



**March 21<sup>st</sup> & 22<sup>nd</sup>, 2019**

Delta by Marriott | Hilton Garden Inn

**PATTERSON<sup>®</sup>**  
DENTAL



# AGENDA

## THURSDAY, MARCH 21

- 2:30 pm | Check-in Begins & Exhibit Hall Opens @ Delta by Marriott
- 4:00 pm | Session 1 CE Begins
- 7:00 pm | Complimentary Food & Beverage Served @ Delta by Marriott in Crystal Ballrooms
- 8:30 pm | Customer Appreciation Event Begins & Exhibit Hall Closes
- 9:00 pm | Live Entertainment from Dueling Pianos & Prize Giveaways

## FRIDAY, MARCH 22

- 7:30 am | Check-in Opens & Breakfast is Served @ Delta by Marriott in Crystal Ballrooms II & III
- 8:00 am | Session 2 CE Begins & Exhibit Hall Opens
- 11:30 am | Lunch is Served @ Delta by Marriott in Crystal Ballrooms II & III
- 1:00 pm | Session 3 CE Begins
- 2:00 pm | Exhibit Hall Closes

For more information or to register for courses, go to [www.customerfirst2019.com](http://www.customerfirst2019.com). **Registration opens on Tuesday, October 30 at 7:30 am.**

For additional assistance, please contact your rep or Alex Martinez at the Patterson Dental - Fargo branch at 701.936.6838.

# EVENT DETAILS

## LOCATION:

### **Delta by Marriott**

1635 42nd St S | Fargo, ND 58103

### **Hilton Garden Inn**

4351 17th Ave S | Fargo, ND 58103

## FEES:

### **Advantage:**

Per Team Member: \$75

Per Doctor: \$295

### **Non-Advantage:**

Per Team Member: \$145

Per Doctor: \$495

Event fee includes CDE certificates, entry to our Customer Appreciation Social, breakfast, lunch and prize opportunities.

## REGISTRATION:

Please visit [www.customerfirst2019.com](http://www.customerfirst2019.com) to register, select your sessions and reserve your hotel accommodations.

All registration fees will be applied to your Patterson Dental account and will appear on your April statement as CF19 Reg Fees.

Cancellation requests will be honored if received by March 14<sup>th</sup>.



## COURSE OFFERINGS





## Richard "Sully" Sullivan, DDS

### DRIVING BETTER PATIENT CARE THROUGH TECHNOLOGY

**Sponsor:** Dentsply Sirona

**CDE Credits:** 3 (Lecture) | **Prerequisite:** None

**Date:** March 21 | **Time:** 4:00 pm - 7:00 pm | **Capacity:** 200

**Location:** Delta by Marriott | **Course Rooms:** Bach & Brahms

Why are we still utilizing technology that is decades old, but we can't live without the latest iPhone? The practice of tomorrow has to be a patient-centric practice and patients are craving technology. 3D Imaging, guided surgery, CAD/CAM technology and 3D printing are all becoming mainstream in today's dental office. If you aren't investing in your practices you are being left behind by the dentists of tomorrow. Learn how Dr. Sully's office doubled in just two years after introducing more these core pieces of technology into his practice. That the key to success in growing your practice and surviving in an insurance driven world is not more patients; it's doing procedures.

#### Learning objectives:

- Discuss the difference in growing your practice with more people vs more procedures
- Demonstrate how technology provides more efficient and predictable workflows that deliver higher quality dentistry and more profitability
- Introduction to treating Obstructive Sleep Apnea in the dental office
- Learn how integrated workflows allow you to work smarter, not harder

Dr. Sully is a fourth-generation dentist from Nashville, TN. After receiving his doctorate of dental surgery from the University of Tennessee, he moved back to Nashville to practice with his father. By continuing to invest in his education through adult orthodontics, soft tissue grafting, dental implants, third molar extractions and obstructive sleep apnea, he helped double his practice in just 24 months. As a millennial, he truly believes in working smarter not harder, which has led him to utilize technology to not only deliver better patient care, but more efficient care. Dr. Sullivan regularly uses CEREC, 3D imaging with Galileos, 3D printing and multiple lasers. In addition to his practice, he started the Millennial Dentist Podcast in February 2017 to help push his fellow colleagues to take their dental careers to the next level. Dr. Sully lectures around the country on cone beam technology, CAD/CAM dentistry, obstructive sleep apnea and practice management. He also teaches faculty for 3D-Dentists in Raleigh, NC.

