SAN DIEGO
DENTAL CONVENTION
SAN DIEGO DENTAL CONVENTION
November 20-21, 2026
The Courses that you need,
The Education that you want.
Dental & Medical Insurance Billing & Coding
California Dental Practice Act
California Infection Control
Botox & Fillers Training
CPR and OSHA Update
Hands-on Workshops
Over 20 Vendor Booths
Booths
Over 25 Lectures and
Hands-on Workshops
hands ON
Lunch Included with Day Pass
Group Discounts
Handlery Hotel San Diego
950 Hotel Circle North, San Diego, CA 92108
Questions: (619) 277-4743 • www.ceadental.com

San Diego Dental Convention

Friday, November 20, 2026, 8:00 AM – Saturday, November 21, 2026, 6:00 PM

Guests can earn continuing education credits and attend over 30 classroom-style lectures led by esteemed figures from across the dental community. The stunning Handlery Hotel provides a relaxing backdrop for CE Courses, where attendees can earn 8 CE Credits each day, including their Infection Control, CPR, and Dental Practice Act certificates.

Chris Ippolito, Executive Director

Group Specials

Group Discount on Day Passes Only

4 or More People
Save 20%

7 or More People
Save 25%

9 or More People
Save 30%

Must Register as a Group.

Free Day Pass Includes

- Must pay for parking in advance: $8
- Classes only include # 105, 206, 304, 403, 504, 603
- All other classes must choose and pay for a 1- or 2-day Class Pass.

Specials

Purchase a Doctor 2-Day Pass and get one free 1-Day Staff Pass (Value $169.00)
USE CODE: 2-day

Purchase a Doctor 1-Day Pass and receive a 1-Day Staff Pass for $100, a 40% discount (value $69.00).
USE CODE: 1-day

Class Passes for Everyone

Dentist
1-Class Pass =$ 129.00
1-Day Pass = $ 249.00
2-Day Pass = $ 479.00

Staff
1-Class Pass = $ 89.00
1-Day Pass = $ 169.00
2-Day Pass = $ 299.00

Lunch Included with Day Pass Only

Parking $8

SAN DIEGO DENTAL CONVENTION

November 20-21, 2026

Handlery Hotel ~ San Diego 950 Hotel Cir N, San Diego, CA 92108

Coffee & Lunch Included with Day Pass | 2 PM Dessert Social | Prizes

UPDATED CLASSES

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 #406 Fillers =$1799 + 1 Staff ***Materials Included**
Staff: | Class #102, #202, #402, or #502 = +$75 | CPR = +$25.00 | Class #406 Fillers = $499 (****Parking $8)***

Class # Lecture Topic		Friday, November 20, 2026	
101-California Infection Control & OSHA for the Dental Office		8:15AM-11:15AM	CE 3.0
102-Dental Insurance Billing & Coding *Certification*	*+$75 Hands-on fee*	8:00AM-12:00AM	CE 4.0
103-Myofunctional Therapy and the Dental Practice -	Workshop	8:00AM-11:30AM	CE 3.5
104-Dispelling the "CSI" Effect Myth: Contemporary Forensic Dentistry		8:15AM-11:30AM	CE 3.5
105-Understanding the Unique Needs of Your Patients Through an IEP Lens	-FREE-	8:30AM-11:30AM	CE 3.5
106-Oral Plastic Surgery for Seamless Restorative Results		8:15AM-11:30AM	CE 3.5
201-California Dental Practice Act		12:30PM-2:30PM	CE 2.0
202-Medical Insurance Billing for Dentistry Certification	*+$75 Hands-on fee*	1:00PM - 5:00PM	CE 4.0
203-Twenty-first Century Laser-Assisted Dentistry		12:30PM-2:30PM	CE 2.0
204-Dental Sleep Medicine and ENT: A Multi-Disciplinary Approach		12:30PM-2:30PM	CE 2.0
205-Retaining and Attracting talent through employee benefits		12:30PM-2:30PM	CE 2.0
206-Dental Marketing for your Practice	-FREE-	12:30PM-2:30PM	CE 2.0
301-CPR	**$25 Hands-on fee*	3:00PM-6:00PM	CE 3.0
302-Pain, pain go away! Low Back and Neck Pain:		3:00PM-5:00PM	CE 2.0
303-Creating Custom Social Media using SEO, AEO and GEO		3:00PM-5:00PM	CE 2.0
304-Key Strategies for Practice Transition Success	-FREE-	3:00PM-5:00PM	CE 2.0
305-Are you still taking impressions? How about Scanning?		3:00PM-5:00PM	CE 2.0

Class # Lecture Topic		Saturday, November 21, 2026	
400-Diode Laser *Certification*	**$495-Staff / $595-Dr.*	8:15AM-5:00PM	CE 8.0
401-California Infection Control & OSHA for the Dental Office		8:15AM-11:15AM	CE 3.0
402-Dental Insurance Billing & Coding *Certification*	*+$75 Hands-on fee*	8:00AM-12:00PM	CE 4.0
403-Myofunctional Therapy and the Dental Practice - Workshop	-FREE-	8:00AM-11:30AM	CE 3.5
404-Front Office Boot Camp, "Treatment Planning and Case Presentation"		8:00AM-11:30AM	CE 3.5
405-Neuromodulators (*Botox, Dysport, Xeomin*) *Certification and* Dermal Filler: Instant Nerve Blocks Training ~ *Live Patient Training~ $1,799 = Dr + 1 Staff*	**Hands-on* **Materials Included*	8:30AM-5:00PM	CE 8.0
406-Full Arch with Focus: A Realistic Approach to Full Arch Dentistry	**Hands-on*	8:00AM-11:45AM	CE 4.0
501-California Dental Practice Act		12:30PM-2:30PM	CE 2.0
502-Medical Insurance Billing for Dentistry Certification	*+$75 Hands-on fee*	1:00PM-5:00PM	CE 4.0
503-Implant Complications and Solutions		12:30PM-2:30PM	CE 2.0
504-Retaining and Attracting talent through employee benefits	-FREE-	12:30PM-2:30PM	CE 2.0
505-Making Sense of AI in Dentistry: A Practical Introduction for the Dental Team		12:30PM-2:30PM	CE 2.0
601-CPR	**$25 Hands-on fee*	3:00PM-6:00PM	CE 3.0
602-Numbers Don't Lie! Understanding the Numbers for Practice Sellers & Buyers		3:00PM-5:00PM	CE 2.0
603- Strategic Social Media and Marketing for Your Dental Practice	-FREE-	3:00PM-5:00PM	CE 2.0
604- Introduction to Craniofacial Sleep Medicine		3:00PM-5:00PM	CE 2.0

Check website www.ceadental.com for updates to class schedule

FREE - Pass Includes Classes # 105, 206, 304, 403, 504, 603 - Must pay for parking in advance, $8 per person

WWW.CEADENTAL.COM

Phone: (619) 277-4743

Email: info@ceadental.com

Mail: 620 Redondo Rd. Prescott, AZ 86303

Dr.___ Staff___ First Name_____ Last _____

Pass Type_____ Course # 1_____ 2_____ 3_____ 4_____ 5_____ 6_____

Dr.___ Staff___ First Name_____ Last _____

Pass Type_____ Course # 1_____ 2_____ 3_____ 4_____ 5_____ 6_____

Dr.___ Staff___ First Name_____ Last _____

Pass Type_____ Course # 1_____ 2_____ 3_____ 4_____ 5_____ 6_____

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EXPIRATION DATE_____-_____ 3-4 CODE_____

VISA___ M/C___ DISC___ AMEX___ CHECK___

SIGNATURE_____

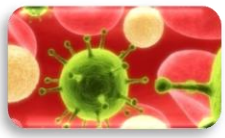
Total Due$_____

*Classes subject to change without notice. Ver.4.5

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

This course has no additional fee.

