



San Diego Dental Convention

Friday, October 11, 2024 8:00 AM - Saturday, October 12, 2024 6:00 PM

1

SAN DIEGO DENTAL CONVENTION



October 11-12 2024

*The Courses that you need,
The Education that you want.*

- Dental & Medical Insurance Billing & Coding
- Prescribing Schedule II Opioid Drugs
- Sexual Harassment Prevention
- California Dental Practice Act
- California Infection Control
- Botox & Fillers Training
- CPR and OSHA Update
- Hands-on Workshops



FREE Parking



Lunch Included with Day Pass



Group Discounts

- Over 20 Vender Booths
- Over 25 Lectures and
Hands-on Workshops



Handlery Hotel San Diego

950 Hotel Circle North, San Diego, CA 92108

Questions: (619) 277-4743 ~ www.ceadental.com

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San Diego Dental Convention

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SAN DIEGO DENTAL CONVENTION



October 11-12, 2024

Handlery Hotel ~ San Diego 950 Hotel Circle North, San Diego, CA 92108



FREE Parking



Coffee & Lunch Included with day pass



2 PM Desert Social



Prizes



Dentist: | Exhibit Hall = Free | 1-Class Pass = \$ 129.00 | 1-Day Pass = \$ 249.00 | 2-Day Pass = \$ 479.00 | Diode Laser = \$595.00
Staff: | Exhibit Hall = Free | 1-Class Pass = \$ 89.00 | 1-Day Pass = \$ 169.00 | 2-Day Pass = \$ 299.00 | Diode Laser = \$495.00
Dentist: | Class #102, #202, #402, or #502 = +\$75 | CPR = +\$ 25.00 | Class #106 Botox or #406 Fillers = \$1799 + 1 Staff *Materials Included
Staff: | Class #102, #202, #402, or #502 = +\$75 | CPR = +\$25.00 | Class #106 Botox or #406 Fillers = \$499

Class # Lecture Topic Speaker Friday, October 11, 2024

100-Diode Laser Certification	*Hands-on fee	Diode Laser	8:00AM-5:00PM	CE 8.0
101-California Infection Control & OSHA for the Dental Office		Cary Schaffner	8:15AM-11:15AM	CE 3.0
102-Dental Insurance Billing & Coding Certification	*Hands-on fee	Rebecca Gerber	8:00AM-12:00PM	CE 4.0
103-Local Anesthesia for the 21st Century. Hands on Workshop		Dr. Jack Ringer	8:20AM-11:30AM	CE 3.5
104-Neuromodulators(Botox,Dysport,Xeomin)Certification ~ Live Patient Training~ \$1,799 = Dr + 1 Staff	*Materials Included	Howard Katz BDS DDS	8:30AM-5:00PM	CE 8.0
105-Critical Elements to Understanding the DSO Landscape		Ian McNickle, MBA	8:10AM-11:30AM	CE 3.5
106-Advanced Digital Marketing Strategies		Corry Roletto, MBA	8:20AM-11:30AM	CE 3.5
201-California Dental Practice Act		Kathy Dennis	12:30PM-2:30PM	CE 2.0
202-Medical Insurance Billing for Dentistry Certification	*Hands-on fee	Rebecca Gerber	1:00PM-5:00PM	CE 4.0
203-Sexual Harassment Prevention in the Dental Workplace		Cary Schaffner	12:30PM-2:30PM	CE 2.0
204-Proper use of Legal Entities for Lawsuit Protection & Tax Reduction		Legally Mine, INC	12:30PM-2:30PM	CE 2.0
205-Online Reputation Management		Corry Roletto, MBA	12:30PM-2:30PM	CE 2.0
301-CPR	*\$25 Hands-on fee	CPR Instructor	3:00PM-6:00PM	CE 3.0
302-Front Office Boot Camp "Treatment Planning & Case Presentation		Kathy Dennis	3:00PM-5:00PM	CE 2.0
303-Responsibilities of Prescribing Schedule II Opioid Drugs		Cary Schaffner	3:00PM-5:00PM	CE 2.0
304-Negotiate Business Transactions & Good Leasing Guidelines		Lewis Gelmon	3:00PM-5:00PM	CE 2.0

Class # Lecture Topic Speaker Saturday, October 12, 2024

400-Diode Laser Certification	*Hands-on fee	Diode Laser	8:00AM-5:00PM	CE 8.0
401-California Infection Control & OSHA for the Dental Office		Cary Schaffner	8:15AM-11:15AM	CE 3.0
402-Dental Insurance Billing & Coding Certification	*Hands-on fee	Rebecca Gerber	8:00AM-12:00PM	CE 4.0
403-Dispelling the "CSI Effect" Myth. A Overview of Forensic Dentistry.		Dr. Anthony Cardoza	8:00AM-11:30AM	CE 3.5
404-Treating OSA/Snoring and Sleep Bruxism"		Dr. Steven Olmos	8:15AM-11:30AM	CE 3.5
405-Advanced Digital Marketing Strategies		Corry Roletto, MBA	8:20AM-11:30AM	CE 3.5
501-California Dental Practice Act		Kathy Dennis	12:30PM-2:30PM	CE 2.0
502-Medical Insurance Billing for Dentistry Certification	*Hands-on fee	Rebecca Gerber	1:00PM-5:00PM	CE 4.0
503-Responsibilities of Prescribing Schedule II Opioid Drugs		Cary Schaffner	12:30PM-2:30PM	CE 2.0
504-Proper use of Legal Entities for Lawsuit Protection & Tax Reduction		Legally Mine, INC	12:30PM-2:30PM	CE 2.0
505-Introduction to CAD/CAM Dentistry		Dr. Jinny Bender	12:30PM-2:30PM	CE 2.0
601-CPR	*\$25 Hands-on fee	CPR Instructor	3:00PM-6:00PM	CE 3.0
602-The 2024 Dental Code PPO and HMO Power Training		Kathy Dennis	3:00PM-5:00PM	CE 2.0
603-Sexual Harassment Prevention in the Dental Workplace		Cary Schaffner	3:00PM-5:00PM	CE 2.0
604-Critical Elements to Understanding the DSO Landscape		Ian McNickle, MBA	3:00PM-5:00PM	CE 2.0

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CREDIT CARD

EXPIRATION DATE _____ 3-4 CODE _____

VISA M/C DISC AMEX CHECK _____

SIGNATURE _____

Total Due\$ _____

*Classes subject to change without notice. Ver.3.0

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3

#100 - Diode Laser Certification

This course has a 1-day fee of

Dentist: \$595.00, Staff Member: \$495.00

Our Diode Laser Certification course is designed to provide information to Dental Hygienists and Dentist regarding how beneficial soft tissue dental lasers can be in your practices. Learn the specifics of laser fiber optic delivery and discover the delicate nature of using a laser. Working with simulation exercises, this workshop is designed to build confidence and gain clinical understanding in the delivery of periodontal treatment protocols in Hygiene. Attendees will understand and feel comfortable using a soft tissue laser on patients.

