

8TH ANNUAL PATTERSON DENTAL Education Day

At the Kalahari Resort and Conference Center



Encounter dentistry's hottest topics while cooling off at America's largest indoor waterpark!

Don't miss the Manufacturer Fair with over 40 business partner booths!

8TH ANNUAL PATTERSON DENTAL
Education Day

P120470a (8/11)
Pewaukee, WI 53072
W237 N2878 Woodgate Road, Suite 4

PATTERSON
DENTAL
Milwaukee Branch

- REGISTRATION INFORMATION -

Registration Form

Cut or detach along dotted line

Office name _____
 Payor name _____
 Address _____
 (Include suite/apt. if applicable)
 City _____ State _____ ZIP _____
 Phone _____
 (Please include area code)
 Fax _____
 (Please include area code)
 E-mail _____

Registrant(s) name	Course selections	
	Morning Session	Afternoon Session
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Total number of attendees _____ Total fee _____
 Method of payment: Visa MasterCard
 Check Bill to Patterson Account
 Account/card number _____ Exp. date _____
 Name on card _____
 Authorized signature _____
 Credit card billing address _____
 (City only)
 Total number of attendees at Thursday night Welcome Reception _____

Date: Friday, October 28, 2011
Time: Exhibit Hall opens at 7:15 a.m. (continental breakfast included)
 Session I starts at 8:30 a.m.
 Session II starts at 1:00 p.m. (noon lunch included)

Location: **The Kalahari Resort and Conference Center**
 1305 Kalahari Drive
 Wisconsin Dells, WI 53965
 608-254-5466
 www.kalahariresort.com

Fee: \$120 per doctor
 \$55 per team member
 (additional \$40 fee per person for CPR Course)
 (includes welcome reception, continental breakfast, lunch and CE credits)
 (3 CE credits will be given per class, with exception of courses F & G, which will be 2 credits)

RSVP: Mail completed registration to:
 Patterson Dental
 Attn: Education Day
 W237 N2878 Woodgate Rd., Suite 4
 Pewaukee, WI 53072

Registration by fax:
 262-408-4101

(Registration due by 10/17/11.
 Late registration add \$20. In the event of cancellation, two-week notification required for full tuition refund.)

Room Block: Call Kalahari Resort at 877-525-2427 and mention Patterson Dental (registered attendees only)

Blocks starting at \$129 per night, includes four waterpark passes.

Rooms must be booked on or before 9/27/11
 (block price honored 10/27/11 through 10/29/11)

Bring Your Entire Team!
 Reserve early, space is limited.



The Kalahari offers "a weekend of Spooktacular Fun"

Questions? Please contact Amy Morgan at 414-507-5803 or curlygirl@wi.rr.com



Patterson Dental distributes products discussed in these seminars. Additional information is available upon request by calling Patterson Dental at 1-800-873-7683.

Select one course from MORNING SESSION (STARTING AT 8:30 A.M.)

COURSE A: "All Lasers are Not the Same... Discover the Benefits that Lasers Bring to Everyday Dentistry"

*"Same course offered in afternoon session
"This course is geared toward doctors and hygienists."*

Presented by Dr. Scott Benjamin

The number and applications of dental lasers on the market today is growing at an ever-increasing rate. The wide range of devices and applications for soft tissue procedures is leading to much confusion of the various roles and values that lasers may or may not play in today's dental practice. Understanding the science of laser wavelengths, physics, laser safety, tissue interaction, infection control and ergonomics involved is crucial for the successful selection and implementation of a laser into everyday dentistry. The goal of this program is to enhance the clinician's knowledge of the science, the functionality, and value that the laser brings to patient care, and its expected return on investment.

COURSE B: "World's Greatest Marketing Seminar - Get 'Liked!'"

"Same course offered in afternoon session"

Presented by Wesley M. Jankowski of Straight Line Professional Development

Consumer behavior and purchasing patterns are radically different from what they were just two years ago. When it comes to advertising/marketing, you're in trouble if you're the one talking about "You." How you reach the market and what you say (or more importantly, what others say about you) is more important than ever. Social Media (Facebook, LinkedIn, Twitter, YouTube, & Blog), Patient Opinion (reviews & testimonials), and the "word" on the street will ultimately determine your success. Come learn the five keys to being "Liked" and a marketing strategy to help you dominate your market.