Cary Schaffner



Required for all California licensed dental professionals, this course must 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 on his 20+ years of experience as a dental consultant, he has lectured at hundreds of programs for small and large organizations, resulting in higher team engagement and increased revenue.*

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

Date: Friday, November 20, 2026
8:15 AM - 11:15 AM
Credits: 3.00
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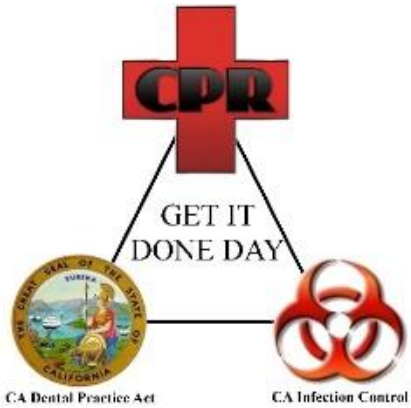

#102 -Dental Insurance Billing & Coding Certification

Rebecca Gerber

This course has an additional fee of $75

Properly trained staff are vital to the practice's success. 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, the insurance biller must know proper procedures and protocols.

Submitting dental insurance claims properly from the beginning can positively impact cash flow and the practice's marketing. 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 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 depends heavily 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 completing the current dental claim form.
Upon completion, participants will receive a "Dental Insurance Coder's Certification.

Rebecca Gerber has been involved in the dental profession almost since birth. She virtually grew up in a dental office, as her late father was a dentist in San Diego County for nearly 5 decades.

A third-generation Office Manager, Becky learned many of the aspects of front office administration at an early age, from stuffing statements to addressing recall cards.

She has been an Office Manager for more than 21 years and an RDA since 1992. Her experience is in front and back office management, specialties, and managed care. In 1998, she organized and started the San Diego County Dental Office Managers Study Group, to encourage fellow office managers to network and exchange ideas. In 2000, utilizing her vast experience in dental management, she founded Office Management Services, to help dentists organize their front office systems.

In 2006, she started the Academy of Dental Practice Careers, in order to train dental front office professionals. Through the years Becky has collaborated and worked with some of the biggest consulting names in dentistry. In 2002, Becky became the Southern California Regional Consultant for Bent Ericksen and Associates, which specializes on Personnel Issues and Labor Law Compliance.

She is also a repeated speaker for the San Diego County Dental Society, California Dental Assistant's Association, Kaplan College, and a frequent contributor to “Facets”, the dental society magazine.

Date: Friday, November 20, 2026
8:00 AM – 12:00 PM
Credits: 4.00
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#103 - Myofunctional Therapy and the Dental Practice - Workshop

This course has no additional fee.

Suzanne Robertson, RDH, Myofunctional Therapist, AOMT-C

Join us for a dynamic, hands-on workshop designed for dental professionals ready to deepen their understanding of orofacial myofunctional therapy and its critical role in airway-focused care. This engaging session will explore how oral posture, tongue function, and nasal breathing directly impact craniofacial development, dental stability, and long-term treatment outcomes. Whether you're a dentist, hygienist, or assistant, this workshop will give you practical tools to recognize dysfunctions in your patients, understand how they relate to common dental concerns, and begin integrating simple screening techniques into your practice

MYOFUNCTIONAL THERAPY OF LA JOLLA

You'll gain insight into how myofunctional therapy fits into a collaborative model of care, with an emphasis on prevention, early intervention, and improved patient outcomes. Through case studies, live demonstrations, and guided exercises, participants will leave with a clear framework for identifying red flags, educating patients and parents, and knowing when and how to refer to a myofunctional therapist. If you're looking to elevate your role in whole-health dentistry and stay ahead in the growing airway movement, this workshop is the perfect starting point

5 Key things one could expect to learn

1. Understand OMD's
2. The role of proper tongue posture
3. Nasal vs mouth breathing, why it matters
4. Therapeutic exercises and techniques
5. Integration and referral pathway

Suzanne Robertson *is a skilled and dedicated dental hygienist with a specialized focus in myofunctional therapy. With many years of experience in the dental field, Suzanne is passionate about helping individuals achieve optimal oral and facial health through myofunctional therapy. This discipline addresses the function and alignment of the muscles of the face, jaw, and mouth.*

Suzanne holds a degree in dental hygiene from Palm Beach State College and is a licensed Registered Dental Hygienist (RDH). Her professional journey is marked by a deep commitment to continuing education and expanding her knowledge in areas that impact her patients' overall health. In addition to her foundational dental hygiene skills, Suzanne pursued advanced training in myofunctional therapy, a holistic approach to treating orofacial dysfunctions, such as improper tongue posture, mouth breathing, and other habits that can affect both dental and overall health.

Date: Friday, November 20, 2026 8:00 AM - 11:30 AM Credits: 3.50

LEARN MORE **REGISTER HERE**

#104 - Dispelling the "CSI" Effect Myth: An Overview of Contemporary Forensic Dentistry

This course has no additional fee.

Dr. Anthony "Rick" Cardoza

Because of the current popularity of forensic fare on 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.

Learning Objectives:

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

Content:

- Understand forensic dental identification with the use of radiographs as well as by other means.
- Understand the various roles forensic dentists participate in with assisting law enforcement and death investigation agencies.
- Understand how dental records in your practice could be used in a forensic dental investigation.

Dr. Anthony "Rick" Cardoza is a forensic dental consultant for the County of San Diego Office of the Medical Examiner, County of Imperial, Office of the Coroner, State of California Department of Justice and a member of the California Dental Identification Team (CalDIT). Dr. Cardoza is a general dentist in San Diego California.

Dr. Cardoza first incorporated dental lasers into his practice in 2001 for both hard tissue and soft tissue applications. Dr. Cardoza has certification in the Academy of Clinical Technology, and the World Clinic Laser Institute .Dr. Cardoza graduated from Northwestern Dental School in 1985. Dr. Cardoza is a Fellow of the American Academy of Forensic Sciences and is a Diplomate of the American Board of Forensic Odontology. Dr. Cardoza lectures extensively throughout the U.S. and Canada on the topics of lasers and forensic dentistry

Date: Friday, November 20, 2026
8:15 AM - 11:30 AM Credits: 3.50
LEARN MORE **REGISTER HERE**

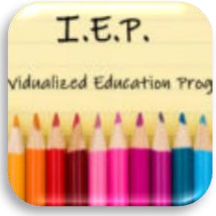
#105 - Creating an Inclusive Practice: Understanding the Unique Needs of Your Patients Through an IEP Lens

Free Day Pass Includes

- **Must pay for parking in advance: $8**
- **Classes only include # 105, 206, 304, 403, 504, 603**
- **All other classes must choose and pay for a 1- or 2-day Class Pass.**

Daneida Cooper

An inclusive practice recognizes that no two patients learn, communicate, or engage with care in the same way. Borrowing from the principles of an Individualized Education Program (IEP), inclusive healthcare shifts from a one-size-fits-all model to a personalized, strengths-based approach that meets patients where they are.



W hat an IEP Lens Means in Healthcare
An IEP framework is built on the idea that individuals thrive when supports are tailored to their specific needs, goals, and abilities.

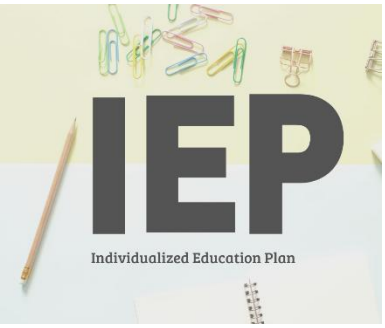
Applied to patient care, this means:

- Recognizing that standard workflows may not work for everyone
- Proactively identifying barriers to understanding, access, for comfort
- Adjusting care plans, communication, and environments to support success

Rather than viewing accommodations as exceptions, an IEP lens treats them as essential components of equitable care.

Understanding Unique Patient Needs,
Using an IEP-informed approach encourages providers and staff to consider:

- Learning and processing differences: Some patients may need visual aids, step-by-step explanations, repetition, or extra time to understand care instructions.
- Communication preferences: Verbal, written, visual, or caregiver-supported communication may be necessary for meaningful engagement.
- Sensory considerations: Noise, lighting, touch, and crowded spaces can be overwhelming and may affect a patient's ability to participate in care.
- Emotional and behavioral support needs: Anxiety, trauma history, or neurodivergence may require flexibility in pacing and interaction.
- Support systems: Caregivers, parents, or advocates may play a critical role in decision-making and follow-through.



