



2021 CONTINUING EDUCATION

2021 CO-CHAIRS

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Dear Cincinnati Dental Society Member:

The Program Committee would like to thank you for continuing to support our annual continuing education series. Continuing from last year, we are excited to offer again a complimentary bonus course for those purchasing the full series. We are constantly searching for the best, most relevant speakers, and considering your feedback, we are excited to introduce the upcoming year's line-up!

Once again, we have strived to bring diverse, high quality, and engaging speakers right to your doorstep. After the last year of personal and professional isolation, the CDS continuing education series is perfect to jump start the year with high-quality CE, without having to deal with travel expense, the added hassle of air travel, and possible quarantine on returning home. An underrated aspect of the CDS program and other in person CE even pre-COVID is the socialization and networking aspect. Now more than ever is there an additional benefit to being able to ask questions, network with colleagues, and have time to discuss with others who have gone through the same challenges and issues over the past year.

Please treat yourself to 6 days out of the office to refresh your mind with some excellent Continuing Education, great food, and some non-zoom socialization with colleagues!

Sincerely;

The Cincinnati Dental Society Program Committee

(Members: Drs. Ken Brandt, Matthew Corcoran, Lawrence Hagen, Ruchika Khetarpal, Dennis Murphy, Fred Peck, Nathan Powers and John Unger.)

2021 Postgraduate Course Schedule

6.5 CE Credits Each

March 26, 2021
Friday

Speaker: Jeffrey Okeson, DMD
“What every dentist needs to know about TMD and occlusion - The facts and the fantasies”
Location: Sharonville Convention Center

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April 23, 2021  
Friday

**Speaker: Josh Austin, DDS**  
“Differentiate Yourself: Clinical & Marketing Tips to Generate New Patients!”  
*Location: Sharonville Convention Center*

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October 29, 2021
Friday

Speaker: David Rothman, DDS
“The 4 P’s of Pediatric Dentistry: Physiology, Pharmacology, Psychology and Phamily” and “You Want to Do What to My Child?”
Location: Sharonville Convention Center

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November 19, 2021  
Friday

**Speaker: Kirk Behrendt**  
“Being All That We Can Be: Changing Perspective to Change Reality”  
*Location: Delta Hotels by Marriott*

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December 10, 2021
Friday

Speaker: Susan Muller, DMD
“Red, White, and Ulcerative Lesions of the Oral Cavity. What are they? How to treat?”
Location: Delta Hotels by Marriott

Bonus Course for Attendees Who Purchase the Complete Series (5) Courses!

Friday, May 7, 2021 with **Manor Haas, DDS**
at Sharonville Convention Center

Additional information is included with this booklet.

General Information

LOCATIONS

The full-day programs will be held at two (2) different locations in 2021. Please note the following:

- Sharonville Convention Center, 11355 Chester Road, Cincinnati, OH 45246, 513-771-7744.
 - **MARCH, APRIL AND OCTOBER CE PROGRAMS**
 - Delta Hotels by Marriott, 11320 Chester Road, Cincinnati, OH 45246, 513-570-5073.
 - **NOVEMBER AND DECEMBER CE PROGRAMS**
- * In the event of inclement weather programs will only be cancelled if there is a level 3 emergency. Notice of cancellation will be posted on the website and messages will be left on the Society's Executive Office voice mail and at Sharonville Convention Center.

TIME SCHEDULE

8:00 a.m.	Registration		
8:30 a.m.	Program	12:00 – 12:45 p.m.	Lunch
		3:45 p.m.	Adjournment

REGISTRATION AND LUNCHEON POLICY

FULL SERIES REGISTRANTS: If registered for the complete series, lunch will be provided for **ONLY** those who have checked "Yes" on the registration form or who have contacted the Executive Office for a reservation by the Friday preceding the course. **No lunch will be provided for attendees who have not contacted the Executive Office by the Friday preceding each course and no exceptions will be made.** If a reservation is made and not honored or cancelled by the Friday preceding each course, an additional charge of **\$35** will apply. Your cooperation will enable us to make the necessary arrangements.

