stephenson, PhD**  
**Get Off Your "But": No More Fears, Excuses, or Insecurities!**

Friday, April 4, 7:30–8:30 AM

*Self sabotage is quite possibly the number one cause of stress in the workplace. In his presentation, Dr. Sean Stephenson addresses the psychological, social, and environmental issues that contribute most to self sabotage. Through the use of hilarious and heartfelt stories, playful activities, and immediately applicable life skills, Dr. Stephenson challenges an audience to step outside their comfort zone and grow.*



- **Trade Show Grand Opening Reception** Thursday, April 3, 3:30–6:30 PM

*Take a "Tour of the Pacific Northwest" and sample the area's best wines and beers. Enjoy tasty food and drinks while networking with your colleagues and shopping in the exhibit hall. You can also win one of two fabulous prizes. Drink and drawing tickets will be distributed at the conclusion of Thursday's classes, and the drawings will take place between 5:30 and 6 pm.*

- **ODC New Dentist Reception** Friday, April 4, 4–6 PM

*Enjoy great music and hors d'oeuvres while visiting with colleagues and the exhibitors after a day of courses. While this is a great opportunity for those dentists who have been practicing for 10 years or less to network, everyone is welcome and encouraged to attend.*

- **President's Party** Friday, April 4, 6–10 PM

*Join Dr. Judd Larson, President of the ODA, for dinner and a disco party at the Oregon Square Courtyard (new venue, across from the DoubleTree, protected from the elements by an enclosed tent). Portland's ultimate dance and show band, 5 Guys Named Moe, will perform a playlist that will keep you dancing till you drop! Disco attire is encouraged but not required. (Tickets are available for purchase with registration, \$35/person.) All are invited! Graciously sponsored, in part, by ODS.*



Kent Burnett, DDS

## Chair of Annual Meeting Council seeks opportunities to make ODC bigger, better

By Melody Finnemore



**A S A LONGTIME PARTICIPANT IN THE OREGON DENTAL CONFERENCE,**

Kent Burnett, DDS, has relished the opportunity to see it grow and improve over the years. As chair of the Annual Meeting Council for the past year, Dr. Burnett says he and the other council members have enjoyed watching attendance numbers grow as the caliber of conference speakers has improved.

"I've attended just about every Oregon Dental Conference since 1998, and the conference has gotten bigger each year. More and more classes are offered, and the exhibit hall seems to be getting bigger," said Dr. Burnett, a Corvallis general dentist.

"I think one thing that's really improved is that we're getting remarks from people saying they have too many choices, and that's always a nice complaint," he added, noting the Annual Meeting Council's goal is to ensure all attendees receive the biggest bang for their buck. "We've been trying to develop a good, rounded speaker lineup, so that we have an interest for everyone."

Dr. Burnett joined the council about a decade ago at the urging of former ODA president, **Jan Peterson, DMD**, now a retired Corvallis practitioner who chairs ODA's Access to Care Committee. Dr. Burnett had been involved in the Southern Willamette Dental Society and discovered he enjoyed participating in organized dentistry for several reasons.

"I enjoyed getting to know the other dentists in the community, and I felt like I was associating with a lot of really

good dentists," he said. "I'm quite proud of all the dentists in the area, because they are all working really hard to put out good dentistry."

Another motivation was the realization that he needed to get involved in organized dentistry so that he could help guide his profession's direction.

"Organized dentistry, I thought, was a worthy goal to protect our interests from people who would like to change the profession," Dr. Burnett said. "If we don't unite in one voice, legislators are going to start making policies for us that won't be in our best interest."

As he became more involved with the Annual Meeting Council, Dr. Burnett quickly discovered that while volunteering for the committee took a fair amount of work, it also involved a good amount of fun, and he enjoyed getting to know his fellow council members. And, he's among the first to evaluate the success of the ODC each year.

"During our first meeting after the conference, we get to see the attendance numbers, and we get to see what people have said about it, so it's always exciting to see if the numbers have improved and see what people have to say about it," he said. "We really like the feedback, and that gives us an opportunity to improve things for the next year." ●

Melody Finnemore is a freelance writer for ODA and a partner in Precision Communications ([www.precisionwords.com](http://www.precisionwords.com)). She can be reached at [precisionpdx@comcast.net](mailto:precisionpdx@comcast.net).

Photos courtesy of Dr. Burnett



## ABOUT DR. BURNETT

Dr. Burnett said he became a dentist because he enjoyed art and working with his hands, and also wanted a career that would afford him a decent living. He decided to become a dentist because it would provide him with a skill that he could constantly strive to perfect.

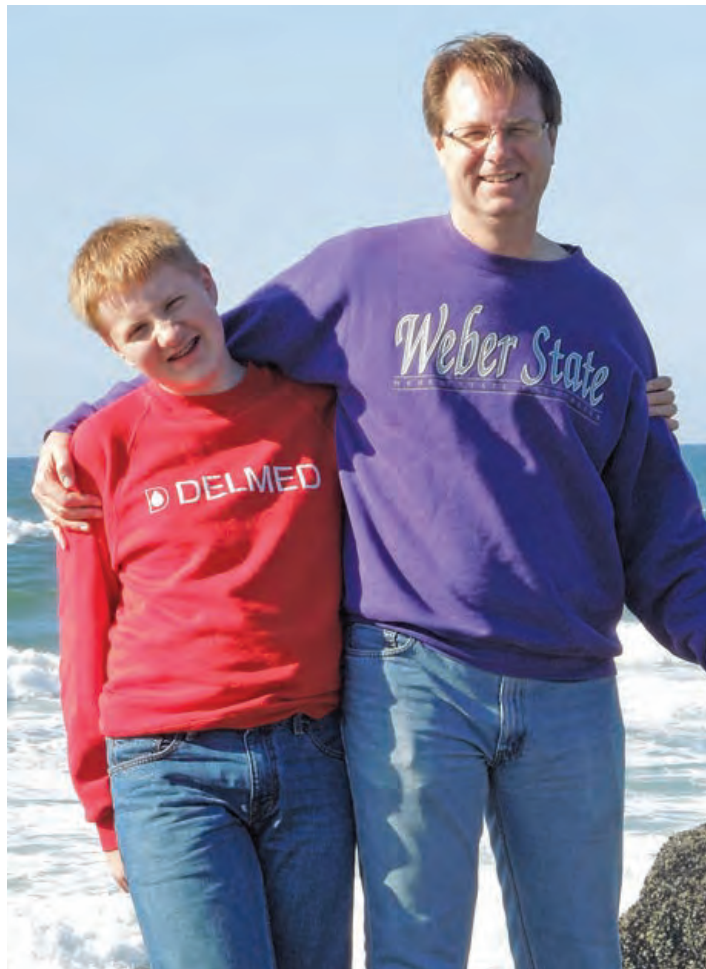
He earned his undergraduate degree from Weber State University in Utah, and graduated from Case Western Reserve University School of Dental Medicine in 1994. He worked for a year at St. Elizabeth's Medical Center in Ohio, then spent three years practicing dentistry for the Confederated Salish and Kootenai Tribes in Montana.

Dr. Burnett was born in Montana, and grew up on the reservation that eventually would hire him as its dentist. He spent summers visiting family there, and, ultimately, it was a family friend who let him know about the job opening.

"As a matter of fact, my first assistant I had on the reservation had helped take care of me when I was a baby," he said. "It was kind of fun getting to know everyone there. I had extended family who lived on the reservation, and it was fun getting to know people my mom had gone to school with."

Dr. Burnett and Suzanne, his wife of 26 years, moved to Oregon because its mild climate better accommodated their love of gardening. Dr. Burnett worked at Oregon Dental Care in Eugene for three years before establishing his Corvallis practice in 2001. He is affiliated with the ADA, Academy of General Dentistry, Southern Willamette Dental Society, Academy of Dental Sleep Medicine, and the Exploring Excellence Study Club.

He and Suzanne have a son, William, who is 15 and a Boy Scout. In his free time, Dr. Burnett enjoys volunteering for William's troop. "I wasn't an Eagle Scout, so I'm trying to learn all of that now," Dr. Burnett said with a laugh. ●



Lane County Dental Society presents

Sean A. Benson, DDS  
&  
Mark Engelstad, DDS, MD, MHI



### Bisphosphonate Therapy: Relative risk, and treatment planning from a surgical and restorative perspective

Friday, March 14, 2014 8:00 a.m. – 12:30 p.m. – breakfast included  
Valley River Inn, 1000 Valley River Way Eugene - 4 CE credits

Non-Member Dentists \$200 - Dental Staff \$60 - Students/Nonprofit Staff \$30  
Free Tuition for Lane County Dental Society Members/Associate Members

Recommended for all oral health care providers,  
including general dentists, specialists, hygienists and staff members.  
Conflict of Interest Disclosure: None

This lecture will review and discuss contemporary bisphosphonate therapy in medicine, and its impact on clinical dentistry. Bone physiology, and pharmacodynamics will be reviewed. Risk assessment, and treatment planning from the surgical and restorative perspective will be discussed. Case examples will be used for the discussion and treatment planning portions of presentation.

#### LEARNING OBJECTIVES

- After the presentation attendees should be able to:
- Discuss indications and routes of bisphosphonate therapy currently used today
- Describe what risk factors influence risk assessment
- Determine relative risk as it relates to bisphosphonate therapy, and clinical dentistry
- Treatment plan or refer based on risk assessment
- Identify signs and symptoms Bisphosphonate Related Osteonecrosis of Jaw
- Inform patients of risk/benefit of treatment options as they relate to bisphosphonate therapy

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Lane County Dental Society is designated as an Approved PACE Program Provider by the Academy of General Dentistry. The formal continuing education programs of this program provider are accepted by AGD for Fellowship, Masterhip and membership maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of AGD approval extends from 1/15/2010 to 1/14/2014. (Renewal pending.)

#### Cancellation and Refund Policy:

Full refunds are provided for cancellation and refund requests made by telephone or email to LCDS at least two business days prior to the program date. Registered LCDS members who do not attend or cancel will be charged a no-show fee of \$35.00.

Register online at: [lanedentalsociety.org/programs](http://lanedentalsociety.org/programs)

For more information contact LCDS at (541) 686-1175 or [info@lanedentalsociety.org](mailto:info@lanedentalsociety.org)

# Schedule of Events

## THURSDAY, APRIL 3

- 7 AM – 6 PM Registration Open
- 7 AM Pierre Fauchard Academy Breakfast
- 9 AM – 4:30 PM Scientific Sessions
- 12 – 6:30 PM Trade Show Open
- 12:15 PM American College of Dentists Luncheon, Red Lion Hotel
- 3:30 – 6:30 PM Trade Show Grand Opening Reception, Exhibit Hall
- 6:30 – 10 PM ODA Presidents' Dinner, Embassy Suites Downtown (by invitation only)

## FRIDAY, APRIL 4

- 7 AM – 6 PM Registration Open
- 7:30 – 8:30 AM Opening General Session
- 9 AM – 5 PM Scientific Sessions
- 10 AM – 6 PM Trade Show Open
- 10 AM – 2:30 PM Red Cross Blood Drive, Exhibit Hall
- 12 NOON OSAE Luncheon
- 4 – 6 PM New Dentist Reception, Exhibit Hall
- 6 – 10 PM President's Party, Oregon Square Courtyard

## SATURDAY, APRIL 5

- 7 AM – 1 PM Registration Open
- 7 AM International College of Dentists Breakfast, DoubleTree by Hilton Portland
- 7 AM OAGD Board Meeting
- 8 AM – 4 PM Scientific Sessions
- 9:30 AM – 1 PM Trade Show Open
- 9:30 AM – 1 PM Red Cross Blood Drive, Exhibit Hall
- 11:30 AM OHSU Alumni Luncheon
- 11:30 AM OSOMS Luncheon
- 1 – 4 PM ODHA Board of Trustees Meeting

# Important Dates & Deadlines

- MARCH 3 Preregistration Deadline** Preregister by March 3, to receive a tuition discount and conference materials prior to ODC.
- MARCH 10 Hotel/Lodging Cut-off** Discounted ODC rates are available at multiple hotels through March 10.
- MARCH 20 Course Handouts Online** Course handouts will be available online at [www.oregondental.org](http://www.oregondental.org) two weeks prior to the conference. Handouts will not be printed for distribution on-site. If you wish to have ODC handouts available for reference during courses, please be sure to download them in advance.
- MARCH 21 Cancellation/Refund Deadline** All refund and cancellation requests must be submitted in writing. If cancellation occurs after preregistration materials have been mailed, badge(s) must be returned with the written request. A \$50 handling fee will be charged for all refunds. Refund requests will not be granted, for any reason, after 11:59 PM on March 21, 2014.
- MARCH 21 Mail/Fax Registration Closed** Anyone registering after March 21 must register online or on-site in Pre-Function A of the Oregon Convention Center.
- APRIL 3–5 On-site Registration** Registration will be available, at the Oregon Convention Center, in Pre-Function A from 7AM–6PM on Thursday and Friday; 7AM–1PM on Saturday. Dentists who are not members of ODA will need to show their ADA card to receive the ADA member rate.

# Lodging

The following hotels have special ODC rates that are available on a first-come, first-serve basis until March 10, 2014. For reservations, please call the hotel directly. Travel

Portland prioritizes requests for future conference dates depending on the total hotel rooms used by conference attendees. All conference attendees are encouraged to spend at least one night at a Downtown/NE Portland hotel.

When making reservations, please mention that you are attending the Oregon Dental Conference® and make sure to mark your housing plans on your registration form.



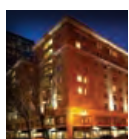
## OFFICIAL 2014 ODC HEADQUARTERS HOTEL

DoubleTree by Hilton Hotel Portland

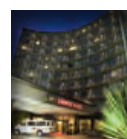
1000 NE Multnomah Blvd, Portland, OR 97232  
[www.Portland.DoubleTree.com](http://www.Portland.DoubleTree.com) • 800.996.0510

Room Rate: \$157 Online code: OD4

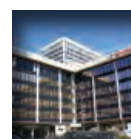
Just two stops away on the MAX line, the DoubleTree by Hilton Hotel Portland is the headquarters hotel for the ODC.



**EMBASSY SUITES HOTEL  
DOWNTOWN PORTLAND**  
[www.embassyportland.com](http://www.embassyportland.com)  
 503.279.9000



**CROWNE PLAZA HOTEL  
DOWNTOWN/CONV. CTR.**  
[www.cpportland.com](http://www.cpportland.com)  
 503.233.2401



**RED LION HOTEL  
PORTLAND/CONV. CTR.**  
[www.redlion.com](http://www.redlion.com)  
 503.235.2100





*"The margins are impeccable and I have much more control over the final restoration. However, the most surprising thing has been the reaction of our patients; they absolutely love it."*

Brian Westover DMD  
West Linn, OR

**PLANMECA** | PlanScan  
3D TECHNOLOGY

## OHSU School of Dentistry Alumni Association ANNUAL AWARDS LUNCHEON

**WHEN** Saturday, April 5  
11:30 AM – 1 PM (doors open at 11 AM)  
Oregon Convention Center

**COST** \$40 per person

**REGISTER** 503.552.0745 or [www.ohsu.edu/sod/alumni](http://www.ohsu.edu/sod/alumni)

**Reunions! Awards! Celebration!** Join your alumni family to recognize the recipients of the School of Dentistry Alumni Association's premier awards, reminisce with classmates, and catch the latest updates on the imminent move to the dental school's new home.

Graduates from the DMD and RDH reunion classes ending in a "4" or a "9" (2009, 2004, 1999, etc) will be honored. Alumni from the class of 1964 and earlier, as well as the class of 2013, are admitted to the lunch at no charge as guests of the Alumni Association.

 **SCHOOL OF DENTISTRY  
ALUMNI ASSOCIATION**  
Oregon Health & Science University

*Advanced registration  
is required.*

## Trade Show Grand Opening Reception



**THURSDAY, APRIL 3**  
3:30 – 6:30 PM

Take a "Tour of the Pacific Northwest" and sample the area's best wines and beers. Enjoy tasty food and drinks while networking with your colleagues and shopping in the exhibit hall. **Win one of two fabulous prizes.**  
*Need not be present to win.*

## DENTAL FOUNDATION OF OREGON

### MOTOR MOUTH CAR

*Your chance to win a 2014 50th anniversary edition of the Ford Mustang, and support DFO programs, like the Tooth Taxi!*

**PLUS ONE \$500 CASH DRAWING ON  
FEBRUARY 14, 2014.**

*Cash winner will still be eligible for the car drawing.*



**COST: \$100 PER TICKET**

#### PURCHASE TICKETS

Online: [www.SmileOnOregon.org](http://www.SmileOnOregon.org)

At ODC: Exhibit Hall Entrance Aisle

Phone: Judy Edgerly at 503.594.0880

*The winning ticket will be drawn at approximately 12:45 PM in the Exhibit Hall on Saturday, April 5, 2014. Participants need not be present to win. Only 1,000 tickets will be sold.*



### WALL OF WINE

**COST** \$20 per bottle

The popular Wall of Wine is back and bigger than ever! For \$20 you get to choose any bottle of wrapped wine from the Wall of Wine display.

Wines range in value from \$15 to \$100 with several bottles worth much, much more.



*Games of chance are not considered a tax deductible donation under IRS regulations.*



**PRODUCT DEMONSTRATIONS**

Check out the Product Demonstration area during lunch hours for a showcasing of the latest and enhanced dental products on the market.

*Demonstrations are not eligible for continuing education credits.*

**FREE MASSAGES!**

Stop by, during exhibit hall hours, and put your feet up on a foot-massager for a quick treat, or get a complimentary 10-minute head and neck massage by a trained masseur.

**TRADE SHOW RAFFLE**

Spend your lunch shopping in the Exhibit Hall. Not only will you come away with some great purchases, but you could walk away with some amazing raffle prizes.

**AMERICAN RED CROSS BLOOD DRIVE**

**FRIDAY, APRIL 4** 10 AM – 2:30 PM

**SATURDAY, APRIL 5** 9:30 AM – 1 PM

*Help Save a Life* by donating blood at the ODC. The American Red Cross will be holding a blood drive in Exhibit Hall B, across from the attendee massage area. Appointments are strongly recommended and can be made online, starting February 13, at [www.redcrossblood.org](http://www.redcrossblood.org).

Sponsor Code: oregondental

**ODC NEW DENTIST RECEPTION**

**FRIDAY, APRIL 4** 4 – 6 PM

Enjoy great music and hors d'oeuvres while visiting with colleagues and the exhibitors after a day of courses. While this is a great opportunity for those dentists who have been practicing for 10 years or less to network, everyone is welcome and encouraged to attend.

**CRACK THE CODE**

During Exhibit Hall hours, play “Crack the Code,” via the 2014 ODC Mobile App. Ask each exhibitor you visit for their “Game Code,” and enter it underneath their company name to earn points. The top point earner(s) will win a fabulous prize!

**OHSU STUDENT TABLE CLINIC COMPETITION**

**SATURDAY, APRIL 5** 10 AM – 1 PM

Join OHSU School of Dentistry students as they compete for cash prizes with tabletop demonstrations focusing on either clinical application and technique or basic science and research.

*Sponsored by the Oregon Dental Association and Dentsply.*

# Exhibit Hall Hours

Thursday, April 3 12 NOON – 6:30 PM

Friday, April 4 10 AM – 6 PM

Saturday, April 5 9:30 AM – 1 PM

*Start making a list now of what you need in your office.*

*We encourage you to buy from the exhibitors—  
they support your association!*

**Explore the Exhibit Hall.** Socialize with an array of vendors while enjoying the special events and activities planned each day.



**ODA Member**  
*Art Show*

**Don't miss the return of this ODC favorite showcasing the artistic talent of ODA member dentists!**

Art categories include:

- oils
- acrylics
- watercolors
- sculptures/wood carvings
- photography
- ink/pencil drawings

**Interested in  
Showing Your Art?**

Download an entry form at  
[www.oregondental.org](http://www.oregondental.org) and return  
to the ODA by March 3, 2014.



