

clinical
research
material
advancements
oral pathology
cdt codes

CNYDC 2009



**Program
Registration**

**September 9 & 10, 2009
ONCENTER
Syracuse, New York**

www.cnydc.org

The Central New York Dental Conference
offers a rich educational experience and invaluable
networking opportunities...

ethics jurisprudence
infection control
risk management

Central New York Dental Conference Co-Chairmen



Edward Kantor, DDS



Michael Cadin, DDS

Welcome to the **28th Annual Central New York Dental Conference**. You are about to participate in the largest dental congress in upstate New York. We will be hosting close to 1,000 health care professionals at the OnCenter on Wednesday & **Thursday, September 9 & 10**, offering once again the very best in continuing education and technical exhibits.

We've made slight change this year. We are offering courses on the Wednesday evening before the main event. **Dr. Bruce Seidberg and Mr. James Lantier**, will present **NYSDA's Risk Management VII**, and **Dr. Terrence Thines**, will teach the dental office **infection control and osha training seminar**. New this year, will be **Ethics and Jurisprudence** course given by **Chester Gary, DDS, JD**.

On Thursday, please join us as we welcome **Dr. Gordon Christensen**, offering **clinical and material research**. We are also delighted to present **Olga Ibsen, RDH, MS**, speaking on **oral pathology**. In addition, **Ms. Vicki Anderson** will be giving an informative seminar on **cdt codes for 2009**.

Your committee has worked many hours to develop and bring you this unparalleled program. We urge you to participate in this all day educational experience, and to visit with our exhibitors who have supported our profession so many times. They're here to enthusiastically demonstrate new products and technologies from around the world.

Fifth District Dental Society President



Ernest Mears, DDS

On behalf of the **Fifth District Dental Society**, I invite all dental professionals and their staff to attend the **28th Annual Central New York Dental Conference (CNYDC)**. I commend our Conference Committee Co-chairs Drs. Edward Kantor, and Michael Cadin, and FDDS Executive Director Amy Pozzi, for their ardent efforts in organizing and preparing a conference that I am sure will be the best yet.

Throughout the years, this conference has evolved into a **truly outstanding event**. The CNYDC boasts nationally renowned speakers and many dental representatives and vendors will be present to show you their latest and newest products. Don't miss this convenient and inexpensive opportunity to fulfill your MCE requirements, see the latest in dental products, as well as visit with other upstate colleagues. Plan to attend. Reward your staff and make it an office event. I'm sure no one will be disappointed.

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Be sure to share this brochure with your entire office staff. The Central New York Dental Conference offers seminars for both the dental practitioner and their dental office personnel. For more information call 315-434-9161 or go to www.5dds.org



The Fifth District Dental Society is a component of the New York State Dental Association and the American Dental Association.

Course # 1: Ethics & Jurisprudence for the Dental Practitioner

This course on ethics and jurisprudence is designed for the experienced practitioner. **The focus will be to apply the principles of ethics and elements of jurisprudence in a way that is highly applied to the practitioner.** The course will also act as reinforcement for a structure that supports the practice of dentistry and protection for the welfare of the public.

At the end of this course practitioners will have the ability to:

- ☞ Recognize ethical components of conflicts that occur in the practice of dentistry.
- ☞ Define alternatives when deconstructing situations where ethical principles can be applied.
- ☞ Evaluate and consider alternatives when faced with an ethical conflict.
- ☞ Apply regulations, standards, and professional expectations to real life ethical conflicts.

This course fulfills the NYS Mandate for licensure.

**Chester Gary,
DDS, JD
5:30 pm - 8:30 pm
MCE Credit: 3**

Course # 2: Dental Office Infection Control & Safety OSHA Training & Compliance

The risks associated with disease transmission in the dental office are low, yet healthcare associated infections do occur. Last year the Journal of Infectious Diseases reported a case of dental office patient-to-patient transmission of hepatitis B. This unexpected occurrence emphasizes the need to ensure dental office compliance with infection control standards. Even though disease transmission in dentistry is rare, the potential consequences may be profound.

