

SPEAKER'S PACKET

"A view from the other side"

CONTEMPORARY
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SHANNON PACE BRINKER, CDA, CDD is a Dental Educator, National and International Speaker and published author. She is an active member of the AACD, and the first auxiliary to sit on its Board of Directors and received the rising star award. She is a recipient of the The Lucy Hobbs award for setting new benchmarks in the dental profession as well as Sunstar Butler Giving Back Award. Shannon was selected in Dentistry Today's Top 100 Clinicians. She was also selected as Dental Products Report, 25 most influential women in dentistry and Dr. Bicuspid's Dental Assistant Educator of the year.





> **"Shannon has earned the right to share her knowledge with other assistants who wish to go from GOOD to GREAT."**
>
> ~Linda Miles, Founder Linda Miles & Associates

SHANNON PACE BRINKER AND HER CPS TEAM OF EXPERT TRAINERS CONSIST OF HYGIENISTS, DENTAL ASSISTANTS, AND PATIENT COORDINATORS.



> “I wanted to let you know what an impact you made in your time with us. We have a great team, and you made them excited about how they can impact our practice. They talk of how we can set the bar higher than what we have already.”
>
> ~Tom Whinery, DDS

EXCELLENCE IN DENTAL ASSISTING LECTURES AND HANDS-ON

Shannon Brinker Pace, CDA, CDD and her team of Dental Assisting Experts jointly teach the following lecture and/or hands-on workshop. All courses are designed for the “Dental Team Perspective”. These techniques are created for success from “Our Side of the Chair”. Learning together to build congruence and collaboration that results in predictable success.

*Equipment and materials included





COURSES COVERED:

- The Patient Concierge
- Clinical Consultations
- Digital Photography
- Digital Radiography
- Impression Techniques
- Infection Control Techniques
- Chairside Charting
- Rubber Dam Placement Made Easy
- The Art of Hemostatsis
- Laboratory Communication
- The art of CAD CAM
- Dentures and Partials
- Insurance and Coding
- Fabricating Exquisite Anterior
- Whiter, Brighter, Healthier Teeth
- Bonding & Cementation
- Indications of In-Office Treatments: Topical Fluoride, Varnish, Foams and Gels
- Scheduling
- Financing
- Marketing Within Your Practice
- Ergonomics
- Aligner Therapy
- Inventory Control
- Digital Scanning
- Malocclusion
- Spa Dentistry
- Direct Composite Placement

CPS team of Dental Hygiene experts jointly teach the following lecture and hands-on workshop. This program is designed for the Dental Hygiene perspectives and techniques to create team success.

Each instructor will conduct a rotation consisting of hand-on demonstration and hygiene engagement.

*Equipment and materials included





COURSES COVERED:

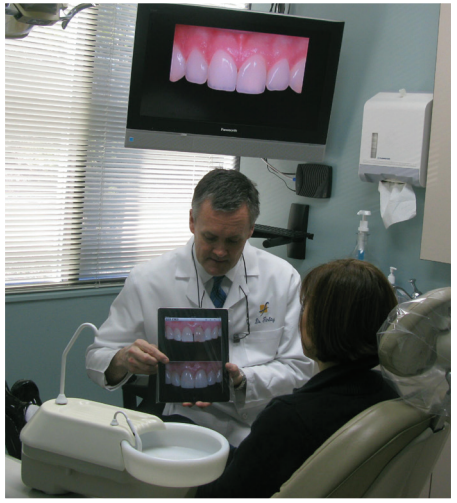
- Digital Photography
- Digital Radiography
- Clinical Consultations
- Whiter, Brighter, Healthier Teeth
- Biofilm
- Indications of In-Office Treatments:
  Topical Fluoride, Varnish, Foams and Gels
- Ultrasonic Therapy
- Ergonomics
- Aligner Therapy
- Malocclusion
- Digital Notation
- Spa Dentistry

EXCELLENCE IN PATIENT COORDINATION LECTURES AND HANDS-ON

CPS team of Dental Hygiene experts jointly teach the following lecture and hands-on workshop. This program is designed for the Dental Hygiene perspectives and techniques to create team success.

Each instructor will conduct a rotation consisting of hand-on demonstration and hygiene engagement.