INDIVIDUAL COURSE REGISTRANTS: If registered for individual courses (not the series), the necessary arrangements including a reservation for lunch, will be made automatically and you do not need to contact the Executive Office, unless you do not intend to attend the luncheon.

GUIDELINES FOR RECEIVING CONTINUING EDUCATION CREDITS

Individuals will earn six and one half (6.5) credit hours if he or she arrives before the program begins and stays until the end of the program. Individuals will earn three (3.5) credit hours if he or she arrives after the morning break, leaves at lunch, or arrives after lunch. Five (5) credit hours will be given if the individual leaves before the afternoon break.

HANDOUT POLICY

Handouts will be available for downloading on the website prior to each course. **Hard copies will not be available on the day of the course.**

CANCELLATION POLICY

For a cancellation refund, written requests must be received no later than three weeks prior to the course. Refunds will be processed two to three weeks after the date of course and will be made via the same method of payment, when possible. The CDS reserves the right to cancel or reschedule any course due to unforeseen circumstances. Registrants will be notified.

VIDEO RECORDING

Video recording is not permitted by members of the audience unless written permission is granted by the sponsor.



Friday, March 26, 2021

Location: Sharonville Convention Center

“What every dentist needs to know about TMD and occlusion – The facts and the fantasies” - 6.5 CE Hours

Jeffrey Okeson, DMD

(Dental Hygienists, Dental Assistants & Administrative Personnel of registered dentists for this course are invited to attend if space permits. See tuition charge on registration form.)

Course Description

Temporomandibular disorders (TMD) are a group of musculoskeletal disorders of the masticatory system. These disorders are the second most common pain condition dentist face in the practice. Therefore, every dentist should have a sound understanding of TMD so that the most appropriate care will be selected for the patient. Often simple care can make big differences in the patient's quality of life. In the past, dentists have attempted to manage their TMD patients utilizing standard dental approaches, which have not always proven to be successful. In fact, our profession has many concepts and theories that attempt to solve musculoskeletal problems with dental therapies, many of which have little to no scientific support. This presentation will describe the present evidence that either support or disprove these concepts, including how occlusion may or may not affect TMD. Other areas that will be discussed are etiologic considerations and treatment strategies, including the use of occlusal appliances. This presentation will attempt separate the facts from the fantasies in the area of TMD and other orofacial pain disorders.

Authored two classic textbooks:
“The Clinical Management of Temporomandibular Disorders and Occlusion”, 8th Edition, 2019
and
“Bell's Oral and Facial Pain.”, 7th Edition, 2014

What the Participant Will Learn

- How to differentiate TMD from other sources of orofacial pain.
- To identify those pain disorders that will likely respond to your therapy from those that will not.
- The relationship between occlusion and temporomandibular disorders.
- The relationship between bruxism and muscle pain.
- The relationship between vertical dimension and TMD.
- The most favorable orthopedically stable relationship between the occlusion and condylar position for prosthodontic and orthodontic therapy.
- The many controversies related to optimum joint position.
- When occlusal changes are indicated for the management of TMD.

Continued on next page

- The appropriate use of occlusal appliance therapy for muscle pain and joint pain.
- When an occlusal appliance reduces the patient's TMD symptoms, what do you next?
- When should you consider referring the TMD patient to another health care provider?
- Eight reasons for toothaches that are not related to odontogenic sources (The non-odontogenic toothache).