### A PRACTICAL WORKFLOW TO TREATING OBSTRUCTIVE SLEEP APNEA

**Sponsor:** Dentsply Sirona

**CDE Credits:** 3 (Lecture) | **Prerequisite:** None

**Date:** March 22 | **Time:** 8:30 am - 11:30 am | **Capacity:** 100

**Location:** Delta by Marriott | **Course Rooms:** Mozart I & II

Treating obstructive sleep apnea in the dental office is something many dentists are beginning to get into. However, implementing the procedure and workflow can be challenging. We will discuss how to identify patients that could be at risk for OSA, how to get them diagnosed, and what appliances are there. In addition, the intricacies of utilizing medical billing and financial discussions will be covered. At the end of the day, these patients are sitting in your practice and aren't being treated. We have a unique opportunity as one of their healthcare providers to create awareness for our patients and potentially give them a solution for treatment

#### Learning objectives:

- Learn to identify symptoms and factors affecting OSA
- Explore a simple workflow approach that gets patients tested, diagnosed, and treated
- Identify which appliances to use and how to follow up with these patients





## Gary DeWood, DDS, MS

### PREPARATION DESIGN AND MATERIAL CONSIDERATION FOR BETTER BONDING OUTCOMES

**Sponsor:** 3M Oral Care

**CDE Credits:** 3 (Lecture) | **Prerequisite:** None

**Date:** March 22 | **Time:** 8:30 am - 11:30 am | **Capacity:** 200

**Location:** Delta by Marriott | **Course Room:** Crystal Ballroom I

Preparation design determines the possible outcome of the restorations and the materials that can be used to create those restorations. This program will focus on the ideal preparations designs, the flexibility necessary when teeth are not in the ideal position, and the interaction between lab and clinician that determines the final restoration. Finally, we will look at the minimum requirements for bonding the restorations for maximum predictability.

#### Learning Objectives:

- Understand instrumentation, why it determines the outcome of the prep
- Identify the best material for every application
- Recognize when to BOND and when to cement

Dr. DeWood is the Executive Vice President of Spear Practice Solutions. As a founding member, he served as Executive Vice President of Curriculum and Clinical Education for nearly a decade. He continues teaching as a member of the resident faculty in the Facially Generated Treatment Planning and Occlusion workshops on the Spear campus, maintains a limited private practice in the Spear Faculty Practice, and lectures nationally and internationally on the topics of practice management, treatment planning, case management and acceptance, TMD diagnosis, appliance therapy, occlusion, and esthetics.

Prior to his contributions at Spear, Dr. DeWood maintained a private restorative general practice with his wife, Dr. Cheryl DeWood, in Pemberville, Ohio before dedicating his time to teaching full time. With more than 30 years in general practice, he provides a unique perspective to the application of the dental principles taught at Spear in real-office settings. He has spent many years focused on diagnosing and treating functional occlusal problems and TMD, and as part of that focus completed the craniofacial pain mini-residency at the University of Florida College of Dentistry in the 1990s.

Dr. DeWood holds or has held appointments as clinical director at The Pankey Institute, associate professor at the University of Tennessee College of Dentistry, and assistant professor at the University of Toledo College of Medicine. Dr. DeWood earned his D.D.S. from Case Western Reserve University in 1980 and an M.S. degree in biomedical sciences at the University of Toledo College of Medicine in 2004.



### 7 HABITS OF SUCCESSFUL PRACTICES

**Sponsor:** 3M Oral Care

**CDE Credits:** 3 (Lecture) | **Prerequisite:** None

**Date:** March 22 | **Time:** 1:00 pm - 4:00 pm | **Capacity:** 200

**Location:** Delta by Marriott | **Course Room:** Crystal Ballroom I

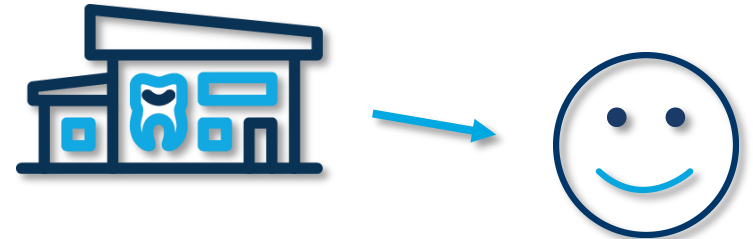
In this interactive program, Gary will discuss seven qualities effective dental teams possess and how these qualities develop behavioral and technical excellence habits that you too may achieve with your practice team.

#### SUCCESSFUL DENTAL PRACTICES...

- KNOW THEMSELVES
- KNOW THEIR PATIENTS
- KNOW WHAT THEY SEE
- KNOW THEIR WORK
- APPLY THEIR KNOWLEDGE
- NEVER STOP LEARNING
- CONTINUALLY RAISE THEIR BAR

#### Learning objectives:

- Recognize Why The Practice of Your Dreams may not actually be The Practice of Your Dreams
- Learn how to put data together for diagnosis and planning
- Gain tips to put the information together for the patient
- Understand how to help patients ASK for optimal care





## Colleen Huff, FAADOM

### DENTAL INSURANCE 101 | THE BASICS AND BEYOND!

**Sponsor:** Care Credit, RevenueWell & eASSIST

**CDE Credits:** 3 (Lecture) | **Prerequisite:** None

**Date:** March 21 | **Time:** 4:00 pm - 7:00 pm | **Capacity:** 125

**Location:** Hilton Garden Inn | **Course Rooms:** Lily & Rose

Dental Insurances have changed more in the last 5 years than in the prior 15. This course will take you back to the basics as well as introduce you to new and exciting plans being offered to our patients today.

