November 22–23, 2013

You and your staff are cordially invited to the Boston Digital Dentistry Symposium.

Featuring advanced training and insight from clinical leaders in dental technology.

Learn to leverage your existing technology and discover what's new in the world of digital dentistry.

Take part in educational seminars and learn by doing with hands-on events throughout the symposium.

We welcome you to experience what digital dentistry can do for your practice lifestyle and patient experience.

The Westin Hotel
70 Third Avenue
Waltham, MA 02451

Register for event
3Dsummit.com

- $550 per doctor
- $350 for each staff member up to 3
- $275 for each staff member 4 and up

KEYNOTE SPEAKER

IMTIAZ MANJI
CEO, Spear Education & The Winter Laboratory

“Over the next 5 years, dentistry will be completely redefined as digital technologies integrate with contemporary patient possibilities.

Doctors and teams have an incredible opportunity for growth and patient success!”

—IMTIAZ MANJI

CREDITS

Up to 12 AGD Credits available
The Power Of One-Visit Dentistry

The landscape of digital dentistry changes on a day-to-day basis. Things are rapidly evolving in a way that you can easily miss. This is a review of what CEREC does currently and the use of the new Omnicam imaging system.

Speaker: Todd Ehrlich  Level: Basic

Strategies for Posterior Quadrants and Multiple Anterior Units Using CEREC

When doing multiple units of CEREC restorations, it is important to know the sequence and technique for the maximum efficiency. This course will review simple topics that will shave off your CEREC appointments, and give you the confidence to do them.

Speaker: Todd Ehrlich  Level: Advanced

Streamlining the Functional and Aesthetic side of CEREC 4.2

CEREC 4.2 provides simplistic virtual enhancements for dynamic Articulation and Smile Design. When setting up the virtual case well, the CEREC clinician is able to streamline the process and achieve predictable functional and aesthetic outcomes.

- Understand the functional side of CEREC 4.2 using dynamic articulation
- Explore the practical side of CEREC 4.2 Smile Design
- Learn finishing tips to accomplish an attractive CEREC restoration(s)

Speaker: James Klim  Level: Advanced

Implants Made Easy

Achieving exceptional results made easy and predictable using digital technology. Using digital technology for full guided surgery and creating aesthetically pleasing fully functional restorations.

Speaker: August de Oliveira  Level: Basic

“Tag Team: How CEREC 4.2 and Galileos work together”

Creating both Sirona guides and CEREC guides using Galileos and cerec4.2 together. Cerec custom abutments, anterior implants and immediate placements.

Speaker: August de Oliveira  Level: Advanced
Digital imaging and CAD design for assistants (Hands on)

Dental assistants can experience the ease of taking a digital impression with the latest technology. They will also learn how to design a restoration in one appointment.

Speaker: James Yankowskas  Level: Basic

How does CAD-CAM work in your hands (Hands on)

Test drive the latest in CAD-CAM technology. Let your peers help you experience the excitement that CEREC can bring to your practice. You will image and design a restoration of your own.

Speaker: Carl Boscketti  Level: Basic

Digital impressions, the fastest and most accurate way to share information with your dental laboratory.

Experience technology for which your patients will love you. Find out why digital impression is not the future of dentistry, it is dentistry today.

Speaker: Carl Boscketti

EagleSoft 17 Advanced Training

Experience the new features in EagleSoft 17! Our new updates are designed to help your practice succeed and create the best experience for your patients. With our new Customizable Medical History, integrated Care Credit application process, new easy import feature for images and a new Built in 3D Image Viewer, our updated Eaglesoft 17 makes your practice stronger than ever!

Speaker: Mary Horvath  Level: Advanced

Checking the Pulse of Your Practice

Know your business practices and learn key important reporting methods that can ensure a successful, productive practice lifestyle! Learn what to look for in your present reports to help build your practice productivity and key reports every office should be running in their practice. Advanced reporting options to utilize to get the most out of your Practice Management software! Also learn ways to reduce your costs, engage your existing patients, market your practice and attract new patients!