ABOUT THE SPEAKER

Dr. Okeson is a 1972 graduate of the University of Kentucky College of Dentistry. After graduation he completed two years with the Public Health Service in a rotating dental internship and directing an outpatient clinic. He joined the faculty at the University of Kentucky in 1974 and founded the College's Orofacial Pain Program, which he established in 1977. The program represents a multidisciplinary effort in the management of chronic orofacial pain problems. Presently he is Professor and Dean of the University of Kentucky College of Dentistry. Dr. Okeson has more than 240 publications in the area of occlusion, TM disorders and orofacial pain in various national and international journals. The eight edition of Dr. Okeson's textbook Management of Temporomandibular Disorders and Occlusion is published by Elsevier Publishers. This text is used in most of the United States dental schools as well as in many other countries. It has been translated into twelve different foreign languages. In addition to this text, Dr. Okeson has authored the seventh edition of Bell's Oral and Facial Pains which is published by Quintessence Publishing Company. This text is translated into six different foreign languages and widely used in orofacial pain programs throughout the world.

Dr. Okeson is an active member of many TMD and orofacial pain organizations holding many offices and serving on numerous committees and boards. He is a past President of the American Academy of Orofacial Pain and former editor of the Academy's Guidelines. He is a founding Diplomate and twice President of the American Board of Orofacial Pain. Dr. Okeson is a very sought-after lecturer about TMD and orofacial pain and has presented more than 1300 invited lectures about TMD and orofacial pain every state and in 59 different countries. He has received the campus wide University of Kentucky "Great Teacher Award", the Provost's Distinguished Service Professorship, the American Academy of Orofacial Pain's Service Award, the University of Kentucky Hall of Distinguished Alumni and the first ever "Distinguished Alumni Award" from the College of Dentistry. Dr. Okeson has also received "The International Dentist of the Year Award" from the Academy of Dentistry International. This is the highest award recognized by this Academy and was given to him in recognition of his worldwide efforts in providing education in the area of temporomandibular disorders and orofacial pain.

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Friday, April 23, 2021

Location: Sharonville Convention Center

“Differentiate Yourself: Clinical & Marketing Tips to Generate New Patients!”- 6.5 CE Credits

Josh Austin, DDS

(Dental Hygienists, Dental Assistants & Administrative Personnel of registered dentists for this course are invited to attend if space permits. See tuition charge on registration form.)

Course Description

Today's dental market is as saturated as it has ever been. The vast majority of dentists have at least one competing office within one (1) mile. How can we stand out from the crowd? More than ever, we need to find ways that can differentiate ourselves. We need to attract the patients that we want. How can that be done? From a marketing perspective, we will examine ways to attract the patients you want from the different generations that affect our practices. From a clinical perspective, we will discuss techniques, tips, tricks, materials and equipment to separate you from the other dentist down the street.

Learning Objectives

- Explore how patients choose their dentist.
- Discuss where patients look for information regarding choosing a new dentist and how to stand out in those places.
- Review several different clinical differentiating factors that can help a patient choose you.
- Explore how digital technology has changed everything in our practice from attracting patients to executing dental treatment.
- Nail down systems that we can institute that will keep new patients flowing in.

In 2010, the Texas Academy of General Dentistry named him ***New Dentist of the Year***, their most prestigious award given for dentists who graduated in the previous 7 years!

ABOUT THE SPEAKER

Joshua Austin, DDS maintains a full-time restorative dentistry private practice in San Antonio, Texas. He is an editorial director and columnist for Dental Economics focusing on dental products and technology. Dr. Austin lectures round the country to study clubs and dental meetings about these topics along with online reputation management and social media. He is a graduate of the University of Texas Health Center at San Antonio Dental School and spent five years post-graduation as faculty in the Department of Restorative Dentistry. His approach to his “Pearls for your Practice” column is a fresh approach in today's commercial driven dental journalism. When you read a “Pearl”, rest assured that you are getting an honest evaluation of a product, which was used by Dr. Austin in clinical practice on a patient.