Date: Friday, October 11, 2024

8:00 AM - 5:00 PM

Credits: 8.00

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4

101- Infection Control for License Renewal and OSHA for the Dental Office

This course has no additional fee.

Cary Schaffner

A required course for all California licensed dental professionals, this needs to be taken every 2 years. This Category I course provides an overview of the Infection Control standards. It will bring you and your staff up to date with regulations affecting your practice.

Completion of this course satisfies the license renewal requirement for mandatory courses in California Infection Control.

Infection Control Topics:

- Section 1005 • Disease transmission • Standard precautions
- Disinfection & sterilization • Waste management • Compliance issues



Cary Schaffner has been a dental consultant and Southern California's most respected insurance authority for the past 20 years. He has built and rehabilitated more than 50 dental offices in California. He owns a dental billing company that processes dental offices insurance for both medical and dental coverage. Drawing upon his 20+ years of experience as a dental consultant, he has lectured at hundreds of programs for small and large organizations that resulted in higher team engagement and increased revenue.

Cary is dedicated to helping dental practices realize their profit potential through the development and education of front office staff, quality patient care, and by empowering the entire team. His presentations share proven solutions that can be implemented immediately to become a profitable PPO practice without sacrificing quality of care. His other specialties are business office systems, dental insurance billing, and the implementation of systems to help reduce accounts receivable.

Date: Friday, October 11, 2024

8:15 AM - 11:15 AM

Credits: 3.00

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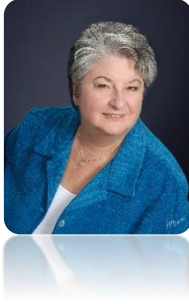
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5



#102 -Dental Insurance Billing & Coding Certification

Rebecca Gerber

This course has an additional fee of \$75

Having properly trained staff is vital for the success of the practice. This is especially true when it comes to the insurance billing and coding system in the office. Since many dentists depend on third party payers as a revenue source, it is essential for the insurance biller to know proper procedures and protocols.

Submitting dental insurance claims properly from the beginning, can have a positive impact on cash flow, and the marketing of the practice. It is also important for the biller to understand the contract language used by most dental carriers.

This course will provide participants with the knowledge necessary to administrate an insurance system in a dental practice.

In this course participants will learn how to:

- Obtain Information from the Patient
- Verify Coverage through Several Different Sources
- Complete the Claim Form Including Documentation
- Interpret Explanations of Benefits
- Follow Up on Unpaid Claims
- Use the current CDT Manual
- Communicate Insurance Benefits to Patients
- Electronically Send Narratives and Attachments
- Make Proper Adjustments
- Record Payments in your Software System
- Generate and Interpret Aging Reports

Course Handouts Include:

- Scripts for narratives and written insurance
- Disclaimers for patients.



Participation:

This course is for anyone who wants to master the Insurance Billing and Coding system in the dental practice. This course is geared to the Doctor, Office Manager, and Clinical Staff. Successful reimbursement is highly dependent on the Doctor's input into the coding process and the staff's knowledge of billing procedures.

This Session will focus on:

- Types of Insurances
- Insurance Terminology
- Verifying Benefits
- Treatment Planning
- Communicating Insurance Benefits to Patients
- Follow up and Insurance Aging Reports
- How to interpret Explanations of Benefits
- How to post payments
- How to make proper adjustments



At the end there will be a "Hands on Workshop" on how to complete the current dental claim form. Upon completion, participants will receive a "Dental Insurance Coder's Certification"

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8:00 AM – 12:00 PM

Credits: 4.00

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6

#103 - Local Anesthesia for the 21st Century"

Pain free without collateral lip, tongue or cheek numbing!

***Hands-on Workshop**

This course has no additional fee.

Dr. Jack Ringer

This course will teach the attendees, both didactically and with a hands on element, to perform local anesthesia utilizing the STA Wand. The course will illustrate how to perform three unique injection techniques; the single tooth periodontal ligament injection, the palatal anterior superior alveolar injection, and the anterior middle superior alveolar injection. These injections will allow the practitioner to administer virtually pain free anesthesia without the typical collateral tissue numbing. Utilizing the STA Wand also allows the practitioner to perform traditional infiltrations as well as more predictable mandibular block injections.

Learning Objectives:

- Learn how to administer local anesthesia to be able to perform bilateral dentistry without collateral lip, tongue or cheek numbness
- Learn how to perform single tooth anesthesia to eliminate the need for doing conventional block injections
- Learn how to improve productivity, eliminate the typical post preparation esthetic evaluation appointment, and benefit from the marketing potential when utilizing computer assisted local anesthesia

Dr. Ringer an Accredited Fellow of the American Academy of Cosmetic Dentistry and a Fellow of the International Academy of Dental Facial Esthetics, has been in private practice for over 30 years in Anaheim Hills, California, has been teaching at various dental teaching institutions for almost 25 years and has published several articles in the field of contemporary esthetic dentistry. He served on the Board of Directors and on the American Board of Cosmetic Dentistry of the American Academy of Cosmetic Dentistry before serving as their President and is currently a member of their Professional Education Committee.

He is a co-founder and past president of the Orange County Academy of Cosmetic Dentistry, a faculty mentor at Spear Education in Scottsdale Az., and a member of the Seattle Study Club Speaker Bureau. Dr. Ringer speaks on various topics related to contemporary comprehensive esthetic dentistry, both nationally and internationally.

Date: Friday, October 11, 2024

8:00 AM - 11:30 AM

Credits: 3.50

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#104 - Neuromodulators (Botox, Dysport, Xeomin) in your practice: Giving your patients, staff and family treatments they want

Howard Katz BDS DDS

This course has a 1-day fee of Dentist + 1 Staff= \$1799.00



You will leave this hands-on program with the skills to identify facial muscles and implement dental therapeutic treatments that relax pericranial muscles and also responsible facial lines. These include TMD, migraines, tension headaches, facial pain, clenching, gummy smiles, smile asymmetries, hypersalivation, masseteric hypertrophy, tongue thrust. Selecting the course will allow your practice to implement

these profitable treatments currently being sought out by your patients that do not cost an excessive amount in equipment (\$0) and training. Learn how to profitably use all the neuromodulators on the US market at the lowest possible cost to you. This is the same program given to specialist physicians including dermatologists and plastic surgeons.

Howard Katz BDS DDS

Dentox is an industry leader in continuing education providers with the experience and expertise necessary to provide you with the skills you need. When you tell your patients and staff you were trained by Dentox, you're telling them you were trained by one of the best. In fact, Dentox lead instructor and course director Dr. Howard Katz, DDS, is a recognized innovator in Botox certification, who is named on the Botulinum toxin patent applications.

Dr. Katz is also a medical innovator and a practicing general dentist. In addition to his work with Botox, Dysport and Xeomin, his name is also on the patent application for gel dermal filler formulations and Oraverse, an anesthetic reversal product. He also led research into using sugar alcohols like xylitol and sorbitol in dentistry almost 40 years ago and is responsible for introducing Botox along with gel filler injections into dental offices over a decade ago. As the leader of the Dentox live patient training program, Dr. Katz continues to innovate, updating and improving courses all the time so that they maintain their cutting-edge status.