This course will also teach not only what questions to ask the insurance companies but HOW to ask them.

We will look at technology and how it can be your best friend and what changes are on the horizon.

This course will also review the Affordable Care Act and how it can benefit your practice. What you need to know about the plans being offered and how they differ from traditional insurances.

#### Learning objectives:

- Understand what kind of Insurances are out there from PPO to DMO
- Learn questions to ask and "how" to ask them - tools to assist you in getting the information into your computer
- Understand technology and how to utilize it
- Comprehend changes to traditional insurances and what to watch for
- Explore ACA - The Affordable Care Act and your office

Colleen, Huff, FAADOM has been in the dental field for over 20 years and was named one of the Top 25 Women in Dentistry in 2017! Her dental career began as a customer service representative for MetLife Dental in Utica, NY. From there a move to New Jersey introduced her to the world of dental offices and she has been there ever since. Colleen honed her office skills for about 7 years before taking on the world of management in 2001. Colleen has been an independent consultant for numerous offices throughout the country. She has helped grow a practice from the ground up, as well as re-organize established practices. Colleen is the founder/president of the Buffalo/WHY Chapter of AADOM – (D.E.N.T.A.L Study Group) and an active member of AADOM along with being one of their first Ambassadors. Colleen's seminar on the Affordable Care Act is the first of its kind in the country.

### EOBS/MEMBERSHIP PLANS | KEEPING THE REVENUE IN YOUR PRACTICE

**Sponsor:** Care Credit, RevenueWell & eASSIST

**CDE Credits:** 3 (Lecture) | **Prerequisite:** None

**Date:** March 22 | **Time:** 8:30 am - 11:30 am | **Capacity:** 200

**Location:** Delta by Marriott | **Course Rooms:** Bach & Brahms

This course will cover EOBs and how to keep the revenue in your practice. We will discuss how to figure out Coordination of benefits along with what you need to know BEFORE you sign that contract to participate. In house membership plans are a growing trend. We will discuss the pros and cons to doing it yourself along with pointers on integrating them into your practice. Does the United Concordia/Blue Cross Blue Shield changeover make your head spin? This course will take some of that mystery away and help you prepare for future changes.

#### Learning objectives:

- EOBs - Take the mystery out of the paperwork
- Coordination of Benefits - Learn what you can charge and what you legally need to collect
- Learn what you need to know before you participate
- Membership plans - Learn how to integrate them into your practices
- United Concordia/Blue Cross Blue Shield changeover - Understand what it means to you





## Tami Wanless, RDH, MEd

### SAY YOU HAVE 60 MINUTES. HOW WOULD YOU USE THEM? REDEFINE THE POTENTIAL IN YOUR DENTAL HYGIENE APPOINTMENT

**Sponsor:** Hu-Friedy

**CDE Credits:** 2 (Lecture) | **Prerequisite:** None

**Date:** March 21 | **Time:** 5:00 pm - 7:00 pm | **Capacity:** 125

**Date:** March 22 | **Time:** 9:00 am - 11:00 am | **Capacity:** 125

**Location:** Hilton Garden Inn | **Course Room:** Lilac

Discover opportunities to identify the potential in your dental hygiene appointment to deliver extraordinary patient care. Explore dental hygiene assessment protocol and understand how to more accurately recognize disease conditions, using the new 2018 periodontal classifications. Ideas will be shared on how to avoid "giving away perio treatment" and move from standardized care to personalized care and increased productivity.

Emphasis will focus on instrumentation options for specific clinical conditions to assist you in achieving healthier patient outcomes. Additionally, we will discuss ways to effectively communicate and deliver treatment options your patient's will accept. Join us to unlock the potential and infuse new life into your practice.

#### Learning objectives:

- Know the value and importance of a detailed assessment protocol
- Identify the forms of periodontal disease as defined today and understand the new staging and grading framework for periodontitis classification
- Understand how to develop and communicate a personalized patient care plan using appropriate analysis
- Select the appropriate instruments to achieve patient care objectives based on clinical conditions

Tami Wanless, RDH MEd, is a Professional Education Manager at Hu-Friedy and Adjunct Faculty in the department of Dental Hygiene at the College of DuPage in Glen Ellyn, IL. She holds a Master's Degree in Adult Education from Northern Illinois University, a Bachelor's degree in Health Science and an Associate degree in dental hygiene from William Rainey Harper college.