COURSE TITLE	COURSE CODE	CE CREDITS	PRESENTER(S)	TIME	GROUP	DENTIST	HYGIENIST	ASSISTANT	OFFICE MGR.	LAB TECH
<b>Thursday - Morning Courses</b>										
Evidence-Based Esthetics: Smile Engineering for All Team Members*	4102	3	Berkman	9 am - 12 pm	ODA	D	H	A	OM	LT
Record Keeping from the Board's Perspective	4104	1.5	Braatz/Kleinstub	9 - 10:30 am	ODA	D	H	A	OM	
How to Stay Out of Trouble with the Oregon Board of Dentistry	4105	1	Braatz/Kleinstub	11 am - 12 pm	ODA	D	H	A	OM	
Enhanced Oral Cancer Detection: Guide Your Practice to Thrive While Saving Lives!	4106	3	Bregman	9 am - 12 pm	ODA	D	H	A	OM	
Think Outside the Mouth: Treatment Planning for Nonsurgical Periodontal Treatment	4108	3	Davis	9 am - 12 pm	ODA	D	H	A	OM	
What Is a Click?	4110	3	Droter	9 am - 12 pm	ODA	D	H	A	OM	LT
Pharmacologic and Dental Treatment Considerations	4112	3	Eshenaur Spolarich	9 am - 12 pm	ODA	D	H	A		
Technology in Your Dental Practice—Part 1	4114	3	Feuerstein	9 am - 12 pm	ODA	D	H	A		
How Thinking Like a Garbageman Can Increase Morale, Productivity in Your Office	4116	3	Kaufman/LeMay	9 am - 12 pm	ODEA	D	H	A	OM	LT
Infection Control with a Twist	4117	3	Kelsch	9 am - 12 pm	ODHA	D	H	A	OM	LT
Bonded Indirect Restorations—Part 1	4119	3	Kessler	9 am - 12 pm	ODA	D		A		LT
Office Managers: Doctoring Up the Practice with QuickBooks	4121	3	Loter-Koch	9 am - 12 pm	ODA	D			OM	
Staying Heart Healthy in Today's Hectic World	4122	1.5	Mays	10:30 am - 12 pm	ODA	D	H	A	OM	LT
New Horizons in Endodontics—Lecture	4124	3	Nasseh	9 am - 12 pm	ODA	D				
The Art of Exquisite Anterior, Posterior, Single and Multiple Unit Provisionals	4125	3	Pace Brinker	9 am - 12 pm	ODA	D	H	A	OM	LT
Alternative Medications and Their Impact on Patient Care	4126	3	Paunovich	9 am - 12 pm	ODAA	D	H	A		
CPR for the Health Care Provider*	F5003	3.5	Vaughan	9 am - 12:30 pm	ODA	D	H	A	OM	LT
Precision, Productivity and Profitability of Implant Prosthetics in Private Practice*	4131	3	Vogel	9 am - 12 pm	ODA	D	H	A		LT
<b>Thursday - Afternoon Courses</b>										
Medical Emergency Update	4101	4	Beadnell/Ueeck	1 - 5 pm	ODA	D	H	A	OM	
Evidence-Based Esthetics: Smile Engineering for All Team Members*	4103	3	Berkman	1:30 - 4:30 pm	ODA	D	H	A	OM	LT
Make Your Practice POP™! Improved Patient Care	4107	3	Bregman	1:30 - 4:30 pm	ODA	D	H	A	OM	
America's Sweet Tooth Obsession and Its Impact on Oral and Systemic Health!	4109	3	Davis	1:30 - 4:30 pm	ODA	D	H	A	OM	
Why Are You Clenching Your Teeth?	4111	3	Droter	1:30 - 4:30 pm	ODA	D	H	A	OM	LT
Osteoporosis: Assessment, Prevention and Pharmacotherapy	4113	3	Eshenaur Spolarich	1:30 - 4:30 pm	ODA	D	H	A		
Technology in Your Dental Practice—Part 2	4115	3	Feuerstein	1:30 - 4:30 pm	ODA	D	H	A		
Identifying Methamphetamine Abuse and Developing a Treatment Protocol	4118	3	Kelsch	1:30 - 4:30 pm	ODHA	D	H	A	OM	LT
Bonded Indirect Restorations—Part 2	4120	3	Kessler	1:30 - 4:30 pm	ODA	D		A		LT
Health Implications of Diabetes and Pre-Diabetes	4123	1.5	Mays	1:30 - 3 pm	ODA	D	H	A	OM	LT
New Horizons in Endodontics—Workshop	F5001	3	Nasseh	1:30 - 4:30 pm	ODA	D				
Predictable Techniques to Create Lifelike Provisionals—Workshop	F5002	3	Pace Brinker	1:30 - 4:30 pm	ODA	D	H	A	OM	LT
Nutrition, Aging, and Oral Health	4127	3	Paunovich	1:30 - 4:30 pm	ODAA	D	H	A		
Oral Pathology with a Twist and a Number of Crusts	4128	3	Svirsky	1:30 - 4:30 pm	ODA	D	H	A		
Communicate with Power and Compassion! Turn "Dental" into "Dynamic"	4129	3	Thompson	1:30 - 4:30 pm	ODEA	D	H	A	OM	LT
CPR for the Health Care Provider*	F5004	3.5	Vaughan	1:30 - 5 pm	ODA	D	H	A	OM	LT
Risk Management (as part of ODC registration)	4130	3	Verbiest	1:30 - 4:30 pm	ODA	D	H	A	OM	
Risk Management (as a stand-alone course)	F5005	3	Verbiest	1:30 - 4:30 pm	ODA	D	H	A	OM	
State of the Art Topics, Tricks and Techniques in Implant Overdentures*	4132	3	Vogel	1:30 - 4:30 pm	ODA	D	H	A		LT
<b>Friday - Keynote</b>										
Get Off Your 'But': No More Fears, Excuses, or Insecurities!	4190		Stephenson	7:30 - 8:30 am	ODA	D	H	A	OM	LT
<b>Friday - Full Day Courses</b>										
The Diagnosis of Acute and Chronic Dental Pain: ... Pulpal, Periodontal, or Neither?	4151	6	Levi	9 am - 5 pm	ODA	D	H			
Drug and Alcohol Addiction In Dentistry: Diagnosis and Treatment*	4161	6	Storer	9 am - 5 pm	ODA	D	H	A	OM	LT
<b>Friday - Morning Courses</b>										
Ten Steps to Grow Your Practice	4133	3	Blatchford	9 am - 12 pm	ODA	D	H	A	OM	LT
Tricks of the Radiology Trade—Workshop*	F5006	3	Bouchard/Sholes	9 am - 12 pm	ODA	D	H	A		
Medical Teams International: At Home and Abroad	4135	3	Canfield/Stiller	9 am - 12 pm	ODA	D	H	A		
Dispelling the "CSI Effect" Myth: An Overview of Contemporary Forensic Dentistry*	4136	3	Cardoza	9 am - 12 pm	ODA	D	H	A	OM	LT
The Business Side of Dentistry: What Every Dentist Should Know!*	4138	3	Creamer	9 am - 12 pm	ODA	D				
Creating the Ultimate Doctor–Patient Hygiene Exam	4139	3	Davis	9 am - 12 pm	ODA	D	H	A	OM	
Commonly Prescribed Medications: Managing the Oral Side Effects	4140	3	Eshenaur Spolarich	9 am - 12 pm	ODA	D	H	A		
High Tech Workshop	4142	3	Feuerstein	9 am - 12 pm	ODA	D	H	A		
Tongue Tied: A Story NOT Silenced by Oral Cancer*	4144	3	Grayzel	9 am - 12 pm	ODHA	D	H	A	OM	

\* Courses marked with an asterisk are offered more than once. See course description for details.

Course codes beginning with "4" are included with registration. Courses codes beginning with "F" require an additional fee.



COURSE TITLE	COURSE CODE	CE CREDITS	PRESENTER(S)	TIME	GROUP	DENTIST	HYGIENIST	ASSISTANT	OFFICE MGR.	LAB TECH
Blood, Spit and Fears: A Painless OSHA Update*	4147	3	Kay	9 am - 12 pm	ODA	D	H	A	OM	LT
A Look at New Materials and Technologies through the Lens of Proven Principles	4149	3	Kessler	9 am - 12 pm	ODA	D		A		LT
"Magic Shadows": The Power of Cone Beam Imaging for Your Practice	4153	3	Miles	9 am - 12 pm	OSAE	D	H	A	OM	
Laboratory Communication: What the Lab Really Needs to Know	4155	3	Pace Brinker	9 am - 12 pm	ODA	D	H	A	OM	LT
Defining and Integrating Social Media and SEO into the Dental Practice*	4158	3	Shuman	9 am - 12 pm	ODAA	D	H	A	OM	LT
Ten Ways to Increase Treatment Acceptance and Production	4160	3	Smith	9 am - 12 pm	ODEA	D	H	A	OM	
Come In and Catch It: The Review That Sticks	4162	3	Svirsky	9 am - 12 pm	ODA	D	H	A		
CPR for the Health Care Provider*	F5008	3.5	Vaughan	9 am - 12:30 pm	ODA	D	H	A	OM	LT
State of the Art Topics, Tricks and Techniques in Implant Overdentures*	4164	3	Vogel	9 am - 12 pm	ODA	D	H	A		LT
<b>Friday - Afternoon Courses</b>										
The Sales Challenge: Conversations That Work	4134	3	Blatchford	2 - 5 pm	ODA	D	H	A	OM	LT
Tricks of the Radiology Trade—Workshop*	F5007	3	Bouchard/Sholes	2 - 5 pm	ODA	D	H	A		
Dentistry's Role in a Bioterrorism/Mass Disaster Scenario	4137	3	Cardoza	2 - 5 pm	ODA	D	H	A	OM	LT
Herbal Medicines and Dentistry	4141	3	Eshenaur Spolarich	2 - 5 pm	ODA	D	H	A		
Diagnosis, Planning and Treatment Using New 3D Technology Workshop	4143	3	Feuerstein	2 - 5 pm	ODA	D	H	A		
Tongue Tied: A Story NOT Silenced by Oral Cancer*	4145	3	Grayzel	2 - 5 pm	ODHA	D	H	A	OM	
Medical Emergencies	4146	4	Howerton/Kennedy	1 - 5 pm	ODA	D	H	A		
Blood, Spit and Fears: A Painless OSHA Update*	4148	3	Kay	2 - 5 pm	ODA	D	H	A	OM	LT
Restoration of the Anterior Dentition	4150	3	Kessler	2 - 5 pm	ODA	D		A		LT
Drilling Down the Latest Dental Practice Management Software and Technology	4152	3	Loter-Koch	2 - 5 pm	ODA	D			OM	
"These Images Are Great!, But What Am I Looking At?": Essential Cone Beam Anatomy	4154	3	Miles	2 - 5 pm	OSAE	D	H	A	OM	
The Patient Care Coordinator: Esthetically Driven, Complete Care Practice	4156	3	Pace Brinker	2 - 5 pm	ODA	D	H	A	OM	LT
Do-It-Yourself Online Marketing Best Practices	4157	3	Schrandt/Thornton	2 - 5 pm	ODEA	D			OM	
Defining and Integrating Social Media and SEO into the Dental Practice*	4159	3	Shuman	2 - 5 pm	ODAA	D	H	A	OM	LT
Breakfast at Tiffany's: The Jewels and Gems of Oral Pathology	4163	3	Svirsky	2 - 5 pm	ODA	D	H	A		
CPR for the Health Care Provider*	F5009	3.5	Vaughan	1:30 - 5 pm	ODA	D	H	A	OM	LT
Precision, Productivity and Profitability of Implant Prosthetics in Private Practice*	4165	3	Vogel	2 - 5 pm	ODA	D	H	A		LT
<b>Saturday - Full Day Courses</b>										
Enhancing Treatment Outcomes Using a Multidisciplinary Team Approach	4175	6	Cook	8 am - 4 pm	OSP	D	H	A	OM	LT
Prosthodontic Considerations for the Oral and Maxillofacial Surgeon	4183	6	Smith	8 am - 4 pm	OSOMS	D		A		LT
Drug and Alcohol Addiction In Dentistry: Diagnosis and Treatment*	4184	6	Storer	8 am - 4 pm	ODA	D	H	A	OM	LT
Some Days You're the Pigeon; Some Days the Statue!	4186	6	Weber	8 am - 4 pm	ODA	D	H	A	OM	LT
<b>Saturday - Morning Courses</b>										
The Blacks and Whites (and Grays) of Radiographic Interpretation	4168	3	Bouchard	8 - 11 am	ODA	D	H	A		
Top Tips for Clinical Success	4169	3	Brady	8 - 11 am	ODEA	D	H	A	OM	
Twenty-First Century Laser-Assisted Dentistry	4171	3	Cardoza	8 - 11 am	ODA	D	H	A	OM	LT
Introduction to Dental Sleep Medicine for the General Dental Team	4173	3	Carstensen	8 - 11 am	ODAA	D	H	A	OM	
The Business Side of Dentistry: What Every Dentist Should Know!*	4176	3	Creamer	8 - 11 am	ODA	D				
Current Perspectives on Pharmacotherapy in Dentistry*	4177	3	Jeske	8 - 11 am	ODA	D	H	A		
Treating Teeth That Have Undergone Trauma	4180	3	Replogle	8 - 11 am	OSAE	D		A		LT
You Want to Do What to My Child? Answering Parent's Difficult Questions	4181	3	Rothman	8 - 11 am	ODA	D	H	A	OM	
Cases Only a Mother Could Love	4185	3	Svirsky	8 - 11 am	ODA	D	H	A		
CPR for the Health Care Provider*	F5011	3.5	Vaughan	8 - 11:30 am	ODA	D	H	A	OM	LT
<b>Saturday - Afternoon Courses</b>										
End Tidal CO <sub>2</sub> Monitoring for the Sedated Patient	4166	2	Auzins/Cross	1 - 3 pm	OSOMS	D				
Care Versus Commerce: A Challenge to Professional Integrity	4167	3	Beemsterboer/Chiodo	1 - 4 pm	ODA	D	H			
Behind the Shadows—Workshop	F5010	3	Bouchard	1 - 4 pm	ODA	D	H	A		
A Team Approach to Patient Care	4170	3	Brady	1 - 4 pm	ODEA	D	H	A	OM	
Dispelling the "CSI Effect" Myth: An Overview of Contemporary Forensic Dentistry*	4172	3	Cardoza	1 - 4 pm	ODA	D	H	A	OM	LT
Sleep Bruxism: It May Not Mean What You Think it Means	4174	3	Carstensen	1 - 4 pm	ODAA	D	H	A	OM	
Current Perspectives on Pharmacotherapy in Dentistry*	4178	3	Jeske	1 - 4 pm	ODA	D	H	A		
Best Accounting Practices for the Financial Health of Your Dental Practice	4179	3	Loter-Koch	1 - 4 pm	ODA	D			OM	
Secrets of Pediatric Dentistry: What You Weren't Taught in Dental School!	4182	3	Rothman	1 - 4 pm	ODA	D	H	A	OM	
CPR for the Health Care Provider*	F5012	3.5	Vaughan	12:30 - 4 pm	ODA	D	H	A	OM	LT

**NOTE ON CE CREDITS** The number of continuing education credits for each course is equal to the number of hours for that course. No partial credit will be awarded.

To read biographies and any conflict of interest disclaimers from the speakers, please see the 2014 Preview Program on the ODA website, [www.oregondental.org](http://www.oregondental.org) > Oregon Dental Conference.

# Millions

of Americans have  
some form of malocclusion,

and  
could

benefit from **short-term ortho.**

## Are your adult patients asking for straight, white teeth?

Make 2014 the year you offer your patients what they are asking for. Designed by a General Dentist for General Dentists, Six Month Smiles is a cosmetic and minimally invasive solution to straighten teeth in about 6 months.



IT'S EASY...



EFFECTIVE...



AND PATIENTS WANT IT.

## Seattle, WA

April 11-12, 2014  
Hilton Seattle Airport Hotel

### SPECIAL OFFER

Register for the Seattle Course

**by Mar. 21<sup>st</sup>** **SAVE \$200**

Promo Code: **SEATTLE200**

\*Offer expires March 21<sup>st</sup>, 2014. Not valid on previous registrations or combined with any other offer.

For a complete schedule of upcoming courses, visit [SixMonthSmiles.com/level1](http://SixMonthSmiles.com/level1)

866.957.7645  
[www.SixMonthSmiles.com](http://www.SixMonthSmiles.com)



**SIX MONTH SMILES®**  
Short Term Ortho System



## Medical Emergency Update

PRESENTED BY Steven Beadnell, DMD  
Brett Ueeck, DMD, MD

RECOMMENDED FOR D H A OM

1 - 5 PM COURSE CODE 4101  
ODA COURSE CE CREDITS 4

Medical emergencies can and do occur in dental practices every day. Over the next 15 years, the segment of the population at highest risk for medical emergencies—those 65 and older—will become a larger percentage of our patients. The entire dental team must be prepared to recognize and respond to a variety of medical emergencies that could be precipitated by the stress of the dental environment. This course will discuss the diagnosis, prevention, and management of common medical emergencies that might occur in dental offices. This four-hour course is appropriate for the entire dental team and meets the medical emergency education requirement of the Oregon Board of Dentistry for license renewal and anesthesia permits.

At the conclusion of this course, attendees will:

- Be able to identify those at increased risk for specific medical emergencies
- Be able to diagnose the common medical emergencies based on the signs and symptoms demonstrated by a patient
- Develop a rational approach to the management of medical emergencies in general as well as the specific protocols for managing each medical emergency discussed
- Be able to identify modifiable risk factors for medical emergencies and understand methods to prevent their occurrence in the dental environment

## Evidence-Based Esthetics

*Smile Engineering for All Team Members*

PRESENTED BY Mark Berkman, DDS, MS

RECOMMENDED FOR D H A OM LT

9 AM - 12 PM COURSE CODE 4102  
ODA COURSE CE CREDITS 3

THIS COURSE REPEATS IN THE AFTERNOON

1:30 - 4:30 PM COURSE CODE 4103  
ODA COURSE CE CREDITS 3

This lecture will present esthetics from an interdisciplinary perspective that all members of the dental team can relate to. Esthetic assessments from an orthodontic viewpoint in particular will be highlighted. Procedures that all members of the interdisciplinary treatment team may participate in will be reviewed, using contemporary evidence and a case-based approach. Insight from a patient (consumer) perspective on dental esthetic issues will be given, and tips to enhance discussions regarding patients' treatment options will be provided.

At the conclusion of this course, attendees will be able to:

- Better diagnose dental esthetic issues related to size, proportion, and contour
- Manage cases involving altered gingival heights
- Better understand patients' motivations for seeking esthetic treatments
- Enhance discussions with patients regarding esthetic treatment options

## Record Keeping from the Board's Perspective

PRESENTED BY Patrick Braatz  
Paul Kleinstub, DDS

RECOMMENDED FOR D H A OM

9 - 10:30 AM COURSE CODE 4104  
ODA COURSE CE CREDITS 1.5

This course will review the Oregon Board of Dentistry's requirements for adequate record keeping. Presenters will review common mistakes that the board observes as it reviews patient records during investigations. Attendees will receive a firsthand look at how to avoid these mistakes.

## How to Stay Out of Trouble with the Oregon Board of Dentistry

PRESENTED BY Patrick Braatz  
Paul Kleinstub, DDS

RECOMMENDED FOR D H A OM

11 AM - 12 PM COURSE CODE 4105  
ODA COURSE CE CREDITS 1\*\*

The number of Board complaints has increased dramatically. In this course the Oregon Board of Dentistry (OBD) will review common complaints that come before the OBD and the resolution of those complaints. This inside glance of real cases will provide attendees with the unique opportunity to learn from others and prevent themselves from making the same mistakes. Attendees will have the chance to interact with the OBD Staff and Board Members during this session.

*\*\*This course appears to meet the Oregon Board of Dentistry's requirements for CE related to practice management and patient relations.*

## Enhanced Oral Cancer Detection

*Guide Your Practice to Thrive While Saving Lives!*

PRESENTED BY Jonathan Bregman, DDS, FAGD

RECOMMENDED FOR D H A OM

9 AM - 12 PM COURSE CODE 4106  
ODA COURSE CE CREDITS 3

Oral cancer kills one person in the US every hour. The five-year cancer survival rate has not changed in over 40 years. It's about time for these statistics to change.

Health care experts recommend that all adults beyond the age of 16–18 receive annual oral cancer screenings. Are we seeing everything that we should by merely doing traditional extra/intra oral screening examinations? How effective are we really?

It's about time that we know!!

This course offers a comprehensive study in four core competencies: 1. Identifying the target population. 2. The basic screening examination process and critical record keeping skills. 3. Enhanced detection tools and technologies. 4. Effective patient discussions: results and referral protocols.

Learn how to create a 'wow' patient experience through the effectively performed and communicated oral cancer screening examination. Significantly enhance clinical effectiveness, patient care, and the financial bottom line of your practice every day.

It is about TIME!

- For the patient
- For the practice
- For the industry

At the conclusion of this course attendees will have learned:

- The four key motivating factors to fully engaging the oral cancer screening system
- How to develop a working oral cancer screening protocol/flow sheet
- The key statistics for oral cancer: past and present
- How to identify the changing target population for oral cancer screening examinations
- The key steps to ensuring that *every* patient understands and values the basic cancer screening examination that is being performed
- The why and how of the new tools to enhance screening
- How to create seamless referral and follow-up
- How to deliver the difficult message of a positive finding: four steps to success

## Make Your Practice POP™!

*Improved Patient Care, Enhanced Organizational Effectiveness and Maximized Profitability*

PRESENTED BY Jonathan Bregman, DDS, FAGD

RECOMMENDED FOR D H A OM

1:30 - 4:30 PM COURSE CODE 4107  
ODA COURSE CE CREDITS 3\*\*

How can a practice not only survive, but thrive? What are the key factors that will make that happen? To discover your practice's untapped potential, look 'inside' the practice with Dr. Bregman's easily applied approach to understand and effectively enhance your practice's Patient care, Organizational effectiveness and Profitability (POP).