The basic principles of infection control in dentistry have changed little, however new technologies, materials, equipment and data require continuous evaluation of current practices. The unique nature of dental procedures require specific strategies directed to preventing the transmission of pathogens between and among dental healthcare workers and patients. This course complies with New York State, CDC and OSHA guidelines and requirements. Course content includes:

- ☞ Emerging disease concerns
- ☞ Post exposure management
- ☞ Employee health issues
- ☞ Office practices and routines
- ☞ Recommendations to respond to the unexpected

**Terrence Thines,
DDS
6:00 pm - 9:00 pm
MCE Credit: 3**

Course # 3: Risk Management VII - NYSDA

Do you know how long you are obligated to store patient records? What information needs to be included in a medical history? How to legally terminate a professional relationship with a patient? Answers to these and many other sometimes thorny legal questions are provided in the **NYSDA Risk Management VII** course. A certificate will be issued to all participants who successfully complete the seminar. Dentists who complete this course will be entitled **10% discount on their liability premiums for a three year period** from the Fortress Insurance Company and Medical Liability Mutual Insurance Company. Other insurance companies may also accept this course for a discount. Please check with your carrier.

**Bruce Seidberg,
DDS, MScD, JD &
James Lantier, JD
5:30 pm - 9:30 pm
MCE Credit: 4**



Chester J. Gary
DDS, JD

Chester J. Gary, D.D.S., J.D. is a member of the University at Buffalo School of Dental Medicine faculty in the Restorative Dentistry Department. He lectures 2nd, 3rd, and 4th year students regarding law, jurisprudence, ethics and regulatory compliance. Besides his duties as assistant clinical professor in the restorative department, Dr. Gary is the course director for the SUNY Buffalo risk management program. He is also an adjunct faculty member at the Erie County Community College where he lectures in to dental hygiene students. Dr. Gary practices general dentistry in Depew, NY. He is a member of the New York State Bar as well as the Florida Bar. His legal practice is in Williamsville where he represents dentists and other health care professionals. Dr. Gary has lectured extensively and is the author of many articles regarding dentistry and legal regulations.



Terrence Thines
DDS

Terrence J. Thines, DDS, MS, is Professor and Chief of Dentistry at SUNY Upstate. Prior to relocating to Central New York he held similar positions at the SUNY Buffalo School of Dental Medicine and Buffalo General Hospital in Western New York. He has lectured widely on communicable diseases and infection control. He has been a consultant to dental manufacturers, the American Dental Association, NYS Department of Health, NYS Education Department and a technical advisor to the New York State Dental Association.



Bruce Seidberg
DDS, MScD, JD

Dr. Bruce Seidberg received his DDS in 1963 and Certificate of Specialization and MScD in Endodontics in 1967. He is a Diplomate of the American Board of Endodontics, Secretary and Fellow of the American College of Legal Medicine, Fellow of the American Association of Hospital Dentistry, the American College of Dentists and the Pierre Fauchard Academy and Member of the American Health Lawyers Association. A former Associate Professor of Endodontics at SUNY at Buffalo and Director of the General Dentistry Residency Program at St. Joseph's Hospital Health Center in Syracuse, he is currently Chief of Dentistry at Crouse Hospital. Dr. Seidberg has contributed articles to dental literature, chapters in a dental and law textbook, and has lectured at national and international meetings in the fields of dentistry and law. He has been a Dental/Legal Consultant since receiving his JD degree in 1989. He is a Past President of the New York State Association of Endodontists and Chairman of the NY Section of Pierre Fauchard Academy. He has served on the Board of Directors of the American Association of Endodontics, the AAE Foundation of which he was secretary/ treasurer and on the Board of Governors of the American College of Legal Medicine. Dr. Seidberg practices Endodontics in Syracuse and Liverpool.



James D. Lantier
JD

James Lantier, Esquire is managing partner at Smith, Sovik, Kendrick & Sugnet, P.C., a Syracuse, NY law firm specializing in defense of civil personal injury litigation. Mr. Lantier's primary areas of specialty are professional liability and general liability. He also has significant experience in the administrative fields relating to professional licensing and in professional business matters. Mr. Lantier completed his undergraduate work at Boston College in 1969, and received his Juris Doctor from Syracuse University College of Law in 1973. He is a member of the Federation of Insurance and Corporate Counsel.