Speaker: Mary Horvath
**Clinical Efficacy of CAD/CAM and Machinable Materials**

Digital dentistry continues to grow in use for fabricating a wide variety of dental restorations. Although the machining system is the primary facilitator in this scheme; the milled materials themselves are just as important in determining the long term success or failure of the system. This presentation will provide a review of current block materials for full contour restorations and discuss the clinical efficiency of milled restorations in the context of “conventional” alternatives such as amalgam, direct composite resin, hand fabricated ceramics, and PFM restorations. The latest information on machinable materials and their use will be discussed including materials available through the laboratory using digital impressions.

**Speaker:** Dr. Russell Giordano II

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**Ivoclar Stain and Glaze Anterior**

One of the biggest challenges in today’s CAD/CAM practice is to produce anterior restorations that are not only functionally correct, but also esthetically pleasing. The objectives of the seminar are to provide theoretical and hands-on training in staining and glazing techniques of chairside ceramics for dentists, assistants and/or hygienists working in CAD/CAM offices. Topics covered will include: Bloc selection and creating natural contours and surface texture while featuring the IPS e.max CAD Impulse Value material.

**Speaker:** Bill Barton

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**Ivoclar Stain and Glaze Postererior**

One of the biggest challenges in today’s CAD/CAM practice is to produce restorations that are not only functionally correct, but also esthetically pleasing. The objectives of the seminar are to provide theoretical and hands-on training in staining and glazing techniques of chairside ceramics for dentists, assistants and/or hygienists working in CAD/CAM offices. Topics covered will include: Bloc selection and creating natural contours and surface texture while featuring the IPS e.max CAD.

**Speaker:** Bill Barton

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**3D Guided Implantology: Total Integration from Start to Finish**

**The Value of Precision**

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

- Appreciate and understand the value of precision in dental implantology utilizing 3D CBCT from the diagnosis and treatment planning phase to the final surgical & prosthetic execution phase.
- Identify significant anatomy and pathology to avoid complications and to increase predictability.
- Treatment plan from a Perio-Prosthodontic perspective using 3D CBCT in order to provide an ideal, functional, and aesthetic outcome.
- Describe Stage I, II, and III surgical & prosthodontic protocols.
- Experience placing implants in a 3D CBCT guided fashion on a model.
- Learn about immediate temporization protocol and model based surgery utilizing CAD/CAM technology.

**Speaker:** Yong-Han Koo, DDS
Creating a Partnership of Health

As hygienists, we have the amazing opportunity every day to help people make healthy choices. Putting technology to practice enhances that opportunity and shifts us from any push we might feel when having to tell patients what they need to have for treatment.

Supporting your patients with today’s technology and understanding language that invites patients into a partnership with you, will absolutely allow them the opportunity to be healthier. It will engage patients in a way they never have before. In this program, you will learn to merge technology in the process of codiagnosis to help you move each patient along a continuum that fosters a greater level of health and helps each patient truly own their dental health.

In this two hour program, we will provide real-life stories and clinical histories from patients and together explore information that will be useful in:

- Helping you put technology to practice
- Helping patients make informed decisions
- Helping your patients work through barriers they believe get in the way of their dental health
- Developing communication that is patient centered
- Increasing your patients acceptance of the treatment you offer

We know that your future depends on clarifying your vision of the behavioral and technical aspects of your practice so we will introduce considerations that may greatly affect your potential reward.

Speaker: Ratti Handa, Linda Mello

Leadership in the Age of Digital of Dentistry

The Paperless Office, Cerec, Digital Radiography, Internet Marketing, Social Media, Automated Recall, Guided Implants, Cone Beam Technology, Laser Technology, and the list goes on and on.

Every month if not every day dental technology continues to evolve with potential opportunities and pitfalls at every corner.

- Which technologies will bear fruit?
- More importantly which ones are right for you?
- When is too early to jump in, and when is too late?
- How do you get your team on board? Your patients?
- How do you make sure your purchase is an investment rather than a cost?
- How to lead rather than manage your way to success.
- Discover your brand and what technology is right for your personal brand.
- How to fully commit yourself and ensure your investment doesn’t become one more good idea.

