Upcoming Events

32ND ANNUAL REVIEW OF CONTINUING EDUCATION IN DENTISTRY
Kauai, Hawaii: Thursday - Sunday, August 3 - 6, 2006
Maui, Hawaii: Tuesday - Friday, August 8 - 11, 2006

THE ARTISTIC DENTIST: EXCELLENCE IN DIRECT ANTERIOR AND POSTERIOR COMPOSITES
Friday - Saturday, August 25 - 26, 2006

FIRST SMILES: DENTAL HEALTH BEGINS AT BIRTH
Friday, September 8, 2006

FUNDAMENTALS OF IMPLANT SURGERY AND RESTORATIONS
Saturday - Sunday, September 9 - 10, 2006
Saturday - Sunday, October 7 - 8, 2006
Saturday - Sunday, November 11 - 12, 2006

FACIAL PLANNING AND TMJ MANAGEMENT OF THE UNSTABLE JOINT
Friday, September 15, 2006

PRACTICAL SOLUTIONS IN IMPLANT DENTISTRY
Friday, September 22, 2006

USC-DELASALLE BINATIONAL DENTAL SYMPOSIUM
Friday - Saturday, September 29 - 30, 2006

PAIN MEDICATIONS UPDATE FOR DENTISTS TREATING CHRONIC PAIN AND TMD
Friday - Saturday, October 6 - 7, 2006

ADVANCE BONE GRAFTING FOR IMPLANT SITE PREPARATION
Saturday - Sunday, October 28 - 29, 2006

ADVANCE BONE GRAFTING FOR IMPLANT SITE PREPARATION
Saturday - Sunday, October 28 - 29, 2006

EMERGING DISEASES, INFECTION CONTROL AND CALIFORNIA DENTAL PRACTICE ACT
Saturday, October 28, 2006

TEAM DRIVEN DIAGNOSIS, TREATMENT PLANNING AND ACCEPTANCE, FOR A SUCCESSFUL ESTHETIC PRACTICE

109 Years of Tradition and Excellence

USC School of Dentistry
Friday - Saturday, September 29 - 30, 2006
9:00 a.m. - 5:00 p.m.
Team Driven Diagnosis, Treatment Planning and Acceptance, For a Successful Esthetic Practice

Friday - Saturday, September 29 - 30, 2006
9:00 a.m. - 5:00 p.m.

A LECTURE AND PARTICIPATION PROGRAM
14 Hours of Continuing Education

Upon completion of this course participants will be able to:

- Understand how “Dento-facial” principles can help achieve consistently beautiful smiles, and not just beautiful teeth
- Understand the importance of diagnosis and case selection for ideal esthetic results
- Create an effective record-taking system, knowing when and how to use photography, casts and wax ups
- Understand the importance of using a semi-precision articulator for diagnosis, treatment planning, and communication
- Understand what patients really want and measure patient satisfaction
- Provide a team-driven patient education
- Understand the value of highly focused and motivated dental team in order to increase patient satisfaction
- Educate, motivate and inspire patients for complete and more esthetic oral health care

SYNOPSIS

For an esthetic dental practice to thrive, the restorative dentist’s needs to have excellent skills in diagnosis and multidisciplinary treatment planning of the esthetic zone. This includes the understanding of Dento-facial esthetic principles incorporating the patient’s goals and wants. Also, success depends on the dentist and the team's ability to educate and motivate the patient to accept ideal dentistry. We cannot do it alone! By utilizing highly trained and motivated dental team, we improve our communication with patients, and simplify the complex and time consuming diagnostic process, becoming more efficient and patient-centered. This ultimately allows for the delivery of better dental care.

In this practical course, Dr. Ruiz will present a system to increase the effectiveness and success of your esthetic diagnostic and multidisciplinary treatment planning by utilizing a “team driven” approach and the “Dento-facial diagnostic system”. Principles of esthetic diagnosis, treatment planning, team-driven patient education, patient motivation and team building will be discussed. This course will provide you with practical strategies and techniques that are easy to implement in a busy private practice, and will improve treatment acceptance and patient satisfaction.

Jose-Luis Ruiz, DDS, FAGD
Dr. Ruiz is Course Director of the USC Advanced Esthetic Dentistry Continuum and Clinical Instructor at the USC School of Dentistry. He was named as one of the “Top 100 clinicians in CE” by Dentistry Today in 2006. He is a Fellow of the Academy of General Dentistry, Associate Instructor and Mentor at PCC Utah, teaching with Dr. Gordon Christensen, and an independent evaluator of dental products for CRA. Dr. Ruiz has been practicing General Dentistry in the Film Studio District of Los Angeles for over 13 years, where he treats many stars and entertainers. Dr. Ruiz’s esthetic makeovers have been featured on a number of television shows including NBC Channel 4 News, ABC 7 Vista LA and Channel 52 Telemundo, and he is regularly consulted on Esthetic Dentistry. Dr. Ruiz lectures nationally and internationally and has published multiple papers on Cosmetic Dentistry and Team Leadership.

Before September 8, 2006
Dentist: $495
 Auxiliary: $195

After September 8, 2006
Dentist: $545
 Auxiliary: $225

TESTIMONIALS

- This was a great class. The doctor and his team were very generous with their knowledge and created a warm environment that allowed great dialogue and instruction. Very useful class!

- Very good. Group interaction was excellent.

CORPORATE SPONSORS

- Einstein Dental
- Panadent
- Burbank Dental Laboratory
- Smiles by Design

REGISTRATION FEES