The basic building blocks of profitability:

- Clarify your patient care/business model. What is the 'why' of your practice? What DO you want and how will you get there?

Patient care:

- What new services/technologies will you add to maximally improve patient care plus your practice's image?
- Which services can-and should- be added to your practice rather than referred out?

The Organizational structure of your office:

- What new services/technologies are you going to add to maximally improve the organizational structure of your practice plus your practice image?
- Written protocols for consistency or is it 'just left to chance'?
- Which organizational systems can—and should—be added to your practice?
- Effective scheduling tips: Significantly grow production-per-hour and production-per-appointment. Learn best practices in treatment planning, financial options for patients, and team utilization that works.

The Profitability of your practice: the key components:

- The model: patient care first then organizational structure
- Proper coding for all procedures performed
- Avoid leaving "money on the table"
- Monitor practice performance and patient care
- Utilize "service intensity" or number of each procedure performed by dentist and hygienist

Phone-care to re-care™: Putting it all together:

- Creating an outstanding new patient experience that ensures treatment acceptance, continued long term care and referrals

Develop your personalized comprehensive 'Key Concepts' sheet as the source of future in-office training/projects plus a prioritized 'To Do' list that will be ready for implementation your next practice day.

*\*\*This course appears to meet the Oregon Board of Dentistry's requirements for CE related to practice management and patient relations.*



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## Think Outside the Mouth

### Treatment Planning for Nonsurgical Periodontal Treatment

PRESENTED BY Karen Davis, RDH, BSDH

RECOMMENDED FOR D H A OM

9 AM - 12 PM COURSE CODE 4108  
ODA COURSE CE CREDITS 3

Discover what lies outside traditional quadrant scaling and root planning for the most optimal clinical results non-surgically. Effective treatment should be customized to meet the patient's needs, modify risk factors and halt the disease process, irrespective of insurance benefits. This course provides an update on oral and systemic health interactions and will challenge you to develop non-surgical treatment plans that take into consideration risk factors "outside the mouth." Understand the role of salivary diagnostics and adjunctive therapies to achieve optimal clinical results and examine the pros and cons of full mouth disinfection.

At the conclusion of this course, attendees will be able to:

- Develop nonsurgical treatment plans that focus on reducing risks and increasing wellness
- Identify the benefits of incorporating salivary diagnostics into treatment protocols
- Understand the advantages of technologies designed to target biofilm removal
- Develop protocols to assist patients in achieving lifetime periodontal health

## America's Sweet Tooth

### Obsession and Its Impact on Oral and Systemic Health!

PRESENTED BY Karen Davis, RDH, BSDH

RECOMMENDED FOR D H A OM

1:30 - 4:30 PM COURSE CODE 4109  
ODA COURSE CE CREDITS 3

Americans consume an average of 400 calories per day of added sugars in their diet from high-fructose corn syrup, table sugar, honey, and all other sweeteners with calories! Today's sugar consumption has escalated over the past 30 years with a correlating rise in obesity, and the domino effect continues with an increased risk for cardiovascular disease, elevated triglyceride levels, fatty liver disease and Type II diabetes. Soft drinks which are the greatest culprit of this growing "sugar obsession" are implicated in increased risk for dental caries and tooth erosion. This program gives a review of the literature related to sugar's impact on overall health, but also provides good news for today's clinician seeking methods to help reduce decay, remineralize tooth structure, and motivate patients to reclaim their health!

At the conclusion of this course, attendees will be able to:

- Identify hidden sugars in foods and drinks
- Make food and beverage choices designed to reduce added sugar and substitute with natural sweeteners
- Understand the systemic implications of excessive overconsumption of sugar
- Identify opportunities for remineralization to help reverse the dental caries process

## What Is a Click?

PRESENTED BY John Droter, DDS

RECOMMENDED FOR D H A OM LT

9 AM - 12 PM COURSE CODE 4110  
ODA COURSE CE CREDITS 3

That mysterious sound coming out of the Temporomandibular Joint will be explored.

Some clicks are dangerous; most are not. Can you tell the difference?

During this course, attendees will learn:

- All clicking temporomandibular joints are damaged
- The five different types of TMJ damage that can produce a clicking sound
- Most damaged temporomandibular joints do not need treatment
- The clinical implications of "The Click"
- How to identify dangerous clicks
- Identifying patients whose condition will be made worse by dental procedures
- The disease progression and treatment for the few clicks that need therapy

## Why Are You Clenching Your Teeth?

PRESENTED BY John Droter, DDS

RECOMMENDED FOR D H A OM LT

1:30 - 4:30 PM COURSE CODE 4111  
ODA COURSE CE CREDITS 3

Many of your patients are damaging their teeth while they sleep. These patients would benefit from bruxing and clenching therapies you can easily offer them.

During this course, attendees will learn:

- What is bruxing? What is clenching?
- Identifying patients in your practice who brux and clench
- Bruxing is different than clenching. How to identify each type
- There are three types of bruxing patients, two types of clenching patients
- How to choose the correct night appliance specific for each condition
- How to treat the three different types of bruxing
- How to stop clenching

## Pharmacologic and Dental Treatment Considerations for the Patient with Respiratory Disease

PRESENTED BY Ann Eshenaur Spolarich, RDH, PhD

RECOMMENDED FOR D H A

9 AM - 12 PM COURSE CODE 4112  
ODA COURSE CE CREDITS 3

Respiratory diseases are among the most common conditions experienced by all age groups. Dental professionals encounter patients taking respiratory medications for both acute and chronic conditions, many of which are of significance to dentistry. The purpose of this course is to review the etiology of common respiratory conditions, including asthma, COPD, and seasonal allergies, and related risk factors. Commonly prescribed medications from several major drug classes used to treat these conditions will be reviewed, including indications and contraindications for use, systemic health effects and dosing regimens. Oral side effects, drug interactions

and dental practice management considerations will be discussed. Drugs used for smoking cessation therapy will also be highlighted in this program. The oral systemic relationships of respiratory disease and oral health will be explored. Recommendations for treatment modifications and oral hygiene self-care programs will be provided.

At the conclusion of this course, attendees will be able to:

- Describe the etiology and risk factors for asthma, emphysema, bronchitis, lung cancer and seasonal allergies
- Identify major classes of medications used to treat respiratory diseases
- Discuss the oral side effects and other adverse events associated with each of these classes of medications
- Identify drugs that contribute to the development of pulmonary disease
- List three types of drugs that can be used for smoking cessation therapy
- Discuss dental considerations related to the use of nicotine, bupropion and varenicline, including oral and general side effects and drug interactions
- Discuss the oral systemic relationships between respiratory disease and oral health
- Identify modifications necessary to safely treat patients with respiratory disease
- Recommend appropriate oral hygiene strategies for patients with respiratory disease

## Osteoporosis

### Assessment, Prevention and Pharmacotherapy

PRESENTED BY Ann Eshenaur Spolarich, RDH, PhD

RECOMMENDED FOR D H A

1:30 - 4:30 PM COURSE CODE 4113  
ODA COURSE CE CREDITS 3

The purpose of this course is to provide oral health care professionals with current information about the assessment, treatment and management of patients with osteoporosis. Risk factors, lifestyle changes, and pharmacologic agents used for prevention and treatment of osteoporosis will be presented. Current research findings about bisphosphonate use and osteonecrosis of the jaw will be examined. The use of bisphosphonates in medicine will be presented to assist dental professionals with recognizing different patient populations who may present to the oral care environment while taking these medications. Strategies for managing individuals with osteoporosis will be reviewed to help ensure patient safety.

At the conclusion of this course, attendees will be able to:

- Define osteopenia and osteoporosis
- Identify several risk factors for osteoporosis
- Discuss lifestyle modifications that can minimize the risk of developing osteoporosis
- Discuss the mechanism of action of drugs used for the prevention and treatment of osteoporosis
- Describe the mechanism of action of bisphosphonates and its relationship to both desired and adverse drug effects
- Discuss the latest findings from research related to bisphosphonate-induced osteonecrosis of the jaw (ONJ)
- Discuss the incidence of new adverse systemic effects associated with long-term bisphosphonate use
- Describe advances in oncology research that support the anti-tumor, anti-angiogenic and anti-metastatic effects of bisphosphonates in patients with advanced cancers

## Finally Learn EQUILIBRATION – HANDS-ON



**Norm Culver, DDS**

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## Technology in Your Dental Practice

### *A Review of Current Products and a Look into the Future—Part 1*

PRESENTED BY Paul Feuerstein, DMD

RECOMMENDED FOR D H A

9 AM - 12 PM

COURSE CODE 4114

ODA COURSE

CE CREDITS 3\*\*

In an overview of the latest high tech products being integrated in today's practices, learn about products in the following areas. There will also be a look at several interesting new products that have recently come to the marketplace and some that have not yet arrived. A brief discussion of practice management and internet products may also be discussed.

The following will be included in the morning session:

- An introduction to brand new products,
- The road to chartless practice
- Cameras—digital and intraoral
- Caries and oral disease detection
- Computer imaging
- Shade matching
- Patient education
- Digital radiography

Specific examples, many which are used in Dr. Feuerstein's private practice, will demystify many products and help you make intelligent design and purchase decisions.

If you have already "gone digital" there are plenty of tips and tidbits for you. If you have not gone yet, this course is a must.

\*\*This course appears to meet the Oregon Board of Dentistry's requirements for CE related to practice management and patient relations.

## Technology in Your Dental Practice

### *A Review of Current Products and a Look into the Future—Part 2*

PRESENTED BY Paul Feuerstein, DMD

RECOMMENDED FOR D H A

1:30 - 4:30 PM

COURSE CODE 4115

ODA COURSE

CE CREDITS 3\*\*

In an overview of the latest high tech products being integrated in today's practices, learn about products in the following areas. There will also be a look at several interesting new products that have recently come to the marketplace and some that have not yet arrived. A brief discussion of practice management and internet products may also be discussed.

The following will be included in the afternoon session:

- New intraoral digital impressions
- ConeBeam CT technology
- Software and implant planning
- Integration of these technologies
- CAD systems and other new products

Specific examples, many which are used in Dr. Feuerstein's private practice, will demystify many products and help you make intelligent design and purchase decisions.

If you have already "gone digital" there are plenty of tips and tidbits for you. If you have not gone yet, this course is a must.

\*\*This course appears to meet the Oregon Board of Dentistry's requirements for CE related to practice management and patient relations.

## TRANSITION POINTER



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**The Dalles (SOLD)** Collecting \$630,000 with good net income. Five operatories. Dr. retiring.

**Astoria** Collecting \$420,000 with good net income. Dr. retiring.

**Northern Oregon Coast** Growing practice collecting over \$325,000. Dr. works 3 days per week & out of office 8-10 weeks per year. 30 new patients per month. Dr. relocating.

**Southern Oregon Coast** Collecting over \$700,000. Five operatories. Dr. retiring.

**Perio Practice Hawaii** Exceptional ocean views from operatories. Contact me for details.

**PRACTICE TRANSITIONS MADE PERFECT!**

NOTE ON CE CREDITS The number of continuing education credits for each course is equal to the number of hours for that course. No partial credit will be awarded.



## ODEA COURSE

**How Thinking Like a Garbageman Can Increase Morale, Productivity, and Smiles in Your Office**PRESENTED BY Steven Kaufman  
Norm LeMay

RECOMMENDED FOR D H A OM LT

9 AM - 12 PM COURSE CODE 4116  
ODEA COURSE CE CREDITS 3\*\*

Regulations. Employee issues. Competition. The complexities of running a dental office can be... well... like pulling teeth. What if managing office politics and roadblocks to growth was as easy as throwing away the trash? It can be, if you think like a garbageman!

Come hear experts Steven Kaufman and Norm LeMay show you how to dump the junk in your organization and put your office on the road to success!

At the end of this course, attendees will be able to identify the garbage that creeps into our heads and into the dental office and take away concrete, "boots on the street" techniques to get rid of it.

*\*\*This course appears to meet the Oregon Board of Dentistry's requirements for CE related to practice management and patient relations.*

## ODHA COURSE

**Infection Control with a Twist**

PRESENTED BY Noel Kelsch, RDH, RDHAP, BS

RECOMMENDED FOR D H A OM LT

9 AM - 12 PM COURSE CODE 4117  
ODHA COURSE CE CREDITS 3

Ever sit through an infection control class and wish you had a pillow? Noel Kelsch decided to change that using humor and cutting edge information. This course will give you up to date and practical information to keep both the clinician and the client safe. Stressing the essential value of breaking the chain of infection at every level the attendees will return to their offices equipped with practical, clearly defined steps to assure adequate infection control in the dental setting. Utilizing Noel's OSHA designated outreach trainer status this course includes an update on the OSHA and CDC recommendations and will meet the yearly OSHA course requirements.

At the conclusion of this course, attendees will be able to:

- Delineate the regulatory requirements for minimum standards in Infection Control
- Utilize the processes and procedures necessary to comply with the regulations
- Implement and evaluate workplace application of infection control in the dental setting

## ODHA COURSE

**Identifying Methamphetamine Abuse and Developing a Treatment Protocol**

PRESENTED BY Noel Kelsch, RDH, RDHAP, BS

RECOMMENDED FOR D H A OM LT

1:30 - 4:30 PM COURSE CODE 4118  
ODHA COURSE CE CREDITS 3

As dental healthcare professionals, it is vital to be aware of the illegal use of methamphetamines (MA). MA has a direct effect on a person's health, lifestyle, ability to function and mental status. MA has a direct impact on the oral cavity and the first signs of use are notable in mouth. Unlike many other street drugs, the use of MA is on the rise. Dental professionals must have knowledge of the symptoms of use, possible side effects, drug interactions with medications and dental treatment considerations. This course will aid in delivering appropriate dental treatment and patient education.

At the conclusion of this course, attendees will be able to:

- Identify the signs, symptoms and effects of methamphetamine abuse
- Recognize the role of the dental team in intervention and treatment
- Build a treatment plan and office protocol for treating this population

**Bonded Indirect Restorations—Part 1***Indications and Limitations, Preparation Designs, and Provisional Techniques*

PRESENTED BY James Kessler, BS, DDS

RECOMMENDED FOR D A LT

9 AM - 12 PM COURSE CODE 4119  
ODA COURSE CE CREDITS 3

In spite of today's expanding list of materials from which the restorative dentist and laboratory technician has to choose, there is no ideal option for all situations. Bonded indirect restorations may open the door to predictable, esthetic, and more conservative options for our patients. Unfortunately there is a great deal of confusion and commercially biased misinformation regarding these restorations. In this two part presentation all aspects of planning and executing bonded restorations will be discussed in a practical, commercial-free environment.

In Part 1 we will discuss the indications and limitations for bonded indirect restorations. We will examine the preparation design principals critical for anterior and posterior bonded ceramic restorations. We will also review veneer provisionalization techniques.

At the conclusion of this course, attendees will be able to:

- Identify, evaluate, and discuss risk factors with their patients and thus determine whether bonded indirect restorations are the appropriate choice for each individual
- Plan and confidently prepare both anterior and posterior teeth to provide the optimum result for fabrication of predictable restorations
- Provide esthetic and predictable provisional restorations optimizing patient satisfaction and comfort



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## Bonded Indirect Restorations—Part 2

### Restoration Designs, Material Options, and Delivery Procedures

PRESENTED BY James Kessler, BS, DDS

RECOMMENDED FOR D A LT

1:30 - 4:30 PM

COURSE CODE 4120

ODA COURSE

CE CREDITS 3

With bonded indirect restorations an understanding of the restorative materials, luting cements, and delivery procedures is critical to the success and predictability of the final restoration. Add to this that there is a landslide of different materials from which to choose, and this restorative option can become very confusing.

In Part 2 we will discuss the various restoration designs and restorative materials as well as their advantages and disadvantages. We will also review the luting systems and what the current evidence says regarding which luting systems are best for the various restoration designs. We will also discuss, in a step-by-step manner, predictable delivery procedures for bonded indirect restorations.

At the conclusion of this course, attendees will be able to:

- Choose the appropriate class of restorative material for a given clinical situation
- Understand the various classes of luting materials for bonded restorations and choose the appropriate material for a particular restoration
- Design a delivery protocol for the various types of bonded indirect restorations that they offer and deliver those restorations with more confidence

## Office Managers

### Doctoring Up the Practice with QuickBooks

PRESENTED BY Denise Loter-Koch

RECOMMENDED FOR D OM

9 AM - 12 PM

COURSE CODE 4121

ODA COURSE

CE CREDITS 3\*\*

QuickBooks isn't just the number one business accounting software—it is also a great tool for managing a dental practice. This seminar, taught by nationally recognized Advance Certified QuickBooks ProAdvisor, Denise Loter-Koch, will teach you the basics and beyond of what QuickBooks has to offer your practice. Come learn how you can accurately process and track A/P and A/R, manage bank and credit card accounts with ease, prepare financial statements and reports as needed, create estimates, invoices and sales receipts, forecast revenue and cash flow, prepare budgets you can actually work from, manage your payroll and payroll tax payments, and take control of your books! QuickBooks fully integrates with a full suite of dental practice management software, so learning this essential tool will benefit your day-to-day operations and simplify your job.

At the conclusion of this course, attendees will have had a thorough introduction to QuickBooks and should understand how to use the many features and tools within the software to manage their daily and periodic bookkeeping and accounting tasks.

\*\*This course appears to meet the Oregon Board of Dentistry's requirements for CE related to practice management and patient relations.

## Staying Heart Healthy in Today's Hectic World

PRESENTED BY Maureen Mays, MD, MS, FACC

RECOMMENDED FOR D H A OM LT

10:30 AM - 12 PM

COURSE CODE 4122

ODA COURSE

CE CREDITS 1.5

Maintaining a healthy lifestyle in today's fast-paced, on the go, non-stop environment is difficult at best. This course will examine the most common major risk factors for cardiovascular disease (the number one cause of death in the U.S.), and give information on preventing or improving each one. This course is designed to help the participant take better care of themselves, their family, and also to give the skill set for sending your patients on the path to caring for their blood vessels while you are helping care for their teeth. Find out why keeping arteries clean is as important as keeping teeth clean in this course.

At the conclusion of this course, attendees will be able to:

- Identify the major risk factors for coronary artery (heart) disease
- Find at least three small things they can do to significantly improve their health or the health of a loved one
- Motivate others to "know their numbers!"

## Health Implications of Diabetes and Pre-Diabetes

PRESENTED BY Maureen Mays, MD, MS, FACC

RECOMMENDED FOR D H A OM LT

1:30 - 3 PM

COURSE CODE 4123

ODA COURSE

CE CREDITS 1.5

The number of people with Type-II Diabetes in this country has skyrocketed over the past 20 years. Metabolic Syndrome (pre-diabetes) is present in 60% of adults. Even those with Metabolic Syndrome have a significantly increased risk of early heart attack, bypass surgery and other cardiovascular disease. Diabetes is not just a "sugar problem." It is a multi-system disease that impacts nearly every aspect of a patient's life. Those with diabetes and metabolic syndrome heal more slowly and are more prone to infection—including dental infections and tooth decay. Learn the impact of this health epidemic and how you can make a positive impact for your patients.

At the conclusion of this course attendees will be able to:

- Recognize the Metabolic Syndrome in your patients with just a glance
- Understand the difference between microvascular and macrovascular disease and how diabetes/Metabolic Syndrome impacts both
- Understand the hemoglobin A1C (HbA1C) blood test and keep this important data on your diabetic patients

## New Horizons in Endodontics Lecture

PRESENTED BY Allen Ali Nasseh, DDS, MMSc

RECOMMENDED FOR D

9 AM - 12 PM

COURSE CODE 4124

ODA COURSE

CE CREDITS 3

SPONSORED, IN PART, BY Brasseler USA and Real World Endo

This presentation is highly practical and will describe in detail numerous facets of clinical endodontic care utilizing a Case Based Learning Approach. Premolar, and molar

endodontic cases will be discussed. The principal scientific concepts for successful endodontics are presented with an emphasis thereafter on new technologies and techniques. Basic and advanced methodology will focus on efficiency through the utilization of the latest EndoSequence® rotary instruments and bioceramic obturation materials to the preservation of the natural dentition through smarter endodontics. This is a must see presentation for those practitioners committed to clinical efficiency without sacrificing quality care for their patients.