- 39+ Year Private Practice
- International Educator In Esthetics
- National and international guest lecturer locations have included numerous dental conventions, dental schools and organizations in most US states, UK, Spain, Portugal, Germany, Holland, South Africa, Israel, Emirates, Saudi Arabia.
- Innovator and inventor named on patents of formulations and devices for the medical and dental industry include Botulinum neurotoxins and Oraverse (both dental

- neurology), sugar alcohols (Xylitol, sorbitol), Safegide implant systems and other exodontia devices
- President of The International Association of Dentofacial Esthetics (IADE)
- Affiliation with The Facial Pain Association.
- Collaborated with the global pharmaceutical companies (Including Allergan, Medcis, Prollenium and Septodont)

Date: Friday, October 11, 2024

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Credits: 8.00

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#105 - Critical Elements to Understanding the DSO Landscape How to Evaluate DSO's, Key Considerations, and Pitfalls to Avoid

This course has no additional fee.

Ian McNickle, MBA

DSO's have often earned a negative reputation, and in most cases this is deserved. The rapid migration of professional investors into the dental industry has created significant misalignment of incentives between investors, doctors, team members, and patients. In this course, we will explore the vast majority of issues and problems created by this business model, and commonsense solutions for how these problems can be solved.

Throughout this course we will take a deep dive into the world of DSO's. We will cover industry information, key criteria for evaluating and selecting DSO's, as well as legal and financial considerations.

We will explain important elements such as how to maximize your practice valuation, and key negotiating points to leverage. Doctors who attend this course will gain an expansive amount of information about the business side of group dentistry, and how to take advantage of this growing trend.

Learning Objectives:

- 1) Clearly understand how to maximize the financial value of your practice.
- 2) Clearly understand the legal and financial pitfalls to avoid when dealing with DSO's.
- 3) Clearly understand flaws in most DSO business models, and how they can be fixed.

ICON is the most doctor-friendly dental group you will find. Our business model was developed based on input from hundreds of dentists across the country. We have addressed the shortcomings and issues with traditional DSO models, and created an environment that keeps doctors in control. Doctors at ICON own 90% of the company, control the Board of Directors, control all clinical and practice staffing decisions, and are continually rewarded for practice growth.

You will be amazed at the benefits of our model compared to typical DSO's. If you are interested in learning more about ICON, please visit our website: www.icondentalpartners.com

Date: Friday, October 11, 2024

8:00 AM - 11:30 AM

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#106 - Advanced Digital Marketing for exceptional New Patient Attraction

This course has no additional fee.

Cory Roletto, MBA and Galina Ippolito

This course explores industry changes in online digital marketing with rapidly evolving best practices in dentistry. You will learn how to create your own comprehensive marketing strategy and be able to hold your marketing vendors accountable for greater returns on your investment. You will see complex strategies converted into easy-to-understand concepts you can use to eliminate the mysteries surrounding digital marketing. From websites and SEO to social media and accessibility, Cory will clear the water in today's digital sea of information. Understand the essentials of digital marketing for consistent new patient growth. Explore key demographics required to target procedural based dentistry such as dental implants.

Learn about the latest marketing trends and best practices including the strategic use of AI to generate marketing content. Capitalize on significant changes at Google that impact your visibility in Search. Simplify complex technologies to understand how to achieve a critical advantage in dentistry. ICON is the most doctor-friendly dental group you will find. Our business model was developed based on input from hundreds of dentists across the country. We have addressed the shortcomings and issues with traditional DSO models, and created an environment that keeps doctors in control. Doctors at ICON own 90% of the company, control the Board of Directors, control all clinical and practice staffing decisions, and are continually rewarded for practice growth.

Cory Roletto co-founded WEO Media in 2009 and has helped thousands of dental practices implement successful online growth strategies. He is the driving force for innovation and the practice ROI focus at WEO Media. Cory builds and trains the very work teams that deliver award winning results as an expert in online marketing strategy, lead conversion, and practice growth. Cory is lecturing across the United States at Dental Conferences, Study Clubs, Dental Societies, Symposiums, and Webinars covering various topics related to online marketing. His straightforward approach breaks down complex marketing strategies into easy-to-understand concepts. Cory Roletto received a BS in Chemical Engineering and his MBA from The University of Washington where he played Division 1 baseball. Prior to co-founding WEO Media, Cory spent 10 years at Intel as an engineer and lead executive over their competitive marketing team. He is an active member of the community, currently serving as Vice President of the NW Kidney Kids board. He loves to BBQ with friends and family and has numerous local and regional home brewing awards. Cory continues to play baseball to this day as part of the NWIBL. WEO Media is the only four-time winner of the Best of Class Technology Award for websites and online marketing as presented at the annual ADA Conference each year. WEO Media is also one of the few marketing companies to be a certified Agency for Google, Facebook, and Healthgrades in the dental industry. "Very informative, in touch with the demands of the industry"

Date: Friday, October 11, 2024

8:00 AM - 11:30 AM

Credits: 3.50

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10

#201- California Dental Practice Act

Kathy Dennis

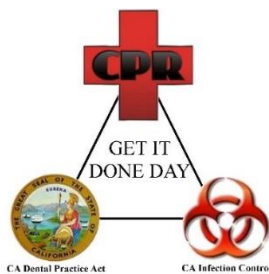
A required course for all California licensed dental professionals, this needs to be taken every 2 years. This course deals with how to keep your license and how not to lose it (by unethical or illegal treatment of your business or your patients).

It will explore how the California Dental Board is set up, what it does and what its powers are.

This Category I course provides an overview of the Dental Practice Act with emphasis on recent changes in the law, risk management and current federal HIPAA mandates.

It will bring you and your staff up-to-date with regulations affecting your practice.

Completion of this course satisfies the license renewal requirement for mandatory courses in Dental Practice Act.



Dental Practice Act Topics:

- Scope of practice
- Requirements for license renewal
- Use of auxiliaries in a dental practice
- Laws governing the prescribing of drugs
- Acts in violation of the dental practice act
- Dental board enforcement program.



Kathy Dennis has been a dental consultant and Southern California's most respected insurance authority for the past 20 years. She has built and rehabilitated more than 50 dental offices in California. She owns a dental billing company that processes dental offices insurance for both medical and dental coverage. Drawing upon her 20+ years of experience as a dental consultant, she has lectured at hundreds of programs for small and large organizations that resulted in higher team engagement and increased revenue.

Kathy is dedicated to helping dental practices realize their profit potential through the development and education of front office staff, quality patient care, and by empowering the entire team. Her presentations share proven solutions that can be implemented immediately to become a profitable PPO practice without sacrificing quality of care. Her other specialties are business office systems, dental insurance billing, and the implementation of systems to help reduce accounts receivable.

