

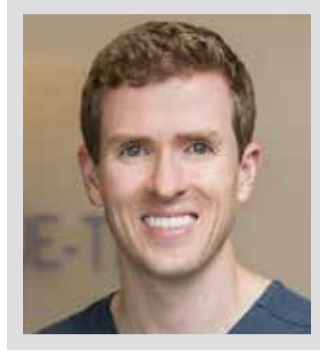
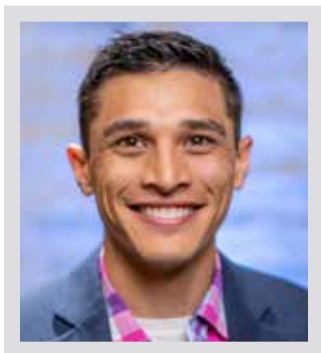


West Michigan District Dental Society

5355 Northland Drive, Suite C, Box 142

Grand Rapids, MI 49525

2024 CONTINUING EDUCATION PROGRAMS



An Introduction to Generative AI: New Possibilities, Key Implications, and a Road Map for the Future

Presented by Steve Brown, AI Expert | CE Credits: 2

Beyond MAA and CPAP: Exploring the Many New Advances of Treatments in Sleep Dentistry and Airway

Presented by Kevin Goles, DDS, D-ABSB | CE Credits: 5

Friday, January 12, 2024
Frederik Meijer Gardens & Sculpture Park

Tongue-Tie Update: How Oral Restrictions Impact Feeding, Speech, and Sleep Across the Lifespan

Presented by Richard Baxter, DDS | CE Credits: 3.5

A Functional Approach to Sleep & Breathing: Tongue-Tie, Tongue-Tone, and Tongue-Space

Presented by Soroush Zaghi, MD | CE Credits: 3.5

Friday, March 22, 2024
Frederik Meijer Gardens & Sculpture Park



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

About Our Programs



Anthony Guinn, DDS
WMDDS Program Chair 2023-2024

The West Michigan District Dental Society Board hopes everyone enjoyed the summer months. As the temperature (and colors) change and the leaves fall, we are excited to share a new season of WMDDS continuing education. Make sure to mark your calendars today for these unprecedented events!

The January seminar will feature two speakers. Our first speaker is wildly famous and brilliant. Steve Brown will provide an update on the latest dental technology and current practice workflows before using his unique ability to take us into the future. Steve will prepare us for major incoming disruptions, especially as it pertains to artificial intelligence. Steve will help us understand AI, which has the ability to enhance life as we know it.

Our second speaker is an airway dentist. Airway management is a lifelong endeavor. Dr. Kevin Goles will help us better understand, diagnose, and manage the airway as a dentist. This rapidly growing field of study is important for patients of all ages. Dr. Goles will help us understand the implications and benefits of early intervention on airway development. Dental advancements, such as lasers and appliances, have increased the effectiveness of dentists in airway management. A portion of this seminar will be demonstration and interactive.

Our March seminar is expected to immediately improve the quality of life for patients in West Michigan by accelerating collaboration between healthcare providers across multiple disciplines. Physicians and dentists currently lack a mutual understanding of terminology and desperately need a common ground for communication regarding tethered oral tissues.

Attendees will quickly learn how to identify tethered oral tissues. After this seminar, attendees may regularly recognize tethered oral tissues unintentionally. Although some estimate the incidence of tethered oral tissues

near 50% of the population, not every tether needs to be released. This course will provide a reliable protocol for managing or referring these patients confidently. Attendees will increase the identification and management of tethered oral tissues—streamlining interdisciplinary collaboration and improving health outcomes in West Michigan. The Board is deeply honored to host leading experts Dr. Richard Baxter and Dr. Soroush Zahgi.

The courses will be hosted at Frederik Meijer Gardens & Sculpture Park. In the past, many attendees have enjoyed the venue after the seminars, as day passes are included. We encourage both dentists and their dental teams to attend these events. This year we also expect physicians (pediatricians, etc.), speech-language pathologists, speech therapists, lactation consultants, myofunctional therapists, occupational therapists, and anyone interested in tethered oral tissues to join us. Space is limited, so please RSVP right away to avoid the late rush.

Thank you for your continued support. See you all soon!

