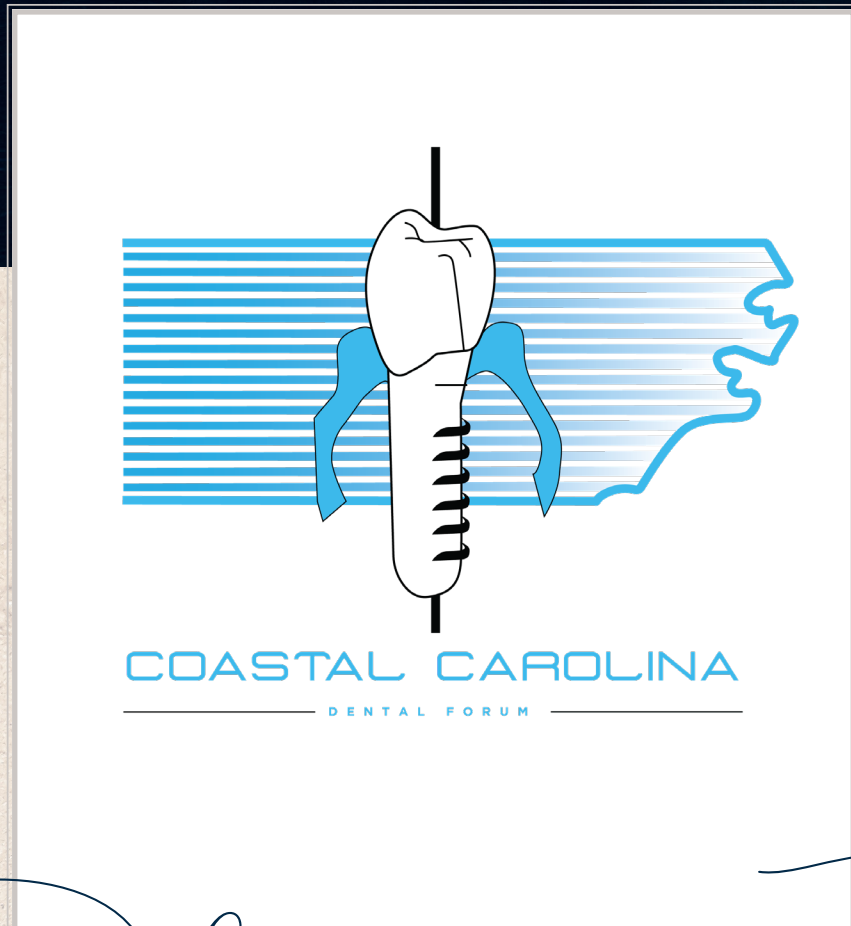


SEATTLE STUDY CLUB®

*complete curriculum*  
2020 - 2021



*academic program*

# introduction

It's an understatement to say these past few months have rocked our world. We've entered uncharted and dangerous waters, and we have to figure out how best to navigate safely through them to calmer seas and brighter days ahead.

To that end, Seattle Study Club has launched an innovative, full-academic-year program that offers guidance with practice recovery, financial stability, and enhanced clinical expertise. With sessions addressing your financial challenges, presentations that encourage you to set and track goals in your progress toward financial recovery, to insightful interviews and hands-on demonstrations, this is a perfect combination of knowledge and inspiration. Recognizing that the world and the recommendations will continue to change, the program is designed for flexible, adaptable delivery – we can determine if a session will be in-person or virtual based on the situation at the time. We still get to collaborate, learn together, and rely on each other for support.

Now more than ever the phrase that defines the core and essence of Seattle Study Club – doing dentistry together® – is a touchstone to remind us of who we are and why we are part of this amazing group of clinicians.

# September

## **So, Now What? A Problem-Solving Journey**

*Facilitated by the Club Director*

We've all faced similar challenges in closing our offices over the past months, complicated by a variety of unique and personal obstacles. What better place to share ideas and solutions than in a collaborative, caring and safe environment with supportive colleagues? This session will help each of us answer one of the most important questions in emerging from isolation and facing uncertain financial futures—"What can I do now to get back on my feet?" We'll talk about the challenges our colleagues have faced, and everyone will have the opportunity to share their personal goals for the coming year (this will be recorded for later review). This program is just what the doctor ordered!