Individualizing Care Plans
Just as IEPs outline goals, accommodations, and progress monitoring, inclusive patient care can include:

- Personalized care plans that reflect patient strengths and challenges
- Clear, achievable health goals developed collaboratively with patients and caregivers
- Documented accommodations (e.g., longer appointments, alternative communication methods, sensory supports)
- Ongoing reassessment and adjustment based on patient feedback and outcomes

Putting IEP-Informed Inclusion Into Practice

Operationalizing this approach may involve:

- Training staff to recognize and respond to diverse learning and processing styles
- Normalizing accommodation requests and offering them proactively
- Creating flexible scheduling, intake, and treatment processes
- Designing physical and digital spaces with sensory and accessibility considerations
- Encouraging interdisciplinary collaboration and family-centered care

The Impact

When practices adopt an IEP-informed mindset, patients are more likely to understand their care, feel respected, and actively participate in their health decisions. This approach promotes autonomy, improves adherence, and builds trust—especially for patients who have historically felt misunderstood or excluded in healthcare settings.

Daneida Cooper *is a seasoned educational leader with over 20 years of experience advancing student-centered, equity-driven practices that bridge gaps between education and healthcare. She holds a Master's degree in Education, dual teaching credentials, and has been recognized by her district's Board of Education for exceptional and distinguished service.*

As Executive Director of Education for the Continuing Education Alliance (CEA), Daneida is a passionate advocate for interdisciplinary collaboration, with a particular focus on expanding awareness and education around orofacial pain—a newly recognized and often misunderstood clinical area. Her work emphasizes early identification, accurate referrals, and the prevention of unnecessary or delayed treatments that can negatively impact patient outcomes.

Date: Friday, November 20, 2026
8:00 AM - 11:30 AM
Credits: 3.50
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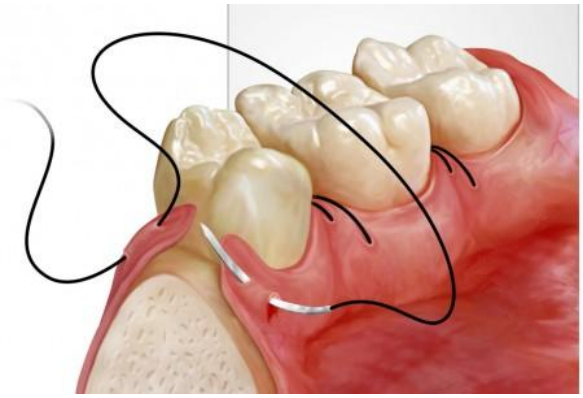
#106 - Setting the Stage: Oral Plastic Surgery for Seamless Restorative Results

This course has no additional fee.

Dr. Peter Nordland



The implant integrated. The restoration is beautiful. The patient still isn't happy.
Now what?

In esthetic dentistry, the final restoration can only be as successful as the foundation beneath it.
Recession, missing papillae, ridge deficiencies, asymmetry, and compromised tissue architecture can make even exceptional restorative dentistry look incomplete. And when the soft-tissue framework is deficient, the restorative team is often asked to compensate for biology with prosthetics.

But what if we could create the ideal foundation before the restorative work begins?

In this visually driven, clinically focused lecture, Dr. Peter Nordland explores how advanced oral plastic surgery can reshape the possibilities of restorative and implant dentistry—creating the tissue architecture the restorative team needs to achieve natural, harmonious, and truly seamless results.

Through compelling clinical cases and long-term outcomes, Dr. Nordland will demonstrate advanced approaches to gingival augmentation, connective-tissue grafting, papillary reconstruction, ridge deficiencies, and complex esthetic defects around natural teeth and implants. He will also challenge conventional thinking about tissue limitations and explore what may be possible when microsurgical precision, biologic understanding, and restorative planning come together.

But this lecture is about more than surgical technique. It is about interdisciplinary dentistry at its best—the surgeon understanding what the restorative dentist needs, the restorative dentist understanding what surgery can make possible, and both working toward the same endpoint: a result in which the transition between biology and restoration becomes virtually invisible.

For periodontists, prosthodontists, oral surgeons, implant dentists, restorative dentists, and clinicians working in the esthetic zone, this course offers a different way to think about treatment planning: don't ask the restoration to compensate for a compromised foundation. Build the foundation that allows the restoration to disappear. Because the most seamless dentistry begins long before the final restoration is placed.

Dr. Peter Nordland is currently the president elect of the prestigious American Academy of Esthetic Dentistry. The AAED fosters the growth and development of the leaders in cosmetic restorative dentistry. This course is helpful for dentists and hygienists who are interested in being on top of the leading-edge of dental care. Dr. Nordland has taught at almost every dental school in the United States, he has also lectured internationally to such places as: Japan, Chile, South and central America, Canada, India, and Europe. He has taught periodontists and oral surgeons his regenerative techniques for 20 years and hopes to share his surgical secrets to success. Over 20 years ago he developed the Nordland Oral Microsurgical Institute and is known for developing The Connective Tissue Graft which is considered the gold standard for soft tissue grafting.

Dr. Nordland will be sharing his knowledge of and treated cases from his periodontal practice in La Jolla for the past 30 years. Dr. Nordland will be joined by Ixciuh Aguon, DA who will explain why the cases are so successful.

Date: Friday, November 20, 2026
8:15 AM - 11:30 AM
Credits: 3.50
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#201- California Dental Practice Act

This course has no additional fee.

Kathy Dennis

The California Dental Practice Act (CDPA) exists to protect the health and safety of patients by ensuring that dental professionals are educated, demonstrate competency, and maintain the appropriate standard of care. This course will provide an overview of the laws and regulations that govern the practice of dentistry in California, discuss the agencies that implement the regulations, and focus on the scope of duties for dental auxiliaries. The participant will learn the latest in new regulations and enhance their understanding of access to care in California and how that affects the ever-evolving Dental Practice Act.satisfies the license renewal requirement for mandatory courses in the 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, November 20, 2026
12:30 PM - 2:30 PM
Credits: 2.00
LEARN MORE **REGISTER HERE**

#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 C
- Receive detailed information on Sleep Apnea, TMJ, and Cone Beam CT S
- 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".

Rebecca Gerber has been involved in the dental profession almost since birth. She virtually grew up in a dental office, as her late father was a dentist in San Diego County for nearly 5 decades.

A third-generation Office Manager, Becky learned many of the aspects of front office administration at an early age, from stuffing statements to addressing recall cards.

She has been an Office Manager for more than 21 years and an RDA since 1992. Her experience is in front and back office management, specialties, and managed care. In 1998, she organized and started the San Diego County Dental Office Managers Study Group, to encourage fellow office managers to network and exchange ideas. In 2000, utilizing her vast experience in dental management, she founded Office Management Services, to help dentists organize their front office systems.

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1:00 PM - 5:00 PM
Credits: 4.00
LEARN MORE
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#203 - Dental Lasers for Your Dental Practice

Dr. Anthony "Rick" Cardoza

This presentation will contrast the daily challenges faced in the conventional delivery of a variety of dental procedures against the solutions offered through laser-assisted dentistry. This lecture is for the dentist/dental hygienist and covers various laser applications. These general applications include cavity preparations, various soft tissue procedures, endodontic preparation, and bony procedures such as crown lengthening and tori reduction.

In addition, laser dental hygiene applications will be discussed as well.

Examples of these procedures using both the diode laser and the hard tissue laser will be shown.

Objectives:
Understand basic laser safety and physics.
Learn clinical applications of dental hard and soft tissue lasers.
Learn common laser dental hygiene applications.

Dr. Anthony "Rick" Cardoza is a forensic dental consultant for the County of San Diego Office of the Medical Examiner, County of Imperial, Office of the Coroner, State of California Department of Justice and a member of the California Dental Identification Team (CalDIT). Dr. Cardoza is a general dentist in San Diego California. Dr. Cardoza first incorporated dental lasers into his practice in 2001 for both hard tissue and soft tissue applications. Dr. Cardoza has certification in the Academy of Clinical Technology, and the World Clinic Laser Institute .Dr. Cardoza graduated from Northwestern Dental School in 1985. Dr. Cardoza is a Fellow of the American Academy of Forensic Sciences and is a Diplomate of the American Board of Forensic Odontology. Dr. Cardoza lectures extensively throughout the U.S. and Canada on the topics of lasers and forensic dentistry

Date: Friday, November 20, 2026
12:30 PM - 2:30 PM **Credits: 2.00**
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#204 - Dental Sleep Medicine and ENT: A Multi-Disciplinary Approach for Better Patient Outcomes

This course has no additional fee.