Course # 4: The Christensen "Bottom Line" - 2009

This fast moving "bottom line" course includes the areas of dentistry with the most activity and change in any given year. It is easily understood and has numerous summaries that help attendees to interpret the ongoing advancements in the profession. The course encourages audience participation, and questions and answers, and is presented in an enjoyable and humorous manner. Most of the following 2009 topics will be presented, depending on audience interest and time available for the program:

- ☞ State of the profession
- ☞ Diagnostic instruments
- ☞ Radiology advancements
- ☞ Digital radiography
- ☞ Patient education
- ☞ Digital photography
- ☞ Endodontic advancements
- ☞ Esthetic/cosmetic innovations
- ☞ Implant surgery simplified
- ☞ Advancements in small diameter implants
- ☞ Lasers and electrosurgery
- ☞ Pulp capping-state of the art
- ☞ Diagnosing and treating abfractions
- ☞ LED vs. plasma arc curing lights
- ☞ Do glazes work?
- ☞ Resin-based composite changes
- ☞ Tooth isolation
- ☞ Oral medicine, pathology, bisphosphonates
- ☞ Measuring vital signs easily and routinely
- ☞ Restoring pediatric teeth
- ☞ Making sealants that last
- ☞ Alginate vs. alginate replacements
- ☞ Periodontal disease and systemic health, fact or myth
- ☞ Simple provisional restorations
- ☞ Repairing ceramic restorations
- ☞ Foolproof impressions
- ☞ Digital impressions
- ☞ Evaluating "technologies" in dentistry
- ☞ Other topics of interest

**Gordon Christensen,
DDS, MSD, PhD
8:30 am - 4:30 pm
MCE Credit: 7**

Course # 5: Oral Pathology for Dental Professionals

First, the course will cover the seven diagnostic methods that contribute to a final diagnosis.

They include the following features of a lesion : clinical, radiographic, historical, laboratory, surgical, therapeutic, and differential. Several lesions and conditions in each category will be discussed from etiology to prognosis. The strength of the diagnosis for each lesion will come from one, two or more diagnostic methods. Clinical and radiographic features will be stressed. Documentation procedures, biopsy techniques and referral options will also be covered.

The second segment of the course will focus particularly on differential diagnosis. The oral cavity will be divided into the following areas: lips, tongue, floor of the mouth, buccal mucosa, palate and gingiva. Discussions will begin with descriptions and examples of normal followed by clinical examples of variations of normal, reactive lesions, infectious diseases, chromosomal abnormalities, immunologic conditions, and malignancies in each area. Emphasis will be placed on the diagnostic features that contribute the most to the final diagnosis.

**Olga Ibsen,
RDH, MS
8:00 am - 4:00 pm
MCE Credit: 7**

seminar sponsored in part by:



Course # 6: The Interactive CDT 2009 Dental Coding Experience

Looking for answers to your coding and billing questions? This course will work to ensure that your entire team understands how to properly code and document dental services. The audience will use wireless infrared technology to interact dynamically with the presenter, expanding awareness of how dental procedures are coded and documented in other practices. After viewing our in-depth analysis of CDT 2009's new and revised codes, you will learn how to construct meaningful narratives so dental consultants have the information they need to authorize payment for crowns, buildups, crown lengthening, onlays, veneers, implant supported restorations, periodontal scaling and root planing, site-specific antimicrobials, surgical extractions, TMJ orthotics, nightguards, etc.

Fasten your seatbelts as we explore the insurance industry's movements toward risk-based dental benefits. Learn how to appeal denied claims, negotiate fees with PPO plans, handle overpayment refund requests, and calculate write-offs when coordinating benefits. Get plenty of rest the night before, so you can take it all in. This is one course you do not want your team to miss!

**Vicki Anderson
8:00 am - 4:00 pm
Credit: 7**

- ☞ Are You Using 2009's New Dental Codes?
- ☞ Crack the Hygiene Codes Once & For All
- ☞ What Does It Take to Get Claims Paid?
- ☞ Are You Losing Money on Your Implant Crowns?
- ☞ Don't Eat Those Lab Bills!
- ☞ Squeaky Wheels Get the Grease & Claims Paid
- ☞ Bill Your Full Fee and Nothing But Your Full Fee
- ☞ Think Twice Before Writing That Refund Check
- ☞ Will They Ever Find a Cure for COB?