*Upon completion of this session, attendees should be able to:*

- Discuss the challenges faced in trying to restore business and identify possible solutions they can implement for their own practice.
- Outline business and service goals for the coming year as a start toward recovery.

# October



## **From Economic Uncertainty to Financial Security – An Updated Financial Plan for the Dental Practice Owner**

*Business Academy Workshop  
Anthony Feck, DMD*

As dental practice owners we find ourselves in the midst of unprecedented times. The practice and business of dentistry looks much different today than it did just months ago. Stress accompanies change of this magnitude and is intensified by the uncertainty of what that change will bring. Most of us can't help wondering how this uncertainty will affect our financial future. To turn economic uncertainty into financial security, we each need a comprehensive plan that begins with where we want to go, provides an assessment of our current financial status, and details a step-by-step approach to connecting those two places. This workshop will guide each of us in developing or updating a customized game plan toward financial and lifestyle independence.

*Upon completion of this session, attendees should be able to:*

- Describe the shift of financial planning from accumulating retirement income to achieving financial and lifestyle independence.
- List the five essential components of a financial plan.

**BUSINESS  
ACADEMY**  
— AT —  
SEATTLE STUDY CLUB®

*Lecture, Up to 2.0 Hours; Practice Management and Human Relations; AGD Subject Code 550*

*Disclosure of Commercial Support: Dr Anthony Feck is a consultant for Docs Education and is the owner of Sunrise Dental Solutions.*

# November



## **An Evening with Dr John Kois: New Reality, New Norm**

*Livestream Interview with John Kois, DMD, MSD*

Dr Cohen will host this special livestream interview with Dr Kois where we'll see the world of dentistry as he sees it through his very own discerning lens. Dr Kois will share his views on the changing dental landscape and how it has altered his thinking on what lies ahead for those of us who still want to return to the delivery of treatment we once knew. Some of the questions related to the post-Covid-19 practice of dentistry will include:

- What are the best ways to adjust to the new norm in returning to practice?
- Will continuing education change in dentistry because of the pandemic?
- Will face-to-face education remain important, why, and how might it change?
- In what new ways do we approach patients in the chair to help get them more comfortable in proceeding with necessary treatment?

*Upon completion of this session, attendees should be able to:*

- Understand the dental landscape following the Covid-19 lockdown so they can make necessary adjustments in the way they deliver care to their patients.
- Choose the CE pathway that will provide the most effective learning opportunities moving forward.

*Lecture, Up to 1.0 Hour; Fixed Prosthodontics; AGD Subject Code 610*

*Disclosure of Commercial Support: Dr John Kois is director of the Kois Center.*

# December

## Comprehensive Treatment Planning Workshop

*Video-Enhanced Caseflix Facilitated by the Club Director*

In this complex, comprehensive and interdisciplinary treatment planning case study we have the opportunity to discover solutions to challenging functional and esthetic issues. Although this patient's main concern was to achieve a pleasing smile, the underlying etiologies could potentially lead to a disappointing outcome unless they were accurately diagnosed.

*The main issues in this case were:*

- Absence of teeth nos. 7 and 10 with canine eruption into those positions.
- Discrepancies in the mesial-distal and apico-coronal position of the canines, making it difficult to achieve a pleasing smile.
- Asymmetry of the gingival scallops in the anterior segment.
- Missing posterior teeth with possible loss of vertical dimension.

This video-enhanced Caseflix session includes guidance and commentary from Dr Stefano Gracis, which will stimulate great collaboration and discussion. The initial documentation and Dr Gracis' presentation of all treatment performed is superb!

*Upon completion of this session, attendees should be able to:*

- Understand treatment options in cases with missing lateral incisors.
- Better visualize treatment outcomes in more complex cases.