At the conclusion of this course, attendees will:

- Comprehend some of the underlying scientific concepts for success by taking a few simple steps during clinical care
- Recognize the importance of proper straight-line access and recognize factors in achieving it
- Realize the many applications of fibre-optic ultrasonics in endodontics
- Be familiar with the updated basic and advanced EndoSequence® instrumentation system
- Understand the term, "hydraulic condensation" and its application during obturation
- Have gained insight into the use of the new bioceramic materials in both surgical and non-surgical endodontic care
- Be familiar with a novel and very efficient post preparation technique
- Understand that endodontics and restorative dentistry are not separate entities. Rather they are part of a great continuum

## New Horizons in Endodontics Workshop

PRESENTED BY Allen Ali Nasseh, DDS, MMSc

RECOMMENDED FOR D

1:30 - 4:30 PM

COURSE CODE F5001

ODA COURSE

CE CREDITS 3

COURSE LIMIT 40 participants

ADDITIONAL FEE \$100

**NOTE** Attendance at morning lecture is required to attend this workshop.

**NOTE** Attendees are encouraged to bring two to four accessed, extracted teeth.

**MATERIALS/EQUIPMENT PROVIDED BY** Brasseler USA and Real World Endo

The hands-on session provides the participants the opportunity to use "Real World" techniques and to witness first-hand, how they will change the way they practice endodontics. The Real World Endo Basic Instrumentation and Obturation technique will be reviewed. Time will also be dedicated to "Preventing the Separation of Rotary Files" and utilization of piezo electric ultrasonics during routine root canal therapy will be discussed. Please bring extracted teeth that are accessed and patent to the apex with a size 10 hand file.

At the conclusion of this course, attendees will have learned:

- How endodontic synchronicity can be created between preparation, master cone, and post
- How endodontic synchronicity can result into hydraulic condensation of sealer
- How to instrument canals with the EndoSequence file and Obturate prepared canals with gutta percha and bioceramic sealer
- How to validate all techniques with digital radiology

NOTE ON CE CREDITS The number of continuing education credits for each course is equal to the number of hours for that course. No partial credit will be awarded.



## The Art of Exquisite Anterior, Posterior, Single and Multiple Unit Provisionals

PRESENTED BY Shannon Pace Brinker, CDA, CDD

RECOMMENDED FOR D H A OM LT

9 AM - 12 PM

COURSE CODE 4125

ODA COURSE

CE CREDITS 3

The role of dental restorations used for provisional and indirect restorative procedures has changed dramatically in the past several years. These restorations are no longer regarded as temporary restorations but rather as provisional restorations with distinct functions and purposes. Provisional restorations have become a vital diagnostic and assessment tool to evaluate function color, shape, contour, occlusion, periodontal response, implant healing, and overall esthetics. An accurate fit and margination is essential to ensure and maintain pulpal health. With increased demands being placed on provisional restorations, new materials and techniques are being developed and some existing protocols are being refined to accomplish desired goals. This course is designed to report on current materials, techniques, and concepts in fabricating and maintaining long-term esthetic provisionals.

At the conclusion of this course attendees will have learned:

- How to choose the right provisional materials for shade-matching
- Pre-op impression techniques for easy trimming
- Burr selection for fast and accurate trimming and polishing
- Carving techniques for realistic anatomy and ideal occlusion
- Single tooth provisional to multiple esthetic veneers
- How to replicate missing dentition and restore to proper contour and shape with provisionals

## Predictable Techniques to Create Lifelike Provisionals

### Workshop

PRESENTED BY Shannon Pace Brinker, CDA, CDD

RECOMMENDED FOR D H A OM LT

1:30 - 4:30 PM

COURSE CODE F5002

ODA COURSE

CE CREDITS 3

COURSE LIMIT 30 participants

ADDITIONAL FEE \$50

MATERIALS/  
EQUIPMENT PROVIDED BY 3M ESPE AND  
Ultradent Products, Inc.

High quality provisional restorations are essential in a dental practice dedicated to esthetic dentistry. This course will teach the attendee how to create esthetic transitional restorations using both a simplified and complex techniques. The step-by-step techniques coupled with proper support concepts will allow both dentists and auxiliaries to fabricate exceptional provisionals, which in turn become the blueprints for a successful case.

During this course, attendees will learn:

- How to create a single crown, temporary veneers and bridge
- A step-by-step approach to create life-like provisional restorations
- To develop provisionalization methods to minimize problems and preserve tissue health
- To incorporate "tints" into your techniques to create "blue print provisionals"
- How to transfer the information in the diagnostic wax-up into the completed provisional that rivals the restoration

"RECOMMENDED FOR" KEY: D Dentists H Hygienists

A Assistants OM Office Managers LT Laboratory Technicians

## ODAA COURSE

### Alternative Medications and Their Impact on Patient Care

PRESENTED BY Eleonore Paunovich, DDS, MSc

RECOMMENDED FOR D H A

9 AM - 12 PM

COURSE CODE 4126

ODAA COURSE

CE CREDITS 3

With the ever-increasing market of herbal and alternative medications, today's dental practitioner must be ready not only to recognize what these medications are, but what their impact is one medications that we may choose to prescribe for our patients. In addition, an understanding of the potential interactions and side effects of these alternative medications may be helpful in light of the steadily increasing use of these products.

This course will provide an overview of some of today's more common herbal and alternative supplements, including well-being supplements, energy drinks, weight loss products and body mass building supplements. Particular emphasis will be on the use, side effects, and interactions these products have on some of the more frequently prescribed medications our patients may be taking as well as the potential impact these supplements may have on certain dental procedures.

At the conclusion of this course, attendees will be able to:

- Identify some of the more common herbal nutraceuticals and their desired effect, including evidence basis for their efficacy
- Identify products such as well-being supplements, energy drinks, weight loss products and body mass building supplements. Describe the overlapping pharmacological effect these supplements may have in concert with prescribed medications
- Review some of the herb-drug as well as supplement interactions that may impact dental management of patients



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## ODAA COURSE

## Nutrition, Aging, and Oral Health

PRESENTED BY Eleonore Paunovich, DDS, MSc

RECOMMENDED FOR D H A

1:30 - 4:30 PM

COURSE CODE 4127

ODAA COURSE

CE CREDITS 3

Nutritional well being is influenced directly by food choices and oral health. It is well recognized that oral diseases, as well as acute, chronic, and terminal systemic diseases with oral manifestations, may impact one's ability to eat and maintain a healthy diet and nutritional status. Likewise, nutrition and diet can affect the integrity of the oral cavity as well as progression of oral diseases.

Changes in our knowledge of the epidemiology of oral diseases and new findings in nutrition research, along with the changing population aging demographics will impact not only dental treatment, but also advances in dental materials and technology advances. This course will look at some of the current synergistic links between nutrition, aging and oral health through current knowledge and research. In addition, supplemental and preventive strategies will be identified that are being suggested to improve this nutrition and oral health link in our aging population.

At the conclusion of this course, attendees will be able to:

- Identify the relationship between age related changes (i.e. body composition, bone density and digestive system) and nutrition
- Discuss nutritional strategies that have been suggested to alter the impact of nutritional deficiencies on age-related body changes

- Recognize age related functional factors impacting oral health, and how this relationship impact nutritional and systemic health
- Identify risk factors and diseases associated with oral health and how they impact nutrition in older adults
- Discuss dietary supplements as they relate to management of age related changes in body composition, systemic health and oral health

## Oral Pathology with a Twist and a Number of Crusts

PRESENTED BY John Svirsky, DDS, MED

RECOMMENDED FOR D H A

1:30 - 4:30 PM

COURSE CODE 4128

ODA COURSE

CE CREDITS 3

This course will provide a review of oral dermatology in its entire splendor. From pimples to papules to pustules to tumors and much more will be visually encountered in this adventure of what grows on the skin. The course would not be complete without a few tattoos. Come enjoy this interactive, entertaining and informative course.

At the conclusion of this course, attendees will be able to:

- Demonstrate a logical approach to the diagnosis and treatment of oral lichen planus
- Demonstrate a logical approach to the diagnosis and treatment of chronic ulcerative stomatitis
- Demonstrate a logical approach to the diagnosis and treatment of benign mucous membrane pemphigoid
- Recognize commonly encountered oral dermatologic conditions
- Apply practical clinical information immediately applicable to everyday practice

## ODEA COURSE

## Communicate with Power and Compassion!

Turn "Dental" into "Dynamic"

PRESENTED BY Tanya Thompson, MA

RECOMMENDED FOR D H A OM LT

1:30 - 4:30 PM

COURSE CODE 4129

ODEA COURSE

CE CREDITS 3\*\*

Improve your practice by learning powerful communication tools that will help turn "dental" into "dynamic." Patients are perceptive—they can feel synchronicity or discord by the time they have signed in and have taken the chair. In a downturned economy, you and your team must be in sync, communicating openly, honestly and with care. If the ambience of your practice is "genuinely positive and caring"—the patient will feel "positive and cared for." That leads to happy clients, referrals, and a healthy work place.

At the conclusion of this course, attendees will have learned:

- How to use communication tools—help increase morale and reduce stress
- How to create a strong foundation—for a fully functioning team that is healthy and happy
- How to use strategic communication and documentation—to avoid conflict while communicating feedback, or changing office policies
- How to set clear expectations and goals—then follow up implementation
- How to listen, be heard, and increase your effectiveness—by learning the art of persuasion
- How to motivate your staff—especially in times of change and a faltering economy

\*\*This course appears to meet the Oregon Board of Dentistry's requirements for CE related to practice management and patient relations.

## CPR for the Health Care Provider

PRESENTED BY Mary Ann Vaughan, RN, CEN, BSN

RECOMMENDED FOR D H A OM LT

9 AM - 12:30 PM

COURSE CODE F5003

ODA COURSE

CE CREDITS 3.5

THIS COURSE REPEATS IN THE AFTERNOON

1:30 - 5 PM

COURSE CODE F5004

ODA COURSE

CE CREDITS 3.5

COURSE LIMIT 50 participants (per session)

ADDITIONAL FEE \$15

NOTE This course is also offered on Friday and Saturday.

This is an American Heart Association class emphasizing the CABs of resuscitation, including rescue breathing, use of bag-valve mask, AED, CPR and foreign body airway removal for all age groups. The workshop will include written and skills evaluations. Re-certification is for two years.

Course attendees will receive a copy of the American Heart Association's required textbook, *BLS for Healthcare Providers Student Manual*. Please note, this text will only be distributed on-site. No exceptions.



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## Risk Management

PRESENTED BY Christopher Verbiest

RECOMMENDED FOR D H A OM

ODA COURSE CE CREDITS 3\*\*

1:30 - 4:30 PM

COURSE CODE 4130 (as part of ODC registration)

COURSE CODE F5005 (as a stand-alone course—\$75 fee)

SPONSORED, IN PART, BY DBIC

This course, updated for the 2014–2016 reporting period, will cover traditional risk management categories, an Oregon Board of Dentistry update, documentation, and ethics as well as other important topics.

Three hours of approved risk management education are required for continued membership in the Oregon Dental Association. DBIC courses are recommended. Contact your malpractice carrier for dividend requirements. This course fulfills the requirements for the current three-year ODA risk management reporting period (January 1, 2014 to December 31, 2016).

\*\*This course appears to meet the Oregon Board of Dentistry's requirements for CE related to practice management and patient relations.

## DON'T MISS THE PRESIDENT'S PARTY!

Join ODA President, Dr. Judd Larson, for dinner and a disco party on Friday, April 4.

Portland's ultimate dance and show band, 5 Guys Named Moe, will perform a playlist that will keep you dancing till you drop! Visit [www.themoes.com](http://www.themoes.com) for a preview of their music. Disco attire is encouraged but not required.

FRIDAY, APRIL 4, 2014, 6–10 PM

Location **Oregon Square Courtyard**  
(new venue, across from the DoubleTree, protected from the elements by an enclosed tent)

Attire **Disco or Business Casual**

This event is for all members of the dental team.

## Precision, Productivity and Profitability of Implant Prosthetics in Private Practice

PRESENTED BY Robert Vogel, DDS

RECOMMENDED FOR D H A LT

9 AM - 12 PM

COURSE CODE 4131

ODA COURSE

CE CREDITS 3

NOTE This course is also offered on Friday.

This scientifically based fast moving presentation designed for private practice will cover state-of-the-art tips, tricks and techniques in implant prosthetics. A systematic approach to ideal esthetic treatment of the single tooth through fully edentulous patient will be presented emphasizing long-term stability, predictability and profitability.

Designed for the entire implant team stressing ideal interaction for simplification of even the most advanced Implant cases.

Topics in fixed and removable implant prosthetics will be addressed focusing on: predictable treatment planning, provisionalization and soft tissue esthetics, ideal abutment selection, occlusion and simplified overdentures. Also presented are foolproof fee determination and patient presentation techniques as well as a complete overview of the newest technology to gain comfort and confidence incorporating the benefits of CAD CAM and zirconium restorative materials.

At the conclusion of this course, attendees will:

- Have confidence and predictability with state of the art implant techniques and materials
- Be able to integrate advanced techniques into private practice with simplification
- Allow more patients to benefit from implant-based treatment through ideal fee determination, presentation techniques and controlled overhead

## State of the Art Topics, Tricks and Techniques in Implant Overdentures and Implant Retained Partial Dentures

PRESENTED BY Robert Vogel, DDS

RECOMMENDED FOR D H A LT

1:30 - 4:30 PM

COURSE CODE 4132

ODA COURSE

CE CREDITS 3

NOTE This course is also offered on Friday.

This fast moving clinical based presentation designed for private practice will provide a systematic approach to diagnosis and treatment of the fully and partially edentulous patient with removable prosthesis including overdentures and implant retained removable partial dentures. Scientifically based tips, tricks, techniques and controversies will be presented to assure long-term success with *precision, productivity* and *profitability*.

Issues discussed include ideal number of implants (maxillary and mandibular), ideal attachment selection, prosthesis design and foolproof formulas for fee determination and patient presentation techniques all aimed at simplification and predictability of Implant retained prosthesis.

At the conclusion of this course, attendees will:

- Have confidence and predictability with state of the art implant techniques
- Have updated knowledge on current concepts and materials in implant dentistry
- Allow more patients to benefit from implant-based treatment through reduced chairtime and overhead

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## Ten Steps to Grow Your Practice

PRESENTED BY Bill Blatchford, DDS

RECOMMENDED FOR D H A OM LT

9 AM - 12 PM COURSE CODE 4133

ODA COURSE CE CREDITS 3\*\*

Feeling like the current economy is affecting your practice potential? Dr. Blatchford will demonstrate how your practice can reach its full potential in any economy. He will break down the ten steps to achieving your practice goals, creating more balance between work and home, and enjoying life more.

During this course, attendees will learn:

- Where to start
- Why leadership plays a key role in your success and how to become a strong leader
- How to create balance and how that helps your practice thrive
- Why you must know your numbers
- Learn the eight sales skills to grow your practice
- How to put the steps in place to achieve your goals

*\*\*This course appears to meet the Oregon Board of Dentistry's requirements for CE related to practice management and patient relations.*

## The Sales Challenge Conversations That Work

PRESENTED BY Bill Blatchford, DDS

RECOMMENDED FOR D H A OM LT

2 - 5 PM COURSE CODE 4134

ODA COURSE CE CREDITS 3\*\*

Dr. Blatchford will share how all people make decisions. He will show how education doesn't work because decisions are always made emotionally. He will show you how to enjoy conversations with patients, which allow them to express their dreams, values and challenges. These conversations make the patient feel they are in the driver's seat and you are a great listener. He will share important shifts in thinking and pitfalls of where we stumble. Dr. Blatchford will help you develop a path of much greater sales acceptance.

During this course, attendees will learn to:

- Make the patient the center of the conversation
- Ask questions 20% of time and let the patient talk 80% of time
- Double and triple your case acceptance with larger cases
- Use the concept of "fries with your burger"
- Have every member of your team totally involved in sales
- Make every conversation count

*\*\*This course appears to meet the Oregon Board of Dentistry's requirements for CE related to practice management and patient relations.*

## Tricks of the Radiology Trade Workshop

PRESENTED BY Nancy Bouchard, DDS, MHP  
Mary Ellen Sholes, AAS

RECOMMENDED FOR D H A

9 AM - 12 PM COURSE CODE F5006

ODA COURSE CE CREDITS 3

THIS COURSE REPEATS IN THE AFTERNOON

2 - 5 PM COURSE CODE F5007

ODA COURSE CE CREDITS 3

COURSE LIMIT 30 participants (per session)

ADDITIONAL FEE \$50

Do you have difficulty with the gagging patient, the person with the small mouth, the crying child? Are you finding it hard to place those bulky sensors? Learn stress-free approaches to exposing radiographs. Attendees can try different techniques, use equipment including Rinn kits and snap-a-rays and then adapt them for the digital sensor. This dynamic "round-table" workshop is centered on YOU! Your participation is essential!

At the conclusion of this course, attendees will know how to:

- Simulate exposing radiographs with various holders for film or sensors
- Use different approaches for difficult patients
- Eliminate overlapping on bitewings
- Reduce practitioner and patient stress
- Address concerns regarding radiology techniques

## Medical Teams International At Home and Abroad

PRESENTED BY Dale Canfield, DMD  
Matt Stiller

RECOMMENDED FOR D H A

9 AM - 12 PM COURSE CODE 4135

ODA COURSE CE CREDITS 3

This session, presented by volunteers and staff of Medical Teams International, will include specific and detailed reviews and demonstrations of dental techniques, equipment and supplies that can be used domestically or abroad to maximize dental production and impact in low resource environments.

MTI meets peoples' needs through humanitarian aid and disaster relief regardless of their race, gender, or religion. Programs include training and education to build the capability and capacity of partners, volunteers, staff and people served in order to produce sustainable change. MTI's philosophical approach is holistic and seeks to address the wellness of the whole person—a physical, social, mental and spiritual being.

At the conclusion of this course, attendees will:

- Comprehend the similarities, differences and scope of unmet dental needs at home and abroad
- Be familiar with advances in portable dental equipment supplies and materials
- Know how to maximize production and positive impact in low resource settings for patients with urgent dental needs
- Understand the steps required to begin volunteering and the types of equipment, supplies and logistical support provided by MTI
- Be motivated to use their skills and abilities to make a difference in the lives of the dentally underserved

## Dispelling the "CSI Effect" Myth An Overview of Contemporary Forensic Dentistry

PRESENTED BY Anthony "Rick" Cardoza, DDS

RECOMMENDED FOR D H A OM LT

9 AM - 12 PM COURSE CODE 4136

ODA COURSE CE CREDITS 3

NOTE This course is also offered on Saturday.

Because of the current popularity of forensic fare in television, the general public is getting a skewed view of the true nature of forensic investigation. This issue is commonly known as the "CSI effect." In this seminar, Dr. Cardoza will dispel this myth as it relates to forensic odontology. Topics will include forensic dental identification of decedents of varying postmortem states including: skeletal, fragmented, decomposed, burned remains and pattern injuries as they relate to bite mark investigation not only in human bites but animal bites as well.

At the conclusion of this course, attendees will:

- Understand the varied roles of forensic dentists
- Understand the forensic value of dental records
- Recognize how to cooperate with the legal system

## Dentistry's Role in a Bioterrorism/ Mass Disaster Scenario

PRESENTED BY Anthony "Rick" Cardoza, DDS

RECOMMENDED FOR D H A OM LT

2 - 5 PM COURSE CODE 4137

ODA COURSE CE CREDITS 3

If a disaster occurred in your community, would you be prepared? Does your local public health department have enough trained personnel to handle such a disaster? In this presentation, Dr. Cardoza will discuss how you may be called upon to help your community respond to a major public health disaster. Learn how dental professionals may be asked to assist during a disaster. Receive an introduction to basic triage principles and learn what you should have on hand to help you survive during a disaster. In addition, Dr. Cardoza will discuss the evolution of mass disaster management from a perspective of forensic dentistry.

At the conclusion of this course, attendees will:

- Know dentistry's potential role in a bioterrorism/mass disaster
- Recognize the use of dental records in a mass disaster
- Understand the role of the forensic dentist in a mass fatality

## Course Handouts

Handouts will not be printed for distribution on-site.

Course handouts will be available online at [www.oregondental.org](http://www.oregondental.org) starting March 20.

If you wish to have ODC handouts available for reference during courses, please be sure to download them in advance.

NOTE ON CE CREDITS The number of continuing education credits for each course is equal to the number of hours for that course. No partial credit will be awarded.



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- George Abdelnour, DDS, McMinnville, OR

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## The Business Side of Dentistry What Every Dentist Should Know!

PRESENTED BY Bob Creamer, CPA

RECOMMENDED FOR D

9 AM - 12 PM COURSE CODE 4138

ODA COURSE CE CREDITS 3\*\*

NOTE This course is also offered on Saturday.

NOTE This course is limited to dentists and their spouses only.

Wherever you are in your career, learn important business concepts to achieving personal and professional goals. Understand why the majority of dentists cannot retire when they want to. Gain an understanding of why this is true and how you can take steps now to be able to retire.

Enjoy the journey throughout your dental career by making your practice work for you. Put your Taxing Partners to work in your practice, by understanding and applying key tax strategies.