A handwritten signature in black ink, appearing to read "Elaine Fleming". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

An Introduction to Generative AI: New Possibilities, Key Implications, and a Road Map for the Future Beyond MAA and CPAP: Exploring the Many New Advances of Treatments in Sleep Dentistry and Airway

Friday, January 12, 2024 | Frederik Meijer Gardens & Sculpture Park | CE Credits: 7

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MDA-member dentist – \$250 _____

WMDDS retired member dentist – \$125 _____

Staff members (each) – \$125 _____

per non-member dentist – \$500 _____

LATE REGISTRATION FEE (after 1/4/24) – \$50 _____

TOTAL: _____

Tongue-Tie Update: How Oral Restrictions Impact Feeding, Speech, and Sleep Across the Lifespan A Functional Approach to Sleep & Breathing: Tongue-Tie, Tongue-Tone, and Tongue-Space

Friday, March 22, 2024 | Frederik Meijer Gardens & Sculpture Park | CE Credits: 7

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Staff members (each) – \$125 _____

per non-member dentist – \$500 _____

LATE REGISTRATION FEE (after 3/15/24) – \$50 _____

TOTAL: _____

PAY BY CHECK: Make checks payable to: West Michigan District Dental Society. Remit to: West Michigan District Dental Society
5355 Northland Drive, Suite C, Box 142 | Grand Rapids, Michigan 49525 | Questions? Call 616.916.8559 or email efwmdds@aol.com

An Introduction to Generative AI: New Possibilities, Key Implications, and a Road Map for the Future

Presented by Steve Brown, AI Expert | Friday, January 12, 2024 (morning)
Frederik Meijer Gardens & Sculpture Park | CE Credits: 2



Steve Brown, AI Expert, Entrepreneur, Innovator & Futurist, has decades of experience working in high tech and groundbreaking startups. He now advises companies on how to build winning AI transformation strategies and speaks about the future of AI at events around the world. After a 25-year career at Intel, Steve co-founded The Provenance Chain Network, then worked at DeepMind, Google's AI research lab in London, and is now an advisor to revolutionary AI company, Energetic. Previous clients include Nike, JP Morgan, Samsung, Comcast, Audi, PepsiCo, and Disney. Steve has been featured on CNN, BBC, Bloomberg, Forbes, and *The Wall Street Journal*, and his latest book, "The Innovation Ultimatum: How Six Strategic Technologies will Reshape Every Business in the 2020s" is a how-to guide on innovation and digital transformation. He holds Bachelor's and Master's degrees in Micro-Electronic Systems Engineering from Manchester University.

When ChatGPT burst onto the world stage in November 2022, the attention it garnered surprised even its creators at Open AI. Since then, Generative AI's capabilities have continued to amaze as people use powerful new AI tools to summarize reports, create images, make music, write code, generate video, build websites, and even design new materials, pharmaceuticals, and products. In this rapidly evolving landscape, companies are scrambling to build an informed Generative AI strategy that maximizes advantage, minimizes risk, and creates exciting new business opportunities. And employees are trying to figure out what this latest AI revolution means for them—their job prospects, future careers, and job satisfaction—and how to make themselves "robot-proof" in a world of AI. In this fast-paced, inspiring, and informative session, AI futurist Steve Brown uses video, stories, simple diagrams, and beautiful AI-generated imagery to explain Generative AI, demonstrate its capabilities, and explore why people should embrace it and how they should prepare themselves to thrive in the coming age of AI.

Course Objectives:

Understand the main types of AI and why each is important

- Key terms defined: Machine learning, programs vs models, Generative vs Discriminative AI.
- What Generative AI can do, and what it can't do (yet).
- Why recent advances in AI have defined the beginning of a new industrial age.
- How AI is likely to improve our lives in the coming decade.
- The differences between artificial narrow, general, and super intelligence.
- The current shortcomings of AI, and the gap before we reach general intelligence.
- Research directions for the future of AI.

Explore the key business implications of the Generative AI revolution

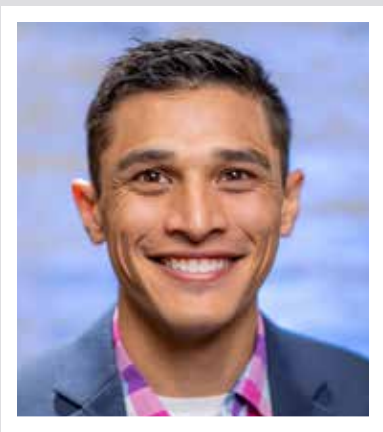
- How AI will help companies and their employees to fulfill their mission in exciting new ways.
- How AI will help companies to boost their productivity and efficiency.
- How AI assistants will give us superpowers, help us to achieve more, and offload boring, repetitive work.
- The main types of AI assistants that are coming in the (near) future.
- The importance of responsible AI: ethics, bias, and inclusion.
- How companies are using Generative AI to create exciting new customer and employee experiences.
- Why companies that embrace Generative AI first will win in the marketplace and be better places to work (while laggards will struggle).