Speaker: Adrian Wilkins

“Should I get on Facebook? Sign up for Yelp? How’s my website? What about direct mail? How do I get found on Google? Do I do Television?”

These are questions I hear daily form prospective clients. You are bombarded by sales reps and marketing gimmicks and overwhelmed and uncertain about how to approach their marketing. My job is to help you cut through the clutter and noise and implement the things that really work.

In this talk, I share with you the formula for the most effective marketing tactics that have produced the best results for my clients. You will learn the components for a marketing Strategy that connects with your patients, attracts new ones, builds loyalty, and grows your practice. It’s not about being the loudest. It’s about being effective.

Speaker: Michael Dehni

Dental OSHA and BORID Regulatory Compliance: What’s New, What’s Not?

This regulatory compliance program covers topics that are required and essential in an effective workplace health and safety program. Knowing and understanding this information is critical for preventing illness and injury to you, your patients, and visitors. Concerns over the spread of human pathogens and exposure to hazardous chemicals for dental healthcare workers and patients have energized efforts at improving safety compliance within the clinical environment. This along with the myriad of infection prevention standards for providing quality healthcare has inspired risk management procedures to meet if not exceed current federal and state regulations. This safety review course will address the regulatory requirements and present a snapshot of the latest OSHA and BORID regulations to include the Bloodborne Pathogen Standard (original and revised), the Hazard Communication Standard, the newly mandated Globally Harmonized System (GHS), and CDC infection Prevention standards for the dental practice setting.

Speaker: Pamela Dembski Hart

Technology is Essential to True Engagement

Engage in a process that is Open and Free of Judgment

The most successful Dental Hygienists are the ones that have learned to communicate effectively with their patients. It requires knowing a lot more about your patients than just the status of their teeth and gums. It requires a relationship that is open and non-judging. This seminar will help you move right into the process of getting curious with your patients, beyond the everyday conversations, to a curiosity that helps your patients discover what they want for themselves and how you can help them move towards their goals.

How you engage your patient is the difference between patients staying in disease or choosing to create health.

In this two hour seminar, you will learn:

• To ask just the right questions to get your patients unstuck!
• To see the many opportunities you have been missing with your patients
• How to use technology in a way that is engaging and not manipulative.
• To understand how real engagement will save you time and move your patients towards health

Speaker: Ratti Handa, Linda Mello
Lasers, Separating the Facts from the Fiction…
Discover and Understand the Role of Lasers in Everyday Dentistry

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 both hard tissue (tooth & bone) and soft tissue 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 lasers brings to their patient care, and its expected return on investment. It is designed to help facilitate the implementation of the laser into everyday use. It is specifically intended to assist attendees in maximizing the benefits laser technology provides for enhancing the quality of care for all of their patients. The objective of this program is to attain an understanding of the potential that lasers provide to the practice.

This course is designed to give the attendees the knowledge to evaluate and select the proper lasers that will be the most beneficial to their practice.

At the End of this Program Attendees Should Have and Understand:

- The patient’s and practice’s benefits of dental lasers. An introductory knowledge of laser physics as it relates to the proper selection of a laser.
- The applications and procedures that can be routinely performed with a laser.
- The training recommended for the successful and efficient implementation.
- Laser safety & infection control considerations.
- The confidence to select the type of laser that will be beneficial to their practice.

**Speaker:** Dr Scott Benjamin
IMTIAZ MANJI
Chief Executive Officer at Spear Education & Scottsdale Center for Dentistry

Imtiaz’s unique gift is inspiring others to action. For the last 30 years dentistry has benefited from his powerful speaking and writing, his tireless leadership in an ever-changing field, and his practical, actionable strategies for a successful life in dentistry.