*Equipment and materials included



COURSES COVERED:

- Dental Charting
- Insurance and Coding
- Scheduling
- Marketing Within Your Practice
- Financing
- The Patient Concierge
- Digital Photography
- Spa Dentistry

> **"Shannon is the total package. She has the experience, the technical knowledge, a great teacher and a great speaker. Not only did my staff learn an amazing amount, they also really enjoyed the in office consulting. I can recommend her to anyone that wants to take their practice to the next level and get their staff refocused."**
>
> ~Frank Graziano, DDS

BIOFILMS

Biofilms are a collection of microorganisms firmly attached to a moist surface by a slimy matrix that can survive in a variety of environments. Biofilms are found in nature, industry, and health care settings including dental unit waterlines (DUWLs). Two forms of bacteria are related to biofilm formation: planktonic (single free-floating) and attached communities (groups or clusters). Initially, planktonic bacterial cell walls adhere to surfaces using a polymer (glycocalyx). More and more bacteria begin to proliferate and colonize, giving the complex microbial colony a protective slimy layer.

Learning Objectives:

- ◊ Clinical implications and guidelines
- ◊ Water quality basic and monitoring
- ◊ Maintenance of dental unit waterlines

BONDING & CEMENTATION

Bonding and cementation materials and techniques are constantly evolving. It is a challenge of every practice to differentiate between the products on the market, and know which to choose to ensure predictable results. This program will present the history and current science behind dentin adhesives, bonding systems and cementation. The lecture will compare total etch to self etch techniques and distinguish the risks and benefits of each. The presentation will detail a systematic approach to evaluating the different generations of dentin adhesives, and compare the clinical and research data of each. This lecture will clarify how to decrease post-operative sensitivity and increase the success of your adhesive dentistry.

Learning Objectives:

- ◊ Dentin adhesives, materials and application
- ◊ Bonding materials
- ◊ Cementation materials and technique
- ◊ Light and dual cure bonding technique

CHAIRSIDE CHARTING

A dental chart is used to measure the depth of gum pockets around the teeth. It is a way of noting abnormal clinical and radiographic findings as a permanent part of the patient's dental record. Recording the condition of all teeth as well as soft and hard tissues is necessary for a number of reasons including the need to provide quality care. The charting of existing conditions provides basic information for an accurate comprehensive treatment plan. Communicating the patient's history is also an important reason for using a dental chart as well as the chart being a legal document. In this rotation you will learn:

Learning Objectives:

- ◊ Understand the importance of and the reasons for properly documenting and maintaining patient records
- ◊ Differentiate between types of data that should be included or excluded from the complete record
- ◊ Avoid potential charting errors by learning to use objective and legible entries to properly document pertinent patient information
- ◊ Demonstrate how to properly revise

CLINICAL CONSULTATIONS

As clinical procedures in aesthetic dentistry continue to expand and improve, the dental assistant's role continues to evolve as well. As we connect with the patient and understand their desires, it allows them to become more open and honest with their expectations. Increasing case acceptance is easy when we know what to ask and say. This course takes the dental team through proper records gathering, treatment planning and case acceptance and how to include whitening and esthetic dental treatment.

Learning Objectives:

- ◊ How to properly schedule new patients and orchestrate the appointment to gather esthetic, occlusal, biologic and clinical information
- ◊ Ask proper questions to connect with the wants and needs of the dental patient
- ◊ Understand dental procedures and how to present their treatment plan and sequence the steps to not compromise

COURSE DESCRIPTIONS

DENTAL CHARTING

The administrative team must be familiar with the terms used in documentation in the patient's clinical record and be able to interpret notations made within the clinical record as this knowledge aids in overall patient treatment. The administrative assistant will assist in processing documentation to other parties involved in the complete care of the patient.

Learning Objectives:

- ◊ Identify what components make up a patient record
- ◊ Describe SOAP and the portions of SOAP notes
- ◊ Discuss all dental terminology associated with record keeping
- ◊ Identify various charting

DENTURES AND PARTIALS

From Adjustments to Relines This course includes information after a diagnosis is provided by a dentist on sore spot adjustments caused by a denture or partial denture and chairside soft relines. Showing new materials available for adjusting dentures and partials along

Learning Objectives:

- ◊ Develop an awareness of the special needs of the edentulous patient Understand the concepts of the physical and psychological challenge of dentures
- ◊ Properly adjust partials and dentures
- ◊ Describe the objective of a soft reline
- ◊ Learn how to mix and place a soft reline material in a denture and place it on a cast model and trim it appropriately



DIGITAL PHOTOGRAPHY

In this digital age, effective patient and lab communication is predicated on clinical photography. This hands-on rotation will provide dental assistants with the necessary skills to shoot basic photographs for quick co-diagnosis, as well as pre- treatment, treatment and post-treatment clinical angles required for documentation and lab communication purposes. Attendees will learn simplified camera settings appropriate for various photographs as well as placement of retractors and use of clinical mirrors. Uploading, basic image manipulation, file storage and tips for quick access and emailing will be demonstrated.

