

# Mid-Atlantic DENTAL MEETING

May 5–6, 2017

Walter E. Washington Convention Center  
Washington, DC

**INSIDE:**

Education for your  
entire dental team



District of Columbia  
DENTAL SOCIETY

ADA

Register today at [www.midatlanticdental.org/registration](http://www.midatlanticdental.org/registration)

# New for 2017!

One low registration fee includes most sessions and a lunch voucher! The Mid-Atlantic Dental Meeting is now more affordable than ever before.

- Your entire dental team can attend for under \$600\*
- ADA member dentist discount
- Tiered registration rates for dentists, dental hygienists, dental technicians and assistants, and office staff
- New dentist discount for recent graduates (out of school 3 years or less)
- Dental students are free

*\*\$600 rate includes early-bird one-day rate for one ADA dentist, one dental hygienist, two dental technicians/assistants, and one office staff.*

## Purchase a conference pass that includes:

- All registered clinics, capsule clinics, flash clinics and sessions for state and local licensing requirements
- Access to the largest exhibit hall in the Mid-Atlantic region
- Lunch voucher
- Opening night welcome reception on Friday, May 5\*
- General Practice Residency Fair\*\*
- Dental Hygiene Program Fair\*\*

*\*Friday one-day or full conference pass required*

*\*\*Saturday one-day or full conference pass required*

## Register by March 31 to Save

**One low price for hands-on workshops:** Hands-on workshops are only \$199 for dentists, \$149 for all other members of the dental team\*

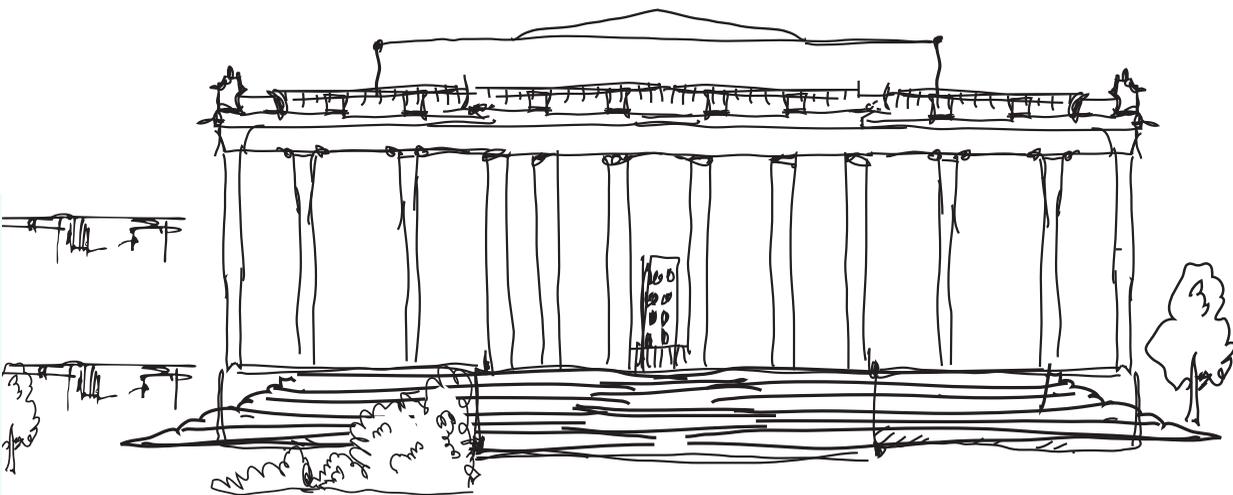
*\*Early bird pricing ends March 31; must be purchased with a one-day or conference pass*

**The Mid-Atlantic Dental Meeting is organized to ensure all attendees are actively engaged, learning from others, and come away prepared to apply new skills.**

While in Washington, D.C., you will discover innovative ideas and best practices for those engaged in the dental profession.

The Mid-Atlantic Dental Meeting offers new education opportunities for the entire dental team. This revamped two-day meeting will provide insights from content experts in dentistry, and will engage participants in simulations, case studies and workshops within an immersive, interactive learning experience.

Plan your professional development and register today at [www.midatlanticdental.org/registration](http://www.midatlanticdental.org/registration).





# You can earn a variety of continuing education credits under one roof, for an affordable price!

**120** Over 120 hours of educational content offered

**8-9** Attendees can earn up to 8-9 continuing education credits each day, depending on the courses chosen

## Earn all of your state and local licensing requirements:

*All state and local licensing required courses are included for free with registration.*

- CPR for the Healthcare Provider (4 hours)
- Infection Control is NOT Optional (4 hours)
- Mid-Atlantic P.A.N.D.A (2 hours)
- Pharmacologic Prescribing and Disposal for Dental Practitioners (Maryland Prescription Drug requirement, 2 hours)

**ADA C.E.R.P.<sup>®</sup>** | Continuing Education Recognition Program

*Continuing Education Disclaimer: The District of Columbia Dental Society 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. It is the responsibility of each participant to verify the CE requirements of his or her licensing or regulatory agency and to contact them with any questions regarding licensing.*

*Total number of and types of credit subject to change.*

*In order to earn continuing education credits, participants must complete entire activity and complete a participant evaluation. Partial credit is not awarded.*

# Networking and Social Opportunities

Meet and network with over 1,200 regional and local dental professionals at these special events. The ticket price includes one drink, making it more affordable than any happy hour!