Learn helpful techniques to maximize your income and quality of life.

At the conclusion of this course, attendees will have learned:

- How to improve quality of life and income
- The tax laws of dentistry and how to make them work the dental practice
- How to discover leaks in a dental practice that drain away profits
- How to maximize retirement savings today
- How to enhance the practice to bring bottom-line results

\*\*This course appears to meet the Oregon Board of Dentistry's requirements for CE related to practice management and patient relations.

## Creating the Ultimate Doctor-Patient Hygiene Exam

PRESENTED BY Karen Davis, RDH, BSDH

RECOMMENDED FOR D H A OM

9 AM - 12 PM COURSE CODE 4139

ODA COURSE CE CREDITS 3\*\*

Learn how to prevent the "I'll give you a call..." response from patients following treatment recommendations in the dental hygiene appointment. Capitalize on a magical 5-7 minute doctor's examination, using continuity between the dentist and dental hygienist without running everyone's schedules behind. Strategic screenings provide the pathway for comprehensive diagnosis and treatment enrollment. Learn how to use "power words" for education, and a "triangle of communication" between the dentist, dental hygienist and the patient. This course highlights time management strategies, communication skills, enrollment techniques and continuity so that every examination experience is one that builds value and closes the case.

At the conclusion of this course, attendees will be able to:

- Approach dental hygiene appointments from a discovery perspective that focuses on diagnosis
- Identify methods enabling the dental hygienist and dentist to have continuity in treatment recommendations
- Incorporate communication methods designed to identify patient's objections and increase the value of treatment
- Identify ideal candidates for different types of examinations

\*\*This course appears to meet the Oregon Board of Dentistry's requirements for CE related to practice management and patient relations.

## Commonly Prescribed Medications and Managing the Oral Side Effects of Medication Use

PRESENTED BY Ann Eshenaur Spolarich, RDH, PhD

RECOMMENDED FOR D H A

9 AM - 12 PM COURSE CODE 4140

ODA COURSE CE CREDITS 3

The purpose of this course is to review the 20 most commonly prescribed medications taken by clients treated in the oral health care environment. In addition, drug interactions, popular drugs in the media and new drugs in dentistry will be discussed. A comprehensive review of drugs and dental care products used to manage the oral side effects of medications will be presented.

At the conclusion of this course, attendees will be able to:

- Identify and discuss commonly prescribed medications taken by clients treated in the oral health care setting
- Identify common drug interactions of significance to dental professionals
- List several new dental drugs and discuss their indications for use in practice
- Discuss the management of oral side effects caused by medications

## Herbal Medicines and Dentistry

PRESENTED BY Ann Eshenaur Spolarich, RDH, PhD

RECOMMENDED FOR D H A

2 - 5 PM COURSE CODE 4141

ODA COURSE CE CREDITS 3

The purpose of this course is to provide oral health care professionals with current information about the assessment, treatment and management of clients taking selected herbal supplements. Specific course content will focus on indications and contraindications for the use of herbal medications. Oral side effects associated with these medications will be discussed. Drug/herb interactions of significance to dentistry, as well as risk assessment and risk reduction strategies will be reviewed. Herbs used in oral care products will also be presented, along with data to review their safety and efficacy.

At the conclusion of this course, attendees will be able to:

- Describe how to assess use of herbal medications
- Identify herbal supplements that cause an increased risk for bleeding
- Discuss oral effects associated with herbal medications
- Discuss drug/herb interactions of significance to dentistry
- Discuss the role of herbal medications that may be used to improve oral health

## High Tech Workshop

PRESENTED BY Paul Feuerstein, DMD

RECOMMENDED FOR D H A

9 AM - 12 PM COURSE CODE 4142

ODA COURSE CE CREDITS 3\*

COURSE LIMIT 35 participants

NOTE Free with ODC registration, but attendees MUST preregister.

Touch, feel and try out a variety of tech devices, cameras, digital products and more in a non-sales environment. See the basic high-tech tools for your practice. Table top demonstrations of representative products of many manufacturers will teach and demonstrate. You can try various digital devices and software that will help create a modern dental practice.

During this course, attendees will:

- Learn the clinical process from diagnosis to final treatment
- See products and ask questions without sales pressure
- Test drive some of the products

\*This course DOES NOT appear to meet the Oregon Board of Dentistry's CE requirements.

## Diagnosis, Planning and Treatment Using New 3D Technology Workshop

PRESENTED BY Paul Feuerstein, DMD

RECOMMENDED FOR D H A

2 - 5 PM COURSE CODE 4143

ODA COURSE CE CREDITS 3\*

COURSE LIMIT 35 participants

NOTE Free with ODC registration, but attendees MUST preregister.

Follow the workflow from digital impressions, Conebeam CT, implant and restoration planning and lab processes all with the latest digital devices including CAD/CAM. The latest high-tech dental developments will be presented, demonstrated, and discussed in a non-sales, roundtable, academy setting. Many of the actual products, devices, and software will be present in the room beginning with digital diagnostics, 3-D impression devices, CAD/CAM systems, cone beam volumetric technology, software, and implant simulation, related laboratory services and equipment, and other exciting emerging products. Participants will get an up close look at the technologies.

During this course, attendees will:

- Learn the clinical process from diagnosis to final treatment
- See products and ask questions without sales pressure
- Test drive some of the products

\*This course DOES NOT appear to meet the Oregon Board of Dentistry's CE requirements.

## VISIT THE EXHIBIT HALL FOR FREE!

SATURDAY, APRIL 5, 9:30 AM - 1 PM

Are you an ODA member who only wants to attend the Exhibit Hall?

We'll give you a free pass on Saturday, April 5, to visit over 200 exhibiting companies!

Advance registration not available. To take advantage of this special offer, visit the on-site registration area in Pre-Function A of the Oregon Convention Center on Saturday, April 5. Offer only available to ODA member dentists.

## ODHA COURSE

## Tongue Tied

*A Story NOT Silenced by Oral Cancer*

PRESENTED BY Eva Grayzel

RECOMMENDED FOR D H A OM

9 AM - 12 PM COURSE CODE 4144

ODHA COURSE CE CREDITS 3

THIS COURSE REPEATS IN THE AFTERNOON

2 - 5 PM COURSE CODE 4145

ODHA COURSE CE CREDITS 3

One American dies every hour of every day from oral cancer. Eva Grayzel came close to being the 'one' in this statistic. The riveting details of Eva's delayed diagnosis stimulate thinking about enhanced patient care and education. Eloquent and engaging, Ms. Grayzel reveals the devastating effects of treatment, driving listeners to take responsibility for early intervention. Putting a face to the disease, she inspires audiences with her firsthand account of hardships unanticipated and overcome; courage unknown and discovered; a mother's love tested and triumphant. Ms. Grayzel speaks from heart to heart, making her memorable message a catalyst for change.

At the conclusion of this course, attendees will be able to:

- Integrate screenings with patient education
- Motivate passion to save lives with early detection
- Communicate the value of screenings to patients

## Medical Emergencies

PRESENTED BY David Howerton, DMD  
Gabriel Kennedy, DMD

RECOMMENDED FOR D H A

1 - 5 PM COURSE CODE 4146

ODA COURSE CE CREDITS 4

If a medical emergency does occur in your office, preparation is the key for the entire office team. This course will emphasize recognition and prevention of medical complications that may lead to a medical emergency in your office. We will discuss specific medical emergency situations and management. This course meets the medical emergency and anesthesia permit requirements for the Oregon Board of Dentistry license renewal.

At the conclusion of this course, attendees will have a straightforward approach on how to handle various medical conditions and medical emergencies that they may encounter in the office.

During this course, attendees will learn:

- Importance of a dental office emergency plan
- Understand the best way to prevent a medical emergency is by review of the patients medical history and physical examination
- Identify and describe specific types of emergencies
- Understand specific management protocols for common medical emergencies in the dental office
- Proper equipment and emergency drug kit protocols for dosing and routes
- Discuss medical conditions that are not emergent and their management
- Discussion of mock emergency drills

## Blood, Spit and Fears

*A Painless OSHA Update*

PRESENTED BY Laney Kay, JD

RECOMMENDED FOR D H A OM LT

9 AM - 12 PM COURSE CODE 4147

ODA COURSE CE CREDITS 3

THIS COURSE REPEATS IN THE AFTERNOON

2 - 5 PM COURSE CODE 4148

ODA COURSE CE CREDITS 3

Let's face it...most OSHA training courses are anything but fun. Join us for a class that will change your mind forever. It's fast, it's informative, it's fun, and it satisfies your annual OSHA requirements. We'll cover the newest infection control and HIPAA guidelines, new disease information, and other relevant regulations.

At the conclusion of this course, attendees will be able to:

- Understand the importance of standard precautions and the use of PPE in the dental office
- Recognize the importance of the CDC's infection control guidelines and training for the dental health care worker
- Recognize the role of regulatory and risk management issues in dentistry
- Identify strategies that can prevent occupational exposures to blood and body fluids, ALL without being put to sleep!

## A Look at New Materials and Technologies through the Lens of Proven Principles

PRESENTED BY James Kessler, BS, DDS

RECOMMENDED FOR D A LT

9 AM - 12 PM COURSE CODE 4149

ODA COURSE CE CREDITS 3

Today we are in the midst of one of the most exciting, yet confusing times that modern dentistry has ever experienced. There are proven restorative materials whose preparation requirements, fabrication techniques, and functional predictability are very familiar to dentists and dental laboratory technicians. At the same time there is a barrage of information, often commercially biased, to sort through regarding new materials and technologies.

In this presentation we will examine the advertising hype associated with the "hot" new materials, and evaluate how they compare with traditional materials and proven principles both positively and negatively. We will examine the risks and benefits associated with these materials and perhaps most importantly we will discuss how the dentist/laboratory technician team can best collaborate to plan and deliver dentistry avoiding the most common modes of failure.

At the conclusion of this course, attendees will be able to:

- Understand the physical properties for the various all-ceramic materials with particular emphasis on what most frequently leads to clinical failure
- Identify which all-ceramic systems are most likely to succeed in given situations, as well as those cases where all all-ceramics should be avoided
- Evaluate the risk factors either clinically or on study casts and identify the "red flags" indicating a high possibility failure
- Plan cases, design preparations, and make materials choices to minimize risks and lead to the greatest patient satisfaction

## Restoration of the Anterior Dentition

PRESENTED BY James Kessler, BS, DDS

RECOMMENDED FOR D A LT

2 - 5 PM COURSE CODE 4150

ODA COURSE CE CREDITS 3

While there are a number of philosophies of occlusion, there is fairly consistent agreement that an understanding of anterior guidance is critical to the success of our dentistry. The arrangement of anterior restorations is critical for function, comfort, longevity, esthetics, phonetics, and patient appreciation. In this presentation we will discuss the identification of risk factors as they relate to restoration designs and restorative materials, as well as how to communicate with our patients so they have a clear vision of what to expect as far as esthetics and longevity. Also, we will review several techniques to accurately communicate our functional and esthetic expectations to our dental laboratory technician partners.

The principles and techniques discussed will apply to every aspect of the restoration of the anterior dentition ranging from veneers and full coverage restorations to planning and restoring anterior implants as well as challenging situations such as aggressive alveolar ridge resorption.

At the conclusion of this course, attendees will be able to:

- Design anterior restorations to maximize esthetics, phonetics, function, comfort, and predictability
- Identify critical risk factors that could lead to premature failure of anterior restorations and gain the verbal skills to communicate these factors with their patients
- More predictably communicate with the dental laboratory technician the esthetic and functional designs for anterior restorations to reduce frustration, shorten delivery appointments, and increase satisfaction

## The Diagnosis of Acute and Chronic Dental Pain

*Is It of Pulpal Origin or Periodontal Origin or Neither?*

PRESENTED BY Paul Levi, Jr., DMD

RECOMMENDED FOR D H

9 AM - 5 PM COURSE CODE 4151

ODA COURSE CE CREDITS 6

The course provides patient problems of varying etiologies and shows how they are diagnosed and ultimately treated. Some of the results of therapy extend to over thirty years. The first part of the course (morning presentation) is in a lecture format discerning between gingival abscesses, periodontal abscesses, periapical abscesses, chronic and acute, cracked teeth, pain and problems caused by parafunctional trauma and sinusitis. The second part (the afternoon presentation) will present several patients with problems and the participants will decide on the etiology. Following each presentation after the participants have voted on what they feel is the etiology, the answers will be given and the treatment shown with long-term follow-up.

Following the completion of this course, the participants will have skills to more accurately diagnosis and subsequently treat the origin of dental pain than prior to attending the lecture.

Course objectives:

- Provide the participants with information that will help them differentiate between dental pain of a periodontal origin and dental pain emanating from pulpal disease
- To present varying dental problems with similar symptoms and providing knowledge to the participants to help determine the etiology of the problem
- To engage the participants with making educated decisions of specific patient problems

NOTE ON CE CREDITS The number of continuing education credits for each course is equal to the number of hours for that course. No partial credit will be awarded.



## Drilling Down the Latest Dental Practice Management Software and Technology

PRESENTED BY Denise Loter-Koch

RECOMMENDED FOR D OM

2 - 5 PM

COURSE CODE 4152

ODA COURSE

CE CREDITS 3\*\*

Today's technology and software applications offer more solutions to simplifying and streamlining the management of your practice than ever before. This is great news for your practice! This session will introduce you to the latest innovations in practice management, tell you about all the benefits, and how different solutions can integrate with your QuickBooks and facilitate your management needs. Denise Loter-Koch, nationally recognized Advance Certified QuickBooks ProAdvisor, will lead an expert panel discussion covering solutions for billing, payroll, patient data management, cloud hosting, and other applications. Come learn from the experts and discover how you can pay your bills smarter, invoice your patients with ease, improve your patient communication, simplify payroll, and move seamlessly into a paperless environment while remaining HIPAA compliant.

By the end of the course, attendees will have a better understanding of the latest technology and software applications to better manage accounting functions and patient data.

\*\*This course appears to meet the Oregon Board of Dentistry's requirements for CE related to practice management and patient relations.

## OSAE COURSE

### "Magic Shadows"

*The Power of Cone Beam Imaging for Your Practice*

PRESENTED BY Dale Miles, BA, DDS, MS, FRCD(C)

RECOMMENDED FOR D H A OM

9 AM - 12 PM

COURSE CODE 4153

OSAE COURSE

CE CREDITS 3

The adoption of Cone Beam CT imaging has skyrocketed in North America, rapidly surpassing other forms of digital x-ray imaging. The applications and uses impact almost all dentists and dental specialists who extract teeth, perform root canals and place implants. This program explores cone beam applications and their impact on our practices, and will also outline the potential legal pitfalls (risk and liabilities) of using CBCT. Dr. Miles will show participants steps to help them minimize these risks and show you how to produce a radiology report quickly and easily for your records or referral.

At the conclusion of this course, attendees will:

- Understand the varied applications of Cone Beam Imaging for dentistry
- Understand the need for interpreting all the data in the scan
- View cases in support of the need to reduce the risk

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or fill in the registration  
form on page 43.

## OSAE COURSE

### "These Images Are Great!, But What Am I Looking At?"

*Essential Cone Beam Anatomy for Dentists*

PRESENTED BY Dale Miles, BA, DDS, MS, FRCD(C)

RECOMMENDED FOR D H A OM

2 - 5 PM

COURSE CODE 4154

OSAE COURSE

CE CREDITS 3

PREREQUISITE Dr. Miles' morning lecture: "Magic Shadows": The Power of Cone Beam Imaging for Your Practice

As dentists we use imaging every day in our office to help refine our clinical treatment decisions. Now there's an amazing, low cost, effective "CT" modality for dentistry. But do you understand it? This anatomy review session will build your confidence for reviewing your cone beam data sets.

Dr. Miles presents principles and applications of Dentistry's newest and most advanced imaging technology – Cone Beam "CT" (computed tomography). He reviews large and small volume anatomic structures in detail like you've never seen it before. Come see what you may have been missing.

At the conclusion of this course, attendees will:

- Have learned cone beam scan anatomy to help understand the images you take or receive
- Be able to visualize anatomical detail in 2D and 3D
- Understand the importance of reviewing ALL of the slice data

## Laboratory Communication

*What the Lab Really Needs to Know*

PRESENTED BY Shannon Pace Brinker, CDA, CDD

RECOMMENDED FOR D H A OM LT

9 AM - 12 PM

COURSE CODE 4155

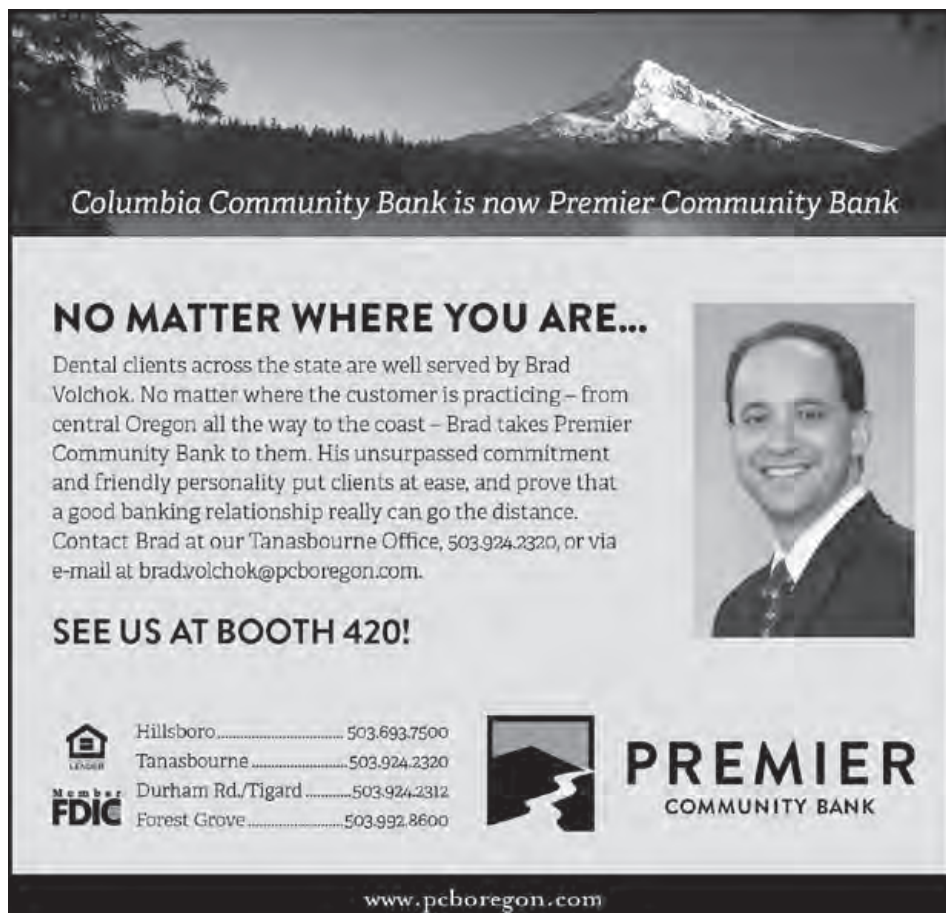
ODA COURSE

CE CREDITS 3

Communication between the dentist, assistant and the laboratory is now more critical than ever in the overall achievement of ultimate esthetic results. The level of care being offered to patients in the esthetic and cosmetic-focused practice requires the Dental Assistant to acquire advanced training in clinical techniques, materials and communication. We are VITAL to increasing the level of chairside efficiency and improving clinical effectiveness.

This course includes:

- How to take a great pre-operative impression the first time (alginate vs. polyvinyl)
- Choosing the proper impression tray
- Occlusal registrations: acrylic vs. polyvinyl
- Digital photography
- Provisionals: shade, shape and phonetics
- Computerized shade taking systems
- Facebow transfer
- Video imaging
- Mounting models
- What's needed on the lab Rx





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## The Patient Care Coordinator

### *Creating the Esthetically Driven, Complete Care Practice*

PRESENTED BY Shannon Pace Brinker, CDA, CDD

RECOMMENDED FOR D H A OM LT

2 - 5 PM

COURSE CODE 4156

ODEA COURSE

CE CREDITS 3

Since the mid 1990s more and more people have sought out the dentist for elective cosmetic solutions. The esthetic revolution is now in full swing, and as diseased based dentistry continues to decline, successful dental teams have embraced elective dental care, and are seeing it make dramatic differences in patients' lives. Additionally, the baby boomer population is driving the current marketplace. Unlike their parents they expect to keep their teeth for a lifetime, and yet will be living longer than any other generation in history. Having a thorough understanding of esthetics, occlusion, the use of the latest restorative materials, as well as the behavioral understanding of this population is critical for success.

This presentation is a must for the dental team who is ready to go to the next level. The changes in the marketplace require us to communicate with our patients differently. It requires us to learn new procedures, learn to work with new materials, and have a higher level of communication with the dental laboratory. But mostly, it requires all members of the dental team to be aware of these new exciting times, and have the tools to build the practice of our dreams.