Date: Friday, October 11, 2024

12:30 PM - 2:30 PM

Credits: 2.00

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11

#202 - Medical Insurance Billing for Dentistry Certification

This course has an additional fee of \$75

Rebecca Gerber

Billing medical insurance can be an untapped revenue source in many dental practices and is becoming very important in today's competitive environment. Submitting certain dental services to medical insurance carriers for medically necessary procedures can help increase cash flow and add value to your practice. By understanding the medical coding process, your dental practice will be able to submit claims properly and obtain benefits for patients that otherwise may not accept treatment.

This course will provide the information and knowledge necessary to implement a medical billing system in your practice.



In this course participants will:

- Learn Responsibilities of the Team Starting with the Doctor
- Learn How to Identify Medically Billable Procedures
- Learn How to Communicate Treatment Plans to Patients
- Understand Medical Coding Guidelines for ICD-10 and CPT Procedure Codes
- Receive detailed information on Sleep Apnea, TMJ, and Cone Beam CT Scans.
- Explore Billing Service Options



Course handouts include:

- Sample Documentation Required to Support Procedures Billed
- Phone Preauthorization Scripts & Templates for Creating Inner Office Communication



Participation:

This course is geared to the Doctor, Office Manager, and Clinical Staff. Successful reimbursement is highly dependent on the Doctor's input into the coding process and the staff's knowledge of billing procedures.

Session will focus on:

- Which Dental Procedures are Medically Billable
- The Importance of the Patient Health History
- Proper Documentation to Attain Reimbursement Utilizing the SOAP Format:
- Specifics about Sleep Apnea and TMJ Documentation
- Specifics about CT Scan Preauthorization's
- Medical Coding Hands On Workshop Featuring:
- How to fill out the Current CMS-1500 Medical Claim Form
- Looking up Proper ICD-10 and CPT Codes in Codebook
- (Participants are welcome to bring live case studies)
- Upon Completion, participants will receive a " Medical-Dental Insurance Coder's Certification".



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12

#203 - Sexual Harassment Prevention in the Dental Workplace

Cary Schaffner

This course has no additional fee.

This highly informative, new course about sexual harassment prevention in the workplace--specifically for Dentists, Managers & Supervisors who are required to take 2 hours of CE training.

Our first hour of training is also for non-supervisors that only need 1 CE Hour of training. They will be excused after the first hour of class and receive only 1 CE credit.

This course offers the entire dental supervisory staff a 2 CE Hour informational filled look at issues that can be identified, corrected, and avoided.

In our work environments, documentation of this class of training is necessary for staff, personal and patient safety.



***Cary Schaffner** has been a dental consultant and Southern California's most respected insurance authority for the past 20 years. He has built and rehabilitated more than 50 dental offices in California. He owns a dental billing company that processes dental offices insurance for both medical and dental coverage. Drawing upon his 20+ years of experience as a dental consultant, he has lectured at hundreds of programs for small and large organizations that resulted in higher team engagement and increased revenue.*

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#204 - Proper use of Legal Entities for Lawsuit Protection & Tax Reduction

This course has no additional fee.

Monique Johnson, Legally Mine, INC

Legally Mine will show you how to stop the threat of lawsuits before they ever get started by protecting your assets in time tested and proven legal structures. These same structures allow us to help our tax attorneys save what you would normally pay in income taxes. These are little known tax helps that have significant case history and have stood the test of time.



For over 6 years now, Monique has been a noteworthy educator and leader in the business space. Driven by her love for teaching and helping others attain their highest potential, she takes pride in being approachable and honest. She attended Brigham Young University - Idaho focusing on International Studies which included studying various languages including English, French, Russian, and Mandarin Chinese. In addition to Public Speaking, Monique's favorite job is being a mother to her son who was born at the end of 2022 and is extraordinarily committed to her husband and family. She currently resides in Albuquerque, New Mexico running two businesses of her own and traveling for Legally Mine.

Date: Friday, October 11, 2024

12:30 PM - 2:30 PM

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14

#205 - Reputation Management with a Digital-Age Perspective

This course has no additional fee.

Monique Johnson, Legally Mine, INC

Beyond Google reviews, your reputation is inseparably connected to your career in dentistry. And ignoring current technologies now common in reputation management can give competitors an advantage. This course will expand on the latest trends in online reviews from Google and Facebook, to Yelp and Healthgrades and how you can foster, promulgate, and manage your reputation with advanced technology and simple internal systems. Best practices for interacting with online reviewers will be explored in detail. Evaluate critical online review factors that influence decision making and inspire trust. Explore current trends in the way people now rely on reviews particularly in healthcare. Identify what factors matter most to online consumers looking for a dentist. Understand professional protocol for responding to online reviews. Learn how reputation management technologies can impact Search Engine Optimization (SEO) and how to maximize those benefits.

Cory Roletto co-founded WEO Media in 2009 and has helped thousands of dental practices implement successful online growth strategies. He is the driving force for innovation and the practice ROI focus at WEO Media. Cory builds and trains the very work teams that deliver award winning results as an expert in online marketing strategy, lead conversion, and practice growth. Cory is lecturing across the United States at Dental Conferences, Study Clubs, Dental Societies, Symposiums, and Webinars covering various topics related to online marketing. His straightforward approach breaks down complex marketing strategies into easy-to-understand concepts. Cory Roletto received a BS in Chemical Engineering and his MBA from The University of Washington where he played Division 1 baseball. Prior to co-founding WEO Media, Cory spent 10 years at Intel as an engineer and lead executive over their competitive marketing team. He is an active member of the community, currently serving as Vice President of the NW Kidney Kids board. He loves to BBQ with friends and family and has numerous local and regional home brewing awards. Cory continues to play baseball to this day as part of the NWIBL. WEO Media is the only four-time winner of the Best of Class Technology Award for websites and online marketing as presented at the annual ADA Conference each year. WEO Media is also one of the few marketing companies to be a certified Agency for Google, Facebook, and Healthgrades in the dental industry. "Very informative, in touch with the demands of the industry"

Date: Friday, October 11, 2024

12:30 PM - 2:30 PM

Credits: 2.00

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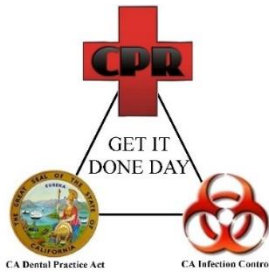


San Diego Dental Convention

Friday, October 11, 2024 8:00 AM - Saturday, October 12, 2024 6:00 PM

15

301- CPR



CPR Instructor

The CPR and Basic Life Support for Healthcare

Providers(BLS) Classroom Course is designed to provide a wide variety of healthcare professionals the ability to recognize several life-threatening emergencies, provide CPR, use an AED, and relieve choking in a safe, timely and effective manner.

A required course for all California licensed dental professionals, this needs to be taken every 2 years.

Price: 25.00

Date: Friday, October 11, 2024

3:00 PM - 6:00 PM Credits: 3.00

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#302 - Front Office Boot Camp, “Treatment Planning and Case Presentation”

This course has no additional fee.

Kathy Dennis

The purpose of this lecture is to increase patient acceptance in your office with proven strategies and systems for treatment planning, consultations, financial arrangements, and production/collection systems. Ineffective front office systems result in last minute cancellations, low collections, fewer cases accepted, and frustrated patients.