## Thursday Pre-Conference Reception: \$15

Start networking with fellow attendees before the conference begins! This casual, intimate reception is a can't-miss event.

## Friday Opening Reception: Free with registration

Enjoy quality time and interaction with all of our exhibitors and sponsors.

## Friday Speed Networking Reception: \$15

This speed networking event is perfect for new dentists who want to meet experienced professionals!

## Friday Awards Dinner: Free for DCDS member plus one guest; all others \$75

Join DCDS as we honor our outstanding colleagues for their service to the community at this dinner gala event.

## Dental Professional Liability Risk Seminar

**Take the CNA Risk Management Seminar and get a discount on your practice insurance — only an additional \$75!**

The CNA HealthPro Dental Professional Liability Risk Management Seminar will be offered from 8:00 a.m. – 12:30 p.m. on Friday, May 5. One of the most comprehensive risk management programs available, this seminar is presented by a dentist with risk management expertise and includes an update of state-specific issues by a local defense attorney.

# Featured Sessions

The Mid-Atlantic Dental Meeting offers sessions for the entire dental team, with renowned speakers in the profession. Check the program on [www.midatlanticdental.org/program](http://www.midatlanticdental.org/program) for complete information.

## Education for Dentists



### Dental Photography: Filling in the Gaps (also for the Dental Team)

*Dr. Martin Goldstein – recognized as a leader in CE by Dentistry Today*

We're all aware that digital photography in the dental office has taken on considerable importance. Case documentation, patient-doctor co-diagnosis and case planning number are a few of the everyday applications included among our photographic activities. While we may all participate at some level, there are gaps in our digital photography knowledge that often prevent the practitioner from maximizing their participation. Even the most experienced user will take home a collection of new "tricks" that will enhance their implementation of digital photography.



### The Road to Financial Freedom

*Amr Alian, CPA, Synergy Consultants & CPAs*

Learn the key factors and benefits of using the right steps to gain better financial stability in your life. The problem is that you think always being in debt is normal. However, debt is broken down to two parts, good debt and bad debt. Dentists need to understand the difference, minimizing the exposure to bad debt and stop being the target for the big financial institutions who drain your cash.



### Flap Surgery and Crown Lengthening Surgery\*

*Jon Suzuki, DDS, PhD, MBA*

Surgical enhancement of sound tooth structure is frequently a critical component of restorative and prosthetic dentistry. In addition, crown lengthening surgery may improve gingival esthetics in selected cases. Osseous re-contouring may be a necessary component of crown lengthening surgery. This hands-on course on pig jaws, coupled with case reports, will provide practical clinical experience for treatment planning and execution of crown lengthening surgeries.



### Ridge Preservation for Esthetics, Prosthetics and Implant Placement\*

*Jon Suzuki, DDS, PhD, MBA*

Each year in the US, millions of teeth are extracted due to conditions such as caries, trauma and advanced periodontal disease. Extraction site grafting and ridge preservation procedures offer significant advantages to the patient and the dental practice, but many dentists still aren't taking advantage of the benefits these procedures offer to their patients.

## Education for Dentists *(continued)*



### Five Hot Technologies to Consider for Your Practice in 2017

*Dr. Martin Jablow, America's Technology Coach*

What technologies are hot for 2017? This lecture will explore some of the latest technologies that you should be able to implement into your practice.



### Minimally Invasive Endodontics: The Key to Increasing Your Endodontic Success Rates

*Pirooz Zia, BDS, MScD & Reza Farshay, DMD*

Minimally Invasive Endodontics (MIE) is the latest buzz in endodontics. Some of the concepts of MIE directly contradict what had been previously taught in dental school. Is MIE a step in the right direction or is it just a passing trend? The concepts will be discussed in this lecture, highlighting the three key attributes that clinicians can implement into their practice immediately.



Tooth extraction without concomitant socket grafting results in osseous deformities of the alveolar ridge, such as reduced height and width. This makes subsequent management of esthetics, prosthetics and implant placement very challenging. Socket grafting using bone grafts significantly reduces bone loss, maintains ridge dimensions and enhances esthetics and function.

