

wmdds

West Michigan District Dental Society

161 Ottawa NW, Suite 511-F
Grand Rapids, MI 49503



2011–2012

CONTINUING EDUCATION PROGRAMS



ADAC·E·R·P[®]
CONTINUING EDUCATION RECOGNITION PROGRAM

West Michigan District Dental Society is an
ADA CERP Recognized Provider.

UNDERSTANDING AND MANAGING DENTAL CARIES (AM) and LIGHT, LOVE, LIFE & SHALOM: YOUR PATH TO HAPPINESS AT WORK AND AT HOME (PM)



Presented by Steven Steinberg, DDS

October 28, 2011 | Frederik Meijer Gardens & Sculpture Park

Morning session: Few if any presentations are as immediately relevant or as practical for general dentists. As GPs, dental caries management is our primary focus. We must become specialists, the experts, in the understanding and management of dental caries. From a medical/legal perspective we must be familiar with the new standard of care. From a quality assurance perspective, we must be sure we are treating the whole patient, not just the hole.

This presentation will focus on treating caries disease, not on restoration of a tooth with a caries lesion. Dentists and auxiliary personnel will be shown a practical easy-to-implement protocol consistent with today's scientific paradigm. This requires that first, one must gain an understanding of the detection, classification, and assessment of lesions. This is then followed by integrating the concepts of diagnosis, risk assessment, and prognosis. Attendees will also learn about chemotherapeutics, such as remineralization, available for the modern management of this disease. Preventive and therapeutic products such as fluorides, chlorhexidine rinse, Xylitol gum, NovaMin, MI paste, etc. are covered.

Afternoon session: Life is difficult. Life is challenging. Life in a dental office is especially difficult and challenging. As part of a dental team we experience stress, setbacks, and difficulties related to other team members, patients, systems, overhead costs, and all the challenges of a modern technological health care profession. We also face the pain of problems in our personal lives at home. The question becomes, in the presence of all these challenges, how can we achieve happiness? Life is a terminal condition, there is no cure. However, you can heal.

Using his own personal experience as a dentist with Parkinson's Disease, The Values Doctor will show you the healing power of timeless values. His focus will be on the four healing values: Light, Love, Life, & Shalom. These values, along with a set of "prescriptions," become the tools for a system called "Your Path to Happiness." The Path will empower you to discover your primary healing value, your purpose in life. Thinking and acting on that purpose will empower you to overcome challenges at work and at home. As a result you will achieve joy, inner peace, and happiness. Extraordinary life management is the path leading to extraordinary practice management.

“HOW TO LOVE DENTISTRY, HAVE FUN AND PROSPER!”

Presented by **Dr. Richard Madow and Dr. David Madow**
January 20, 2012 | **Frederik Meijer Gardens & Sculpture Park**



This fun, fast-paced course is perfect for all doctors, team members and spouses who want to easily and predictably take their practices to a level they never thought possible.

It's filled with incredibly usable content, and also features videos, music, and humor to make it unlike any other dental seminar most have ever experienced. The Madow Brothers make sure that every single dentist and team member in the audience learns the secrets of delivering better patient care, practice growth, and fulfillment in the profession of dentistry while having an enjoyable day. Practically every attendee reports that a Madow Brothers seminar was the best day they have ever spent in dentistry.

Here are just some of the things covered in this course:

- One simple thing to add to your exams for better patient care AND increased practice income.
- Double your new patients instantly by getting them off the phone and into your appointment book.
- The latest trends in social media — get up to speed now and watch your practice explode.
- Ways to economically and efficiently “Grow Your Practice Locally.”
- How to avoid the “Deadliest Four Words in Dentistry” being said about you (and they are).
- Important telephone skills — answer those difficult questions correctly every time.
- Ten “Incredible Practice Builders.” Easy and inexpensive ways to reach out to those in your community.
- The best referral idea in the history of dentistry.
- “Off the Wall” ideas for practice growth that you will NOT hear anywhere else.
- Do this simple thing and never run late again.
- How to give a painless injection every time.
- Simple ways to lower your overhead once and for all.
- Re-energize your entire team and get them to love your practice.
- How any office can achieve 100% treatment plan acceptance.
- Clinical updates in lasers, digital technology and more.
- Seven “Almost Free” ways to get and keep new patients.
- Performing treatment that was “slipping through the cracks.”
- A live demonstration that will leave you in shock, disbelief, and help you to schedule more new patients than ever before.
- A special ending — you’ve never seen anything like it at a dental seminar!

THE MODERN RESTORATIVE PRACTICE

Presented by Michael C. DiTolla, DDS, FAGD

March 2, 2012 | Frederik Meijer Gardens & Sculpture Park



All-ceramic restorations continue to make inroads into the overall restorative market at the rate of about 1-2 percent each year. In the year 2000, approximately 20% of restorations were all-ceramic; by 2006, it had risen to 31% of restorations and it continues to rise as we speak. Metal-free restorative options include composites, pressed ceramics, and cementable all-ceramic products. Each of these metal-free options has a place in current esthetic restorative dentistry, and I will share what I think are the proper indications for each of these materials. We certainly have seen failures in the lab when dentists attempt to push these materials beyond their indications. There are still several clinical situations that call exclusively for the use of PFM restorations, but that list of situations is shrinking.

After completing this program, the dental professional should be able to:

1. Recognize the various treatment modalities available to the modern practitioner to help them restore the mouth in an esthetic manner.
2. Be familiar with the use of more conservative all-ceramic restorations such as no-prep and minimal prep porcelain veneers.
3. Be familiar with zirconia oxide and the pros and cons of using this structural ceramic material as a crown and bridge substructure.
4. Be familiar with the new class of cementable all-ceramic restorations, lithium disilicate, and understand how the CAD/CAM milling process can improve consistency and quality.

WEST MICHIGAN DISTRICT DENTAL SOCIETY HOLIDAY DINNER AND AWARDS NIGHT

Thursday, December 15, 2011

Cascade Hills Country Club | Grand Rapids, MI | Business Attire
Socialize with friends: 6:30pm | Dinner and Program: 7:30pm

WMDDS Award Presentations

2011 MDA & ADA Life Members | 2012 Silent Bell Recipient, Dr. Paul Korte



As chairman of the West Michigan District Dental Society Programs Committee, I am excited and proud to introduce our wonderful slate of speakers for 2011-2012. The range of topics this year includes caries management, practice development made fun, and the modern restorative practice. As a committee, our intent was to 'think outside of the box' and bring you a new, very high-energy lineup that is chock full of information that is not only relevant, but can be implemented right away into your practice!

We are committed to bringing high caliber CE close to home. In order to do so, we need the continued support of our members through attendance at these events. We hope that you will choose to bring your staff members so that they, and in turn your office as a whole, will benefit from these great presenters.

We are very fortunate again this year to have Frederik Meijer Gardens & Sculpture Park as our hosting venue. The combination of state-of-the-art facilities and the surrounding beauty of the park is second to none.

Please help us continue our tradition of having one of the finest dental communities, and join your colleagues at this year's events. I look forward to seeing you there!

Tyler A. Wolf, D.D.S.
WMDDS Program Chairperson 2011-2012

THANK YOU TO OUR SPONSORS WHO HAVE HELPED TO
MAKE THESE PROGRAMS AVAILABLE TO US.

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REGISTRATION FLYERS WILL BE SENT TWO MONTHS PRIOR TO EACH PROGRAM.

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