Join Kathy for an interactive session in which participants will identify management tools for achieving optimal practice growth. You will learn systems and real strategies for increasing collections, monitoring your practice effectively, streamlining scheduling, and fine-tuning team communication.

In this course you will learn:

- New patient Telephone etiquette that build relationships, while getting to the details
- What to do when patients don't pay
- Importance of getting correct and complete patient information
- Managing patient and office flow
- How to bring the financial discussion into the New Patient phone call
- Why and when to offer flexible financial arrangements
- Building the communication bridge: clinical to administrative teams
- How to teach the patient to take responsibility for their own dental benefits
- Effective claim submission techniques
- Understanding why patients deny treatment and appropriate follow up
- Reports to run – and when – to ensure a full schedule for the dentist
- How to get to 90% case acceptance

Date: Friday, October 11, 2024

3:00 PM - 5:00 PM Credits: 2.00

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#303- Responsibilities and Requirements of Prescribing Schedule II Opioid Drugs

This course has no additional fee.

Cary Schaffner

This course is for dentists is designed to help California Dentist to comprehend their responsibilities for prescribing schedule II opioid drugs.

As of January 1, 2023, dentists must complete a Board-approved course on the responsibilities and requirements of prescribing Schedule II opioids. (CCR, tit. 16, § 1016, subs. (b)(1)(D).)

Attendees will learn the requirements for prescription forms, dispensing, reporting requirements to the Controlled Substance Utilization Review and Evaluation System (CURES).

Learning objectives:

Learn non-pharmacological techniques of addressing pain.

Learn pain definitions and mechanisms.

Know the differences of acute versus chronic pain.

Understand the delivery of anesthetic.

Review practices for pain management in dentistry.

Recognize the warnings and precautions for analgesic medications.

Learn what drugs and other substances that are considered Schedule II/IIN Controlled Substances 2/2N (Schedule II Opioid Drugs).

Learn dental office procedures for managing substance use disorder patients.

Cary Schaffner has been a dental consultant and Southern California's most respected insurance authority for the past 20 years. He has built and rehabilitated more than 50 dental offices in California. He owns a dental billing company that processes dental offices insurance for both medical and dental coverage. Drawing upon his 20+ years' of experience as a dental consultant, he has lectured at hundreds of programs for small and large organizations that resulted in higher team engagement and increased revenue.



Cary is dedicated to helping dental practices realize their profit potential through the development and education of front office staff, quality patient care, and by empowering the entire team. His presentations share proven solutions that can be implemented immediately to become a profitable PPO practice without sacrificing quality of care. His other specialties are business office systems, dental insurance billing, and the implementation of systems to help reduce accounts receivable.

Date: Friday, October 11, 2024

3:00 PM - 5:00 PM Credits: 2.00

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#304- How to Negotiate Complex Business Transactions & Good Leasing Guidelines for Dental Offices

This course has no additional fee.

Lewis Gelmon

Learn how to identify the risks in dental office leases, eliminate them and negotiate a better deal. Dental offices are a costly physical plant. When a dentist builds out their practice, they usually do not think that their landlord could have the ability to prevent them from selling their practice, relocate them (at their cost), or terminate their lease at their discretion. In Lewis Gelmon's seminar, dentists from your organization will learn how the value of their dental office is directly tied to having a good lease. Lewis Gelmon's, The Good Leasing Guidelines for Dental Offices is a fast paced, interactive educational seminar which will provide dentists with the right knowledge and tools they need when dealing with their office lease and landlord to gain peace of mind.

Learning objectives:

- How to correctly identify the key dates which every dentist needs to be aware of in their office lease
- How a dental lease should be negotiated to maximize a practices value for a sale
- How to identify common hidden traps in dental office leases which will save thousands
- Pros and cons of buying versus leasing an office space
- How and when dentists should negotiate lease renewals
- The importance of inflationary hedged lease agreements in 2023 and beyond

Who should attend:

- Dentists whose existing office lease is coming up for renewal in the next two years
- Dentists who are over the age of 45 who plan to sell their practice
- Any dentist who plans to retire before their current lease expires
- Dentists who want to better understand their office lease options
- Dentists who are planning on opening a new practice or relocating an existing one

Goal: to provide dentists with the knowledge they need to deal effectively with their office lease and landlord to gain peace of mind

Known as The Original Dental Lease Negotiator, **Lewis Gelmon** has been negotiating commercial leases for dentists for 30 years and sets the standards all others have followed. Originally trained as a shopping center lease negotiator, Lewis made his knowledge available to the dental community as far back as 1993 and more recently developed the Good Leasing Guidelines for Dental practitioners to follow which is relevant for 2023 and beyond. Lewis has been credited with founding the lease negotiation industry for the dental community and is a skilled presenter speaking regularly to dental meetings, societies, and study clubs.

Date: Friday, June 21, 2024

3:00 PM - 5:00 PM Credits: 2.00

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San Diego Dental Convention

Friday, October 11, 2024 8:00 AM - Saturday, October 12, 2024 6:00 PM

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#400 - Diode Laser Certification

This course has a 1-day fee of

Dentist: \$595.00, Staff Member: \$495.00

Our Diode Laser Certification course is designed to provide information to Dental Hygienists and Dentist regarding how beneficial soft tissue dental lasers can be in your practices. Learn the specifics of laser fiber optic delivery and discover the delicate nature of using a laser. Working with simulation exercises, this workshop is designed to build confidence and gain clinical understanding in the delivery of periodontal treatment protocols in Hygiene. Attendees will understand and feel comfortable using a soft tissue laser on patients.

Date: Saturday, October 12, 2024

8:00 AM - 5:00 PM

Credits: 8.00

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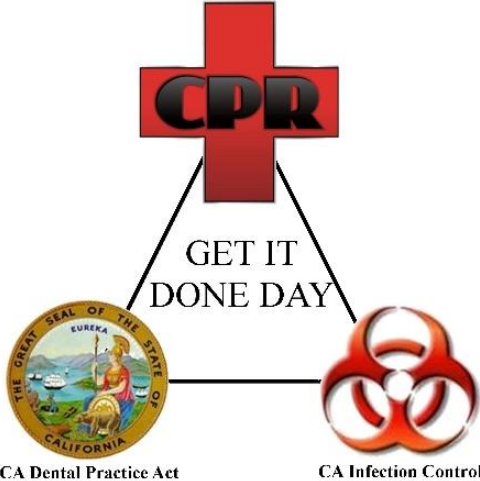
19

401- Infection Control for License Renewal and OSHA for the Dental Office

This course has no additional fee.

Cary Schaffner

A required course for all California licensed dental professionals, this needs to be taken every 2 years.



This Category I course provides an overview of the Infection Control standards.

It will bring you and your staff up-to-date with regulations affecting your practice.

Completion of this course satisfies the license renewal requirement for mandatory courses in California Infection Control.