During this course, attendees will learn:

- How to ask the proper questions at the new patient examination, so that you will connect with the wants and needs of the patient
- How to recognize the flaw in any smile—12 steps to a beautiful smile
- How to use digital photography for codiagnosis, and practice growth
- How to do a TMJ-Occlusal screening examination
- How to properly schedule the new patient, and how to orchestrate this appointment so that you can gather the esthetic, occlusal, biologic and additional clinical information
- How to set up your schedule for maximum quality, efficiency and production
- How to professionally market yourself internally and externally
- How to manage the team to create the synergy necessary to meet and exceed your goals
- How to focus on the things that matter most

## ODEA COURSE

### Do-It-Yourself Online Marketing Best Practices

PRESENTED BY Kevin Schrandt  
Steven Thornton

RECOMMENDED FOR D OM

2 - 5 PM

COURSE CODE 4157

ODEA COURSE

CE CREDITS 3\*\*

By now, most dental practices understand the importance of having a well-designed and functional website as the hub of its practice marketing and communications, but what are some parts of its marketing that the doctor and/or staff can do to improve its overall performance/exposure?

The following points will be addressed to show how to take a hand's on approach to enhanced site connectivity:

- What is an optimized online presence and website?
- How can I set-up and optimize important directories, such as Google+ Local?
- Why is a blog important to local search results and how can I create my own posts?
- How do I use a Facebook page effectively for improved/ongoing patient communication?
- What are some effective push and pull strategies for today's practice advertising?

In addition to the above, the presentation will emphasize the importance of search, email, mobile, print media and social media marketing, and how each can drive traffic and increased production to the practice. Online buzzwords such as SEO/SEM and reputation directories will be reviewed, as will how to integrate your market-facing website with back-end practice management systems.

*\*\*This course appears to meet the Oregon Board of Dentistry's requirements for CE related to practice management and patient relations.*

## ODAA COURSE

### Defining and Integrating Social Media and SEO into the Dental Practice

PRESENTED BY Lou Shuman, DMD, CAGS

RECOMMENDED FOR D H A OM LT

9 AM - 12 PM

COURSE CODE 4158

ODAA COURSE

CE CREDITS 3\*\*

THIS COURSE REPEATS IN THE AFTERNOON

2 - 5 PM

COURSE CODE 4159

ODAA COURSE

CE CREDITS 3\*\*

The greatest impact to the dental practice recently has not been a new dental procedure, nor a new product but the impact the internet is having on dentistry. Though the modern internet is more than a decade old the transformation from informational focus to social interaction, thus creating significant impact on personal decisions, has forever changed the retail and service industries.

In dentistry alone this year over 314 million consumers searched for dental knowledge and dental practice selections. Companies are popping up daily professing expertise and the growth of social media channels is not only growing at breakneck speed, each technology is constantly redefining itself as it heads down the track, leaving most of us back at the station.

So the question is: How and where do you spend your time and energy marketing your practice? How do you use this technology to acquire new patients and build patient loyalty?

At the conclusion of this course, attendees will have learned:

- To understand each major social network, its language, and what your patients are using it for
- What social media changes in 2014 you will need to address to maintain a strong online presence
- The newest and most effective search engine tools to maximize visibility
- Effective new patient growth and online retention strategies

*\*\*This course appears to meet the Oregon Board of Dentistry's requirements for CE related to practice management and patient relations.*

## ODEA COURSE

### Ten Ways to Increase Treatment Acceptance and Production

PRESENTED BY Mike Smith, CPA, MS

RECOMMENDED FOR D H A OM

9 AM - 12 PM

COURSE CODE 4160

ODEA COURSE

CE CREDITS 3\*\*

This interactive presentation will show dentists and teams how to increase treatment acceptance by fine-tuning each phase of the patient experience. We will cover key points that contribute to effective chair-side presentations, looking in-depth at verbal and non-verbal communication skills. We will discuss how to fine-tune co-diagnosis, phraseology, financial presentations, and teamwork to guide more patients to schedule. Finally, we examine how to build value for treatment recommendations and how to implement systems that proactively focus on unscheduled treatment.

At the course of this course, attendees will be able to:

- Identify effective verbal and non-verbal chair-side presentation skills
- Use patient-friendly phraseology to better educate patients about treatment needs
- Handle difficult questions about money and the need for treatment
- Build value for each phase of treatment
- Understand the key components of effective co-diagnosis
- Improve teamwork between the front and back teams
- Implement stronger hand-offs between the clinical team and doctor
- Improve overall patient experience

*\*\*This course appears to meet the Oregon Board of Dentistry's requirements for CE related to practice management and patient relations.*

### Drug and Alcohol Addiction In Dentistry Diagnosis and Treatment

PRESENTED BY Mark Storer, DDS

RECOMMENDED FOR D H A OM LT

9 AM - 5 PM

COURSE CODE 4161

ODEA COURSE

CE CREDITS 6

NOTE This course is also offered on Saturday.

Addiction is now known to be a debilitating and degenerative brain disease that eventually becomes life-threatening. Drug and alcohol abuse are considered to be symptoms of a much greater underlying problem. What causes the chemical transformation in the brain that makes one an addict, and how can this disease be successfully treated?

The impaired dentist or staff member can have a profound negative impact on the quality of care that is delivered to the patient. Conversely, the addicted patient presents several serious issues to the practicing dentist.

How do staff members confront an impaired dentist? How does the dentist deal with the impaired staff member? What is the dentist's liability in treating an impaired patient? These issues will all be addressed, as well the signs and symptoms of the disease of addiction, and the available treatment modalities.



## Come In and Catch It

### The Review That Sticks

PRESENTED BY John Svirsky, DDS, MEd

RECOMMENDED FOR D H A

9 AM - 12 PM

COURSE CODE 4162

ODA COURSE

CE CREDITS 3

This is the perfect review course that covers the recognition, diagnosis and treatment of the 30 soft tissue lesions that every dentist and hygienist should know and treat appropriately. A number of the entities only require recognition. The classic lesions that have been forgotten since school will be brought back to life and your diagnostic confidence will be re-energized. Dr. Svirsky makes oral pathology fun!

During this course, attendees will learn to:

- Demonstrate a logical approach to the diagnosis of the 30 most common oral soft tissue lesions
- Integrate therapeutic regimens used to treat selected oral diseases
- Apply practical clinical information immediately applicable to everyday practice



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## Breakfast at Tiffany's *The Jewels and Gems of Oral Pathology*

PRESENTED BY John Svirsky, DDS, MEd

RECOMMENDED FOR D H A

2 - 5 PM COURSE CODE 4163  
ODA COURSE CE CREDITS 3

This course will present interactive case presentations and will cover some of the normal and abnormal radiographic findings. A review of common radiolucent and radiopaque lesions will be covered. There is something for everybody. Get ready to learn, laugh and make a difference in the diagnosis and treatment of oral diseases.

During this course, attendees will learn to:

- Demonstrate a logical approach to the diagnosis of oral lesions
- Recognize the common radiographic lesions found in dental practices
- Applying practical clinical information immediately applicable to everyday practice

## CPR for the Health Care Provider

PRESENTED BY Mary Ann Vaughan, RN, CEN, BSN

RECOMMENDED FOR D H A OM LT

9 AM - 12:30 PM COURSE CODE F5008  
ODA COURSE CE CREDITS 3.5

THIS COURSE REPEATS IN THE AFTERNOON

1:30 - 5 PM COURSE CODE F5009  
ODA COURSE CE CREDITS 3.5

COURSE LIMIT 50 participants (per session)

ADDITIONAL FEE \$15

NOTE This course is also offered on Thursday and Saturday.

This is an American Heart Association class emphasizing the CABs of resuscitation, including rescue breathing, use of bag-valve mask, AED, CPR and foreign body airway removal for all age groups. The workshop will include written and skills evaluations. Re-certification is for 2 years.

Course attendees will receive a copy of the American Heart Association's required textbook, *BLS for Healthcare Providers Student Manual*. Please note, this text will only be distributed on-site. No exceptions.

## State of the Art Topics, Tricks and Techniques in Implant Overdentures and Implant Retained Partial Dentures

PRESENTED BY Robert Vogel, DDS

RECOMMENDED FOR D H A LT

9 AM - 12 PM COURSE CODE 4164  
ODA COURSE CE CREDITS 3

NOTE This course is also offered on Thursday.

This fast moving clinical based presentation designed for private practice will provide a systematic approach to diagnosis and treatment of the fully and partially edentulous patient with removable prosthesis including overdentures and implant retained removable partial dentures. Scientifically based tips, tricks, techniques and controversies will be presented to assure long-term success with *precision, productivity and profitability*.

Issues discussed include ideal number of implants (maxillary and mandibular), ideal attachment selection, prosthesis design and foolproof formulas for fee determination and patient presentation techniques all aimed at simplification and predictability of Implant retained prosthesis.

At the conclusion of this course, attendees will:

- Have confidence and predictability with state of the art implant techniques
- Have updated knowledge on current concepts and materials in implant dentistry
- Allow more patients to benefit from implant-based treatment through reduced chairtime and overhead

## Precision, Productivity and Profitability of Implant Prosthetics in Private Practice

PRESENTED BY Robert Vogel, DDS

RECOMMENDED FOR D H A LT

2 - 5 PM COURSE CODE 4165  
ODA COURSE CE CREDITS 3

NOTE This course is also offered on Thursday.

This scientifically based fast moving presentation designed for private practice will cover state of the art tips, tricks and techniques in implant prosthetics. A systematic approach

to ideal esthetic treatment of the single tooth through fully edentulous patient will be presented emphasizing long-term stability, predictability and profitability. Designed for the entire implant team, stressing ideal interaction for simplification of even the most advanced Implant cases.

Topics in fixed and removable implant prosthetics will be addressed focusing on: predictable treatment planning, provisionalization and soft tissue esthetics, ideal abutment selection, occlusion and simplified overdentures. Also presented are foolproof fee determination and patient presentation techniques as well as a complete overview of the newest technology to gain comfort and confidence incorporating the benefits of CAD CAM and zirconium restorative materials.

At the conclusion of this course, attendees will:

- Have confidence and predictability with state of the art implant techniques and materials
- Be able to integrate advanced techniques into private practice with simplification
- Allow more patients to benefit from implant-based treatment through ideal fee determination, presentation techniques and controlled overhead



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## OSOMS COURSE

End Tidal CO<sub>2</sub> Monitoring for the Sedated PatientPRESENTED BY Norm Auzins, DDS  
Robert Cross, Jr., MD

RECOMMENDED FOR D

1 - 3 PM COURSE CODE 4166

OSOMS COURSE CE CREDITS 2

Following a national trend, the Oregon Board of Dentistry recently updated its guidelines to require end-tidal CO<sub>2</sub> monitoring, or capnography, in moderate and deep sedation in an effort to increase safety in procedures. This course is designed to provide an introduction to the use of capnography, which is now a required tool to assist the clinician with in-depth patient assessment. Capnography instantaneously monitors breath to breath carbon dioxide concentration and provides a picture of the patient's metabolic, circulatory, and ventilatory status. This program will explore how capnography can assist the clinician in identifying clinical conditions that predispose patients to respiratory complication along with application for transport and resuscitation.

## Care Versus Commerce

## A Challenge to Professional Integrity

PRESENTED BY Phyllis Beemsterboer, MS, EdD, FADC  
Gary Chiodo, DMD, FADC

RECOMMENDED FOR D H

1 - 4 PM COURSE CODE 4167

ODA COURSE CE CREDITS 3\*\*

SPONSORED, IN PART, BY The American  
College of Dentists

This course will provide an interactive lecture and discussion on the tension between care and commerce in dentistry. The material will explore ethical business issues that are addressed in the ADA Principles of Ethics and Code of Professional Conduct and discuss ethical dilemmas that may arise from this interface. The facilitators will present cases to explore the many challenges facing the dental practice environment.

At the conclusion of this course, attendees will be able to:

- Describe the challenges to professional integrity and maintaining the foundations of our contract with society.
- Compare and contrast ethical principles as they are reflected in ethical dilemmas and in the provision of dental care.
- Identify the business ethics concerns that are discussed in the ADA Code and understand how to apply a model of ethical decision-making related to these issues.

\*\*This course appears to meet the Oregon Board of Dentistry's requirements for CE related to practice management and patient relations.

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## The Blacks and Whites (and Grays) of Radiographic Interpretation

PRESENTED BY Nancy Bouchard, DDS, MHP

RECOMMENDED FOR D H A

8 - 11 AM COURSE CODE 4168

ODA COURSE CE CREDITS 3

This lecture unravels the meanings found in the various 'grays' on dental radiographs. Attendees will gain experience in identifying normal anatomic landmarks, decay, and periodontal disease. Some intriguing cases will be reviewed. Recent information on radiation safety is included.

At the conclusion of this course, attendees will be able to:

- Identify normal anatomic landmarks on radiographs
- Identify caries on intra-oral radiographs
- Evaluate the periodontal status gained from radiographs
- Interpret panoramic images
- Discuss radiographic safety measures

## Behind the Shadows Workshop

PRESENTED BY Nancy Bouchard, DDS, MHP

RECOMMENDED FOR D H A

1 - 4 PM COURSE CODE F5010

ODA COURSE CE CREDITS 3

COURSE LIMIT 30 participants

ADDITIONAL FEE \$50

This workshop will decipher the significance behind the various 'shadows' on dental radiographs. After presentation and discussion, the whole dental team will be able to use the remaining time to view films and identify those shadows. Participants will gain experience in identifying normal anatomic landmarks, decay, and periodontal disease. Recent information on radiation safety will be included.

At the conclusion of this course, attendees will be able to:

- Identify normal anatomic landmarks on radiographs
- Identify caries on radiographs
- Evaluate the periodontal status gained from radiographs
- Discuss radiographic safety measures

## ODEA COURSE

## Top Tips for Clinical Success

PRESENTED BY Lee Ann Brady, DMD

RECOMMENDED FOR D H A OM

8 - 11 AM COURSE CODE 4169

ODEA COURSE CE CREDITS 3

Dentistry is changing at a rapid pace. Being successful and efficient is about staying on top of the newest trends and clinical tips. In this program Dr. Brady will present the top clinical tips and techniques she is teaching. Some are old tried and true approaches that remain successful, while others introduce brand new materials and approaches. Tips will span the areas of prevention, posterior composites and indirect all ceramics.

During this course, attendees will learn about:

- Caries prevention
- Perio therapy adjuncts
- What's new in composites
- In office and tray bleaching

## ODEA COURSE

## A Team Approach to Patient Care

PRESENTED BY Lee Ann Brady, DMD

RECOMMENDED FOR D H A OM

1 - 4 PM COURSE CODE 4170

ODEA COURSE CE CREDITS 3\*\*

Two of the greatest challenges heard from dental teams are improving their "case acceptance" and their ability to work together to this end. These two issues are tied together at their source. Learning to work together as a team will enhance the improvement for incredible, predictable results in your office. We will discuss communication, listening and co-discovery for both the new patient interview and exam; so that when you return home to your practice your interactions with patients will be more effective in helping them choose health. Your team can expect to gain the following from this workshop:

- Create a team instead of a group of individuals that work together
- Master the power of communication in all your relationships
- Help patients develop ownership of their dental health
- The co-discovery exam process

\*\*This course appears to meet the Oregon Board of Dentistry's requirements for CE related to practice management and patient relations.

## Twenty-First Century Laser-Assisted Dentistry

PRESENTED BY Anthony "Rick" Cardoza, DDS

RECOMMENDED FOR D H A OM LT

8 - 11 AM COURSE CODE 4171

ODA COURSE CE CREDITS 3

This presentation will contrast the daily challenges faced in the conventional delivery of a variety of dental procedures against the solutions offered through laser-assisted dentistry. This lecture is for the dentist/dental hygienist and covers various laser applications. These general applications include cavity preparations, various soft tissue procedures, endodontic preparation, and bony procedures such as crown lengthening and tori reduction. In addition, laser dental hygiene applications will be discussed as well. Examples of these procedures using both the diode laser and the hard tissue laser will be shown.

At the conclusion of this course, attendees will have learned:

- Basic laser safety and physics
- Clinical applications of dental hard and soft tissue lasers
- Common laser dental hygiene applications

Keep up to date with the latest buzz before the meeting, the latest talk and conference changes during the meeting, and recaps after the meeting by following @ODAPrez.

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#### Dental Materials

Dr. Gordon Christensen

#### Periodontics/Dental Materials

Dr. Rella Christensen

#### Composites/Cracked Teeth

Dr. David Clark

#### Pediatrics

Dr. Jane Soxman

#### Lasers

Dr. John Graeber

#### Botulinum Toxin Therapies

Dr. Tim Hess

#### Oral/Systemic Connection

Ms. Amy Doneen

#### Radiography

Ms. Theresa Johnson

#### Alginate Impression Techniques

Dr. Sally Hewett

#### Ultrasonics

Ms. Dani Botbyl

#### Social Media

Dr. Larry Emmott

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— Gwen Davis

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## Dispelling the “CSI Effect” Myth *An Overview of Contemporary Forensic Dentistry*

PRESENTED BY Anthony “Rick” Cardoza, DDS

RECOMMENDED FOR D H A OM LT

1 - 4 PM COURSE CODE 4172

ODA COURSE CE CREDITS 3

NOTE This course is also offered on Friday.

Because of the current popularity of forensic fare in television, the general public is getting a skewed view of the true nature of forensic investigation. This issue is commonly known as the “CSI effect.” In this seminar, Dr. Cardoza will dispel this myth as it relates to forensic odontology. Topics will include forensic dental identification of decedents of varying postmortem states including: skeletal, fragmented, decomposed, burned remains and pattern injuries as they relate to bite mark investigation not only in human bites but animal bites as well.

At the conclusion of this course, attendees will:

- Understand the varied roles of forensic dentists
- Understand the forensic value of dental records
- Recognize how to cooperate with the legal system

## ODAA COURSE

### Introduction to Dental Sleep Medicine for the General Dental Team

PRESENTED BY Steve Carstensen, DDS, FAGD, FICD, FADC

RECOMMENDED FOR D H A OM

8 - 11 AM COURSE CODE 4173

ODAA COURSE CE CREDITS 3

This is an overview of sleep disordered breathing and what the dental team can do to impact the health of their patients. We cover basics of sleep, dental appliances, how to work with sleep physicians to market your service, and touch on medical insurance interaction.

At the end of this course, attendees will be able to:

- Describe sleep physiology, both what is normal and what is abnormal
- Illustrate to their patients the medical consequences of untreated SDB
- Apply basic sleep appliance therapy to selected patients
- Communicate with sleep physicians about collaborative care



**ODA Member**  
*Art Show*

Don't miss the return of this ODC favorite, showcasing the artistic talent of ODA member dentists!

Art categories include:  
oils; acrylics; watercolors;  
sculptures/wood carvings;  
photography; ink/pencil drawings

## ODAA COURSE

### Sleep Bruxism

*It May Not Mean What You Think it Means*

PRESENTED BY Steve Carstensen, DDS, FAGD, FICD, FADC

RECOMMENDED FOR D H A OM

1 - 4 PM COURSE CODE 4174

ODAA COURSE CE CREDITS 3

This program focuses on something dentists see frequently in their patients. Not only are many people unaware of the condition, but many dentists may not appreciate the medical implications not only of the bruxism, but also of what we as dentists typically provide for treatment. This will help dentists think beyond tooth protection to possibly addressing a serious medical problem.

At the end of this course, attendees will be able to:

- Know what questions to ask to determine the proper therapy
- How to differentiate between sleep bruxism and obstructive sleep apnea
- Communicate with sleep physicians to aid diagnosis

## OSP COURSE

### Enhancing Treatment Outcomes by Using a Multidisciplinary Team Approach to Treat Challenging Restorative Cases

PRESENTED BY Ryan Cook, DDS, MS

RECOMMENDED FOR D H A OM LT

8 AM - 4 PM COURSE CODE 4175

OSP COURSE CE CREDITS 6

This seminar investigates the theoretical and technical aspects of multi-disciplinary dentistry. It explores how a multi-disciplinary approach to diagnosis and treatment planning impacts implant restorations, fixed prosthodontics, and contemporary esthetics. It reviews multiple techniques allows for an easy assimilation into your practice.

Communication between restorative dentist, orthodontist, endodontist, periodontist, oral surgeons and laboratory technician is paramount in providing high level patient care. This seminar gives the clinician a solid foundation in multi-disciplinary treatment planning that allows the dental team to provide a high level of care through communication.

The following will be covered during this session:

- Understanding restorative treatment planning drives patient care
- How diagnosis, treatment planning and initial patient presentation effects:
  - Treatment of a gummy smile
  - Esthetics
  - Implant dentistry
  - Tooth preparation
  - Provisional techniques
- Simplifying impression techniques
- Understanding how hard and soft tissue augmentation can improve restorative outcomes
- Tips on laboratory communication
- Alternative abutment schemes
- Multiple unit restorative options
- How to get out of difficult situations in restorative dentistry

## The Business Side of Dentistry *What Every Dentist Should Know!*

PRESENTED BY Bob Creamer, CPA

RECOMMENDED FOR D

8 - 11 AM

COURSE CODE 4176

ODA COURSE

CE CREDITS 3\*\*

NOTE This course is also offered on Friday.