COURSE C: "OSHA Compliance for the Dental Office"

*"Same course offered in afternoon session
"Product samples and fun, fabulous prizes provided to all participants!
Questions welcomed, laughter encouraged."*

Presented by Nan Dreeves, RDH, MBA

Laughter and audience interaction highlight the required education for you and your dental team in this program. Dreeves teaches you the practical side of the OSHA Bloodborne Pathogen Standard and Chemical Hazard Communication.

Course includes:

- The most recent CDC guidelines related to dentistry
- Proper selection of personal protection equipment
- New infectious diseases that can affect your health and that of your practice
- Requirements of chemical hazard labeling and what products require MSDS

COURSE D: "Learn Everything About Credit and Collections for the Dental Office"

Presented by Edward Kising

"Same course offered in afternoon session"

Edward Kising is North America's # 1 speaker on Credit and Collection. Just off a 70-city tour, his seminars are fast paced, fact filled and VERY humorous. This course will cover all aspects of credit and collection, including: How to collect by telephone, How to collect from the patient while in the office, How to deal with stalls, objections, screamers, disputes, and of course "Friends of the Dentist." He will also discuss how to find missing patients, when and how to take small claims court actions, slow paying insurance companies, N.S. F. checks and all other aspects of credit and collection. Participants are encouraged to share their concerns, as all questions will be answered.

COURSE E: "Next Generation Composites"

"Space limited for this hands-on course. Team member welcome with Doctor."

Presented by Dr. Scott Parker

The use of composite resin material as a direct restorative for anterior and posterior restorations has dramatically increased. With self-etching technology emerging as a viable alternative to traditional techniques and the development of new technology to assist clinicians with bulk fill techniques, it is easy to get confused and fall behind. **This lecture/hands-on** will attempt to make sense of all of the products and techniques available in today's marketplace and will focus on materials and their applications as well as a brief review of some of the literature. Emphasis will be placed on new developments in the composite area as well as outline what developments to watch for in the coming years.

COURSE F: "The Science of Shade Communication"

"Staff friendly reliable shade methods and tips for the dental office."

Presented by Mark Baker, CDT

There are three essential steps to assess and communicate clinical shade taking effectively: Understanding color, Understanding what influences our perception of color, and utilizing this knowledge for predictable step by step shade taking. Understanding color science and what influences our perception will help enable you to choose shades with a higher accuracy based on material selection and underlying tooth structures. On conclusion attendees will have a clear understanding and step by step instructions for use of both VITA Classical A1-D4 and 3D-Master shade systems and the advantages of the VITA Easyshade Compact device.

YOU WON'T WANT TO MISS THE
Welcome Reception Costume Party!

Thursday, October 27, 2011
8:00 p.m. - 10:00 p.m.



Select one course from AFTERNOON SESSION (STARTING AT 1:00 P.M.)

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COURSE G: "A Public Health Crisis Yields Opportunity for the Dentist"

Presented by William Huntley, RRT

This course will review how to recognize Snoring and Obstructed Sleep Apnea (OSA) in your patient population. It will provide the current concepts for the diagnostic procedures and what is and is not reimbursable to the dentist under the new Medicare guidelines. We will also review all current forms of treatment with hands-on review of CPAP and the leading oral appliances in the market. Over 70 million Americans suffer from snoring and up to 45 million more suffer from Obstructed Sleep Apnea. Dentists can be a first-line defender of this public health crisis and can help improve the quality of life for many patients.

COURSE H: "American Heart Association Healthcare Provider CPR w/AED"

"Additional Fee for this course - see registration information"

Presented by Leonard Peterson

Heart disease is the number one killer in the United States today. Many fatalities could be prevented with basic lifesaving techniques. The course provides dentists and their staff with the knowledge and skills needed to properly respond to cardiopulmonary emergencies. The specific advantages and disadvantages of performing CPR within the dental office are discussed. The program utilizes hands-on practice sessions for all participants.

Thursday, October 27

Eaglesoft User Meeting (2:00 p.m. - 5:30 p.m.)

Introduction to Eaglesoft Update 16 | Details: Contact Anne at 920-996-1167

Wisconsin CEREC Study Club (5:30 p.m. - 9:00 p.m.)

Introduction to CEREC Software 4.0 | Details: Contact Darell at 608-212-5544

Costume Welcome Reception and Early Registration (8:00 p.m. - 10:00 p.m.)
Doctors, teams & families welcome