Infection Control Topics:

- Section 1005
- Disease transmission
- Standard precautions
- Disinfection & sterilization
- Waste management
- Compliance issues

Cary Schaffner has been a dental consultant and Southern California's most respected insurance authority for the past 20 years. He has built and rehabilitated more than 50 dental offices in California. He owns a dental billing company that processes dental offices insurance for both medical and dental coverage. Drawing upon his 20+ years' of experience as a dental consultant, he has lectured at hundreds of programs for small and large organizations that resulted in higher team engagement and increased revenue.

Cary is dedicated to helping dental practices realize their profit potential through the development and education of front office staff, quality patient care, and by empowering the entire team. His presentations share proven solutions that can be implemented immediately to become a profitable PPO practice without sacrificing quality of care. His other specialties are business office systems, dental insurance billing, and the implementation of systems to help reduce accounts receivable.

Date: Saturday, October 12, 2024

8:15 AM - 11:15 AM

Credits: 3.00

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20

#402 - Dental Insurance Billing & Coding Certification

Rebecca Gerber

This course has an additional fee of \$75



Having properly trained staff is vital for the success of the practice. This is especially true when it comes to the insurance billing and coding system in the office. Since many dentists depend on third party payers as a revenue source, it is essential for the insurance biller to know proper procedures and protocols.

Submitting dental insurance claims properly from the beginning, can have a positive impact on cash flow, and the marketing of the practice. It is also important for the biller to understand the contract language used by most dental carriers.

This course will provide participants with the knowledge necessary to administer dental practice.



In this course participants will learn how to:

- Obtain Information from the Patient
- Communicate Insurance Benefits to Patients
- Verify Coverage through Several Different Sources
- Electronically Send Narratives and Attachments
- Complete the Claim Form Including Documentation
- Interpret Explanations of Benefits
- Follow Up on Unpaid Claims
- Use the current CDT Manual
- Make Proper Adjustments
- Record Payments in your Software System
- Generate and Interpret Aging Reports

Course Handouts Include:

- Scripts for narratives and written insurance
- Disclaimers for patients.

Participation:

This course is for anyone who wants to master the Insurance Billing and Coding system in the dental practice. This course is geared to the Doctor, Office Manager, and Clinical Staff. Successful reimbursement is highly dependent on the Doctor's input into the coding process and the staff's knowledge of billing procedures.

This Session will focus on:

- Types of Insurances
- Insurance Terminology
- Verifying Benefits
- Treatment Planning
- Communicating Insurance Benefits to Patients
- Follow up and Insurance Aging Reports
- How to interpret Explanations of Benefits
- How to post payments
- How to make proper adjustments



At the end there will be a "Hands on Workshop" on how to complete the current dental claim form. Upon completion, participants will receive a "Dental Insurance Coder's Certification"

Date: Saturday, October 12, 2024

8:00 AM - 12:00 PM Credits: 4.00

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#403 - Dispelling the “CSI Effect” Myth, An Overview of Contemporary Forensic Dentistry.

This course has no additional fee.

Anthony “Rick” Cardoza, D.D.S., D-ABFO

Because of the current popularity of forensic faire in television, the general public is getting a skewed view of the true nature of forensic investigation. This issue is commonly known as the “CSI effect”. In this seminar, Dr. Cardoza will dispel this myth as it relates to forensic odontology. Topics will include forensic dental identification of decedents of varying postmortem states including: skeletal, fragmented, decomposed, burned remains and pattern injuries as they relate to bite mark investigation not only in human bites but animal bites as well.

Objectives:

- Learn the varied roles of forensic dentists.
- Understand the forensic value of dental records.
- Recognize how to cooperate with the legal system.



Dr. Cardoza is a 1985 graduate of Northwestern University Dental School and maintains a general dental practice in Santee (San Diego County) California.

Dr. Cardoza began his affiliation with the San Diego County Medical Examiner and the Imperial County Coroner in 1993 under the mentorship of Dr. Norman Sperber. Dr. Cardoza is a Diplomate of the American Board of Forensic Odontology (ABFO), a Fellow of the American Academy of Forensic Sciences (AAFS), a member of the American Society of Forensic Odontology (ASFO) and the California Society of Forensic Dentistry (CSFD). Dr. Cardoza serves as a forensic dental consultant for the California Department of Justice in Sacramento, the San Diego Police Department and the San Diego County Sheriffs Department. He is also the Director of the California Dental Identification Team (CalDIT) as well as the Vice President of the California Society of Forensic Dentistry.

Dr. Cardoza maintains a busy forensic caseload due to the San Diego and Imperial Counties proximity to the Mexican border. He has performed numerous postmortem dental examinations, comparisons and identifications and most recently was involved with the identifications of victims of the Southern California wildfire disasters.

Date: Saturday, October 12, 2024

8:00 AM - 11:30 PM

Credits: 3.50

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#404 - Treating OSA/Snoring and Sleep Bruxism”

This course has no additional fee.

Dr. Steven Olmos

Dr. Olmos will explain the many new technologies and oral appliances to treat sleep disordered breathing, snoring and sleep bruxism. These will include laser therapy (CO2 and NdYag/ErYag), biofriendly materials for oral appliances, how to select appliance features, and how to triage origins for sleep bruxism for optimal treatment success.

Learning Objectives:

1. Comorbidities of sleep breathing disorders
2. Treatment options for OSA/Snoring and sleep bruxism
3. Laser therapy comparing different laser options
4. Understanding appliance design, features, and biofriendly materials for the treatment of OSA/Snoring and sleep bruxism
5. Understanding the various origins of sleep bruxism and how to treat them.

Dr. Steven Olmos was in private practice for more than 40 years. In 2003 he made a significant career transition by selling his general dental practice to focus on the treatment, research and education of temporomandibular disorders and sleep disordered breathing.

He obtained his DDS from University of Southern California School of Dentistry and is Board Certified in both chronic pain and sleep breathing disorders by the American Board of Craniofacial pain, American Board of Dental Sleep Medicine, and American Board of Craniofacial Pain and Dental Sleep Medicine.

Dr. Olmos is the founder of TMJ & Sleep Therapy Centres International, with over 70 licensed locations in seven countries dedicated exclusively to the diagnosis and treatment of craniofacial pain and sleep disorders. He continues to lead the field by continually publishing papers and hosts courses on the connection between pain, airway and sleep disorders.

Date: Saturday, October 12, 2024

8:00 AM - 11:30 PM

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#405 - Advanced Digital Marketing for exceptional New Patient Attraction

This course has no additional fee.

Cory Roletto, MBA and Galina Ippolito

This course explores industry changes in online digital marketing with rapidly evolving best practices in dentistry. You will learn how to create your own comprehensive marketing strategy and be able to hold your marketing vendors accountable for greater returns on your investment. You will see complex strategies converted into easy-to-understand concepts you can use to eliminate the mysteries surrounding digital marketing. From websites and SEO to social media and accessibility, Cory will clear the water in today's digital sea of information. Understand the essentials of digital marketing for consistent new patient growth. Explore key demographics required to target procedural based dentistry such as dental implants.