Before Hu-Friedy, Tami spent nearly 25 years teaching at three of Illinois' prestigious hygiene programs. She has 30 years of experience in clinical dental hygiene practice and has led dental hygiene missions worldwide providing care to underserved areas and makes time to work in private practice in the Chicagoland area.

Tami authors and presents on a multitude of dental hygiene related topics; predominately hands on instrument sharpening and clinical techniques. She is committed to supporting dental professionals with research and experience. When not educating, sharpening, scaling or active in professional organizations, you might find Tami plotting the next dental mission trip. She is committed to dentistry and quality patient care while providing a lasting positive impression in the lives of learners.

### MAKE EVERY MINUTE MATTER - TIME SAVING SHARPENING SOLUTIONS

**Sponsor:** Hu-Friedy

**CDE Credits:** 2.5 (Participation) | **Prerequisite:** None

**Date:** March 22 | **Time:** 1:00 pm - 3:30 pm | **Capacity:** 40

**Location:** Delta by Marriott | **Course Room:** Mozart II

The only thing dull in this course will be the instruments we provide to practice your sharpening skills. It's time to make the successful transition into consistent precise instrument sharpening leading to healthier patient outcomes. This lively hands-on course will explore the reasons you may avoid sharpening and inspire you to implement a simple "clock technique" that will improve your accuracy and instrumentation performance right away.

Come ready to learn how to sharpen effectively and efficiently, evaluate fresh new sharpening options and power devices while finding solutions to your sharpening obstacles. Participants leave this workshop with a strong sense of assurance and confidence and a renewed attitude toward sharpening. Individualized instruction and observation will enhance your command of the skills required to accomplish this critical task quickly and easily.

#### Learning objectives:

- Differentiate a "dulled" edge from a sharp cutting edge
- Identify sharpening stone options for specific instrument selections
- Recognize obstacles to instrument sharpening and learn how to overcome them
- Determine common sharpening errors and discover techniques to avoid them
- Master techniques for restoring and maintaining sharp cutting edges
- Select the most appropriate sharpening method including automated sharpening devices, manual and professional sharpening services





## Jodi Deming, RDH

### RESTORATION TO PRESERVATION: A COLLABORATIVE APPROACH

**Sponsor:** Hu-Friedy

**CDE Credits:** 2 (Lecture) | **Prerequisite:** None

**Date:** March 21 | **Time:** 5:00 pm - 7:00 pm | **Capacity:** 100

**Location:** Delta by Marriott | **Course Rooms:** Mozart I & II

It is more important than ever for the dental team to understand the scientific principals related to polishing and the use of abrasive agents. The demand by patients for esthetics and the evolution of porcelain and composite restorations has created a greater responsibility for collaboration of the dentist and hygienist. From the time of restoration, the decisions at the very first hygiene visit will impact the preservation of any given restorative material. That same understanding is required when considering our patients with root exposure and implants.

It remains the dental teams responsibility to achieve and maintain periodontal tissues. This knowledge of how to effectively, efficiently and safely remove biofilm will maintain the aesthetics and support enduring treatment success for our patients. It's a Team Effort – this information is relevant for the entire dental team.

#### Learning objectives:

- Understand the original intent of "polishing" and how that applies to current materials and technologies
- Learn how common procedures and products impact both restorative dentistry and periodontal stability of our patients
- Understand air-polishing vs air abrasion technology and powders
- Recognize the unique maintenance challenges associated with implant dentistry
- Identify safe, effective and efficient solutions to maintenance challenge
- Analyze and select the appropriate armamentarium to preserve the longevity of natural and restored teeth

Jodi started practice as a dental hygienist in 1988 and in the early 1900s became involved with biofilm research. As a clinical research associate Jodi was involved with biofilm growth and therapeutic product development evaluating the effect on dental biofilms. With this understanding biofilms, she developed a passion about non-surgical therapy, root morphology, and the results of thorough periodontal debridement.

Jodi has worked 28 years mastering non-surgical periodontal therapy techniques and procedures. She currently works in both periodontic and prosthodontic practices. Jodi is a national and international educator, clinician, and lecturer, having presented over a 150 lectures and workshops on advanced integration of ultrasonic and hand instrumentation. She is nationally recognized as an expert in endoscope and ultrasonic instrumentation. Jodi has served as adjunct faculty at the University of Southern California, School of Dentistry Department of Dental Hygiene and at Spear Education. She is a Friends of Hu-Friedy Thought Leader; valued for her involvement with biofilm research, instrument development and training.