Learning Objectives:

- ◊ What materials are needed to take proper photos, not just the camera
- ◊ Basics of positioning and framing of the subject
- ◊ Proper instruments & lighting for excellent intraoral shots
- ◊ Digital imaging for patient education and case acceptance
- ◊ Using digital images for enhanced

DIGITAL RADIOGRAPHY

Radiographs are an important adjunct to providing oral health care for the total patient. Historically, radiographic images have been produced using film-based systems. However, in recent years, with the arrival of new technologies, many practitioners have begun to incorporate digital radiographic imaging into their practices. The purpose of this course is to provide a comprehensive overview of digital radiography in dentistry. Specific components addressed are technological features, diagnostic software, advantages and disadvantages, technique procedures, and legal implications.

Learning Objectives:

- ◊ Parallel techniques to open contacts
- ◊ Positioning of sensors and the patient for better radiographs
- ◊ How to read a radiograph
- ◊ Barriers and x-ray bibs to protect the patient
- ◊ Infection control issue

FABRICATING EXQUISITE ANTERIOR

This session will present a philosophy of esthetics centered on the concept of natural beauty created from research in the fields of both art and science. Esthetic success depends not only on the creation of a beautiful smile, but ensuring optimal function and health. Bringing together the concepts of form and function, we will look at how the concepts of smile design and anterior guidance come together to ensure patient comfort and predictability. Finally we will talk about how our provisionals create the blueprint for what works and allow an exact transfer of this information into porcelain.

Learning Objectives:

- ◊ Understand both indirect and direct provisional techniques
- ◊ Trim, finish and polish provisionals to create exquisite fit and aesthetics
- ◊ Choose cementation techniques for partial and full coverage anterior provisional

FABRICATING EXQUISITE POSTERIOR

Multiple fabrication techniques will be presented including materials selection and custom staining. The workshop will cover provisional cementation techniques to reduce sensitivity and provide retention. Participants will fabricate a crown and bridge provisional.

Learning Objectives:

- ◊ Understand both indirect and direct provisional techniques
- ◊ Trim, finish and polish provisionals to create exquisite fit and aesthetics
- ◊ Choose cementation techniques for partial and full coverage posterior provisionals

FINANCING

Modern healthcare offers an increased array of treatment options to patients. And, for patients, the biggest obstacle to getting treatments is often financial concerns. Not all treatments are covered by insurance, and patient costs are often high. Providing choices for financing treatment allows patients to pay for their treatment over time while increasing the dentist's potential to benefit from revenue-enhancing services.

Learning Objectives:

- ◊ What financing companies are the best
- ◊ Types of payment plans to offer
- ◊ How to get the patient approved
- ◊ How to communicate to get a yes for treatment offered

INDICATIONS OF IN-OFFICE TREATMENTS: TOPICAL FLUORIDE, VARNISH, FOAMS, AND GELS

A study conducted in the 1990s, demonstrated a steady rate of decline of instances ofcoronal caries through the 1980s. This decline was attributed to an increase in oral health education regarding diet and oral hygiene,and an increased awareness about the benefits of applying fluoride-containing topical treatments such as dental sealants varnishes, foams, or gels to the teeth of individuals of all ages in moderate-to-high risk groups for caries. This presentation reviews the history, efficacy, and indications.

Learning Objectives:

- ◊ History of all varnishes and generations
- ◊ Differences in fluoride foam and gel
- ◊ Which fluoride work best for different patients and practices

COURSE DESCRIPTIONS

INFECTION CONTROL TECHNIQUES

This rotation will provide an overview of best practices for infection control in dentistry with an emphasis on how to adapt guidelines and recommendations into every day practice. Building on the basic principles of infection control, the participants are guided through the process of delivering safe care without compromising efficiency

Learning Objectives:

- ◊ Understand the principles and processes of disinfection and sterilization
- ◊ Identify the steps to sharps safety
- ◊ Identify the personal protective attire and gear for dental personnel safety
- ◊ Identify the infection prevention strategies that dental staff should follow at all times

INSURANCE AND CODING

This course will provide considerable insight into the procedure of billing and insurance. It takes someone who can keep track of the reimbursements of insurance claims of the clients, filling and submitting authorization and insurance claim forms, acquiring eligibility verification for the patient and their family, explaining the procedure to the clients as well as collecting outstanding bills on behalf of the patient.