Gordon J. Christensen
DDS, MSD, PhD

Gordon J. Christensen is Founder and Director of Practical Clinical Courses (PCC) in Utah, and Senior Academic Advisor of the Scottsdale Center for Dentistry (SCD) in Arizona. Both groups are international continuing education organizations providing courses and videos for all dental professionals. Dr. Christensen has presented over 45,000 hours of continuing education throughout the world and has published many articles and books. Gordon and Dr. Rella Christensen are co-founders of the non-profit Gordon J. Christensen CLINICIANS REPORT (previously CRA), which Rella directed for many years. Since 1976, they have conducted research in all areas of dentistry and published the findings to the profession in the well-known CRA Newsletter now called CLINICIANS REPORT. Gordon's degrees

include: DDS, University of Southern California; MSD, University of Washington; PhD, University of Denver; an Honorary Doctor of Science from Utah State University, and an honorary Doctor of Dental Education and Research from Utah Valley University. Early in his career, Gordon helped initiate the University of Kentucky and University of Colorado Dental Schools and taught at the University of Washington. Gordon is a practicing prosthodontist in Provo, Utah. Gordon and Rella's sons are both dentists. William is a prosthodontist, and Michael is a general dentist. Their daughter, Carlene, is a teacher.



Olga A.C. Ibsen
RDH, MS

Olga A.C. Ibsen is an Adjunct Professor at New York University College of Dentistry, in the Department of Oral and Maxillofacial Pathology, Radiology and Medicine and at the University of Bridgeport in Bridgeport, Connecticut. She teaches Oral Pathology and also provides CE courses at Regional Meetings, Conventions, Dental and Dental Hygiene Schools and for Constituents throughout the country. She has made significant contributions to the Dental Hygiene Profession as an educator, clinician, author and editor. She has been a member of the faculty at Columbia University, The State University of New York, and The University of New Haven. Additionally, she has been a part of the clinical practice of Dental Hygiene for over thirty years. She has co-authored the text Oral Pathology for the

Dental Hygienist published by WB Saunders. The Fifth Edition, in full color, includes a CD ROM with case studies in the text, to enhance student and participant learning. Additionally, Evolve Sites for Faculty and Students provide multiple resources for teaching and learning. Mrs. Ibsen has also authored the chapter Oral Pathology in all six editions of Mosby's Comprehensive Review of Dental Hygiene. She is a Consultant Member of the North East Regional Board of Dental Examiners and a member of The Dental Hygiene Subcommittee on Examinations. Additionally, she serves on the editorial advisory boards for Dimensions of Dental Hygiene and The Journal of Practical Hygiene. Her past ADHA editorial positions include Editorial Director of The Journal of Dental Hygiene and Editor of Educational Directions. She is a Past President of The Association of Dental Alumni at Columbia University and The American Academy of Dental Hygiene.