Despite the scope of his influence, Imtiaz's true passion remains always for the dentist, the practice, its patients and team. Having studied thousands of practices, Imtiaz knows that no two are exactly alike and yet many face the same challenges. Giving practitioners the confidence to navigate these challenges, and the knowledge and tools they need to do so, is where his true passion lies.

In his current role as CEO of Spear Education and Scottsdale Center for Dentistry, Imtiaz reaches thousands of dentists each year with his speaking engagements, online CE, published articles and popular blog, all the while providing the strategic vision and corporate leadership behind the industry’s premiere destination education center. In addition, Imtiaz lends his skills and passion to the Open Wide Foundation, whose mission is to bring quality dental care to impoverished communities around the world.

DR. JAMES KLIM
DDS, FAGD, FADFE, PC

- Loma Linda University School of Dentistry (Loma Linda, CA, 1984)
- Valedictorian Summa cum Laude, Loma Linda University School of Dentistry, 1984
- Alpha Omega Fraternity academic distinction. Awarded to dentist with highest GPA
- Prince Award, Loma Linda University School of Dentistry and the Dean’s Award for demonstrated qualities in scholarship, leadership, and stewardship
- Omicron Kappa Upsilon Society honorary for highest scholastic standing
- Accredited with the American Academy of Cosmetic Dentistry
- Fellow Academy of General Dentistry
- Fellow Academy of Dental Facial Esthetics

DR. TODD EHRLICH
DDS

Dr. Todd Ehrlich graduated Magna Cum Laude from the University of Texas Health Science Center at San Antonio Dental School and served as president of its Alumni Association. He is a certified CEREC Trainer through the International Society for Computerized Dentistry, Sirona Dental Systems, and Patterson Dental. His “Cerecology” training program is considered one of the premiere training seminars for the CEREC method. He is a beta tester for CEREC and Emax CAD. He has lectured internationally on dental CAD/CAM technologies, and has published articles relating to practice management, digital photography, and the CEREC method in numerous dental trade journals. His case presentations are well known for his attention to detail, esthetics, and photography. He serves as one of the few Administrators on Dental Town’s website forums.

Dr. Ehrlich runs a successful family and cosmetic practice outside of Austin, Texas.
DR. AUGUST DE OLIVEIRA
DDS

Dr. August de Oliveira graduated from dental school in 1997 from the University of Washington and completed his General Practice Residency in Los Angeles in 1998. Dr. de Oliveira has been lecturing on 3D technology since 2004, when he started as a CEREC Basic trainer. Since 2008 he has been involved with Implant Direct’s R and D department developing Guided Surgery Software and Hardware and testing their CAD Milled Bars and Substructure Department. Dr. de Oliveira has written two books on Implantology: Implants Made Easy and Guided Implantology Made Easy. He has been involved with beta testing Sirona’s Sidexis Program, as well as developing the Opti and CEREC Milled Surgical Guides. Dr. de Oliveira lectures nationwide for Sirona on the Galileos Cone Beam system and Sirona Guided Implant Surgery. He also teaches for Implant Direct at their Las Vegas Educational Facility and with the Engel Institute in Charlotte, NC.

Dr. de Oliveira lives and practices in Los Angeles CA.

DR. JAMES YANKOWSKAS
DDS

James G. Yankowskas is a 1984 graduate of Georgetown University School of Dentistry. He is a member of the American Dental Association and the Massachusetts Dental Society.

He is passionate about staying current with the latest dental technologies and takes extensive continuing education each year to do so. He has presented courses on the CEREC chair side and CEREC Inlab systems throughout New England and is a past instructor at Rich Masek’s Dentistry by Design in San Diego, CA.

He has completed the entire advanced curriculum of the CEREC Doctors training in Scottsdale, AZ. He presently travels on a regular basis to co-teach the courses on advanced anterior and posterior CEREC design, CEREC Inlab techniques and CEREC/Galileos implant integration at the CEREC doctors training facility in Scottsdale, AZ.

DR. CARL BOSCKETTI
DMD

Dr. Boscketti is a graduate from Tufts Dental School Class of 76. He was elected into OKU dental Honor society and received the Tufts alumni award for restorative dentistry. He is also the recipient of the ADA clinical recognition award.