Learning Objectives:

- ◊ Determine patient coverage and eligibility
- ◊ Utilize the CDT Manual to accurately code procedures
- ◊ Complete and submit an ADA approved claim form
- ◊ Understand Explanation of Benefits, payments, and adjustments

IMPRESSION TECHNIQUES

Making an accurate and detailed impression is the first and most important step in creating superior prosthetic restorations for your patients, but even the most experienced practitioner can encounter difficulties when making an impression.

Learning Objectives:

- ◊ PVS vs Alginate
- ◊ Understanding what to look for in an impression
- ◊ Choosing the right impression tray
- ◊ Proper patient positioning techniques
- ◊ Why did I get that pull, scrape, bubble, delamination and/or void

LABORATORY COMMUNICATION

Communication between the dentist, assistant and laboratory technician is now more critical than ever in the overall achievement of ultimate esthetic results. The ideal chairside dental assistant must be current and knowledgeable in materials science and be proficient in the various step-by-step procedures that are now required to deliver state-ofart dentistry to the patient. Increase your artistic skill and satisfaction by learning about materials and techniques that can help deliver to the patient the best dentistry has to offer! This is one comprehensive course that every dental assistant needs to attend!

Learning Objectives:

- ◊ Mastering digital photography: pre-operative, provisional stage, and post-operative
- ◊ Step-by-step procedural techniques in taking a facebow/bitestick, diagnostic study casts, video imaging, and laboratory Rx
- ◊ What constitutes a perfect master impression
- ◊ How exquisite provisional restorations serve as an anatomic (functional) and esthetic blueprint for the laboratory and lab communications

MARKETING WITHIN YOUR PRACTICE

competing dentist whom they perceive as a “specialist” in the services or procedures they want. Your job is to market your most desirable services to your current patients first. A well-branded internal dental marketing program can present your services to your patients – and show them why they should choose you over competing dentists for the services they want.

Learning Objectives:

- ◊ Referrals and how important it is for word of mouth
- ◊ Develop practice newsletters to keep in touch with your patients and let them know what services you offer
- ◊ How to utilize social media to get more patients
- ◊ What a great website can do for your practice

RUBBER DAM PLACEMENT MADE EASY

When asking Dental Assistants how many use a rubber dam in their practice, it is shocking to see the show of hands. Studies show that only 15% of dental offices use rubber dam for adhesive procedures. Excuses come up such as; it takes too long to place, we just use cotton rolls, retractors get the same results. With so many new and innovative dams in today”s market, dam placement takes minutes. Why take chances?

Learning Objectives:

- ◊ Choosing the right dam
- ◊ Increasing patient comfort by retracting lip, cheek, and tongue from the field of operation
- ◊ Increasing efficiency, productivity and reducing the time required for reatment



THE ART OF CAD CAM

limitless. Through a comprehensive overview and practical implementation of the critical paths properly trained and motivated team members can provide as part of the total restorative solution. This course will provide detailed direction from preoperative diagnosis and photography through milling and preparing for delivery, these series of courses will provide a valuable, efficient and economically productive roadmap for instant success in any office.

Learning Objectives:

- ◊ Step-by-step procedural techniques
- ◊ Choosing the proper blocks for milling,
- ◊ Proper polishing techniques, staining and glazing

THE ART OF HEMOSTATSIS

Unparalled tissue management starts with rapid profound hemostasis. An ideal impression for successful crown and bridge must accurately capture all the preparation margins. How to place a single, double cord technique is the best way to get detailed impressions.

Learning Objectives:

- ◊ Choosing the correct cord and packing instruments
- ◊ What hemostasis materials to use
- ◊ When to use ferric sulfate or aluminum chloride

THE PATIENT CONCIERGE

The concierge dental practice, in the right conditions, is absolutely achievable in the new economy. But you need to realize that a concierge practice requires hard work and a clear, executable vision to accomplish. If you want to be the *Ritz-Carlton* of dental care in your home town, you need to provide services and patient service that clearly distinguish you in the marketplace.

Learning Objectives:

- ◊ Phone skills to have them at “hello”
- ◊ Patient offerings for customer service
- ◊ Great team hand-offs
- ◊ Understanding appearance, manners, speech, and presentatio

COURSE DESCRIPTIONS

SCHEDULING

A full schedule translates into revenues and production only if the patients come in. Practice success depends on the

strength of a strategically planned schedule. It is important to have a systematic method for scheduling patients. On a daily basis, the entire dental team probably spends much of their day discussing and dealing with the topic of appointments: cancellations, broken appointments, and no-shows. This is a big source of endless frustration. Noshows and cancellations are the biggest single source of lost revenue. It is helpful to be proactive, have a strategic approach and design a systematic schedule. Having a system in place will decrease the level of stress and increase revenue in your dental practice.