Dr. Paul Schalch

At the conclusion of this 2-hour lecture, participants will be able to:

1. **Describe the key areas of clinical collaboration** between dental sleep medicine and otolaryngology, including shared patient evaluation pathways, co-management strategies for obstructive sleep apnea (OSA), and how interdisciplinary communication improves treatment outcomes.
2. **Identify specific nasal and upper airway sites of obstruction** (e.g., nasal valve collapse, turbinate hypertrophy, septal deviation, nasopharyngeal issues) that can reduce the effectiveness of oral appliance therapy, and explain how these findings influence appliance selection, titration, and expected success rates.
3. **Recognize common ears, nose, and throat pathologies** (including chronic rhinosinusitis, nasal polyps, adenoid hypertrophy, and vocal cord issues) that warrant timely referral to an ENT specialist, and outline the appropriate clinical indicators and timing for such referrals in the dental sleep medicine setting.
4. **Explain the critical role of optimal nasal breathing** in the success of oral appliance therapy, CPAP, and other sleep apnea treatments, and apply practical strategies for assessing nasal airflow and recommending adjunctive measures (such as nasal dilators, medical management, or ENT evaluation) to improve patient outcomes.
5. **Integrate interdisciplinary decision-making** into clinical practice by reviewing case-based examples that demonstrate when and how to collaborate with ENT colleagues, including documentation, referral processes, and follow-up protocols that support better long-term management of OSA patients.

Dr. Paul Schalch is an ENT-otolaryngologist in San Diego, California. He received his medical degree from Universidad Nacional Autonoma de Mexico and has been in practice for more than 20 years. He has expertise in treating ear conditions and infections, among other conditions. Specialty- Otolaryngology (ENT)Otolaryngologists (you probably know them as ear, nose and throat doctors or ENTs) specialize in head and neck problems ranging from hearing loss and sleep apnea to tonsillectomies and tumors. Subspecialties- Rhinology & Paranasal Sinus Disease - Sleep Medicine

Date: Friday, November 20, 2026 12:30 PM - 2:30 PM
Credits: 2.0

#205 - Retaining and Attracting Talent Through Employee Benefits

Porter Madsen and John DeMarks

This session focuses on employee benefits, emphasizing attracting and retaining top talent. It highlights the importance of protecting businesses from financial disruptions by covering essential costs if a key employee or owner becomes disabled. Key Employee Planning is essential for identifying critical roles and developing strategies to retain personnel vital to business success, using incentives and compensation plans. Comprehensive group benefits, including life, disability, and retirement packages, are crucial for enhancing workplace satisfaction, attracting talent, and mitigating the owner's tax liability.

Takeaways:

- Understanding of qualified and non-qualified plan options to attract and retain top talent.
- Strategies to mitigate the effects of key employee and owner disability.
- Enhanced understanding of current employer retirement plans and how to increase participation

Porter began working at Highcountry Wealth Management in 2021. As a Northern Utah native, he graduated from Weber State University's Goddard School of Business. He obtained his CFP® and focuses his expertise on group planning for businesses. His passion for learning fuels his continual growth in knowledge and expertise. Porter is happily married to Ashlyn and is a proud father of three children, whom he adores. When he is not working, Porter enjoys weightlifting, running, reading, rooting for his favorite sports teams, and spending time with his family and friends.

John J. DeMark III is a Financial Advisor with Northwestern Mutual and has partnered with Highcountry Wealth Management to deliver superior holistic planning. He specializes in helping dentists and business owners attract, retain, and protect their most valuable asset, their people. Working closely with professional practices and privately held businesses, he develops financial strategies designed to create long-term value, enhance employee engagement, and position organizations for sustainable success. John is a veteran and former Marine. He earned his MBA from the W.P.

Date: Friday, November 20, 2026 12:30 PM - 2:30 PM Credits: 2.00

LEARN MORE **REGISTER HERE**

#206 - From Clicks to Patients: Find and Fix the Gaps in Your Dental Marketing

A hands-on workshop to attract the right patients, strengthen conversion, and build your practice-specific growth plan.

Free Day Pass Includes **- Must pay for parking in advance: $8**
- Classes only include # 105, 206, 304, 403, 504, 603
- All other classes must choose and pay for a 1- or 2-day Class Pass.

Cassandra Parsons

You've invested in your practice. Is your marketing helping potential patients understand why they should choose you? In this interactive, two-hour workshop, participants will learn how to connect digital marketing to the goal that matters: attracting appropriate patient inquiries and turning them into scheduled appointments. You'll follow the patient journey from online discovery to the first call, examining how your website, SEO, ads, Google Business Profile, reviews, social media, and photos/video work together - or leave gaps.

Topics include communicating service benefits in patient-friendly language, understanding the role of AI-influenced search, spotting website barriers, and strengthening lead response and follow-up.

Through guided audit questions, dental examples, and a practice-specific worksheet, attendees will choose a service to promote, identify the patients most likely to value it, pinpoint their biggest marketing gap, and prioritize their next steps. Attendees leave with a growth-plan worksheet, a phone-conversion playbook, and better questions to ask their marketing team or agency.

This workshop is designed for practice owners, dentists, office managers, and patient-facing team members. No advanced marketing experience is required.

Attendee preparation: Bring your practice website address and one service you would like to promote. A phone, tablet, or laptop is helpful, but not required.

Learning Objectives

1. Identify gaps between online discovery, patient inquiries, and scheduled appointments.
2. Evaluate whether website messaging, search visibility, advertising, reviews, and social content support a selected service.
3. Assess the front-office response and follow-up process for new-patient inquiries.
4. Create a practice-specific growth plan with a priority service, target patient, key marketing gap, and first action step.

Cassandra Parsons is Vice President of Operations at ViziSites and brings more than a decade of experience in marketing and client service to her educational talks. Her day-to-day work connects brand strategy, digital marketing, website performance, operations, and the customer experience, helping businesses understand how these elements work together to support growth.

Cassandra translates complex marketing concepts into practical questions, clear priorities, and action steps for business owners and their teams. Her educational focus ranges from building a strong brand foundation and increasing efficiency through digital tools to improving website performance and conversion through optimized design and content.

Date: Friday, November 20, 2026 12:30 PM - 2:30 PM Credits: 2.00

LEARN MORE **REGISTER HERE**

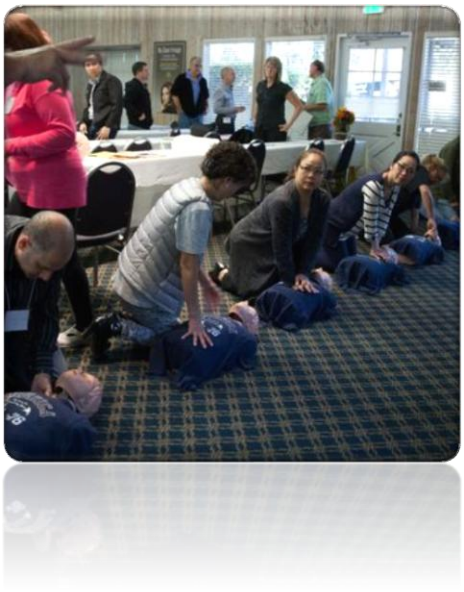
301- CPR

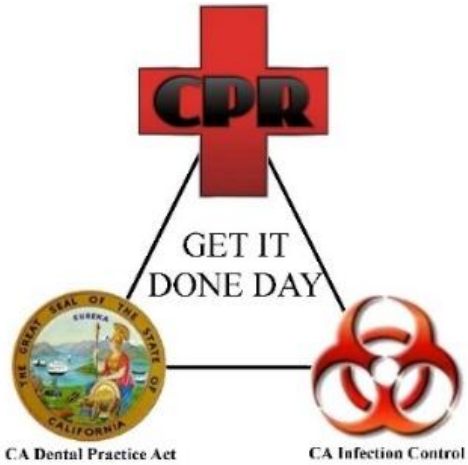
This course has a +$25 additional fee.

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, November 20, 2026
3:00 PM - 6:00 PM Credits: 3.00
LEARN MORE
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#302 - Posture, Pain, and the Dental Profession: A Better Way to Feel Better

This course has no additional fee.