NOTE This course is limited to dentists and their spouses only.

Wherever you are in your career, learn important business concepts to achieving personal and professional goals. Understand why the majority of dentists cannot retire when they want to. Gain an understanding of why this is true and how you can take steps now to be able to retire.

Enjoy the journey throughout your dental career by making your practice work for you. Put your taxing partners to work in your practice, by understanding and applying key tax strategies.

Learn helpful techniques to maximize your income and quality of life.

At the conclusion of this course, attendees will have learned:

- How to improve quality of life and income
- The tax laws of dentistry and how to make them work the dental practice
- How to discover leaks in a dental practice that drain away profits
- How to maximize retirement savings today
- How to enhance the practice to bring bottom-line results

\*\*This course appears to meet the Oregon Board of Dentistry's requirements for CE related to practice management and patient relations.

## Current Perspectives on Pharmacotherapy in Dentistry *Using Evidence to Simplify Drug Selection and Enhance Drug Safety and Effectiveness*

PRESENTED BY Arthur Jeske, DMD, PhD

RECOMMENDED FOR D H A

8 - 11 AM

COURSE CODE 4177

ODA COURSE

CE CREDITS 3

THIS COURSE REPEATS IN THE AFTERNOON

1 - 4 PM

COURSE CODE 4178

ODA COURSE

CE CREDITS 3

Dental care requires an understanding of the current, evidence-based role of drugs in overall patient management, particularly with regard to local anesthetics, analgesics and antibiotics. This seminar is designed to familiarize dentists and dental team members with current, important issues in the use of drug therapy, with an emphasis on scientific evidence to support therapeutic decisions.

At the completion of this course, attendees will be able to incorporate scientific evidence into the clinical decision-making process related to the following pharmacologic issues:

- Selection of antibiotics for orofacial infections and the use of antibiotic prophylaxis
- Selection of drugs for pain, including single agents and combination products
- Comparative clinical features of current injectable and topical local anesthetics, including approaches to the management of the failed inferior alveolar nerve block
- Selection of appropriate agents for the emergency kit

## Best Accounting Practices for the Financial Health of Your Dental Practice

PRESENTED BY Denise Loter-Koch

RECOMMENDED FOR D OM

1 - 4 PM

COURSE CODE 4179

ODA COURSE

CE CREDITS 3\*\*

Dental software and technology takes care of your patients. Your office manager or staff accountant takes care of the billing and payments, but who is taking care of your larger accounting needs? No matter whether you are a one doctor practice, or several doctors with multiple locations, managing the financial health of your practice is critical to long-term success and growth. Former corporate controller and financial accounting expert, Denise Loter-Koch, will share with you the best practices you should have in place, like quarterly and annual reviews, how to use your financial statements for different purposes – like tax returns or loan applications, what to ask your CPA at tax time, how to record and track capital assets and equity, internal controls and fraud prevention, records storage in the cloud, and more. She will also demonstrate how QuickBooks offers financial management solutions so you can better maintain the health of your practice.

By the end of the seminar, attendees will be equipped with knowledge to better manage and grow their dental practice through effective financial management.

\*\*This course appears to meet the Oregon Board of Dentistry's requirements for CE related to practice management and patient relations.

## OSAE COURSE

### Treating Teeth That Have Undergone Trauma

PRESENTED BY Karan Replogle, DDS, MS

RECOMMENDED FOR D A LT

8 - 11 AM

COURSE CODE 4180

OSAE COURSE

CE CREDITS 3

Even if dental trauma in the young dentition is managed in a timely manner, the consequences in the first five to ten years after the event are often more problematic than the initial injury. This course will present options for managing sequela such as ankylosis with root resorption, infraposition or pulp necrosis in a tooth with immature root development. Cases will be presented illustrating the use of decoronation as an early treatment intervention to preserve bone and gingival architecture for a future dental implant. The current promising results of regeneration/revascularization procedures to close apices, gain root length and increase dentin thickness in necrotic teeth with immature root development will be shared.

At the completion of this course, attendees will be able to:

- Describe decoronation as a treatment option for ankylosis and infraposition
- Delineate treatment planning decisions based on age of patient and root development of traumatized tooth
- Discuss implications of an interdisciplinary (endodontist, general dentist, pediatric dentist and orthodontist) team approach
- Describe the current treatment planning considerations when attempting regeneration/revascularization

## You Want to Do What to My Child?

*Answering Parent's Difficult Questions While Keeping Your Sanity*

PRESENTED BY David Rothman, DDS

RECOMMENDED FOR D H A OM

8 - 11 AM

COURSE CODE 4181

ODA COURSE

CE CREDITS 3

News flash: brushing and flossing don't stop cavities. And if you think brushing after you eat is useful, you may have to rethink that one! For years, we have spread myths that we learned in dental school without truly analyzing the research and the common sense of the things we do on a daily basis. This discussion will start your thinking process and have you evaluating evidence based research on the issues of caries, hygiene, diet, caries risk assessment, prevention and how to manage the family (it's not just the child) for the initial evaluation and follow up visits. We'll also touch on the airway and its effect on the developing dentition.

At the conclusion of this course, attendees will be able to:

- Develop a preventive plan based on current understanding of the interrelationship between diet, frequency, cariogenicity, and inconsistent parenting
- Understand diagnostic modalities appropriate to children
- Understand and manage the behavior of the underparented, overstressed, no limits child of the new decade
- Improve his or her knowledge to become comfortable with seeing and treating children in the office

## Secrets of Pediatric Dentistry

*What You Weren't Taught in Dental School!*

PRESENTED BY David Rothman, DDS

RECOMMENDED FOR D H A OM

1 - 4 PM

COURSE CODE 4182

ODA COURSE

CE CREDITS 3

Are you overwhelmed with angst when you know children will be coming to your office? Are you surprised when little Johnny who was a lion in your office, was a lamb in Dr. Pedro's office. Do you suspect that pediatric dentists have their offices plumbed with nitrous oxide? Do you think we have a secret silver bullet for treating kids? This presentation will reveal many of our secrets for making the day a pleasant one with children. We will discuss what factors of a child's growth and development and family involvement will help you plan appropriate behavior management and treatment options for anesthesia, sealants, esthetic restorative dentistry, pulp therapy and space maintenance generally without use of high tech and expensive gadgets.

At the conclusion of this course, attendees will be able to:

- Understand and utilize esthetic and resin based materials in restorative techniques
- Treatment plan and utilize appropriate dental materials for maintenance of a devitalized primary tooth and immature permanent tooth
- Understand the importance and options for space maintenance in the primary and mixed dentition
- Improve his or her knowledge to become comfortable with seeing and treating children in his or her office
- Determine which factors contribute to a child's growth and development in order to help you plan appropriate behavior management and treatment options

## OSOMS COURSE

### Prosthodontic Considerations for the Oral and Maxillofacial Surgeon

PRESENTED BY Jay Smith, DDS

RECOMMENDED FOR D A LT

8 AM - 4 PM

COURSE CODE 4183

OSOMS COURSE

CE CREDITS 6

Surgical and restorative collaboration is vital for successful results in implant dentistry. Often times the implant surgeon is more experienced in the implant process because it's more everyday dentistry in their offices. They are often asked to help treatment plan the restorative phase of therapy for their referring general dentist. This course will help the implant surgeon better understand the restorative guidelines that are necessary for esthetic and functional success. Dr. Smith will discuss detailed guidelines of implant placement for single and multiple missing teeth as well as the edentulous patient. Stock verses custom abutment selection will be discussed from an advantage/ disadvantage perspective. Provisional "pearls" will be given that minimize complications for the surgeon. Participants will gain valuable treatment planning options and understanding for edentulous patients. Lastly, Dr. Smith will present complications and how to best manage the complications after implant placement.

During this course, attendees will:

- Realize advantages of Ideal surgical implant placement for optimal esthetic results
- Understand the biological differences between single implants and adjacent implants
- Learn how to avoid complications in the anterior esthetic zone
- Manage complications with restorative solutions
- Understand the advantages of custom abutments
- Discover the nuances of treatment planning the complex edentulous patient
- Learn some new provisional techniques for optimal surgical and restorative success
- Gain a better understanding of implant restorative dentistry for better referral collaboration

## Drug and Alcohol Addiction In Dentistry

### Diagnosis and Treatment

PRESENTED BY Mark Storer, DDS

RECOMMENDED FOR D H A OM LT

8 AM - 4 PM

COURSE CODE 4184

ODA COURSE

CE CREDITS 6

**NOTE** This course is also offered on Friday.

Addiction is now known to be a debilitating and degenerative brain disease that eventually becomes life-threatening. Drug and Alcohol abuse are considered to be symptoms of a much greater underlying problem.

What causes the chemical transformation in the brain that makes one an addict, and how can this disease be successfully treated?

The impaired dentist or staff member can have a profound negative impact on the quality of care that is delivered to the patient. Conversely, the addicted patient presents several serious issues to the practicing dentist.



How do staff members confront an impaired dentist? How does the dentist deal with the impaired staff member? What is the dentist's liability in treating an impaired patient? These issues will all be addressed, as well the signs and symptoms of the disease of addiction, and the available treatment modalities.

## Cases Only a Mother Could Love

PRESENTED BY John Svirsky, DDS, MEd

RECOMMENDED FOR D H A

8 - 11 AM COURSE CODE 4185

ODA COURSE CE CREDITS 3

CAUTION This course is rated PG-13

This entertaining and informative course will dramatize in black and white, and "living color," some of the unusual cases Dr. Svirsky has encountered in his over 30 years as an "oral medicine man." Things are not always as they seem. This program includes:

- Differential diagnosis
- Cases that grow
- Cases that grow big and ugly
- Unusual cases even by my standards

This course is interactive, with audience participation expected. Those of you who have not heard him are in for a memorable oral pathology experience.

At the conclusion of this course, attendees will be able to:

- Demonstrate a logical approach to the diagnosis of oral lesions

- Integrate therapeutic regimens used to treat oral diseases encountered in dental practices
- Distinguish good from bad
- Apply practical clinical information immediately applicable to everyday practice

## CPR for the Health Care Provider

PRESENTED BY Mary Ann Vaughan, RN, CEN, BSN

RECOMMENDED FOR D H A OM LT

8 - 11:30 AM COURSE CODE F5011

ODA COURSE CE CREDITS 3.5

THIS COURSE REPEATS IN THE AFTERNOON

12:30 - 4 PM COURSE CODE F5012

ODA COURSE CE CREDITS 3.5

COURSE LIMIT 50 participants (per session)

ADDITIONAL FEE \$15

NOTE This course is also offered on Thursday and Friday.

This is an American Heart Association class emphasizing the CABs of resuscitation, including rescue breathing, use of bag-valve mask, AED, CPR and foreign body airway removal for all age groups. The workshop will include written and skills evaluations. Re-certification is for 2 years.

Course attendees will receive a copy of the American Heart Association's required textbook, *BLS for Healthcare Providers Student Manual*. Please note, this text will only be distributed on-site. No exceptions.

## Some Days You're the Pigeon; Some Days the Statue!

PRESENTED BY Dave Weber

RECOMMENDED FOR D H A OM LT

8 AM - 4 PM

COURSE CODE 4186

ODA COURSE

CE CREDITS 6\*\*

Truer words were never spoken! Come prepared to laugh and learn as one of our country's best humorists, and most sought after dental speakers discusses what many doctors and staff feel is the most challenging part of their practice: the people! (Doctors and patients; doctors and staff; staff and patients; staff and staff. Heck, even husbands and wives; parents and children.)


Relationships—it all boils down to relationships. You can make 'progress on purpose' and learn the amazing impact that our communication has on the culture and climate of a practice and a home!

During this course, attendees will:

- Discover the six most powerful words in the English language and when to use them
- Learn the secret to bringing out the best in the people we work with and patients we serve
- Develop a proven process for drawing people closer

\*\*This course appears to meet the Oregon Board of Dentistry's requirements for CE related to practice management and patient relations.

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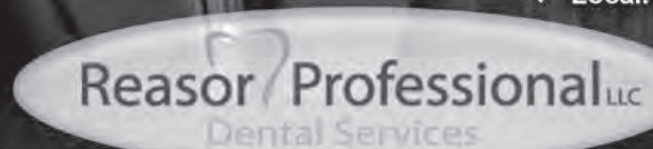


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## REGISTRATION INFORMATION

### Section-by-Section Instructions

- 1 PRIMARY REGISTRANT** Registration materials for the entire office will be sent to the primary registrant's address. All registrants must answer the three questions at the end of section 1 on the registration form. If you need to list more than three registrants from your office, please photocopy the registration form and use the photocopies as continuation sheets. If using a continuation sheet, mark the box at the top left corner of the form, enter the primary registrant's name in section 1, and proceed directly to section 4.
- 2 SPECIALTY** Please check **one box only** to indicate the doctor's specialty.
- 3 REGISTRATION CATEGORY & FEES** Please note that ODC has many different registration categories. Check the list carefully to be sure you are paying the correct fee. Note that dentists may only register as dentists; dentists may not register as guests.
- 4 NAME BADGE INFORMATION & FEE CALCULATION**
  - ✓ **Print badge names clearly** and include the preferred first name for each person.
  - ✓ Make the primary registrant the first entry on the registration form.
  - ✓ Enter the appropriate registration code from section 3 for each person registering.
  - ✓ Check whether a **Conference Badge** (admittance to the Exhibit Hall and all lectures) or an **Exhibits-Only Badge** (admittance to Exhibit Hall only) is desired.
  - ✓ Enter the appropriate fee according to the date of registration.
  - ✓ Check all fee-based courses and events that the registrant will be attending.
  - ✓ Total the registration fee plus all fee-based courses and events for each participant.
  - ✓ Indicate whether the registrant will be attending the ODC General Session.
  - ✓ Enter the 4-digit codes for all NON-fee courses that the registrant will be attending. (All non-fee codes begin with "4".) Codes will be found on the page opposite the registration form.
  - ✓ Add up fees for all registrants and enter the total on the last line of section 4.
  - ✓ Children under 16 are not allowed in lectures, but are welcome in the Exhibit Hall.
- 5 HOUSING POLL** The housing poll helps ODA maintain meeting dates at the Oregon Convention Center. Make your own hotel reservation, then enter the number of rooms you are reserving each night next to your hotel. If your hotel is not listed, enter the hotel name on the "other" line. This information will help us reserve discounted room blocks at popular hotels in the future and **is not intended as a reservation method.**
- 6 PAYMENT** Indicate method of payment and be certain that all information is accurate. Credit card registrations must be signed in order to authorize the transaction. Submit registration by mail, fax, or online at [www.oregondental.org](http://www.oregondental.org). Registrations will not be accepted by phone or email. If registering by fax, please do not mail a copy of your registration.

**CANCELLATION & TRANSFER POLICY:** All refund, transfer, and cancellation requests must be submitted in writing. If cancellation or transfer occurs after preregistration materials have been mailed, badge(s) must be returned with the written request. A \$50 handling fee will be charged for all refunds. **Refund requests will not be granted, for any reason, after 11:59 PM on March 21, 2014.** Transfers will be accepted anytime without penalty.

## How to Register

### ONLINE



[www.oregondental.org](http://www.oregondental.org)

### MAIL

(must be received by March 21)



Oregon Dental Association  
PO Box 3710  
Wilsonville, OR 97070

### FAX

(must be received by March 21)



503.218.2009  
*credit card orders only*

If registering by fax,  
**DO NOT MAIL** a copy of  
your registration.

**NO REGISTRATIONS**  
will be accepted by phone  
or email.

Presenter	Course Title	Course Code
<b>Thursday - Morning Courses</b>		
Berkman .....	Evidence-Based Esthetics: Smile Engineering for All Team Members* ...	4102
Braatz/Kleinstub .....	Record Keeping from the Board's Perspective.....	4104
Braatz/Kleinstub .....	How to Stay Out of Trouble with the Oregon Board of Dentistry .....	4105
Bregman.....	Enhanced Oral Cancer Detection: Thrive While Saving Lives!.....	4106
Davis .....	Think Outside the Mouth: ... Nonsurgical Periodontal Treatment.....	4108
Droter .....	What Is a Click? .....	4110
Eshenaur Spolarich .....	Pharmacologic and Dental Treatment for Patients w/ Respiratory Disease..	4112
Feuerstein.....	Technology in Your Dental Practice: Current and Future—Part 1 .....	4114
Kaufman/LeMay .....	How Thinking Like a Garbageman can Increase Morale, Productivity, Smiles..	4116
Kelsch .....	Infection Control with a Twist.....	4117
Kessler .....	Bonded Indirect Restorations—Part 1: Indications and Limitations....	4119
Loter-Koch.....	Office Managers: Doctoring Up the Practice with QuickBooks .....	4121
Mays .....	Staying Heart Healthy in Today's Hectic World.....	4122
Nasseh .....	New Horizons in Endodontics—Lecture.....	4124
Pace Brinker .....	The Art of Exquisite Anterior, Posterior, Single, Multiple Unit Provisionals...	4125
Paunovich.....	Alternative Medications and Their Impact on Patient Care.....	4126
Vaughan .....	CPR for the Health Care Provider*.....	F5003
Vogel .....	Precision, Productivity and Profitability of Implant Prosthetics in Private Practice* .....	4131
<b>Thursday - Afternoon Courses</b>		
Beadnell/Ueeck.....	Medical Emergency Update .....	4101
Berkman .....	Evidence-Based Esthetics: Smile Engineering for All Team Members* ...	4103
Bregman.....	Make Your Practice POP™! Improved Patient Care, Enhanced Organizational Effectiveness and Maximized Profitability .....	4107
Davis.....	America's Sweet Tooth Obsession; Its Impact on Oral, Systemic Health! ..	4109
Droter .....	Why Are You Clenching Your Teeth? .....	4111
Eshenaur Spolarich....	Osteoporosis: Assessment, Prevention and Pharmacotherapy .....	4113
Feuerstein.....	Technology in Your Dental Practice: Current & Future...—Part 2.....	4115
Kelsch .....	Identifying Meth. Abuse and Developing a Treatment Protocol.....	4118
Kessler .....	Bonded Indirect Restorations—Part 2.....	4120
Mays .....	Health Implications of Diabetes and Pre-Diabetes.....	4123
Nasseh .....	New Horizons in Endodontics—Workshop .....	F5001
Pace Brinker.....	Predictable Techniques to Create Lifelike Provisionals—Workshop....	F5002
Paunovich.....	Nutrition, Aging, and Oral Health .....	4127
Svirsky .....	Oral Pathology with a Twist and a Number of Crusts .....	4128
Thompson .....	Communicate with Power & Compassion! Turn "Dental" into "Dynamic"...	4129
Vaughan .....	CPR for the Health Care Provider*.....	F5004
Verbiest .....	Risk Management (as part of ODC registration).....	4130
Verbiest .....	Risk Management (as a stand-alone course) .....	F5005
Vogel .....	State of the Art Topics, Tricks and Techniques in Implant Overdentures and Implant Retained Partial Dentures* .....	4132

## Friday - Keynote

Stephenson .....	Get Off Your 'But': No More Fears, Excuses, or Insecurities!.....	4190
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## Friday - Full Day Courses

Levi .....	The Diagnosis of Acute, Chronic Pain: Pulpal, Periodontal, Neither?...	4151
Storer .....	Drug and Alcohol Addiction In Dentistry: Diagnosis and Treatment* ...	4161

## Friday - Morning Courses

Blatchford.....	Ten Steps to Grow Your Practice .....	4133
Bouchard/Sholes .....	Tricks of the Radiology Trade—Workshop* .....	F5006
Canfield/Stiller .....	Medical Teams International: At Home and Abroad.....	4135
Cardoza .....	Dispelling the "CSI Effect" Myth* .....	4136
Creamer .....	The Business Side of Dentistry: What Every Dentist Should Know!*	4138
Davis .....	Creating the Ultimate Doctor—Patient Hygiene Exam .....	4139
Eshenaur Spolarich....	Commonly Prescribed Meds and Managing Oral Side Effects.....	4140
Feuerstein.....	High Tech Workshop .....	4142
Grayzel .....	Tongue Tied: A Story NOT Silenced by Oral Cancer* .....	4144
Kay .....	Blood, Spit and Fears: A Painless OSHA Update* .....	4147