Learn about the latest marketing trends and best practices including the strategic use of AI to generate marketing content. Capitalize on significant changes at Google that impact your visibility in Search. Simplify complex technologies to understand how to achieve a critical advantage in dentistry. ICON is the most doctor-friendly dental group you will find. Our business model was developed based on input from hundreds of dentists across the country. We have addressed the shortcomings and issues with traditional DSO models, and created an environment that keeps doctors in control. Doctors at ICON own 90% of the company, control the Board of Directors, control all clinical and practice staffing decisions, and are continually rewarded for practice growth.

Cory Roletto co-founded WEO Media in 2009 and has helped thousands of dental practices implement successful online growth strategies. He is the driving force for innovation and the practice ROI focus at WEO Media. Cory builds and trains the very work teams that deliver award winning results as an expert in online marketing strategy, lead conversion, and practice growth. Cory is lecturing across the United States at Dental Conferences, Study Clubs, Dental Societies, Symposiums, and Webinars covering various topics related to online marketing. His straightforward approach breaks down complex marketing strategies into easy-to-understand concepts. Cory Roletto received a BS in Chemical Engineering and his MBA from The University of Washington where he played Division 1 baseball. Prior to co-founding WEO Media, Cory spent 10 years at Intel as an engineer and lead executive over their competitive marketing team. He is an active member of the community, currently serving as Vice President of the NW Kidney Kids board. He loves to BBQ with friends and family and has numerous local and regional home brewing awards. Cory continues to play baseball to this day as part of the NWIBL. WEO Media is the only four-time winner of the Best of Class Technology Award for websites and online marketing as presented at the annual ADA Conference each year. WEO Media is also one of the few marketing companies to be a certified Agency for Google, Facebook, and Healthgrades in the dental industry. "Very informative, in touch with the demands of the industry"

Galina Ippolito stands as a seasoned expert in the marketing and social media field, boasting over 15 years of dedicated experience. As the visionary founder and owner of My Clear Image, Galina has pioneered strategies that emphasize long-lasting organic social media presence over transient advertising. Her company's mission is centered on ensuring that a brand's online image authentically represents its core values, making a real impact on the way patients and clients perceive and interact with businesses online.

Galina's professional journey took a significant stride forward when she began shaping the social media landscape for Pinhole Academy. Over her extensive five-year collaboration with the

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academy, she honed her skills in targeted social media strategies that significantly enhance online engagement and conversion rates. This role not only solidified her expertise but also underscored her commitment to elevating educational standards through effective social media use.

Date: Friday, October 11, 2024

8:00 AM - 11:30 AM

Credits: 3.50

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#501- California Dental Practice Act

This course has no additional fee.

Kathy Dennis

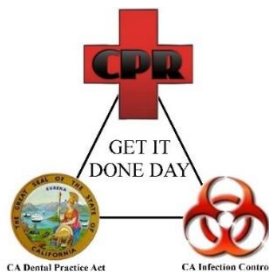
A required course for all California licensed dental professionals, this needs to be taken every 2 years. This course deals with how to keep your license and how not to lose it (by unethical or illegal treatment of your business or your patients).

It will explore how the California Dental Board is set up, what it does and what its powers are.

This Category I course provides an overview of the Dental Practice Act with emphasis on recent changes in the law, risk management and current federal HIPAA mandates.

It will bring you and your staff up-to-date with regulations affecting your practice.

Completion of this course satisfies the license renewal requirement for mandatory courses in Dental Practice Act.



Dental Practice Act Topics:

- Scope of practice
- Requirements for license renewal
- Use of auxiliaries in a dental practice
- Laws governing the prescribing of drugs
- Acts in violation of the dental practice act
- Dental board enforcement program.

Date: Saturday, October 12, 2024

12:30 PM - 2:30 PM

Credits: 2.00

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#502- Medical Insurance Billing for Dentistry Certification

This course has an additional fee of \$75

Rebecca Gerber

Billing medical insurance can be an untapped revenue source in many dental practices and is becoming very important in today's competitive environment. Submitting certain dental services to medical insurance carriers for medically necessary procedures, can help increase cash flow and add value to your practice. By understanding the medical coding process, your dental practice will be able to submit claims properly and obtain benefits for patients that otherwise may not accept treatment.

This course will provide the information and knowledge necessary to implement a medical billing system in your practice.



In this course participants will:

- Learn Responsibilities of the Team Starting with the Doctor
- Learn How to Identify Medically Billable Procedures
- Learn How to Communicate Treatment Plans to Patients
- Understand Medical Coding Guidelines for ICD-10 and CPT Procedure Codes
- Receive detailed information on Sleep Apnea, TMJ, and Cone Beam CT Scans.
- Explore Billing Service Options



Course handouts include:

- Sample Documentation Required to Support Procedures Billed
- Phone Preauthorization Scripts & Templates for Creating Inner Office Communication

Participation:

This course is geared to the Doctor, Office Manager, and Clinical Staff. Successful reimbursement is highly dependent on the Doctor's input into the coding process and the staff's knowledge of billing procedures.

Session will focus on:

- Which Dental Procedures are Medically Billable
- The Importance of the Patient Health History
- Proper Documentation to Attain Reimbursement Utilizing the SOAP Format
- Specifics about Sleep Apnea and TMJ Documentation
- Specifics about CT Scan Preauthorizations
- Medical Coding Hands On Workshop Featuring:
 - How to fill out the Current CMS-1500 Medical Claim Form
 - Looking up Proper ICD-10 and CPT Codes in Codebook
- (Participants are welcome to bring live case studies)
- Upon Completion, participants will receive a " Medical-Dental Insurance Coder's Certification".



Date: Saturday, October 12, 2024

1:00 PM - 5:00 PM

Credits: 4.00

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#503 - Responsibilities and Requirements of Prescribing Schedule II Opioid Drugs

This course has no additional fee.

Cary Schaffner

California Course ID: (Dental Board of California Approved) Dental Board of California
Approved Provider – RP 4689 Guiding Light Dental Consulting

This course is for dentists is designed to help California Dentist to comprehend their responsibilities for prescribing schedule II opioid drugs.

As of January 1, 2023, dentists must complete a Board-approved course on the responsibilities and requirements of prescribing Schedule II opioids. (CCR, tit. 16, § 1016, subs. (b)(1)(D).)

Attendees will learn the requirements for prescription forms, dispensing, reporting requirements to the Controlled Substance Utilization Review and Evaluation System (CURES).

Learning objectives:

Learn non-pharmacological techniques of addressing pain.

Learn pain definitions and mechanisms.

Know the differences of acute versus chronic pain.

Understand the delivery of anesthetic.

Review practices for pain management in dentistry.

Recognize the warnings and precautions for analgesic medications.

Learn what drugs and other substances that are considered Schedule II/IIN Controlled Substances 2/2N (Schedule II Opioid Drugs).

Learn dental office procedures for managing substance use disorder patients.

Date: Saturday, October 12, 2024

12:30 PM - 2:30 PM

Credits: 2.00

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#504 - Proper use of Legal Entities for Lawsuit Protection & Tax Reduction

This course has no additional fee.