### INNOVATIONS TO CONQUER BIOFILM

**Sponsor:** Hu-Friedy

**CDE Credits:** 2.5 (Participation) | **Prerequisite:** None

**Date:** March 22 | **Time:** 9:00 am - 11:30 am & 1:00 pm - 3:30 pm | **Capacity:** 40

**Location:** Delta by Marriott | **Course Room:** Overture

Join us for the current science behind biofilm management to achieve and maintain periodontal health and preserve the longevity of restorative and implant dentistry.

Learn about the new disease model – beyond the red complex. Understanding the behavior of biofilms and microbiome provides us the knowledge to reframe how we treat disease. Review the safety and efficacy of current techniques with compelling evidenced-based rationale to consider implementation of supra and subgingival air polishing into your clinical protocols.

In this session, you will have the opportunity to interact with the latest technology and be encouraged to make evidence-based decisions on your approach to treatment protocols.

#### Learning objectives:

- Comprehend the structure of biofilm and its management
- Grasp the new disease model. Polymicrobial Synergy and Dysbiosis – beyond the red complex
- Review safety and efficacy of traditional techniques. The damaging effects on restorative dentistry and root surfaces.
- Understand the differences between air-polishing vs air abrasion technology and powders
- Connect the role of air polishing and power scaling to successful and comfortable biofilm management
- Identify steps to integrate air polishing debridement into clinical protocols







## Karen Daw, MBA, CECM

### COMPLY WITH ME: TAKE YOUR OSHA & INFECTION CONTROL TO NEW HEIGHTS

**Sponsor:** SciCan

**CDE Credits:** 2 (Lecture) | **Prerequisite:** None

**Date:** March 21 | **Time:** 5:00 pm - 7:00 pm | **Capacity:** 125

**Date:** March 22 | **Time:** 9:00 am - 11:00 am | **Capacity:** 250

**Location:** Hilton Garden Inn | **Course Room(s):** Orchid (Friday is in Orchid/Lily/Rose)

Wouldn't it be great if your regulatory compliance training could be fun, funny AND informative?

Karen Daw infuses hands-on activities, exercises, fun stories and dental specific examples from her 20+ years' experience as a speaker, consultant, and authorized OSHA trainer. Karen Daw, "The OSHA LADY," provides infection control and safety training designed to help you understand federal laws and guidelines as they pertain specifically to dentistry. *Please note: In order to fulfill OSHA's Annual Training requirement on this day, the entire dental office must attend a session.* Included in the presentation:

- How to ensure compliance with newsworthy topics like Dental Unit Waterline Safety and proper Sterilization and Disinfection
- Global Harmonized System training, mandatory of all dental offices
- OSHA "Top Ten"—it's not what you think!

#### Learning Objectives:

- Explore the top 10 OSHA dental citations and how to avoid them
- Analyze elements of OSHA's Bloodborne Pathogens Standard and how it intersects with CDC Infection Control guidelines
- Understand contents of an Exposure Control Plan and Post Exposure Protocol as the heart of the OSHA binder

Karen K. Daw, MBA received her Bachelor's degree from The Ohio State University and continued her education by earning an MBA with a focus on Management and Healthcare Administration. Karen's career spans from the Emergency Department to the OSU College of Dentistry as Clinic Health and Safety Director. She has authored dental articles and continuing education courses, and contributed to the CDC's latest dental infection control app. Karen is a proud member and former co-chair of the Organization for Safety, Asepsis and Prevention (OSAP) and is a member in good standing with Dental Speakers Bureau and Dental Speaker Institute.