Tim George, owner of Egoscue of San Diego and Las Vegas

Dental professionals often face physical strain from repetitive motions and awkward postures, leading to discomfort, injury, and reduced career longevity. In this interactive course, participants will explore the importance of ergonomics, practical stretching techniques, and self-care throughout the workday to enhance workplace comfort and reduce the risk of musculoskeletal disorders. Small adjustments to daily routines, even when not in the office, can have a big impact!

By the end of this course, participants will be able to:

- Recognize the common ergonomic challenges in dental practice that contribute to musculoskeletal strain and injury.
- Learn strategies to create a more ergonomically friendly workspace, including proper chair positioning, patient seating, and instrument handling.
- Discover targeted stretches and exercises to reduce tension, improve flexibility, and prevent injury during the workday.
- Understand how applying ergonomic principles and daily moments of self-care can promote physical and mental well-being.
- The Egoscue Method addresses the root cause of musculoskeletal pain common in dental professionals by restoring balance, posture, and function—naturally and effectively.

Focus:
How repetitive positioning, forward head posture, and prolonged sitting during procedures create chronic pain.

THE EGOSCUE METHOD®

Content:

- Common postural dysfunctions in dental professionals.
- The link between poor posture and musculoskeletal disorders (e.g., neck, shoulder, and lower back pain).
- Egoscue's approach to identifying and correcting these imbalances.

Tim George *is a posture therapy expert and the owner of Egoscue of San Diego and Las Vegas, where he helps people eliminate pain and reclaim the active lives they love. With over 20 years of experience, Tim uses The Egoscue Method—a proven system of personalized exercises that address the root cause of pain by restoring balance, alignment, and function to the body. Known for his calm presence and clear guidance, Tim empowers his clients to take control of their health, move with confidence, and build a lasting foundation for well-being.*

Date: Friday, November 20, 2026
3:00 PM - 5:00 PM Credits: 2.00
LEARN MORE
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#303 - Creating Custom Social Media using SEO, AEO, and GEO Secrets to the Algorithm

Galina Ippolito

This course has no additional fee.

In today's digital age, maintaining a robust online image is crucial, especially for dental offices where trust and professionalism are key to attracting and retaining patients.

"What is My Online Image - How to Be in Control of Your Online Social Media Image" is a comprehensive course designed specifically for dental practices aiming to harness the power of organic social media posting. Participants will learn the intricacies of the organic algorithm and how to craft posts that engage and attract the right audience without relying on paid advertisements.

The course will explore effective strategies for engaging your entire dental team in social media efforts, thereby enhancing the authenticity and reach of your content. We will explore what types of posts are most effective and what should be avoided to maintain a professional yet approachable image. Additionally, the course will cover the innovative use of AI in healthcare social media, helping participants stay ahead in a competitive digital landscape.

Understanding the difference between organic social media management and paid social media ads is crucial, and this course provides clear distinctions and when to use each to your advantage. This practical, hands-on training will empower dental offices to take control of their online presence, ensuring it reflects the quality and care of the services they provide.

Audience

This course is tailored for dental office managers, marketing professionals, and dentists who are directly involved in or oversee their practice's marketing and public relations efforts.

In this course, participants will learn:

1. How to leverage organic social media algorithms to enhance online visibility without paid ads.
2. Strategies for involving the entire dental team in social media activities, making it a collaborative andmore successful endeavor.
3. Best practices for crafting engaging posts that resonate with current and potential patients.
4. Guidelines on what types of content to post and what to avoid to maintain professionalism.
5. The role of AI tools in creating effective social media content for healthcare providers.
6. The differences between organic social media management and paid advertising, including the benefits and limitations of each.
7. Practical tips for monitoring and adjusting social media strategies based on analytics and feedback.

Topics Discussed:
1. Understanding Organic Social Media Algorithms
2. Fostering Team Involvement in Social Media Efforts
3. Effective Content Creation: What to Post and What Not to Post
4. Utilizing AI for Enhanced Social Media Management
5. Organic vs. Paid Social Media: Choosing the Right Strategy for Your Practice

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 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.

Under her leadership, My Clear Image has achieved remarkable milestones, including the development and sale of over 3,000 social media manuals tailored specifically for dental offices. These manuals have become essential tools for dental professionals seeking to enhance their digital presence and patient interaction.
Currently, Galina and her team manage the online personas of over 100 active dental offices. Her approach is not limited to dentistry, as her expertise extends to assisting other healthcare professionals and legal experts in establishing a compelling online presence. This broad client base benefits immensely from her team's proficiency in navigating the complexities of social media algorithms and creating content that resonates with diverse audiences.
Galina's strategy focuses on building an organic social media presence that endures beyond fleeting ad campaigns. She believes in the power of visibility through organic growth, enabling her clients' posts to be recognized and valued even through simple Google searches. This not only enhances the reach but also the credibility of the online content her team crafts.
Date: Friday, November 20, 2026 3:00 PM - 5:00 PM Credits: 2.0 LEARN MORE REGISTER HERE

#304- Key Strategies for Practice Transition Success

Free Day Pass Includes

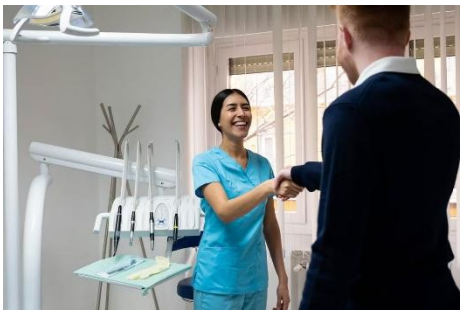
- **Must pay for parking in advance: $8**
- **Classes only include # 105, 206, 304, 403, 504, 603**
- **All other classes must choose and pay for a 1- or 2-day Class Pass.**

Kathy Dennis and Rod Johnson

This session is a must for dental practice owners 0-8 years away from transitioning out of their dental practice. Learn how to prepare for a successful practice transition, covering legal, financial, strategic, and emotional aspects. Should you sell now or wait? Is it best to work with a broker or go solo? What about DSOs? Join Rod Johnston, MBA, founder of Omni Practice Group, as he shares expert insights and current trends in practice transitions, including financial markets and DSOs. Bring your questions and be ready to learn.

Learning Objectives:

- Overview of the dental practice transition process
- Best timing for selling your practice
- Impact of potential federal and state tax changes on your sale
- What buyers are looking for in a practice
- Who should the key members of your transition team be?
- Common questions when preparing to sell
- Evaluating the option of selling to a DSO



Rod's background in accounting, finance, sales, and real estate make him one of the most well-rounded practice transition consultants in America. Rod has an MBA from Seattle University and is a Certified Management Accountant. He is also an Accredited Business Appraiser by the Institute of Business Appraisers. Rod's experience and background include stints as a financial planner, as Assistant Treasurer and Director of Accounting for AT&T Wireless, and as a Commercial Broker for Keller-Williams and Omni Healthcare Real Estate. Rod started Omni in 2004 with two things in mind; provide a Nordstrom-like service to help doctors with their transition, and to be an expert resource to medical professionals in the fields we work in. He has developed systems and processes in the brokerage industry that are mimicked and copied throughout the nation. He and his company have transitioned hundreds of practices with great success while maintaining a "win-win" relationship between his clients. Rod has written articles published in numerous publications, including Dentaltown, Dental Economics, Huffington Post, and others. He has also authored several chapters on valuations in a collaborative book published by Mike Abernathy, DDS. Rod has participated in Dentaltown podcasts and has presented at numerous local, state, and national association conferences. Rod is a sought-after practice broker and speaker throughout the west coast.

Date: Friday, November 20, 2026 3:00 PM - 5:00 PM Credits: 2.00

LEARN MORE **REGISTER HERE**

#305 - Are you still taking impressions? How about Scanning?

This course has no additional fee.

Dr. Israel Ismaj

In dentistry, scanning and impressions are two different ways of creating a model of the patient's mouth.

In digital scanning, we use a handheld camera to capture thousands of images inside the patient's teeth and gums. The digital file is sent directly to the dental laboratory, reducing shipping time and often speeding up the fabrication of the prosthesis.

High accuracy: with a scan body attached to the implant, the scanner records the implant's exact position digitally. The scan is stored electronically and can be reused for future treatment. Modern digital scanners continue to improve, and many practices now use them routinely in implant dentistry.