Monique Johnson, Legally Mine, INC

Legally Mine will show you how to stop the threat of lawsuits before they ever get started by protecting your assets in time tested and proven legal structures. These same structures allow us to help our tax attorneys save what you would normally pay in income taxes. These are little known tax helps that have significant case history and have stood the test of time.



For over 6 years now, Monique has been a noteworthy educator and leader in the business space. Driven by her love for teaching and helping others attain their highest potential, she takes pride in being approachable and honest. She attended Brigham Young University - Idaho focusing on International Studies which included studying various languages including English, French, Russian, and Mandarin Chinese. In addition to Public Speaking, Monique's favorite job is being a mother to her son who was born at the end of 2022 and is extraordinarily committed to her husband and family. She currently resides in Albuquerque, New Mexico running two businesses of her own and traveling for Legally Mine.

Date: Saturday, October 12, 2024

12:30 PM - 2:30 PM

Credits: 2.00

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#505 - Introduction to CAD/CAM Dentistry

Dr. Jinny Bender

This course has no additional fee.

In this program, attendees learn about Computer Aided Designing and Computer Aided Manufacturing restorations in Dentistry. Also, learn how to incorporate CAD/CAM in-office solution into their dental practice efficiently and become profitable. The clinician discusses embracing the digital workflow in scanning, designing, and milling in-office chairside restorations using a modern CAD/CAM system. Additional topics discussed are material selection, preparation, final finish, and cementation.

Learning Objectives

- to review and incorporate the benefits of a digital workflow
- to apply techniques for digitizing the clinical workflow
- to learn different restorative materials for a CAD/CAM system
- to produce quality restorations in a single visit



Dr. Jinny Bender is a full-time clinical dentist at Glidewell. After earning her B.A. in Biology from UC Berkeley in 1990, she received her Doctor of Dental Medicine degree from Tufts University School of Dental Medicine in Boston in 1995. She practiced general dentistry for 27 years prior to joining Glidewell in 2022. She has numerous publications in Chairside Magazine and teaches advanced courses using a modern milling system. She enjoys promoting constant learning in dentistry. Dr. Bender is a member of the ADA, CDA and Orange County Dental Society and a graduate from the prestigious Guiding Leaders Program in 2022.

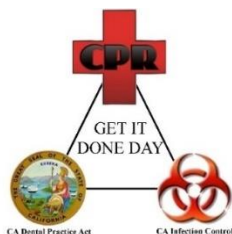
Date: Saturday, October 12, 2024
12:30 PM - 2:30 PM Credits: 2.00

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#601 - CPR Renewal and Certification

Certified CPR Instructor



This course has an additional \$20 Hands-on fee

A required course for all California licensed dental professionals, this needs to be taken every 2 years.

Date: Saturday, October 12, 2024

3:00 PM - 6:00 PM

Credits: 3.00

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#602 - The 2024 Dental Code PPO and HMO Power Training

Kathy Dennis

Do you want to save the headaches of learning how to bill and track HMO and PPO Insurances?
Are your Account Receivables out of control?

Do you feel you are 100% in control and effective with dealing with patient's insurance companies?

Attendees will learn the interworking's of insurance companies and learn how to get paid on the claim the first time. We will review the claims process and never before billed cdt codes. Kathy Dennis, Southern California's most respected insurance authority for the past 20 years, will share the best practices in dealing with PPO & HMO insurances. Attendees will learn how to maximize your patient's insurance with today's billing techniques in this interactive workshop.

In this course you will learn:

- Insurance billing fundamentals
- How to process your appeals
- Questions to ask the insurance company prior to your patient appointment
- Tips for fee schedule negotiation, faster claim payment and denial prevention
- How to negotiate your fees to maximize your office profits
- Learn how electronic claims work
- Insurance payment regulations and Standard coordination of benefits
- Differences in Insurances: "Restorative coding, Preventive coding, Crown & Onlay coding"
- Commonly missed codes in dental insurance billing
- Reports to run – and when – to ensure prompt insurance payment

Kathy Dennis has been a dental consultant and Southern California's most respected insurance authority for the past 20 years. She has built and rehabilitated more than 50 dental offices in California. She owns a dental billing company that processes dental offices insurance for both medical and dental coverage. Drawing upon her 20+ years' of experience as a dental consultant, she has lectured at hundreds of programs for small and large organizations that resulted in higher team engagement and increased revenue.

Kathy is dedicated to helping dental practices realize their profit potential through the development and education of front office staff, quality patient care, and by empowering the entire team. Her presentations share proven solutions that can be implemented immediately to become a profitable PPO practice without sacrificing quality of care. Her other specialties are business office systems, dental insurance billing, and the implementation of systems to help reduce accounts receivable.

Date: Saturday, October 12, 2024

3:00 PM - 5:00 PM Credits: 2.00

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San Diego Dental Convention

Friday, October 11, 2024 8:00 AM - Saturday, October 12, 2024 6:00 PM

30

#603 - Sexual Harassment Prevention in the Dental Workplace

Cary Schaffner

This course has no additional fee.

This highly informative, new course about sexual harassment prevention in the workplace--specifically for Dentists, Managers & Supervisors who are required to take 2 hours of CE training.

Our first hour of training is for also for non-supervisors that only need 1 CE Hour of training. They will be excused after the first hour of class and receive only 1 CE credit.

This course offers the entire dental supervisory staff a 2 CE Hour informational filled look at issues that can be identified, corrected and avoided.

In our work environments, documentation of this class of training is necessary for staff, personal and patient safety.



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#604 - Critical Elements to Understanding the DSO Landscape How to Evaluate DSO's, Key Considerations, and Pitfalls to Avoid

This course has no additional fee.

Ian McNickle, MBA

DSO's have often earned a negative reputation, and in most cases this is deserved. The rapid migration of professional investors into the dental industry has created significant misalignment of incentives between investors, doctors, team members, and patients. In this course, we will explore the vast majority of issues and problems created by this business model, and commonsense solutions for how these problems can be solved.

Throughout this course we will take a deep dive into the world of DSO's. We will cover industry information, key criteria for evaluating and selecting DSO's, as well as legal and financial considerations.

We will explain important elements such as how to maximize your practice valuation, and key negotiating points to leverage. Doctors who attend this course will gain an expansive amount of information about the business side of group dentistry, and how to take advantage of this growing trend.

Learning Objectives:

- 1) Clearly understand how to maximize the financial value of your practice.
- 2) Clearly understand the legal and financial pitfalls to avoid when dealing with DSO's.
- 3) Clearly understand flaws in most DSO business models, and how they can be fixed.

ICON is the most doctor-friendly dental group you will find. Our business model was developed based on input from hundreds of dentists across the country. We have addressed the shortcomings and issues with traditional DSO models, and created an environment that keeps doctors in control. Doctors at ICON own 90% of the company, control the Board of Directors, control all clinical and practice staffing decisions, and are continually rewarded for practice growth.

You will be amazed at the benefits of our model compared to typical DSO's. If you are interested in learning more about ICON, please visit our website: www.icondentalpartners.com

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