### FIERCE CONVERSATIONS: A TOOL FOR TACKLING THAT TOUGH TALK

**Sponsor:** SciCan

**CDE Credits:** 1.5 (Lecture) | **Prerequisite:** None

**Date:** March 22 | **Time:** 1:00 pm - 2:30 pm | **Capacity:** 100

**Location:** Delta by Marriott | **Course Room:** Brahms

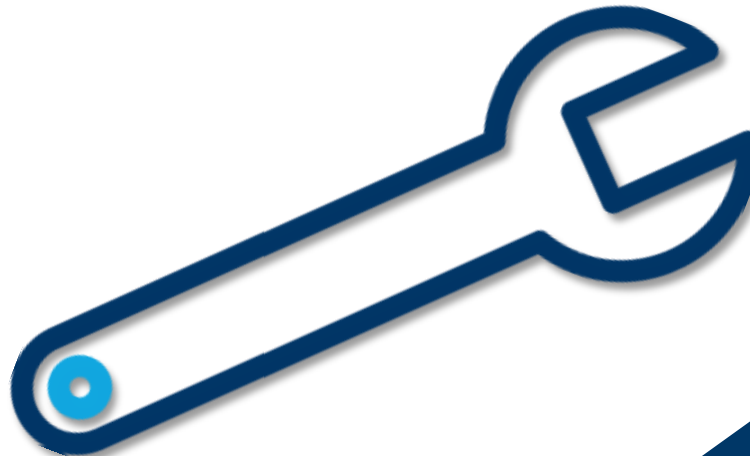
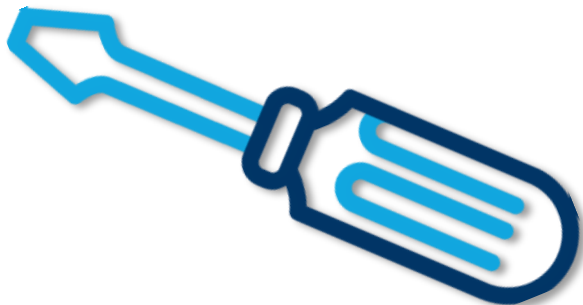
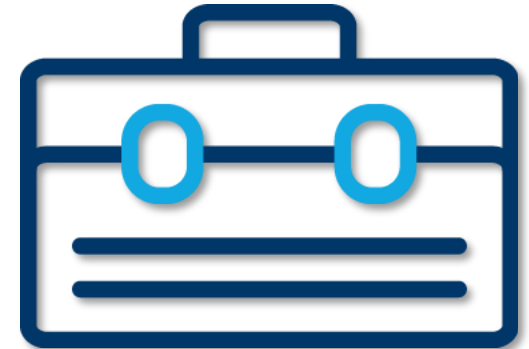
If anyone knows a thing or two about having difficult conversations, it's this gal! (Try telling someone they can no longer eat or drink at their desk, for example!) Practice the Fierce Conversations technique created by Susan Scott, and have more efficient communication with patients and team members.

In her high energy presentations, Karen Daw, MBA, CECM infuses hands-on activities, exercises, fun stories and dental specific examples from her 20+ years' experience as a speaker, consultant, and authorized OSHA trainer. Included in the presentation:

- Avoiding common missteps in challenging chats
- The Super Hero pose
- Walk through the steps for a Fierce Conversation and tackle that tough talk you've been putting off

#### Learning Objectives:

- Gain tips to set the right environment for difficult conversations
- Learn the Fierce Conversations "roadmap" for getting started
- Gain confidence in planning and handling difficult conversations





## Jeff Smith, CDT

### THE ART OF SIMPLE CONTOURING, STAIN & GLAZE TECHNIQUES WITH E.MAX (HANDS-ON)

**Sponsor:** Ivoclar Vivadent

**CDE Credits:** 2.5 (Participation) | **Prerequisite:** None

**Date:** March 21 | **Time:** 4:30 pm - 7:00 pm | **Capacity:** 30

**Date:** March 22 | **Time:** 9:00 am - 11:30 am & 1:00 pm - 3:30 pm | **Capacity:** 30

**Location:** Delta by Marriott | **Course Room:** Etude

This hands-on course will focus on ceramic staining, glazing and characterization. Participants will learn techniques that will take the ordinary to extraordinary in a few simple, predictable steps. Discussion will include the most current glazing and characterization systems as well as cementation for a complete esthetic, successful result. Recommended audience: CAD/CAM doctors and assistants.

#### Learning objectives:

- Understand the different ceramic options available
- Select the proper translucency of block based on the clinical situation
- Understand the esthetic effect of cement selection
- Learn how to mask dark dentin
- Learn proper firing parameters for various glazes and materials
- Characterize and glaze glass ceramics confidently through hands-on training

Jeff Smith has 37-plus years of experience as a dental laboratory technician, manager and educator. He received his training in the United States Air Force, earned a degree in occupational education from the Community College of the Air Force, and maintains certification in both the Crown and Bridge and Ceramic specialties. Prior to joining Ivoclar Vivadent, Inc., Jeff taught dental laboratory technology at the Department of Defense Dental Laboratory School at Sheppard Air Force Base, Texas, where he served as the course director. He joined Ivoclar Vivadent upon retiring from the Air Force in 1999 and is currently the senior manager of the Technical Services Department.



## Beth Currie

### SKILLS 4 SHARPENING SCALERS & CURETTES

**Sponsor:** Hu-Friedy

**CDE Credits:** 2 (Participation) | **Prerequisite:** None

**Date:** March 21 | **Time:** 5:00 pm - 7:00 pm | **Capacity:** 20

**Location:** Delta by Marriott | **Course Room:** Overture

In this brief, two-hour course, each participant will be guided in four simple steps to restore and maintain sharp cutting edges on all periodontal scalers and curettes, using both a manual stone and a powered sharpening device. The relaxed learning environment and activities are designed to promote your confidence level and perfect your technical skills in achieving sharp cutting edges to provide quality care for your patients. All necessary materials for workshop supplied by Hu-Friedy.