Should we take impressions or scan the patient for a screw-retained hybrid bridge? Should we do this before, during, or after surgery? Photogrammetry? The science of making reliable measurements and 3D models from overlapping photographs.

Dr. Ismaj has been practicing General Dentistry since 1972, and was educated in the UCLA dental program. He first underwent implant dentistry training in 1985 at the University of Washington in Seattle, which was conducted by Professor Per-Ingvar Brenemark. A year later in December of 1986, Dr. Ismaj was invited by Professor Brenemark to present cases that he had done during that year in his original office in Chula Vista, California. Dr. Ismaj is certified by the Academy of Osseoinegration. To meet the certificate's requirements, Dr. Ismaj presented evidence of completing 200 hours of continuing education over a three-year period, including 85 hours of core knowledge. He also submitted four case presentations covering the following categories: single tooth, fixed partial denture (fixed bridge), full arch fixed reconstruction, and over denture. Dr. Ismaj has been an AO member for three consecutive years and attended at least two Annual Meetings during that time.

Date: Friday, November 20, 2026
3:00 PM - 5:00 PM Credits: 2.00
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iTero

#400 - Diode Laser Certification

This course has a 1-day fee of
Dentist: $595.00, Staff Member: $495.00
Dr. Anthony "Rick" Cardoza

In this hands-on diode laser certification program, you will learn the adjunctive use of laser as an essential element in periodontal therapy and for optimum recall management. Using simulation exercises, this dynamic workshop is designed to build confidence and clinical understanding in the delivery of periodontal treatment protocols with diode lasers.

Join us on a voyage of discovery through diode laser techniques in this dynamic, hands-on clinical workshop.

Educational Objectives:

- Fundamentals of laser science: wavelengths, their absorption characteristics, and safety.
- Thermal disinfection and how the laser promotes physiologic healing.
- Treatments of gingivitis, chronic, and aggressive periodontitis.
- Laser sulcular debridement, disinfection, initiated and bare fiber applications.

Dr. Anthony "Rick" Cardoza is a forensic dental consultant for the County of San Diego Office of the Medical Examiner, County of Imperial, Office of the Coroner, State of California Department of Justice and a member of the California Dental Identification Team (CalDIT). Dr. Cardoza is a general dentist in San Diego California. Dr. Cardoza first incorporated dental lasers into his practice in 2001 for both hard tissue and soft tissue applications. Dr. Cardoza has certification in the Academy of Clinical Technology, and the World Clinic Laser Institute .Dr. Cardoza graduated from Northwestern Dental School in 1985. Dr. Cardoza is a Fellow of the American Academy of Forensic Sciences and is a Diplomate of the American Board of Forensic Odontology. Dr. Cardoza lectures extensively throughout the U.S. and Canada on the topics of lasers and forensic dentistry

Date: Friday, November 20, 2026
8:00 AM - 5:00 PM
Credits: 8.00
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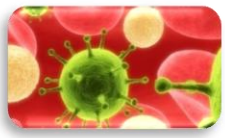
401- Infection Control for License Renewal and OSHA for the Dental Office

This course has no additional fee.

Cary Schaffner



Required for all California licensed dental professionals, this course must 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 on his 20+ years of experience as a dental consultant, he has lectured at hundreds of programs for small and large organizations, resulting in higher team engagement and increased revenue.*

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

Date: Saturday, November 21, 2026
8:15 AM - 11:15 AM
Credits: 3.00
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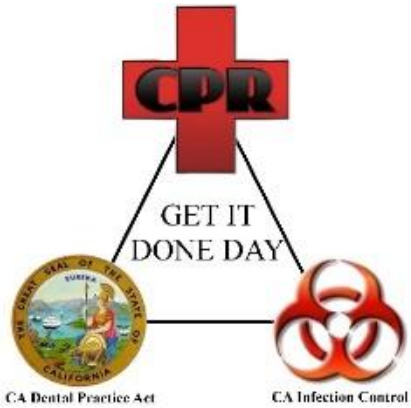

#402 - Medical Insurance Billing for Dentistry Certification

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 C
- Receive detailed information on Sleep Apnea, TMJ, and Cone Beam CT S
- 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".

Rebecca Gerber has been involved in the dental profession almost since birth. She virtually grew up in a dental office, as her late father was a dentist in San Diego County for nearly 5 decades.

A third-generation Office Manager, Becky learned many of the aspects of front office administration at an early age, from stuffing statements to addressing recall cards.

She has been an Office Manager for more than 21 years and an RDA since 1992. Her experience is in front and back office management, specialties, and managed care. In 1998, she organized and started the San Diego County Dental Office Managers Study Group, to encourage fellow office managers to network and exchange ideas. In 2000, utilizing her vast experience in dental management, she founded Office Management Services, to help dentists organize their front office systems.

In 2006, she started the Academy of Dental Practice Careers, in order to train dental front office professionals. Through the years Becky has collaborated and worked with some of the biggest consulting names in dentistry. In 2002, Becky became the Southern California Regional Consultant for Bent Ericksen and Associates, which specializes on Personnel Issues and Labor Law Compliance.

She is also a repeated speaker for the San Diego County Dental Society, California Dental Assistant's Association, Kaplan College, and a frequent contributor to "Facets", the dental society magazine.

Date: Saturday, November 21, 2026
8:00 AM - 12:00 PM Credits: 4.00
LEARN MORE
REGISTER HERE

#403 - Myofunctional Therapy and the Dental Practice - Workshop

Free Day Pass Includes

- **Must pay for parking in advance: $8**
- **Classes only include # 105, 206, 304, 403, 504, 603**
- **All other classes must choose and pay for a 1- or 2-day Class Pass.**

Suzanne Robertson, RDH, Myofunctional Therapist, AOMT-C

Join us for a dynamic, hands-on workshop designed for dental professionals ready to deepen their understanding of orofacial myofunctional therapy and its critical role in airway-focused care. This engaging session will explore how oral posture, tongue function, and nasal breathing directly impact craniofacial development, dental stability, and long-term treatment outcomes. Whether you're a dentist, hygienist, or assistant, this workshop will give you practical tools to recognize dysfunctions in your patients, understand how they relate to common dental concerns, and begin integrating simple screening techniques into your practice

MYOFUNCTIONAL THERAPY OF LA JOLLA

You'll gain insight into how myofunctional therapy fits into a collaborative model of care, with an emphasis on prevention, early intervention, and improved patient outcomes. Through case studies, live demonstrations, and guided exercises, participants will leave with a clear framework for identifying red flags, educating patients and parents, and knowing when and how to refer to a myofunctional therapist. If you're looking to elevate your role in whole-health dentistry and stay ahead in the growing airway movement, this workshop is the perfect starting point

5 Key things one could expect to learn

1. Understand OMD's
2. The role of proper tongue posture
3. Nasal vs mouth breathing, why it matters
4. Therapeutic exercises and techniques
5. Integration and referral pathway

Suzanne Robertson *is a skilled and dedicated dental hygienist with a specialized focus in myofunctional therapy. With many years of experience in the dental field, Suzanne is passionate about helping individuals achieve optimal oral and facial health through myofunctional therapy. This discipline addresses the function and alignment of the muscles of the face, jaw, and mouth. Suzanne holds a degree in dental hygiene from Palm Beach State College and is a licensed Registered Dental Hygienist (RDH). Her professional journey is marked by a deep commitment to continuing education and expanding her knowledge in areas that impact her patients' overall health.*

Date: Saturday, November 21, 2026 8:00 AM - 11:30 PM Credits: 3.50

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#404 - 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 arrangement.
- 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

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.

Date: Saturday, November 21, 2026

8:00 AM - 11:30 PM **Credits: 3.50**

LEARN MORE **REGISTER HERE**

#405 - Neuromodulators (Botox, Dysport, Xeomin) & Derma Fillers 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
peri-cranial 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, Medicis, Prollenium and Septodont)

Date: Saturday, November 21, 2026
8:00 AM - 11:30 AM
Credits: 3.50

#406 - Zest Dental Solutions

Locator® Fixed & Removable Foundations Course Workshop

Cameo Stover RDAEF2
ZEST Dental Solutions and Anchors
This course has no additional fee.