# january



## **The New Normal Approach to Patient Acceptance**

*Deep Dive Livestream with Christian Coachman, DDS, CDT  
Followed by Group Discussion*

It is anticipated that many dental patients will emerge from isolation and financial uncertainty with anxiety and reticence in proceeding with necessary dental treatment. A barrier may exist between patients with recognized needs and their dentists who may be overanxious in presenting treatment plans in a perceived self-serving way. In this livestream presentation, Dr Coachman will identify ways to break through barriers and effectively connect with patients so they are less on the defense and more likely to accept treatment recommendations. He will leave us with ideas and topics for roundtable discussion.

*Upon completion of this session, attendees should be able to:*

- Communicate treatment needs to patients by utilizing digital presentation tools.
- Break down defensive barriers so patients are more receptive to treatment.

*Lecture, Up to 1.5 Hours; Esthetics/Cosmetic Dentistry; AGD Subject Code 780*

*Disclosure of Commercial Support: Dr Christian Coachman is a consultant for Align Technology and owner/part owner of Digital Smile Design.*

# February

## **So Now That I'm Here, What's Next? Problem-Solving Journey II**

*Facilitated by the Club Director*

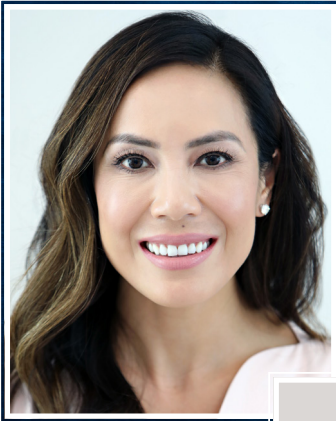
In part II of this problem-solving trilogy, we will share the goals each of us set in the last problem solving session, outline what has been accomplished so far, and detail any hurdles encountered. Think of it as a checkpoint to enlist reinforcements. As everyone shares and discusses this information, the group can help each other overcome real (and perceived) obstacles with new goals set for the remainder of the study club year. Progress may take time, but this session will clearly establish that we have a strong support network to help every step of the way.

*Upon completion of this session, attendees should be able to:*

- Present a thorough, solution-oriented plan for personal and practice success.
- Anticipate obstacles and be prepared to implement remedies by drawing from information and experiences shared in the session.



# emarch



## **Photography – From Marketing to Case Acceptance**

*High Intensity Learning Series  
Amanda Seay, DDS*

The digital world has introduced several tools and techniques to make our workflows faster and more efficient. One of the most effective tools a clinician can have in the office is a DSLR camera. From documentation, communications and marketing—and ultimately better case acceptance—photography is essential in the dental field. Learn the fundamentals of photography and the basic setup needed to make your dentistry look even better! This session will provide an overview of the foundations and principles for capturing images. Dr Seay will share protocols that can be used every day in practice to help patients better understand the benefits and value of proceeding with necessary treatment. She will also share how she plans to use photography post Covid-19 to open the door to more productive dentistry.

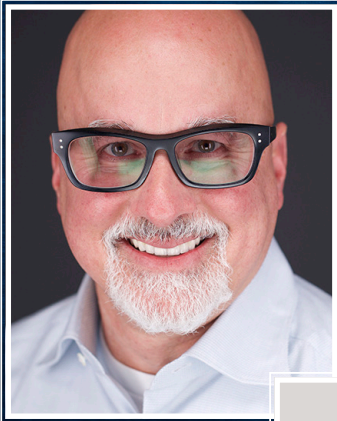
*Upon completion of this session, attendees should be able to:*

- Understand basic requirements for camera, lenses, lighting, and backgrounds when incorporating photography into the practice.
- Utilize photography to illustrate and explain the benefits of treatment to patients.