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Friday, October 29, 2021

Location: Sharonville Convention Center

“The” 4 P’s of Pediatric Dentistry; Physiology, Pharmacology, Psychology and Phamily” and “You Want to Do What to My Child?” – 6.5 CE Credits

David Rothman, DDS

(Dental Hygienists, Dental Assistants & Administrative Personnel of registered dentists for this course are invited to attend if space permits. See tuition charge on registration form.)

First Course

Are you overwhelmed with angst when you know children will be coming to your office? This presentation will reveal many of our secrets for making the day a pleasant one with children. We will discuss what factors of a child’s growth and development and family involvement will help you plan appropriate behavior management for the Child and the Parent in this day of linked in, wired and overtired kids. We will review the nonpharmacologic (and sometimes pharmacologic) tips and techniques needed to get the child through a dental visit despite the parents’ protestations otherwise.

Learning Objectives

- Understand and manage the behavior of the under parented, overstressed, no limits child of the new decade.
- Review how family and social influences are redefining and shaping the child and the family relationship.
- Understand the developmental milestones and their application to appropriate behavior management.
- Review the pharmacology and physiology of nitrous oxide/oxygen sedation in children.

Second Course

Training the Parents for a Caries Free Child – You’re either a new grad or a seasoned professional who has kept up on trends in restorative and implant dentistry but now there’s a kid sitting in the chair and all you remember is Prevention 101 and those 15 hours of Ped Dent clinic and lectures in dental school and you are panicking. We’ll be evaluating evidence based research on the issues of caries, hygiene, diet, risk assessment, prevention and a primer on how to manage the family (it’s not just the child) for the initial evaluation and follow up visits to create the “caries-free kid”.

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Learning Objectives

- Know what to look for during the initial intake, counseling and exam.
- Develop a preventive strategy based on current understanding of the interrelationship between diet, frequency, carcinogenicity, and inconsistent parenting.
- Understand diagnostic modalities appropriate to children and factors that influence development of child and how they can help treatment at the various developmental stages.

ABOUT THE SPEAKER

Dr. Rothman received his B.A. cum laude from the SUNY at Buffalo and his D.D.S. from NYU College of Dentistry. He completed a General Practice Residency at Albert Einstein Medical Center in Philadelphia, Anesthesia Residency at the Medical College of Pennsylvania, and a Pediatric Dentistry Residency at Children's Hospital/Oakland and the University of California, San Francisco. He was Director of the Pediatric Dentistry Residency program at UCSF and in 1989 assumed the Chair of the Department of Pediatric Dentistry at the University of the Pacific School of Dentistry. He left academics in 1998 to pursue a full-time career in private practice.

Dr. Rothman is a Diplomate of the American Board of Pediatric Dentistry and is a Fellow of the American Academy of Pediatric Dentistry. He is a member of Pierre Fauchard Society and the International College of Dentists and the ADA, CDA, ADSA, AAPD and the California Society of Pediatric Dentistry. He is past president of the College of Diplomates of the American Board of Pediatric Dentistry, the California Society of Dentistry for Children and the California Society of Pediatric Dentistry. He has also served on the boards of Support for Families of Children with Disabilities, the Dental Health Foundation and the Jewish Community Center of SF. He is a member of the medical staffs of Children's Hospital/Oakland, California Pacific Medical Center and Kaiser Permanente Medical Center.

Currently serving
as President - Elect
of the American
Dental Society of
Anesthesiology

Dr. Rothman speaks nationally and internationally to dental and medical groups on the topics of anesthesia, sedation, pediatric dentistry and dentistry for people with special needs. He and his wife have three children, and he plans on working forever while enjoying hiking, skiing and the arts scene in San Francisco.

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Friday, November 19, 2021

Location: Delta Hotels by Marriott

“Being All That We Can Be: Changing Perspective to Change Reality” – 6.5 CE Credits

Kirk Behrendt

(Dental Hygienists, Dental Assistants & Administrative Personnel of registered dentists for this course are invited to attend if space permits. See tuition charge on registration form.)