Learn how to position yourself for success in a world of Generative AI

- Preparing for the workplace of the near future—AI assistants, automation, and skill elevation.
- Best practices to adopt AI in the workplace.
- Why AI probably won't take many people's jobs, but somebody using AI might.
- New skills and key strategies everyone will need to maintain relevance and thrive in a world of abundant artificial intelligence.

Beyond MAA and CPAP: Exploring the Many New Advances of Treatments in Sleep Dentistry and Airway

Presented by Kevin Goles, DDS, D-ABSB | Friday, January 12, 2024 (afternoon)
Frederik Meijer Gardens & Sculpture Park | CE Credits: 5



Dr. Kevin Goles has been immersed in dental sleep medicine since the beginning of his career. He is a Diplomate with the American Board of Sleep and Breathing and is recognized as an expert in the field. He focused his residency research on Obstructive Sleep Apnea, the substantial negative effects, and its traditional treatment with CPAP and Mandibular Advancement Appliances. He is trained in sleep apnea and airway treatments for all ages from infancy to 80 years old. His treatments focus on volumetric airway growth and support of the airway during sleep with non-surgical maxillary expansion, airway-focused orthodontics, soft-palate laser therapy, myofunctional therapy, and several other modalities. He has a thriving practice in Colorado Springs, CO, dedicated to sleep and airway management. He is a Vivos Clinical Advisor and is one of the most experienced clinicians with Vivos due to starting and completing the most cases. He is a Key Opinion Leader for Candid clear aligners for airway-friendly orthodontics, focusing on expansion techniques, and has completed the most cases within the company. He is also proficient in the use of lasers in Sleep Dentistry and TMJ disorders and is a Clinical Instructor for Fotona Medical Lasers, completing thousands of Nightlase treatments.

Airway management and sleep disordered breathing have become a growing portion of dental CE and dental practice. Dentists have a unique perspective and view of the airway. However, many dentists often overlook the airway during their oral exam. Many of our family members utilize CPAPs, but how does that relate to dentistry and daily practice. This presentation dives into the amazing field of sleep dentistry and airway with you and discusses how most of the conditions treated in dentistry can be linked back to a sleep and airway problem. Dr. Goles uses his real life sleep based practice to provide evidence and examples that can be implemented in your own practice.

Objectives:

- Reviewing the etiology of our small jaws that lead to many dental and health problems.
- Describing the dental signs and symptoms that can indicate there's an airway problem.
- Explore the new treatment modalities available that can help manage and reverse the damage that has been caused by sleep and airway issues.
- Provide a solid foundation and understanding of diagnosis, treatment, management, and reversal of this quickly progressing field for them to continue their dive into sleep and airway education.

Tongue-Tie Update: How Oral Restrictions Impact Feeding, Speech, and Sleep Across the Lifespan

Presented by Richard Baxter, DDS | Friday, March 22, 2024 (morning)
Frederik Meijer Gardens & Sculpture Park | CE Credits: 3.5



Dr. Richard Baxter is a board-certified pediatric dentist, Fellow of the AAPD, and Diplomate of the American Board of Laser Surgery. He is an internationally-recognized speaker on tongue-ties, instructor of the acclaimed online course "Tongue-Tied Academy," and lead author of the bestselling book "Tongue-Tied: How a Tiny String Under the Tongue Impacts Nursing, Speech, Feeding, and More." He is passionate about educating parents and healthcare providers about the effects a tongue-tie can have throughout the lifespan. He lives in Birmingham, AL with his wife, Tara, and their three girls, Hannah, Noelle, and Molly. He is the founder of the Alabama Tongue-Tie Center, where he uses the CO2 laser to release oral restrictions. He had a tongue-tie himself, and all of his girls were treated as infants, so this field is a personal one. In his free time, he enjoys spending time with his family, running, and outdoor activities. He serves in Kids Ministry as a 4th grade Faith Trainer at the Church at Brook Hills and participates in global missions projects around the world.