*Lecture, Up to 2.0 Hours; Multidisciplinary Topics; AGD Subject Code 149*

*Disclosure of Commercial Support: Dr Amanda Seay does not have any current or past affiliations to disclose (such as receiving research grants, speaking engagements, travel reimbursements, honoraria, etc).*

April



## Creating a Direct Composite Veneer that Rivals Porcelain

*Livestream Lecture and Demonstration  
with Robert Margeas, DDS*

This clinical evening program brings us together for a virtual livestream demonstration and the best of both worlds—watching a master clinician in action and practicing what we’ve just seen in this clinically interactive experience. Dr Margeas will demonstrate a step-by-step layering technique of a central incisor that utilizes tints, effect shades, and surface texture to achieve the desired esthetics. During the session he’ll walk us through the layering process. Each of us will have a die to layer composite on. At the conclusion of the program, we’ll receive step-by-step instructions on how to finish and polish the restoration. This final polishing step can be performed the following day in our individual practices.

This lecture and live demonstration through the use of a visualizer will go into great detail about how to match an existing natural tooth with a polychromatic composite resin build-up utilizing tints, effect shades, and surface texture. A step-by-step layering technique of a central incisor will be shown live from start the finish.

*Upon completion of this session, attendees should be able to:*

- Match the polychromatic nature of existing teeth.
- Use the techniques learned to perform a more natural-looking anterior direct restoration.

*Please bring your curing light and favorite composite layering instruments to this program.*

*Lecture, Up to 1.5 Hours; Operative (Restorative) Dentistry; AGD Subject Code 250*

*Disclosure of Commercial Support: This livestream hands-on event is sponsored by Ivoclar. Dr Robert Margeas does not have any current or past affiliations to disclose (such as receiving research grants, speaking engagements, travel reimbursements, honoraria, etc).*

emay



## Defining the New Normal . . . Not Letting it Define You

*Parag Kachalia, DDS*

The world as we know it changed when the Coronavirus pandemic hit; however the manner by which we react to this or other stressors determines our long-term success. This course will examine ways that we can evolve our practices so that we can control the narrative while growing the confidence of our patients and team.

*Upon completion of this session, attendees should be able to:*

- Understand how to leverage digital technology to build connections with their patients and treatment teams.
- Elevate their communication with their patients so they do not think of dentistry as commodity.
- Gain strategies to continuously re-evaluate their business and implement appropriate change.
- Understand how different generations view dentistry and how our treatment planning must evolve to impart the importance of comprehensive care.

*Lecture, Up to 6.0 Hours; Practice Management and Human Relations; AGD Subject Code 550*

*Disclosure of Commercial Support: Dr Parag Kachalia is director of educational development and industry relations for Seattle Study Club.*

# june ~ final dinner

## Putting It All Together – Livestream with Todd Williams & Problem-Solving Journey Part III

*Facilitated by the Club Director*



We end our year with a double play—a livestream session with Todd Williams, known after decades of culture development experience in healthcare and hospitality as a champion of heartfelt service, and discussion of our most impacting triumphs of the year and what we hope to accomplish moving forward. Join as we celebrate each other's progress toward practice and financial recovery.

### ***Strength and Growth from the Staircase We Didn't Mean to Climb – Todd Williams***

People often talk of growth as a gentle arc towards maturity, understanding, character and wisdom. The reality is, growth is more like a staircase. Something comes along that makes us grow (step up), we level out, find out what works and what doesn't... then find balance until something new comes along and makes us grow again. Step by step we rise, gaining strength and maturity in the process. However, these upward moments of growth can feel decidedly like a downward fall. In other words, we learn a stronger stance... when the rug is pulled out from under us. Our current challenges have been breathtakingly difficult, but our response to those challenges helps us grow every day—we're moving up and getting stronger by the minute. The world is about to see the best version of us yet.

*Upon completion of these sessions, attendees should be able to:*

- Emerge with a new level of character, wisdom and perspective.
- Address their most important needs with the support of their colleagues.

*Lecture, Up to 1.0 Hour; Self-Improvement; AGD Subject Code 770  
Lecture, Up to 1.0 Hour; Practice Management and Human Relations; AGD Subject Code 550*

*Disclosure of Commercial Support: Mr Todd Williams does not have any current or past affiliations to disclose (such as receiving research grants, speaking engagements, travel reimbursements, honoraria, etc).*