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

CLINICAL INTRAVENOUS SEDATION
Part I: Thursday - Sunday, July 8 - 11, 2010
Part II: Friday - Sunday, July 16 - 18, 2010

AVOIDING AND MANAGING COMPLICATIONS ASSOCIATED WITH IMPLANT THERAPY: LECTURE & IMPACT PANEL
Saturday, July 10, 2010

CONTEMPORARY APPLICATIONS OF PORCELAIN VENEERS: A NEW PARADIGM FOR THE 21ST CENTURY
Part I - Lecture: Friday, July 16, 2010

14 Hours of Continuing Education

Registration Fees
Before September 1, 2010
Dentist: $545
Auxiliary: $255
After September 1, 2010
Dentist: $595
Auxiliary: $285

Fees include course material, continental breakfast and refreshments during breaks.

Refunds are granted only if a written cancellation notification is received at least 21 days before the course. 50% of the tuition minus processing fee will be refunded if cancellation occurs within 14 days before this course. No refund is granted afterwards. A $60 fee is withheld for processing. For additional registrations, xerox this form and send.

Herman Ostrow School of Dentistry of USC is an ADA CERP and ACDE recognized provider.
Team Driven Diagnosis, Treatment Planning and Acceptance, For a Successful Esthetic Practice

Friday - Saturday, September 24 - 25, 2010
9:00 a.m. - 5:00 p.m.

A LECTURE AND PARTICIPATION PROGRAM
14 Hours of Continuing Education

Jose-Luis Ruiz, DDS, FAGD
Dr. Ruiz has been named as one of the "Top 100 Clinicians in CE" in 2006, 2007, 2008 and 2009 in the US by Dentistry Today. Dr. Ruiz was Course Director of the USC Advanced Esthetic Dentistry Continuum at the Herman Ostrow School of Dentistry of USC from 2004-2009. 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 18 years, where he treats many stars and entertainers. Dr. Ruiz is regularly consulted on Esthetic Dentistry and his esthetic makeovers have been featured on a number of television shows including NBC Channel 4 News, ABC 7 Vista LA and Channel 52 Telemundo. Dr. Ruiz lectures nationally and internationally and has published multiple papers on cosmetic Dentistry and team leadership.

Patricia Ann Ryan, DDS
Dr. Ryan graduated from the Herman Ostrow School of Dentistry of USC in 1991, where she was previously a full time Assistant Professor of Clinical Dentistry and Course Director of a Preclinical course. Currently, she is a part time volunteer at USC and maintains a private practice in Fullerton, California.

Synopsis

To consistently achieve outstanding esthetic results, it is imperative to have a thorough understanding of the 25 parameters of dental-facial esthetics, gingival esthetics, and the position of the dental structures in relation to the rest of the face. This will aid to perform excellent Dento-Facial esthetic diagnosis, by implementing a methodic and incremental occlusal diagnosis for every patient and understanding the 7 signs and symptoms of occlusal disease, and how it impacts the longevity of your restorations. The Occlusal Disease Diagnosis System is a methodic and yet practical system to diagnose and then treat occlusal disease. Furthermore, achieving consistent patient satisfaction also requires excellent communication with the patient to understand their unique esthetic perspective and goals and implement a system, to record this information and blend it with the clinician's esthetic preferences and goals. We cannot do it alone! By utilizing highly trained and motivated dental team, we can improve our communication with patients, and simplify the complex and time consuming diagnostic process, thereby becoming more efficient and patient-centered. This ultimately will allow for the delivery of better dental care.

This practical course will present a method 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.

Upon completion of this course participants will be able to:

- Describe and perform a smile design utilizing the “Dento-facial Diagnostic System”
- Understand how to record the patient’s unique esthetic perspective and goals and how to blend it
- Perform an effective team driven record-taking system, knowing when and how to use photography, casts and wax ups
- Understand how to implement occlusal treatment into an overall oral treatment
- Diagnose symptoms of occlusal disease
- Mount cast using a semi-precision articulator and face bow 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 a complete and more esthetic oral health care

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.

Synopsis

This practical course will present a method 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.

Upon completion of this course participants will be able to:

- Describe and perform a smile design utilizing the “Dento-facial Diagnostic System”
- Understand how to record the patient’s unique esthetic perspective and goals and how to blend it
- Perform an effective team driven record-taking system, knowing when and how to use photography, casts and wax ups
- Understand how to implement occlusal treatment into an overall oral treatment
- Diagnose symptoms of occlusal disease
- Mount cast using a semi-precision articulator and face bow 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 a complete and more esthetic oral health care

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.