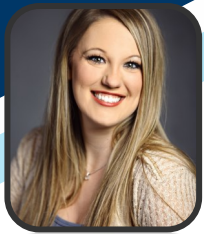
#### Learning objectives:

- Select the appropriate sharpening stone or device for each instrument
- Demonstrate effective alignment of a manual stone to a stabilized blade to activate "grinding" motion
- Utilize a powered sharpening device with accurate placement of the instrument blade in the guideplate
- Test each cutting edge using sight, sound, and tactile sensation.

As a sales professional for over 20 years, Beth brings valuable information and a passion for dentistry out into the field. She is driven by helping others to incorporate products that optimize efficiency, efficacy and safety into their everyday practice. For Beth, educating dental professionals is the most rewarding part of her position.

Beth has been with Hu-Friedy Manufacturing Co. for over 7 years. In her current role as Regional Account Manager, she interacts with dental professionals throughout the Midwest.

She has trained and presented to practitioners, faculty and students at dental, dental hygiene and dental assisting schools, government facilities, local component meetings and dental distributors. Beth holds a Bachelor of Science degree in Biology from the University of Wisconsin Eau Claire.



## Keisha Kemmet, DA, FAADOM

### PROBLEM SOLVING FOR THE PROACTIVE DENTAL ASSISTANT

**Sponsor:** Patterson Dental

**CDE Credits:** 2 (Lecture) | **Prerequisite:** None

**Date:** March 21 | **Time:** 5:00 pm - 7:00 pm | **Capacity:** 125

**Date:** March 22 | **Time:** 9:00 am - 11:00 am | **Capacity:** 125

**Location:** Hilton Garden Inn | **Course Room:** Iris

What do you do when you don't see eye to eye with a teammate? What about the Doctor? Do you quit, lash out, give them the cold shoulder....the list goes on and on. What about when a patient is upset? Do you pass it along to the doctor or another team member?

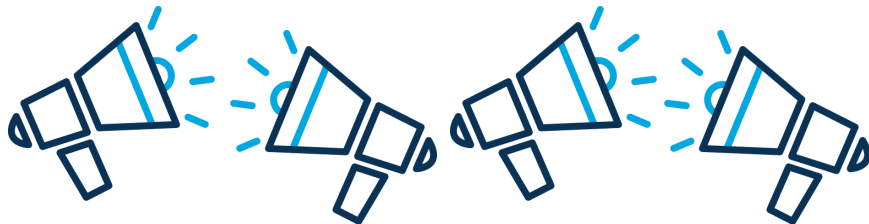
In this interactive course you will be armed with the knowledge needed for effective problem solving and given the opportunity to learn how to utilize these problem solving skills, giving you the ability to problem solve at work, home, on a plane, on a train, anywhere!

This course will equip you with wisdom, how to learn from mistakes (lessons learned), and add a little pizzazz into your professional life in the practice! As a Dental Assistant, Office Manager, and Dental Spouse, Keisha offers a unique perspective and passion for dentistry that she can't wait to share with you! She fully believes that life will be everything you want it to be, but that doesn't mean that you won't have challenges or troubles. *So let's talk about the tough stuff and start to live a life where going to work isn't a job, it's a pleasure! You won't want to miss this one.*

#### Learning objectives:

- Recognize the proper use of I Messages
- Learn how to communicate well and work in a team environment
- Identify the power of you being YOU
- Understand letting it go; when it's not worth it
- Find joy in the journey of chair side assisting

Keisha Kemmet, DA, FAADOM has been in the dental field for 9 years. Her dental career began as a clinical assistant for Spear Education, where she worked in clinical setting of continuing education for dentists. It was here where she learned just how much she loves dentistry! In 2013 she followed her love of dentistry, or rather a dentist, and moved to the beautiful city of Minot, ND where she was given the challenge to master the administrative side of the practice. Since that time Keisha has spent over 500 hours on CE, and learning as much as possible in administration, clinical dentistry, and leadership. She works closely with some of the world's leading experts in Dentistry, and has a passion and energy in the field of dentistry that has yet to be matched! Keisha takes every opportunity to share her God given talents, and help others to find their own ways and strengths to become more productive than they ever imagined!



## Tim Anderson, DDS

### DENTAL LASERS: THE NEW STANDARD OF CARE

**Sponsor:** Convergent Dental

**CDE Credits:** 1.5 (Lecture) | **Prerequisite:** None

**Date:** March 21 | **Time:** 2:00 pm - 3:30 pm | **Capacity:** 18

**Location:** Delta by Marriott | **Course Room:** Sonata II

From increased efficiency to enhanced patient experience with better clinical outcomes, CO2 all-tissue lasers in dentistry are quickly becoming the new standard of care for a myriad of dental procedures.