Dr. Boscketti has been involved with cad cam dentistry since 1997. He is a certified trainer for Patterson dental and has lectured and taught basic and advanced courses for them for the past 14 years.

With over 12,000 restorations placed in the past 16 years Dr. Boscketti is pleased to share with you his experience as to how digital cad cam dentistry and cone beam technology can change your practice and make dentistry fun and profitable.
DR. YONG-HAN KOO
DDS

Dr. Yong-Han Koo graduated from Columbia University College of Dental Medicine and completed his oral and maxillofacial surgery residency at Yale-New Haven Hospital. Dr. Koo has lectured extensively on the utilization of 3D CBCT from the diagnosis and treatment planning phase to the final surgical and prosthetic execution phase in implant dentistry and recently launched a study group, the Academy of 3D Connection in Osseo-Integration. He has been involved in the beta testing of Sirona Galileos with face scanner and NobelClinician, and has performed multiple live implant surgeries using Sirona/SiCAT surgical guides. Dr. Koo is also conducting clinical research through Harvard School of Dental Medicine and is a clinical faculty for their implant CE courses. He is passionate about innovation and precision in dental care to improve the quality of life of not only the patients, but the clinicians and all the staff involved. Dr. Koo maintains a private practice limited to oral and maxillofacial surgery in Wayland, Massachusetts.

DR. RUSSELL GIORDANO
DMD

Dr. Giordano received specialty training in prosthodontics at Harvard School of Dental Medicine and performed research at the Ceramics Processing Research Laboratory at the Massachusetts Institute of Technology leading to a D.M.Sc. degree in 1991 and a Certificate in Prosthodontics. Dr. Giordano’s research involved novel ceramics processing techniques as well as analysis of stress developed during finishing procedures. His research paper won the Arthur R. Frechette Award presented by International Association of Dental Research Prosthodontic Group. Before being appointed at Boston University, Dr. Giordano was an Instructor at Harvard in the Department of Prosthodontics where he served as Associate Director of Complete Denture Prosthodontics and Course Director of Dental Materials.

ADRIAN WILKINS
Partner WHM Dental Consulting

Adrian’s background is as a consultant and coach to some of the premier dental practices in the Boston area, in addition to other medium-size nondental organizations in Eastern Massachusetts. In his dental coaching his focus is on case presentation and treatment planning for the general dentist interested in comprehensive care dentistry. In addition Adrian designs, implements and leads workshops on dental case presentation, personal development, and dental practice management and systems. Adrian has presented locally on the subject of dental practice management, and most recently internationally to 700 dentists from Eastern Europe at the 10th International Dental Conference of Yerevan, sponsored by ADA/AIDA.

MARY HORVATH

Mary’s background includes over 39 years spent in the dental industry. She has a Clinical, Administrative and Consulting background, in which she has been actively involved with Insurance, Clinical and Dental Management Seminars. Over the last 13 years she has worked with Patterson Dental in positions such as Regional Training Advisor, Regional Technology Manager, and presently as a Corporate Regional Level 3 Technology Advisor. Mary has been very active as a CTC and Practice Masters’ Seminar presenter for over 11 years.

She resides in North Carolina and has two grown daughters living one town over in North Carolina. Her lifetime joys are her 3 grandchildren, Brayden, Kendall and Kinley, all living in North Carolina.
MICHAEL DEHNI
Marketing Consultant

Michael Dehni is a marketing consultant with more than 15 years experience helping craft and express brand visions on behalf of his clients. What started as a career in media and communications in 1998 soon became a full-service, integrated dental marketing company. In 2003 Michael Dehni + Company was formed focusing exclusively on the dental market. Michael and his team work with the premier dental practices in New England, architecting unique brand and marketing strategies and delivering a full suite of marketing services including intuitive website development, online marketing, video production, staff coaching on phone handling and scheduling; along with data tracking systems to monitor ROI, lead management and patient conversions and set office goals to ensure constant practice growth.

