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PATTERSON

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**PATTERSON**  
DENTAL



Save the Date!

27th  
**ANNUAL**  
**EXPO**

**September 28, 2012**  
12:00 p.m. - 7:00 p.m.

Sponsored by:  
Patterson  
Dental

**Marriott Phoenix Airport**  
1101 North 44th Street  
Phoenix, AZ 85008  
602.273.7373

  
**PATTERSON**  
DENTAL

# 27th Annual Expo

Save the Date

**Date/Time:** September 28, 2012 | 12:00 p.m. - 7:00 p.m. *(Food will be provided.)*

**Location:** Marriott Phoenix Airport

## Exhibitors:

- 3M ESPE
- Accutron
- A-dec
- Acteon Group
- Air Techniques
- Axis Dental
- DMG/Zenith
- Bosworth Co.
- BCS Leadership
- CAESY Patient Education
- CEREC® 3D
- Coltène/Whaledent
- Crosstex
- DentalEZ
- Dentsply Caulk
- Dentsply Professional
- Digital Doc
- Dolphin Imaging
- Eaglesoft
- Forrest
- GC America Inc.
- Green Mountain Coffees
- Hartzell
- Heraeus Kulzer
- Hu-Friedy
- Ivoclar Vivadent Inc.
- Kerr
- Keurig coffee makers
- Local contractors & commercial real estate brokers
- Medpro Associates
- Meisinger
- Mercer Advisors
- Midmark
- Miltex
- NSK
- Patterson Office Supplies
- PLANMECA
- Porter Royal
- Premier Dental Products
- Procter & Gamble
- Progeny
- PSA Group
- Pulpdent
- Rocky Mountain Sales Association
- Schick Technologies
- SciCan
- Septodont
- Shofu
- Sirona
- Soredex
- Sota Imaging
- Steinbach & Assoc.
- Sultan Healthcare
- Sunstar Butler
- SybronEndo
- The Sisters
- VOCO
- Wells Fargo Practice Finance
- Zoll Medical

Join us for great CE courses and an opportunity to see the latest from more than 40 manufacturing partners – including Sirona, Schick and many more!

**To register for the continuing education courses, call Wendy Stein at 1.800.352.8101.**

## CAD/CAM: The Future is Now! –

**Presented by Dr. Brian Harris**

10:00 a.m. - 1:00 p.m. | 3 credits

Provide your patients with beautiful, perfectly fitting restorations in a single visit. Learn how state-of-the-art CAD/CAM technology saves you time, eliminates messy impression materials, preserves healthy tooth structure and restores teeth to their original strength.

## The 4 Cs in Solving the Caries Puzzle –

**Presented by Dr. Rebecca Monroe**

10:00 a.m. - 1:00 p.m. | 3 credits

This program introduces a suggested “caries risk assessment” survey to identify individual patient risk level for dental caries. Attendees will be able to:

- Execute a CAMBRA (risk assessment) within their practice protocol
- Utilize a caries detection system (according to the International Caries Detection Assessment System) to assess stages of the caries lesion
- Analyze cases to individualize their risk level to guide appropriate therapies
- Implement and recommend a calcium phosphate fluoride plan

## Eaglesoft Update and the Explore Store Explored –

**Presented by Deb Chadd-Peter, Patterson Dental Technology Advisor III**

10:00 a.m. - 1:00 p.m. | 3 credits

During this course, you will get an update on Eaglesoft and explore the latest apps available on the Explore Store, including RevenueWell, PattLock, CAESY and more.

## WHAT IF... You Could Do All Your Routine Diagnostic Imaging Extraorally? –

**Presented by Dale A. Miles, BA, DDS, MS, FRCD(C)**

1:30 p.m. - 4:30 p.m. | 3 credits

The paradigm is changing, the latest trend with all new ProMax panoramic users is to take all the routine panoramic and bitewing imaging extraorally. Radiologist Dr. Dale Miles explains how this new technology works, and how to easily adopt this new imaging approach. He will review cases and explain how local A.T. Still University now prefers to take all their patient images.

## How to Grow Your Practice in Today's Economy –

**Presented by Dave Dempsey**

9:00 a.m. - 5:00 p.m. | 7 credits

During this enlightening practice management course, you will learn how to:

- Encourage your patients to make proactive treatment decisions by influencing their view of dentistry as an essential component of their health
- Improve your hygiene department's patient flow through elective communication skills
- Establish efficient systems that allow you and your team to allocate more time for building patient loyalty and referrals
- Elevate the office visit experience to retain current patients while adding new ones to help boost a sluggish bottom line

## Adhesive and Cementation from Total Etch to Self-Adhesion –

**Presented by Gregor McConnell, Director of Clinical Education, North America, Voco GmbH/Voco America Inc.**

10:00 a.m. - 1:00 p.m. | 3 credits

This course will review and discuss the chemical evolution of the various generations of adhesives. An in-depth analysis will highlight clinical caveats for both application and compatibility within the generational categories. The limitations of each generation, along with the optimal application protocol, will be shared with all clinicians in attendance. Attendees will be offered tips and tricks that assist in achieving clinical consistency and adhesive success. Cementation material choices and the clinical limitations of many of these classes will be discussed with a view to “streamlining” the number of cements a clinician might bring into their practice. We will discuss the academic findings of several international studies as they relate to the in-vivo performance of self-adhesive cements.

## A New Approach to Bulk Fill Posterior Composite Restorations –

**Presented by Dr. Marc Geissberger**

10:00 a.m. - 1:00 p.m. | 3 credits

Composite resin as a direct restorative solution for anterior and posterior restorations continues to grow in the industry. With new technologies entering the market that address bulk filling techniques and self-etching alternatives, it is easy to get confused. This lecture 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.

At the end of this program, each participant should understand:

- Self-etching principles and how they are applied to composite resins
- The mechanisms of bonding systems and how to control sensitivity
- What is required of materials to be utilized for bulk fill and how to place them correctly