Join Zest Dental Solutions for an educational foundation course focused on Locator® Fixed and Removable implant-retained prosthetic solutions. This course is designed to strengthen clinicians' understanding of treatment planning, case selection, restorative workflows, and clinical techniques for fixed and removable full-arch implant-supported restorations.
Participants will explore the fundamentals of the Zest Locator Fixed system and Locator Removable solutions, including clinical indications, restorative considerations, attachment concepts, and practical chairside techniques.

The course will also include a hands-on chairside pickup demonstration for removable prosthetics, followed by an interactive case discussion to reinforce clinical concepts and support successful treatment outcomes.

Learning Objectives
Upon completion of this course, participants will be able to:
● Understand the foundational principles of Zest Locator Fixed and Removable solutions.
● Identify appropriate clinical indications and key treatment-planning considerations.
● Understand restorative workflows and the differences between fixed and removable prosthetic options.
● Review the fundamentals of chairside pickup techniques for removable prosthetics.
● Discuss clinical cases, troubleshoot common restorative considerations, and identify opportunities to improve workflow efficiency.

Course Agenda
8:00 AM – 9:30 AM | Lecture: Locator Fixed & Removable Foundations
9:30 AM – 9:45 AM | Break
9:45 AM – 11:00 AM | Removable Chairside Pickup
11:00 AM – 11:45 AM | Case Discussion & Closing

Date: Saturday, November 21, 2026
8:00 AM - 11:30 PM Credits: 3.50
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#501- California Dental Practice Act

This course has no additional fee.

Kathy Dennis

The California Dental Practice Act (CDPA) exists to protect the health and safety of patients by ensuring that dental professionals are educated, demonstrate competency, and maintain the appropriate standard of care. This course will provide an overview of the laws and regulations that govern the practice of dentistry in California, discuss the agencies that implement the regulations, and focus on the scope of duties for dental auxiliaries. The participant will learn the latest in new regulations and enhance their understanding of access to care in California and how that affects the ever-evolving Dental Practice Act.satisfies the license renewal requirement for mandatory courses in the 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: Saturday, November 21, 2026
12:30 PM - 2:30 PM
Credits: 2.00
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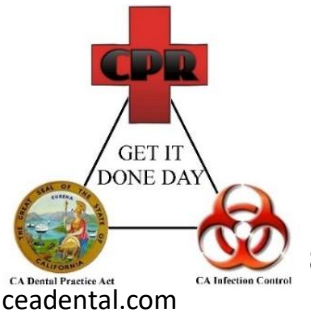

#502- Medical Insurance Billing for Dentistry Certification

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 Co
- Receive detailed information on Sleep Apnea, TMJ, and Cone Beam CT Sc
- 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".

Rebecca Gerber has been involved in the dental profession almost since birth. She virtually grew up in a dental office, as her late father was a dentist in San Diego County for nearly 5 decades.

A third-generation Office Manager, Becky learned many of the aspects of front office administration at an early age, from stuffing statements to addressing recall cards.

She has been an Office Manager for more than 21 years and an RDA since 1992. Her experience is in front and back office management, specialties, and managed care. In 1998, she organized and started the San Diego County Dental Office Managers Study Group, to encourage fellow office managers to network and exchange ideas. In 2000, utilizing her vast experience in dental management, she founded Office Management Services, to help dentists organize their front office systems.

In 2006, she started the Academy of Dental Practice Careers, in order to train dental front office professionals. Through the years Becky has collaborated and worked with some of the biggest consulting names in dentistry. In 2002, Becky became the Southern California Regional Consultant for Bent Ericksen and Associates, which specializes on Personnel Issues and Labor Law Compliance.

She is also a repeated speaker for the San Diego County Dental Society, California Dental Assistant's Association, Kaplan College, and a frequent contributor to "Facets", the dental society magazine.

Date: Saturday, November 21, 2026
1:00 PM - 5:00 PM
Credits: 4.00
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#503 – Implant Complications and Solutions

Dr. Joel Berger

This course has no additional fee.

This lecture equips dentists with practical knowledge to identify, prevent, and manage the most common biological, mechanical, and prosthetic complications associated with dental implant therapy. Participants will learn to recognize key risk factors and early clinical signs of implant problems, differentiate between various complications using clinical and radiographic assessment, and evaluate evidence-based treatment options for peri-implant disease, mechanical failures, and prosthetic challenges.

Emphasis is placed on applying real-world strategies for preventing, managing, and resolving complications in daily practice, along with developing effective maintenance and follow-up protocols that improve long-term implant success and patient satisfaction.

Designed for practicing dentists who place or restore implants, this course delivers clinically relevant guidance to enhance outcomes and reduce complications.

Target Audience: General dentists and specialists involved in implant placement, restoration, or maintenance.

***Dr. Joel Berge**r was born in Montreal, Canada, where he earned both his bachelor and dental degrees from McGill University. After earning his dental degree, he spent an additional year in advanced dental training at the McGill Graduate School of Dentistry. He subsequently earned his medical degree at the University of Washington. After completing his degree, he entered the oral and maxillofacial surgery training program at the University of Washington, where he completed general surgery and oral and maxillofacial training. He spent one year in Europe doing a fellowship at two major centers, one in Holland and one in Austria. He then returned to McGill University for an additional year of advanced training prior to coming to San Diego.*

Dr. Berger has lectured extensively in the United States and Canada on temporomandibular joint disorders, dental implantology and the surgical treatment of sleep disorders. He is past Chief of Maxillofacial Surgery at Children's Hospital and Sharp Memorial Hospital and serves on the Orthodontic Advisory Committee for California Children's Services. He is a faculty member of University of California, San Diego, Division of Plastic Surgery, and Secretary of the California Coalition of Cleft and Craniofacial Center.

Date: Saturday, November 21, 2026 12:30 PM - 2:30 PM Credits: 2.00

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#504 - Retaining and Attracting Talent Through Employee Benefits

Porter Madsen and John DeMarks

Free Day Pass Includes

- **Must pay for parking in advance: $8**
- **Classes only include # 105, 206, 304, 403, 504, 603**
- **All other classes must choose and pay for a 1- or 2-day Class Pass.**

This session focuses on employee benefits, emphasizing attracting and retaining top talent. It highlights the importance of protecting businesses from financial disruptions by covering essential costs if a key employee or owner becomes disabled. Key Employee Planning is essential for identifying critical roles and developing strategies to retain personnel vital to business success, using incentives and compensation plans. Comprehensive group benefits, including life, disability, and retirement packages, are crucial for enhancing workplace satisfaction, attracting talent, and mitigating the owner's tax liability.

Takeaways:

- Understanding of qualified and non-qualified plan options to attract and retain top talent.
- Strategies to mitigate the effects of key employee and owner disability.
- Enhanced understanding of current employer retirement plans and how to increase participation

Porter began working at Highcountry Wealth Management in 2021. As a Northern Utah native, he graduated from Weber State University's Goddard School of Business. He obtained his CFP® and focuses his expertise on group planning for businesses. His passion for learning fuels his continual growth in knowledge and expertise. Porter is happily married to Ashlyn and is a proud father of three children, whom he adores. When he is not working, Porter enjoys weightlifting, running, reading, rooting for his favorite sports teams, and spending time with his family and friends.

John J. DeMark III is a Financial Advisor with Northwestern Mutual and has partnered with Highcountry Wealth Management to deliver superior holistic planning. He specializes in helping dentists and business owners attract, retain, and protect their most valuable asset, their people. Working closely with professional practices and privately held businesses, he develops financial strategies designed to create long-term value, enhance employee engagement, and position organizations for sustainable success. John is a veteran and former Marine. He earned his MBA from the W.P. Carey School of Business at Arizona State University and recently served as Chairman of TeamSmile, a nonprofit organization dedicated to providing dental care to underserved children.

Date: Saturday, November 21, 2026 3:00 PM - 5:00 PM Credits: 2.00

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#505 - Making Sense of AI in Dentistry: A Practical Introduction for the Dental Team

This course has no additional fee.

Owais Farooqi, DDS, MDS, MPH, FACHE

AI is showing up across dentistry, but understanding what it actually does—and what it doesn't—is not always easy. This session is designed for dental professionals with little or no prior experience with AI. We'll start with the basics, look at how AI is beginning to be used in dental care, discuss its limitations, and cover some of the questions worth asking before deciding whether an AI tool belongs in practice. No technical background is needed.