Learning Objectives:

- ◊ Time units
- ◊ How to put together templates for your practice
- ◊ How to schedule for production
- ◊ Schedule for an ideal day
- ◊ How communication can reduce cancellations

Ergonomics

Hygienists hold postures that require more than half of the body's muscles to contract and resist gravity. Muscle overload leads to reduced blood flow and increased pressure on joints and muscles. The human body requires constant movement in order to reduce friction and maintain the overall health of joints and muscles. An ergonomic operator chair should consist of a stable leg base, lumbar support, and adjustable foot rests to encourage mobility and better patient access. Creating an ergonomically friendly work environment involves taking a close look at the equipment in the operatory, having multiple options for chair positions, instruments and lighting to assist you in your quest for a healthy work environment.

Learning Objectives:

- ◊ What is Ergonomics and why is it important
- ◊ Seating position for the dental hygienist
- ◊ Suggested chair positions for you and the patient

WHITER, BRIGHTER, HEALTHIER TEETH

The course will cover practical techniques for in-office and take home whitening. Fulfilling the desire and demand to have a bright and white smile is the ultimate goal for every dental practice. A bright smile not only presents a healthy and beautiful impression, but also increases one's interest in oral hygiene, allowing the patient to have more social self-confidence and self esteem. Before the patient can go through the whitening process, we must have a proper whitening consult to understand the patient and their desires.

Learning Objectives:

- ◊ How to do a whitening consult and understand who is a candidate for each whitening procedure
- ◊ Understanding the differences of carbamide vs. hydrogen and what type of whitening the patient needs
- ◊ Giving proper home care instructions and tips to achieve their goal



ULTRASONIC THERAPY

The use of the dental endoscope has verified that calculus in any form serves as a mineralized scaffold permeated with Gram-negative pathogenic biofilm: the primary etiologic factor in periodontal inflammation—keeping it in direct contact with the overlying soft tissue. Endoscopic studies have demonstrated that an ulcerated lesion lies opposite every deposit of calculus mimicking its shape, whether it is a small piece, a tiny speck, or diffusely

embedded in cementum.

Learning Objectives:

- ◊ Therapy and modes of action
- ◊ Power instrumentation
- ◊ Clinical technique to be successful

PREVIOUS COURSE LECTURED

- SWEDISH ACADEMY OF COSMETIC DENTISTRY
- PDC
- DAWSON CENTER
- CHICAGO MIDWINTER
- GREATER NEW YORK
- TENNESSEE DENTAL ASSOCIATION
- YANKEE DENTAL CONGRESS
- AACD
- DENVER MID-WINTER
- TEXAS DENTAL ASSOCIATION
- HINMAN
- THE GREATER PACIFIC DENTAL CONFERENCE
- CONNECTICUT STATE DENTAL ASSOCIATION
- JEWEL OF THE LAKES MEETING
- WISCONSIN DENTAL ASSOCIATION
- THE HOLIDAY DENTAL CONFERENCE
- THE GREATER HOUSTON SOCIETY
- BECKER PARKEN NY
- GENR8TNEXT
- GOLDEN STUDY GROUP
- THE CEREC SUMMIT LAKE TAHOE
- ADA
- AMERICUS DENTAL LAB
- 3M SYMPOSIUMS
- LEVENTHAL IN PENN
- AMERICAN ORTHODONTICS SOCIETY IN LAS VEGAS
- CDA
- DELAWARE STATE DENTAL MEETING
- STAR OF THE SOUTH
- VIRGINIA STATE DENTAL MEETING
- D4D IN DALLAS
- DETROIT DENTAL SOCIETY
- OREGON DENTAL ASSISTANTS ASSOCIATION
- SOUTH CAROLINA DENTAL MEETING
- SPOKANE DISTRICT DENTAL SOCIETY
- SOUTHWEST DENTAL CONFERENCE
- BIG APPLE NY
- MINNESOTA DENTAL SOCIETY
- PACIFIC DENTAL CONFERENCE
- KDS
- PACIFIC NORTHWEST MEET
- OHIO STATE DENTAL SOCIETY
- NIGRA FALLS DENTAL BUFFALO
- DETROIT DENTAL SOCIETY





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