Presenter	Course Title	Course Code
<b>Friday - Morning Courses, cont.</b>		
Kessler.....	A Look at New Materials and Tech. through the Lens of Proven Principles ....	4149
Miles .....	"Magic Shadows": Cone Beam Imaging for Your Practice.....	4153
Pace Brinker .....	Laboratory Communication: What the Lab Really Needs to Know .....	4155
Shuman.....	Defining, Integrating Social Media and SEO into the Dental Practice* .....	4158
Smith.....	Ten Ways to Increase Treatment Acceptance and Production.....	4160
Svirsky .....	Come In and Catch It: The Review That Sticks.....	4162
Vaughan .....	CPR for the Health Care Provider* .....	F5008
Vogel .....	State of the Art Topics, Tricks and Techniques in Implant Overdentures and Implant Retained Partial Dentures*.....	4164

## Friday - Afternoon Courses

Blatchford.....	The Sales Challenge: Conversations That Work .....	4134
Bouchard/Sholes .....	Tricks of the Radiology Trade—Workshop* .....	F5007
Cardoza .....	Dentistry's Role in a Bioterrorism/Mass Disaster Scenario .....	4137
Eshenaur Spolarich .....	Herbal Medicines and Dentistry .....	4141
Feuerstein.....	Diagnosis, Planning and Treatment: New 3D Technology Workshop.....	4143
Grayzel .....	Tongue Tied: A Story NOT Silenced by Oral Cancer* .....	4145
Howerton/Kennedy .....	Medical Emergencies .....	4146
Kay .....	Blood, Spit and Fears: A Painless OSHA Update* .....	4148
Kessler .....	Restoration of the Anterior Dentition .....	4150
Loter-Koch.....	Drilling Down the Latest Dental Practice Management Software and Technology .....	4152
Miles .....	"These Images Are Great!" Essential Cone Beam Anatomy for Dentists .....	4154
Pace Brinker.....	Patient Care Coordinator: Esthetically Driven, Complete Care Practice .....	4156
Schrandt/Thornton..	Do-It-Yourself Online Marketing Best Practices.....	4157
Shuman .....	Defining, Integrating Social Media and SEO into the Dental Practice* .....	4159
Svirsky .....	Breakfast at Tiffany's: The Jewels and Gems of Oral Pathology .....	4163
Vaughan .....	CPR for the Health Care Provider* .....	F5009
Vogel .....	Precision, Productivity and Profitability of Implant Prosthetics in Private Practice* .....	4165

## Saturday - Full Day Courses

Cook.....	Enhancing Outcomes...Multidisciplinary, Challenging Restorative Cases ..	4175
Smith.....	Prosthodontic Considerations for the Oral and Maxillofacial Surgeon....	4183
Storer .....	Drug and Alcohol Addiction In Dentistry: Diagnosis and Treatment* .....	4184
Weber .....	Some Days You're the Pigeon; Some Days the Statue! .....	4186

## Saturday - Morning Courses

Bouchard.....	The Blacks and Whites (and Grays) of Radiographic Interpretation .....	4168
Brady.....	Top Tips for Clinical Success.....	4169
Cardoza .....	Twenty-First Century Laser-Assisted Dentistry .....	4171
Carstensen .....	Introduction to Dental Sleep Medicine for the General Dental Team .....	4173
Creamer .....	The Business Side of Dentistry: What Every Dentist Should Know!*	4176
Jeske.....	Current Perspectives on Pharmacotherapy in Dentistry*.....	4177
Replogle .....	Treating Teeth That Have Undergone Trauma .....	4180
Rothman.....	You Want to Do What to My Child? Parent's Difficult Questions .....	4181
Svirsky .....	Cases Only a Mother Could Love.....	4185
Vaughan .....	CPR for the Health Care Provider* .....	F5011

## Saturday - Afternoon Courses

Auzins/Cross.....	End Tidal CO <sub>2</sub> Monitoring for the Sedated Patient.....	4166
Beemsterboer/		
Chiodo .....	Care Versus Commerce: A Challenge to Professional Integrity .....	4167
Bouchard.....	Behind the Shadows—Workshop .....	F5010
Brady.....	A Team Approach to Patient Care.....	4170
Cardoza .....	Dispelling the "CSI Effect" Myth* .....	4172
Carstensen .....	Sleep Bruxism: It May Not Mean What You Think it Means.....	4174
Jeske.....	Current Perspectives on Pharmacotherapy in Dentistry*.....	4178
Loter-Koch.....	Best Accounting Practices for the Financial Health of Your Practice .....	4179
Rothman.....	Secrets of Pediatric Dentistry: What You Weren't Taught in School!.....	4182
Vaughan .....	CPR for the Health Care Provider* .....	F5012



2014

# PREREGISTRATION FORM

2014 Oregon Dental Conference®  
April 3-5 • Oregon Convention Center

FOR ODA USE ONLY (2014\_01-24)

☐ JW ☐ TMP Date \_\_\_\_\_ Refund \$ \_\_\_\_\_  
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Reason \_\_\_\_\_

You can also  
register online at:  
[www.oregondental.org](http://www.oregondental.org)

## 1 PRIMARY REGISTRANT

☐ Check here if this is a continuation from another registration form. If so, simply enter the primary registrant's name in section 1 and skip to section 4.

LAST NAME \_\_\_\_\_ FIRST NAME \_\_\_\_\_ DEGREE \_\_\_\_\_

ADA # \_\_\_\_\_ OREGON SPECIALTY GROUP # \_\_\_\_\_ OAPD, OSAE, OSOMS, OSP only

MAILING ADDRESS \_\_\_\_\_  
Street Address or PO Box

CITY, STATE ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_

OFFICE PHONE \_\_\_\_\_ OFFICE FAX \_\_\_\_\_

EMERGENCY CONTACT NAME \_\_\_\_\_

EMERGENCY CONTACT PHONE \_\_\_\_\_ RELATIONSHIP \_\_\_\_\_

### ALL REGISTRANTS MUST ANSWER THE FOLLOWING

1. Do you require special assistance at the conference? ☐ YES ☐ NO 1a. If yes, check here for Hearing: ☐ Or here for Other: ☐
2. Do you want to receive mailings from ODC exhibitors? ☐ YES ☐ NO
3. How many registrants from your office are attending the conference?  If more than three, please be sure to attach photocopies of this form for additional registrants.

## 2 SPECIALTY (doctors only)

- ☐ General practitioner [A]  
☐ Endodontics [B]  
☐ Oral/maxillofacial surgery [C]  
☐ Oral/maxillofacial pathology [D]  
☐ Oral/maxillofacial radiology [E]  
☐ Orthodontics [F]  
☐ Pediatric dentistry [G]  
☐ Periodontics [H]  
☐ Prosthodontics [I]  
☐ Dental public health [J]  
☐ Full-time faculty [K]  
☐ Retired [L]

## 3 REGISTRANT CATEGORY & FEES

	REGISTRATION CATEGORY <small>Dentists must choose from categories 1-8</small>	CODE <small>Enter in Section 4</small>	CONFERENCE BADGE		EXHIBITS-ONLY BADGE	
			EARLY <small>Before 3/3</small>	ON-SITE <small>After 3/3</small>	EARLY <small>Before 3/3</small>	ON-SITE <small>After 3/3</small>
DENTIST CATEGORIES	ODA member	01	\$275	\$390	\$25	\$50
	ADA 11th district member (AK, ID, MT, WA)	02	\$275	\$390	\$25	\$50
	ADA retired or life-retired member	03	\$275	\$390	N/C	N/C
	ADA federal dentist	04	\$275	\$390	\$25	\$50
	Oregon specialty partner group dentist (OAPD, OSAE, OSOMS, OSP only)	05	\$275	\$390	\$25	\$50
	Retired volunteer dentist in Oregon (with DV license)	06	N/C	N/C	N/C	N/C
	ADA member dentist outside 11th district (not from OR, AK, ID, MT, WA)	07	\$305	\$445	\$25	\$50
	Non-ADA member	08	\$800	\$950	\$200	\$400
NON-DENTIST CATEGORIES	Non-dentist faculty	09	\$275	\$390	\$25	\$50
	Hygienist	10	\$90	\$180	\$25	\$50
	Assistant	11	\$90	\$180	\$25	\$50
	Administrative staff	12	\$90	\$180	\$25	\$50
	Laboratory personnel	13	\$90	\$180	\$25	\$50
	Dental student	14	N/C	N/C	N/C	N/C
	Dentist Resident/Graduate student	15	N/C	N/C	N/C	N/C
	Pre-dental student	16	N/C	N/C	N/C	N/C
	Dental hygiene student	17	N/C	N/C	N/C	N/C
	Dental assisting student	18	N/C	N/C	N/C	N/C
	Laboratory tech student	19	N/C	N/C	N/C	N/C
	Non-dental guest (spouses, children over 18)	20	\$90	\$180	\$25	\$50

A Conference badge includes all courses (including risk management), entrance to the Exhibit Hall, and admission to non-ticketed special events.  
An Exhibits-only badge includes admission to the Exhibit Hall only.

## 4 NAME BADGE INFORMATION & FEE CALCULATION

Please print or type neatly. Errors may delay processing of your registration.

1) LAST NAME \_\_\_\_\_ FIRST NAME \_\_\_\_\_ MI \_\_\_\_\_ DEGREE \_\_\_\_\_ FIRST NAME FOR BADGE \_\_\_\_\_ CATEGORY CODE \_\_\_\_\_

LECTURES: 4 1 4 1 4 1 4 1 4 1 4 1 4 1 4 1 4 1

WORKSHOPS: ☐ F5001 (Nasseh) \$100 ☐ F5002 (Pace Brinker) \$50 ☐ F5003 (Vaughan—Thurs AM) \$15 ☐ F5004 (Vaughan—Thurs PM) \$15 ☐ F5006 (Bouchard/Sholes—Fri AM) \$50 ☐ F5007 (Bouchard/Sholes—Fri PM) \$50  
☐ F5008 (Vaughan—Fri AM) \$15 ☐ F5009 (Vaughan—Fri PM) \$15 ☐ F5010 (Bouchard—Sat PM) \$50 ☐ F5011 (Vaughan—Sat AM) \$15 ☐ F5012 (Vaughan—Sat PM) \$15

Will Registrant 1 attend the ODC General Session (Course 4190)? ☐ Yes ☐ No

REGISTRANT 1 TOTAL FEES: \$ \_\_\_\_\_

2) LAST NAME \_\_\_\_\_ FIRST NAME \_\_\_\_\_ MI \_\_\_\_\_ DEGREE \_\_\_\_\_ FIRST NAME FOR BADGE \_\_\_\_\_ CATEGORY CODE \_\_\_\_\_

LECTURES: 4 1 4 1 4 1 4 1 4 1 4 1 4 1 4 1 4 1

WORKSHOPS: ☐ F5001 (Nasseh) \$100 ☐ F5002 (Pace Brinker) \$50 ☐ F5003 (Vaughan—Thurs AM) \$15 ☐ F5004 (Vaughan—Thurs PM) \$15 ☐ F5006 (Bouchard/Sholes—Fri AM) \$50 ☐ F5007 (Bouchard/Sholes—Fri PM) \$50  
☐ F5008 (Vaughan—Fri AM) \$15 ☐ F5009 (Vaughan—Fri PM) \$15 ☐ F5010 (Bouchard—Sat PM) \$50 ☐ F5011 (Vaughan—Sat AM) \$15 ☐ F5012 (Vaughan—Sat PM) \$15

Will Registrant 2 attend the ODC General Session (Course 4190)? ☐ Yes ☐ No

REGISTRANT 2 TOTAL FEES: \$ \_\_\_\_\_

3) LAST NAME \_\_\_\_\_ FIRST NAME \_\_\_\_\_ MI \_\_\_\_\_ DEGREE \_\_\_\_\_ FIRST NAME FOR BADGE \_\_\_\_\_ CATEGORY CODE \_\_\_\_\_

LECTURES: 4 1 4 1 4 1 4 1 4 1 4 1 4 1 4 1 4 1

WORKSHOPS: ☐ F5001 (Nasseh) \$100 ☐ F5002 (Pace Brinker) \$50 ☐ F5003 (Vaughan—Thurs AM) \$15 ☐ F5004 (Vaughan—Thurs PM) \$15 ☐ F5006 (Bouchard/Sholes—Fri AM) \$50 ☐ F5007 (Bouchard/Sholes—Fri PM) \$50  
☐ F5008 (Vaughan—Fri AM) \$15 ☐ F5009 (Vaughan—Fri PM) \$15 ☐ F5010 (Bouchard—Sat PM) \$50 ☐ F5011 (Vaughan—Sat AM) \$15 ☐ F5012 (Vaughan—Sat PM) \$15

Will Registrant 3 attend the ODC General Session (Course 4190)? ☐ Yes ☐ No

REGISTRANT 3 TOTAL FEES: \$ \_\_\_\_\_

TOTAL FEES FOR REGISTRANTS 1 THROUGH 3 OF THIS SHEET = \$ \_\_\_\_\_

## 5 HOUSING POLL

Enter the NUMBER OF ROOMS you are reserving each night at your hotel. If your hotel is not listed, use the "other" line.

☐ Check here if you will be staying in a private home.

	TUE	WED	THU	FRI	SAT	SUN
DoubleTree by Hilton Hotel Portland						
Crowne Plaza Downtown/Conv. Ctr.						
Embassy Suites—Downtown						
Red Lion Convention Center						
other _____						

## 6 PAYMENT

☐ CHECK ☐ MasterCard ☐ Visa  
☐ Discover ☐ American Express  
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CARD NO. \_\_\_\_\_

EXP. DATE \_\_\_\_\_ CARD BILLING ZIP CODE \_\_\_\_\_

CVV NUMBER \_\_\_\_\_ TOTAL AMT \$ \_\_\_\_\_

NAME ON CARD \_\_\_\_\_

Print name **exactly** as it appears on card

SIGNATURE \_\_\_\_\_

Signature indicates approval of charges to your account

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Wilsonville, OR 97070-3710

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(Credit card registrations only)  
WEB [www.oregondental.org](http://www.oregondental.org)

### DEADLINES AND POLICIES

**March 3, 2014: Preregistration discount deadline.** Confirmation of registration will be sent to individual registrants after processing. A packet containing name badges for all participants will be mailed prior to the conference to all primary registrants who register by March 3, 2014. Those registering after March 3 may pick up their name badge in the Holiday Lobby of the OCC during registration hours.

**March 21, 2014: Cancellation deadline.** All refund, transfer, and cancellation requests must be submitted in writing. If cancellation or transfer occurs after preregistration materials have been mailed, badge(s) must be returned with the written request. A \$50 handling fee will be charged for all refunds. Refund requests will not be granted, for any reason, after 11:59 pm on March 21, 2014. Transfers will be accepted anytime without penalty.

**March 21, 2014: Mail/fax registration closed.** Please register online or on-site in Pre-Function A at the Oregon Convention Center.

## DENTAL OPPORTUNITIES

### ENDODONTICS

**PACIFIC DENTAL SERVICES IS LOOKING** for an endodontist to work part time in our offices throughout greater Portland. We offer excellent income, a comfortable work environment and state-of-the-art facilities. Contact Ed at 949-842-7936 or e-mail [loona@pacden.com](mailto:loona@pacden.com) for more information.

### GENERAL DENTISTRY

**PART-TIME GENERAL DENTIST, ENDODONTIST, AND ORAL SURGEON** wanted for rapidly expanding dental office in Lake Oswego. Please contact Jessica at [frontdesk@boonesferrydental.com](mailto:frontdesk@boonesferrydental.com) for more information.

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## DENTAL OPPORTUNITIES

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**PACIFIC DENTAL SERVICES IS LOOKING** for an orthodontist to work part time in our offices throughout greater Portland. We offer excellent income, a comfortable work environment and state-of-the-art facilities. Compensation is a guaranteed daily draw or a percent of adjusted production whichever is higher. Contact Ed at 949-842-7936 or e-mail [loona@pacden.com](mailto:loona@pacden.com) for more information.

### — PEDIATRIC DENTISTRY —

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## DENTAL OPPORTUNITIES

### PEDIATRIC DENTISTRY

**GENTLE DENTAL IS CURRENTLY LOOKING** for Pediatric Dentist for Oregon. Gentle Dental provides a large network of resources, including an experienced practice management staff, cutting edge technology, and outstanding benefits. You will also have plenty of dental professionals supporting you to confer and collaborate with as you continue to grow in your career. We aim to provide our network of affiliated doctors and staff with a competitive benefits package, which include: medical, dental, vision, life insurance, 401K plan, PTO, CE credits, and career opportunities to advance with the company. APPLY: [http://interdent.force.com/careers/apex/ts2\\_\\_\\_JobDetails?jobId=a0xi0000000k38dAAA](http://interdent.force.com/careers/apex/ts2___JobDetails?jobId=a0xi0000000k38dAAA).

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**MODERATE SEDATION COURSE INSTRUCTOR: STEVEN GANZBERG, DMD, MS.** Dates: April 11-13th at UCLA and May 14-18th at Wendel Family Dental Centre (Vancouver, WA), 2014. Cost: \$12,500. Course is 80+ hours with 20 patient cases. Contact: Lori, 360-944-3813 or [loris@wendeldental.com](mailto:loris@wendeldental.com). Space is limited. AGD#218643.

# Thinking about a move?

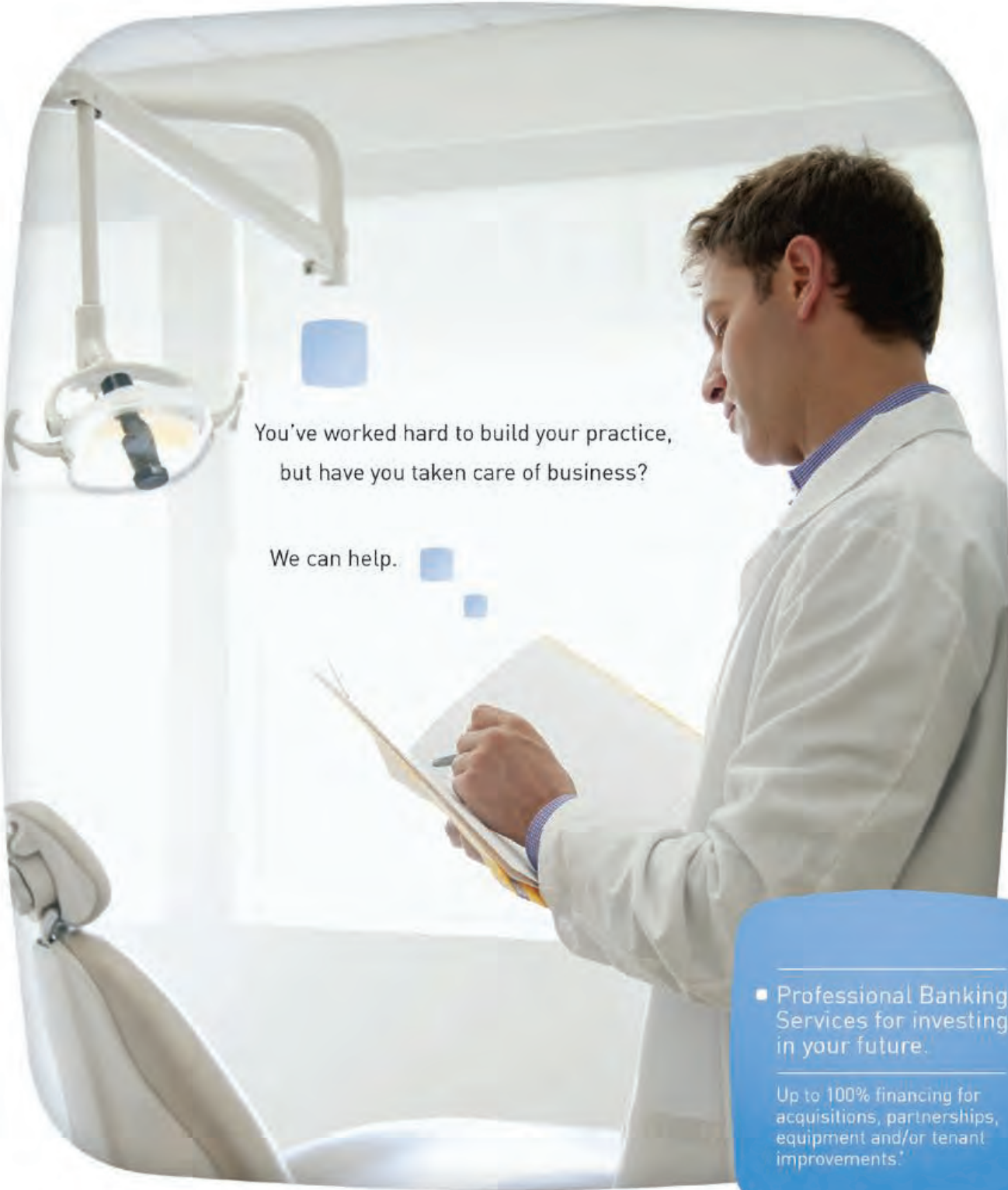
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**Jennifer Kinkade**  
VP, Professional  
Banking Officer



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February 2014

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Paul Consani



Wendy Hirai



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Denise Jones



Dick Barnette

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