## Education for the Entire Dental Team



### The 4 Keys to Master Treatment Acceptance as a Team

*Kirk Behrendt of ACTdental Practice Coaching*

The new economy has greatly reduced the "trust" and discretionary income that patients have. High performing dental teams understand that in order to continually grow they have to enhance their listening skills and photography techniques to reclaim that trust. Come to this seminar to see the 4 ways great dental teams are adapting to the ever-changing world, make these relationships "POWER-full" to keep treatment acceptance and production numbers up.



### The Top 7 Secrets to Make Your Practice Thrive

*Kirk Behrendt of ACTdental Practice Coaching*

Bring your team to this inspirational lecture to see 7 powerful secrets that will allow you and your team the opportunity to produce more dentistry and reduce the amount of open chairs in your office today.



### The 4C's of the Caries Puzzle

*Judy Bendit, RDH, BS*

This program introduces a suggested "caries risk assessment" survey to identify individual patient risk level for dental caries. Mapping a treatment plan is only successful when the dental team understands all factors that influence the caries pattern and prevalence based on medical history, lifestyle changes, behaviors and disease factors.





### The Tao of 21st Century Marketing: Evaluating Your Practice's Online Presence

*Leonard Tau, DMD*

Traditional marketing has gone the way of the dodo bird and dinosaurs. Dentists wanting to grow their practice must be online or become extinct. The internet has become the main way that potential patients search for a dentist. A practice's digital footprint needs to include a great, interactive website found during local search, a solid online reputation, and well-branded social media and mobile marketing. Learn how to leverage online marketing to attract new patients and increase case acceptance.



### Assisting in Implant Surgery\*

*Ellen Gambardella, CDA, RDA, M.Ed., FADAA & Herb Bader, DDS, FACD, FICD*



This course is intended for assistants / hygienists wanting to maximize their role in assisting during the surgical placement of implants. The auxiliary's responsibilities for treatment room set-up, maintaining the surgical site, irrigation, infection control protocol, instrument identification, terminology, and implant indications will be discussed, as well as hints for maximizing efficiency.

*\* These sessions are hands-on workshops and are an additional cost. For a full listing of hands-on workshops, please visit [www.midatlanticdental.org](http://www.midatlanticdental.org).*

## Education for Dental Hygienists and Assistants



### Digital Radiographic Imaging: Practice Makes Perfect\*

*Jacqueline Dailey, RDH, MS, University of Maryland*

Dental assistants and dental hygienists encounter a myriad of patients who challenge their radiographic practice skills and clinical capability. This course is intended to provide optimal skill-sets for dental assistants, dental radiation technologists, and dental hygienists who strive to enhance their radiographic technique when confronted with challenging situations related to digital radiographic imaging. Specific content includes digital imaging concepts and supplemental technique options. This practical course will provide participants with hands-on activities.

View the full agenda online at  
[www.midatlanticdental.org/program](http://www.midatlanticdental.org/program)



“ Over the past 30 years of attending the Mid-Atlantic Dental Meeting, I have found that the organizers have consistently offered our profession a program of unparalleled scope and breadth. Top-notch nationally renowned speakers and topics that apply to every aspect of our profession make this meeting one that I look forward to attending year after year. ”

— DR. GREGORY INDYKE, BELAIR DENTAL CARE FALLSTON



# 2017 Mid-Atlantic Dental Meeting Exhibitors *(as of November 29, 2016)*

Explore the latest dental technology, tools and services from leading dental providers in the 2017 Mid-Atlantic Dental Meeting Exhibit Hall. Visit with all of these product and service providers in one convenient location. Register today at [www.midatlanticdental.org/registration](http://www.midatlanticdental.org/registration).

3M Oral Care

ACTEON North America

A-dec

Banyan

Benco

Brasseler USA

Carestream Dental

Clear Optix

Colgate-Palmolive

Coltene

Connect the Doc

Crest + Oral-B

Delta Delta

Dental Division of Weyrich,  
Cronin & Sorra CPAs

Dental Office Network, Inc.

Dental Power Staffing

Dentegra Insurance Company

DENTIS USA

DentsplySirona

Designs for Vision, Inc.

Digital Doc, LLC

Doctor.com

Doral Refining Corporation

Doxa Dental, Inc.

eClinical Works

Enovative Technologies

Garfield Refining Co.

Healthy Start/Ortho-Tain

Heartland Dental

Henry Schein Dental

Hiossen Dental Implants

Hu-Friedy Mfg. Co., Inc.

Instrumentarium/GENDEX

Ivoclar Vivadent, Inc.

Kavo Kerr

Kettenbach

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Offcite

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Company

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R.K. Tongue Co., Inc.

RGP Dental Inc.

Rose Micro Solutions

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Steven A. Guttenberg DDS, MD, PLLC

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The Gideons International

Ultradent Products, Inc.

Ultralight Optics

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Weyrich, Cronin & Sorra, CPAs &  
Business Consultant

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# District of Columbia DENTAL SOCIETY

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## DC Dental Society

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