Course Description

During this valuable day we will examine what it truly means to be all that we can be for our patients. We use words like excellence, commitment and service, but do we really give all that we can give to the people we serve? See how some of the best dental practices are tapping unused resources to deepen their connections with patients, increase their personal passion, optimize their performance, increase their production and boost their profitability in the current economy. Without the proper focus it is easy to experience burnout. See the new techniques and business model that complete clinician teams are using to truly be all they can be for the people they serve.

Learning Objectives

- Diagnose the elements that make a successful practice and promote continual growth.
- See the steps to create more significant and powerful relationships with patients.
- Preparing for the “stage” of great performance and how to set your practice up to succeed.
- Use a step-by-step diagnostic tool to identify (and correct) specific areas of the practice that suppress production and limit new patient growth.
- See how to authentically inspire your team to stay “fully engaged” with patients.
- How to produce more as a team and “let go” to grow.
- Managing the emotional undertones and physical systems for optimal performance.
- Examine the secrets of coaching your team to an inspired and winning season every year.

“Understanding that running your practice is hard, and sometimes even exhausting. You are not alone, many practice owners can feel this way”

Continued on next page

ABOUT THE SPEAKER

Kirk Behrendt is the Founder of ACT Dental, a customized coaching company for dentists. He has invested his entire professional life studying the top dental practices in the world and the leadership that guides them.

As the founder of ACT, his vision is driven by the commitment to provide highly personalized care to the dental profession. By creating a talented team of experts, Kirk and his team continue to positively impact the practice of dentistry one practice at a time. His personal mission is to use up every ounce of his potential.

He lectures all over the world to help individuals take control of their own lives. Kirk has been recognized as one of Dentistry Today as one of the Top Leaders in Dental. **Dr. Peter Dawson called him “THE best motivator I have ever heard.”**

Kirk has competed internationally in 4 Ironman Triathlons and 9 Half-Iron Triathlons. He currently trains with some of the best triathletes competing in the world today. His feeling is that there is no greater parallel to optimal business performance than optimal athletic performance. He loves cycling, basketball, stand-up comedy, and most of all, spending time with his wife, Sarah, and children Kinzie, Lily, Zoe & Bo.

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Friday, December 10, 2021

Location: Delta Hotels, by Marriott

“Red, White, and Ulcerative Lesions of the Oral Cavity. What are they? How to treat?” – 6.5 CE Hours

Susan Muller, DMD

(Dental Hygienists, Dental Assistants & Administrative Personnel of registered dentists for this course are invited to attend if space permits.)

See tuition charge on registration form..)

Course Description

Fasten your seatbelts! This lecture will be heavy on pictures with the goal of guiding the health care provider through the differential diagnosis, treatment, and management of commonly encountered oral soft tissue growths and ulcers in the dental office. Differentiating oral ulcers based on the clinical presentation, duration and location is imperative for appropriate management. Subjects include the differential diagnoses of white lesions including leukoplakia and lichen planus and red lesions including erythroplakia and geographic tongue. Emphasis on the clinical presentation of oral dysplasia or early cancer will be discussed. Diagnosis and treatment algorithms of lichen planus and other vesiculo-erosive conditions that can affect the oral mucosa will be presented. Biopsy techniques including biopsies for direct immunofluorescence will be reviewed. Diagnosis and treatment options for Burning Mouth/Tongue Syndrome will be discussed and tips on separating this entity from other causes of burning, including candidiasis and reactions to topical agents such as cinnamon, mints, and other agents. Differentiating oral ulcers based on clinical presentation, duration and location will be discussed, with special reference to aphthous ulcers and oral herpes. A review of HPV infections that affect the oral cavity both benign and malignant will be discussed. The presentation of oropharyngeal carcinoma in contrast to oral cavity cancer will be illustrated. And the role of oral health care providers in screening for these cancers will be discussed.

Oral and
Maxillofacial
pathologist in
Decatur, GA with
over 31 years of
experience!