It seems everywhere you turn, parents and professionals are discussing, concerned about, and asking questions about tongue and lip-ties. With so many opinions, objections, and success stories, it's hard to cut through the noise. This evidence-based and clinically-informed presentation will clarify the real struggles and quality of life issues a restricted tongue or lip can impact. Dentists are well-positioned to screen for, diagnose and treat, or refer these patients with a team-based approach to manage these common conditions. A review of the relevant literature, clinical cases of all ages, diagnostic criteria, assessment techniques, treatment videos, and recommendations will be discussed in this comprehensive lecture. Dr. Baxter will share the knowledge, successes, and struggles from his practice and experience in treating thousands of patients with these conditions. A question and answer session will follow the didactic learning with plenty of time for attendees to ask questions and learn how best to help their patients.

Objectives:

- Describe the literature relating to tongue- and lip-ties, and the best practices where research does not yet exist.
- Conduct a thorough exam on a baby, child, or adolescent; classify the degree of tongue or lip restriction; and screen for common symptoms related to these conditions.
- Know if the attendee wishes to treat these patients in the office as part of a multidisciplinary team, or refer them for care by a trained provider.
- List the steps involved in assessing, diagnosing, referring to other specialists, and treating when indicated children with tongue restrictions.

A Functional Approach to Sleep & Breathing: Tongue-Tie, Tongue-Tone, and Tongue-Space

Presented by Soroush Zaghi, MD | Friday, March 22, 2024 (afternoon)
Frederik Meijer Gardens & Sculpture Park | CE Credits: 3.5



Dr. Soroush Zaghi graduated from Harvard Medical School, completed residency in ENT (Otolaryngology – Head and Neck Surgery) at UCLA, and Sleep Surgery Fellowship at Stanford University. He now serves as medical director of The Breathe Institute, where the focus of his sub-specialty training is on the comprehensive treatment of nasal obstruction, mouth breathing, snoring, and obstructive sleep apnea in children and adults. He is very active in clinical research with over 90+ peer-reviewed research publications in the fields of neuroscience, head and neck surgery, myofunctional therapy, and sleep-disordered breathing. Dr. Zaghi is particularly interested in studying the impact of tethered-oral tissues (such as tongue-tie) and oral myofascial dysfunction on maxillofacial development, upper airway resistance syndrome, and obstructive sleep apnea, especially as it relates to pediatric populations. He is an invited lecturer, author, and journal reviewer for topics relating to the diagnosis and management of sleep-disordered breathing and tongue-tie disorders in children and adults.

Sleep and breathing disorders are now well appreciated to have a direct effect on a multitude of dental health outcomes including caries, periodontal disease, dental wear, malocclusion, pain, and oral dysfunction, as well as overall medical health, longevity, and psychosocial well-being. Dental healthcare providers are in a unique position to not only screen and monitor patients with sleep and breathing disorders, but more importantly to actively participate in treatment through a multidisciplinary approach that recognizes the limited role of medical providers to manage disease, and the broad role of dental providers to optimize health and wellness for all patients through prevention, early identification, management, and definitive resolution. This presentation will provide an evidenced-based overview of the entire spectrum of sleep-related breathing disorders and approach to treatment of tongue-tie, tongue-tone, and tongue-space issues based on the latest research and clinical protocols developed by Dr. Zaghi and his team at The Breathe Institute.

Learning Outcomes:

- To appreciate the impact of restricted tongue-mobility (tongue-tie), oral dysfunction (tongue-tone), and maxillofacial underdevelopment (tongue-space) on mouth breathing, clenching, grinding, sleep issues, fatigue, depression, anxiety, neck tension, pain, postural dysfunction, and fascial restrictions.
- Learn to use the FAIREST-6 as an objective, validated screening tool based on physical examination characteristics to evaluate for risk of pediatric sleep-disordered breathing.
- Develop an understanding of the differential diagnosis for the root-causes of sleep-related breathing disorders, sleep bruxism, and cycle of oral dysfunction in pediatric and adult populations; and be able to screen for and identify the clinical signs of mouth breathing, tongue-tie, limited tongue-space, sleep-disordered breathing, and myofunctional disorders among patients in your practice.
- Learn how the clinical definition of ankyloglossia has evolved over recent years, and recognize the role and limitations of tongue-tie surgery in the broader context of myofunctional (tongue-tone) and maxillofacial (tongue-space) issues.
- Appreciate how a functional approach to sleep, breathing, tongue-tie, and maxillofacial development can be implemented to optimize the health and wellness of every patient.



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