RATTI HANDA DMD
Partner WHM Dental Consulting

Since graduating from Tufts University Dental School in 1998 Dr. Handa has continued her quest to become an exceptional comprehensive care dentist. Her continuing education includes studies at the Dawson Center, the Pankey Institute, participation in the Pankey Study Club, and the Seattle Study Club. Most recently she has started hands on training with Dr. Frank Spear as she continues towards her goal of competently providing the care to her patients that her communications skills have given her the opportunity to perform. She is an active member of the American Dental Association (ADA), the Academy of General Dentistry (AGD), the Massachusetts Dental Society (MDS), and the Indian Dental Association.

LINDA MELLO
Partner WHM Dental Consulting

Linda has worked in dentistry for over 25 years. She understands the desire of dental practices to provide a deeper level of commitment and care to patients. She works with dental practices to develop exquisite communication skills. She helps them create an approach to patients that stimulates learning, discovery and most of all – health. As a clinical dental hygienist, dental team facilitator, published author, consultant and speaker, Linda has a passion and strong commitment to every aspect of dentistry. During her extensive career she has studied and collaborated with many of the most respected educators in the dental field.

Linda is also the Author/Producer of The Missing Piece video series, designed to achieve the ultimate patient/practice communication in successful dental practices. This work has the attention of comprehensive dentists in USA, Canada, Australia, Ireland and India.
PAMELA DEMBSKI HART  
BS MT (ASCP) CHSP  

Pam brings extensive knowledge and twenty years experience in assisting ambulatory surgery centers, dental and medical practices to successfully meet federal, state and/or accreditation requirements.

Currently as principal and founder of Healthcare Accreditation Resources LLC, Pam partners with medical and dental healthcare professionals to assist and provide them with the tools necessary to meet federal, state regulatory or accreditation requirements. Her expertise in OSHA regulatory compliance, Infection Prevention and Control, HIPAA and Accreditation/CMS standards helps to position your practice to achieve and maintain compliance as required by law.

BILL BARTON  
CDT, TE  

Bill Barton, CDT, TE is a Technical Consultant for Ivoclar Vivadent Inc., he has been a technician for 31 years, serving 25 years in the United States Air Force prior to coming to Ivoclar. Bill’s role with Ivoclar is to provide unsurpassed customer support, lead training/education programs, and perform in-depth product testing.

DR. SCOTT BENJAMIN  
DDS  

Dr. Scott Benjamin is an international lecturer, author, and authority on dental lasers and advanced dental technologies and is in full time private practice in Sidney, New York. Dr. Benjamin is an Associate Professor and Director of Advanced Technologies and Informatics at Roseman University of Health Sciences, College of Dental Medicine. He is the Chairman of the ADA Standards Committee’s Working Group on Dental Lasers and the Working Group on Digital Imaging Technologies and is a member of the ANSI Sub-committee Z-136 on Laser Safety and is the President-elect Officer of the Academy of Laser Dentistry (ALD). Dr. Benjamin was a member of the World Health Organization’s (WHO) Collaborating Centre for Oral Cancer and Precancer Working Group on “Potentially Malignant Oral Mucosal Lesions and Conditions Terminology; Classification; Diagnosis and Prognosis”. Scott is a member of the editorial board of several prestigious peer reviewed dental journals and has published over 200 articles, chapters, and technical reports on lasers, diagnosis, and other advanced dental technologies.
PTC – All things Software
The Patterson Technology Center will be available to answer all question regarding practice management software.

Equipment/CEREC Maintenance
Our own service technicians will be available to discuss and review proper maintenance protocol and procedures for all of your technology.

Digital X-ray placement – Schick
Marianne, national Schick trainer will be presenting on proper digital x-ray placement.

Office Design
Sue Nagel will be demonstrating the capabilities of 3D office design.

HIPPA OSHA
Pamela Dembski Hart will be presenting on the latest HIP-PA and OSHA updates.

Explore Store
Straumann
Revenuemall