Learning Objectives:

1. How to develop a differential diagnosis for common oral growths.
2. Understand how color, shape and size can aid in identifying the growth.
3. Learn which lesions are normal variations and when to refer for biopsy.
4. Be familiar with the terminology of leukoplakia and erythroplakia and how to distinguish these entities from masqueraders.
5. How to develop an organized approach to oral examinations and recognize the most common areas for oral cancer development.
6. Understand the role of HPV in cancer.

Continued on next page

ABOUT THE SPEAKER

Prior to her current practice at Atlanta Oral Pathology, Dr. Susan Muller served on the faculty of the Emory University School of Medicine from 1995-2015, holding joint appointments in the Department of Otolaryngology, Department of Pathology, and the Winship Cancer Institute. Dr. Muller completed her oral and maxillofacial pathology training at Emory and a head and neck pathology fellowship at the University of Pittsburgh under the tutelage of Dr. Leon Barnes. She has lectured extensively on oral pathology both nationally and internationally, has more than 175 peer-reviewed publications and abstracts, and has contributed more than 35 chapters to textbooks on head and neck pathology. She has held offices in various organizations including the American Academy of Oral and Maxillofacial Pathology and the American Board of Oral and Maxillofacial Pathology and has served on the editorial boards of such journals as *Head and Neck Pathology and Oral Surgery*, *Oral Medicine*, *Oral Pathology*, *Oral Radiology*.

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2021 CDS Member Events

- March 8, 2021** – Topic and Location: TBA
- April 12, 2021** – University Hospital Residents AEGD Table Clinics
– Location: TBA
- June 10, 2021** – “Speedy CE - Modern Topics in Dentistry”
– Location: TBA
- October 4, 2021** – “Non-odontogenic toothaches and conditions that mimic TMD” by Dr. Gary Robins
– Location: TBA

Continuing Education Information and Credits

The continuing education courses are an official activity of the Cincinnati Dental Society. Speaker selection is based on expertise and presentation quality. Speaker participation neither implies nor reflects CDS endorsement. All courses are offered as information only and not as financial, accounting, legal, or other professional advice. Persons attending courses or reviewing handout materials need to consult their own professional advisors for advice. The views and opinions expressed by speakers do not necessarily reflect the policies or positions of the Cincinnati Dental Society. The CDS reserves the right to cancel, reschedule or substitute presentations as deemed appropriate.

Certification of attendance at the courses will be provided for only those who have registered and attended the courses. Registration deadline is the Friday preceding each course. See individual course listings for the number of CE credits.

The Cincinnati Dental Society is an ADA CERP recognized provider approved by the Ohio Dental Association. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. The Cincinnati Dental Society designates this activity for CE hours equal to the number of course hours for that class. Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at www.ada.org/cerp.



The Cincinnati Dental Society
Announces the
New Grad Discount Program
for Continuing Education 2021 Programs



Cincinnati Dental Society members who graduated from dental school in 2018, 2019, and 2020 will now enjoy a **40%** discount on the full-series, two-day or one-day continuing education programs in 2021!

The full series registration fee is \$1,150

New grads will pay only \$690 for five full-day continuing education programs.

The two-day registration fee is \$625

New grads will pay only \$375

The one-day registration fee is \$350

New grads will pay only \$210 per course

To take advantage of this special offer, please complete the section below and return with a completed “2021 Registration Form” (located inside the enclosed “2021 Continuing Education” booklet) to the Cincinnati Dental Society’s Executive Office at:

9200 Montgomery Rd., #21-A, Cincinnati, OH 45242.

Dentist _____

Graduation Year _____



There is a deadline to this offer,
so don’t delay and register today!

Deadline is January 15, 2021

**CINCINNATI
DENTAL SOCIETY**

9200 Montgomery Road, Suite 21A
Cincinnati, Ohio 45242-7797

2021 CE Lecture Series Embossed