Learning Objectives

- Explain the basic concepts behind AI in practical, nontechnical terms.
- Recognize several ways AI is currently being used in dentistry.
- Distinguish between the capabilities and limitations of common dental AI tools.
- Identify useful questions to ask when considering an AI product for clinical practice.

Owais Farooqi, DDS, MDS, MPH, FACHE, is a healthcare executive, educator, researcher, and national leader in the responsible evaluation and implementation of artificial intelligence in dentistry. He is President of the American Academy of Artificial Intelligence in Dentistry (AAAI-D; www.AAAI-D.org) and contributes to national standards development for dental AI through the American Dental Association.

Dr. Farooqi serves as Chief/Director of Dental Service at VA Greater Los Angeles, Lead Dentist for VA's Desert Pacific Network, and Adjunct Associate Professor at the UCLA School of Dentistry. A practicing periodontist and implant surgeon, his published research includes real-world clinical evaluation of dental AI, with a broader focus on evidence, clinical judgment, and responsible adoption of emerging technologies.

Dr. Owais Farooqi is an AI researcher and educator, a board-certified periodontist and dental implant surgeon, and a healthcare executive.
He is the President of the American Academy of Artificial Intelligence in Dentistry (AAAI-D), an independent 501(c)(3) nonprofit advancing responsible, evidence-based AI in dentistry

Date: Saturday, November 21, 2026
12:30 PM - 2:30 PM Credits: 2.00
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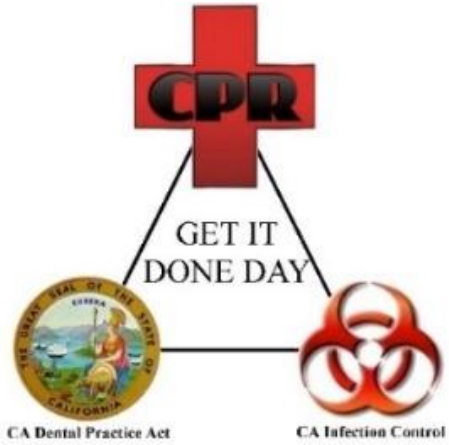
#601 - CPR Renewal and Certification

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, November 21, 2026
3:00 PM - 6:00 PM
Credits: 3.00
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#602 - Numbers Don't Lie! Understanding the Numbers for Practice Sellers and Buyers

This course has no additional fee.

Kathy Dennis and Rod Johnson

A pain point for both buyers and sellers in a practice transition is evaluating the numbers in financial statements. Sellers who have their practice valued might be frustrated if the numbers don't come back as high as they anticipated. For Buyers, it's not always intuitive if a practice has low numbers. It could be due to staff turnover or other factors, so if you don't evaluate, you might miss out on a fantastic opportunity.
The numbers don't lie; however, having a clear understanding of numbers opens doors to financial success.

Sellers: Rod Johnston, MBA, CMA, will offer insight into how you can get your numbers higher, which appeals to buyers (and your wallet).

Alternatively, for **Buyers:** Rod will show you scenarios that can explain why a low-performing practice can be turned around and produce more with the right buyer. And when do the numbers add up for a great practice purchase?

Learning Objectives · Gain a better understanding of EBIDTA · How to read production reports, and the underlying causes of mismanagement · Staffing costs – how many is the right amount of staff so you're not draining the bank, but collecting revenue?

You will understand the relational comparison between the practice's financial health and whether there are opportunities to grow the business, and how we can help.

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.

Date: Saturday, November 21, 2026
3:00 PM - 5:00 PM Credits: 2.00
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#603 - Strategic Social Media and Marketing for Your Dental Practice

Galina Ippolito

Free Day Pass Includes

- **Must pay for parking in advance: $8**
- **Classes only include # 105, 206, 304, 403, 504, 603**
- **All other classes must choose and pay for a 1- or 2-day Class Pass.**

In today's digital age, maintaining a robust online image is crucial, especially for dental offices where trust and professionalism are key to attracting and retaining patients.

"What is My Online Image - How to Be in Control of Your Online Social Media Image" is a comprehensive course designed specifically for dental practices aiming to harness the power of organic social media posting. Participants will learn the intricacies of the organic algorithm and how to craft posts that engage and attract the right audience without relying on paid advertisements.

The course will explore effective strategies for engaging your entire dental team in social media efforts, thereby enhancing the authenticity and reach of your content. We will explore what types of posts are most effective and what should be avoided to maintain a professional yet approachable image. Additionally, the course will cover the innovative use of AI in healthcare social media, helping participants stay ahead in a competitive digital landscape.

Understanding the difference between organic social media management and paid social media ads is crucial, and this course provides clear distinctions and when to use each to your advantage. This practical, hands-on training will empower dental offices to take control of their online presence, ensuring it reflects the quality and care of the services they provide.

Audience

This course is tailored for dental office managers, marketing professionals, and dentists who are directly involved in or oversee their practice's marketing and public relations efforts.

In this course, participants will learn:

1. How to leverage organic social media algorithms to enhance online visibility without paid ads.
2. Strategies for involving the entire dental team in social media activities, making it a collaborative and more successful endeavor.
3. Best practices for crafting engaging posts that resonate with current and potential patients.
4. Guidelines on what types of content to post and what to avoid to maintain professionalism.
5. The role of AI tools in creating effective social media content for healthcare providers.
6. The differences between organic social media management and paid advertising, including the benefits and limitations of each.

7. Practical tips for monitoring and adjusting social media strategies based on analytics and feedback.

Topics Discussed:
1. Understanding Organic Social Media Algorithms
2. Fostering Team Involvement in Social Media Efforts
3. Effective Content Creation: What to Post and What Not to Post
4. Utilizing AI for Enhanced Social Media Management
5. Organic vs. Paid Social Media: Choosing the Right Strategy for Your Practice

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 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.

Under her leadership, My Clear Image has achieved remarkable milestones, including the development and sale of over 3,000 social media manuals tailored specifically for dental offices. These manuals have become essential tools for dental professionals seeking to enhance their digital presence and patient interaction.

Currently, Galina and her team manage the online personas of over 100 active dental offices. Her approach is not limited to dentistry, as her expertise extends to assisting other healthcare professionals and legal experts in establishing a compelling online presence. This broad client base benefits immensely from her team's proficiency in navigating the complexities of social media algorithms and creating content that resonates with diverse audiences.

Date: Saturday, November 21, 2026
3:00 PM - 5:00 PM Credits: 2.00
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#604 - Introduction to Craniofacial Sleep Medicine

This course has no additional fee.

Dr. Marija Mitic

This introductory lecture explores the growing role of dentistry in identifying and managing sleep-related breathing disorders. Dentists are uniquely positioned to screen for these conditions, as they see patients more frequently than most other healthcare providers. The session covers the connection between sleep and oral health, the systemic morbidities associated with untreated obstructive sleep apnea, and practical approaches to screening and examination.

Participants will learn about evidence-based treatment options for sleep-related breathing disorders, including oral appliances and laser therapies such as Fotona NightLase. Real-world case presentations will illustrate clinical outcomes and integration into dental practice. Dr. Mitic will also share how incorporating sleep medicine has transformed her professional practice, along with insights into the business aspects of offering these services. The lecture concludes with guidance on a diplomatic screening process, including use of a discount code for patients.

Ideal for general dentists and specialists seeking a practical entry point into craniofacial sleep medicine.

American Sleep and Breathing Academy

Marija Mitic, DDS, is an experienced dentist and owner of Healing Dentistry, with two offices in Phoenix, Arizona. Born into a family of dentists, Dr. Mitic graduated from dental school in Serbia and worked at her mother's family dentistry for three years. After relocating to the United States, she entered the International Dentist Program at Loma Linda University School of Medicine in Loma Linda, California.

At the university, Dr. Mitic's extraordinary clinical skills were recognized, as she was teaching on the clinical floor while in school. She graduated with honors for teaching in clinics. As a member of AACA, the Kois Center, and the gIDE Institute, Dr. Mitic concentrates her practice mainly on occlusion principles. Her favorite cases are full-mouth rehabilitation, which she loves to start with Invisalign®. She has completed advanced courses in Invisalign, including the Reingage course with Dr. Galler and many advanced courses in oral surgery, implants, and facial esthetics. Dr. Mitic loves working on challenging cases and making sure she gives patients the best possible experience.

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