#### Learning objectives:

- Uncover the possibilities for anesthesia-free dentistry and how it can benefit you and your patients
- Discover how to properly integrate a 9.3  $\mu\text{m}$  CO2 laser into your practice
- Analyze and review clinical cases of hard and soft tissue procedures performed with a 9.3  $\mu\text{m}$  CO2 laser

#### Learn how a CO2 all-tissue laser can easily integrate into your dental practice to enable:

- Over 90% of your procedures to be completed anesthesia-free and in a minimally invasive manner
- Practice growth and production increase without working any harder
- New blood-free, suture-free and pain-free soft tissue procedures to be completed in-house
- Perform crown lengthenings, gingivectomies, frenectomies, gingival troughing, treat aphthous ulcers and much more
- An amazing patient experience that exceeds patient expectations, increases patient flow, and created a culture of life long patients
- Patients are no longer scared of dental visits when injections, bleeding, post-operative numbness and discomfort are eliminated from the equation
- Dr. Anderson will walk through dozens of clinical cases highlighting the various ways he utilizes and integrates a CO2 all-tissue laser.

Dr. Anderson founded a startup private practice in Bismarck, ND. After receiving his Doctor of Dental Surgery from the University of Minnesota School of Dentistry, he completed his general practice residency at Hennepin County Medical Center (Level 1 Trauma Center). Dr. Anderson truly believes that technology helps dentists to work smarter, have more fun, and ignite their passion for their business, all while improving the patient experience and achieving better clinical outcomes. He leverages CEREC, CBCT, 3D printing, and Solea laser technology to deliver comprehensive, quality oral health care that is patient-centered.





## Kelley Johnson, Technology Advisor

### EAGLESOFT...DENTAL INSURANCE PROCESSING & VERSION 20.00 NEW FEATURES

**Sponsor:** Patterson Dental

**CDE Credits:** 2 (Lecture) | **Prerequisite:** None

**Date:** March 22 | **Time:** 1:00 pm - 3:00 pm | **Capacity:** 100

**Location:** Delta by Marriott | **Course Room:** Bach

This course will provide you with the necessary knowledge needed to enter, process, and follow up on dental insurance claims using our Eaglesoft Practice Management Software. Everyone has a difference comfort level when working with dental insurance so this course will be a great way to get you up to speed and help you feel empowered to complete this task with ease.

I will also be showing you how the new features in our latest version of Eaglesoft and we go through some patient workflows in Eaglesoft with examples you can take back into your office and use on a daily basis.

#### Learning objectives:

- Learn how to input dental insurance information correctly into Eaglesoft
- Understand submitting a Pre-Authorization to Secondary Insurance
- Explore the ADA 2012 form and learn input fields
- Understand your role in working on insurance claims
- Learn about version 20.00 New Features & Benefits

Originally from the Fargo area, Kelley is an advisor with expertise and deep experience working with Eaglesoft and other Patterson Dental technology modules. As a Patterson Technology Advisor, she assists dental practices through transformation, strategy and implementation using technology as the pivot point. Her background working in a dental office for several years has taught her effective and proven methods to carry the patient's experience to the next level. With more than 21 years of experience in business technology and practice efficiency, she is able to provide positive solutions for process enhancement, innovation, business intelligence and patient care best practices. Practice Management software and digital solutions are just a few of the exciting products offered through Patterson. Learn how you can best implement our solutions into your dental practice!



## Thank YOU to all of our manufacturer partners and sponsors for helping make this event happen!

3M Oral Care	GC America	Porter Royal
3Shape	Hu-Friedy	Premier Dental
A-dec	Integrated Dental Systems	PSA
Air Techniques	iTero	RevenueWell
Care Credit	Ivoclar Vivadent	SciCan
Collene	KaVo Kerr	Shofu
Convergent	Kota Systems	Sunstar
Crest Oral-B	Midmark	TechOne Technology Solutions
Crosstex	MoonRay	VOCO
Dental Intelligence	Nobel Biocare	Wells Fargo Practice Finance
Dentsply Sirona	NSK Dental	Young Innovations
Erickson Dental Technologies	Planmeca	Zoll/Innovative Healthcare

## We couldn't do it without you!

**FOLLOW US on Facebook!**  
FOR THE LATEST UPDATES & UPCOMING EVENTS  
@PattersonDentalFargo



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

Patterson Dental is an ADA CERP Recognized  
Provider.

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



Approved PACE Program FAGD/MAGD  
credit. Approval does not imply  
acceptance by a state or provincial board  
of dentistry or AGD endorsement. The  
current term of approval extends from  
(4/1/2017) to (3/31/2020)

**Provider ID#218678**

Concerns or complaints about a CE provider may be  
directed to the provider or to the **Commission for  
Continuing Education Provider Recognition at ADA.org/  
CERP.**