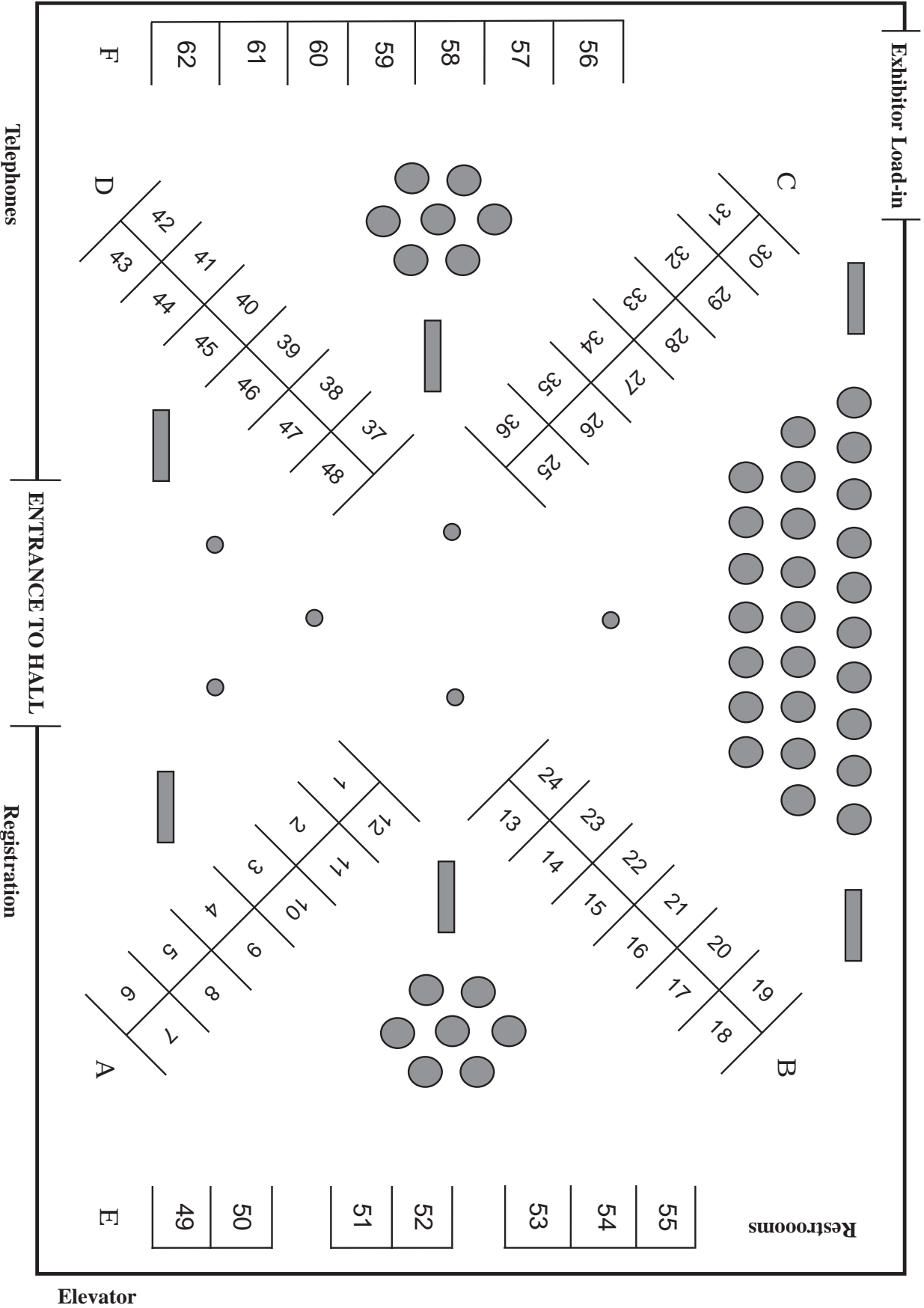


Vicki Anderson

Vicki Anderson enjoys a national reputation as one of dentistry's leading experts on dental coding and insurance issues and is known for her energetic, in-depth coding workshops and detailed solutions to the administrative challenges faced by dental practices across the country. She is a member of the National Dental EDI Council (NDEDIC), an affiliate member of the American Association of Dental Consultants, and a recipient of the Award for Professional Excellence from Western Washington University's College of Education. As the Editor of Insurance Solutions Newsletter for the past 13 years, Vicki personally attends the Code Revision Committee (CRC)

meetings at the American Dental Association's headquarters in Chicago, giving her unique insights regarding the intent behind the development of the CDT codes. She has been recruited to speak for the American Dental Association's Annual Sessions, the National Association of Dental Plans, America's Health Insurance Plans, and numerous state and local dental associations. Vicki draws on over 31 years of experience in the dental field and endless conversations with dental directors, claims examiners, insurance commissioners, and dental teams.

**CENTRAL NEW YORK DENTAL CONFERENCE
ONCENTER - EXHIBIT HALL A**
800 South State Street, Syracuse, New York www.oncenter.org





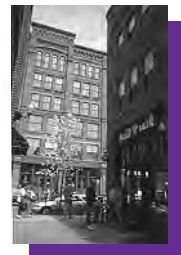
North Loop
(Near intersection of
Routes 81 & 90)
Over 1,350 hotel
rooms within
10 minutes of
Oncenter.

Carrier Circle Loop
Over 2,000 hotel
rooms within
15 minutes of
Oncenter.



Key
★ Hotels

Downtown
Over 1,300 hotel rooms within the
downtown area.



University Area
Carrier Dome, S.U. campus, and the 232-room
Sheraton University Hotel within 5 minutes of
Oncenter.

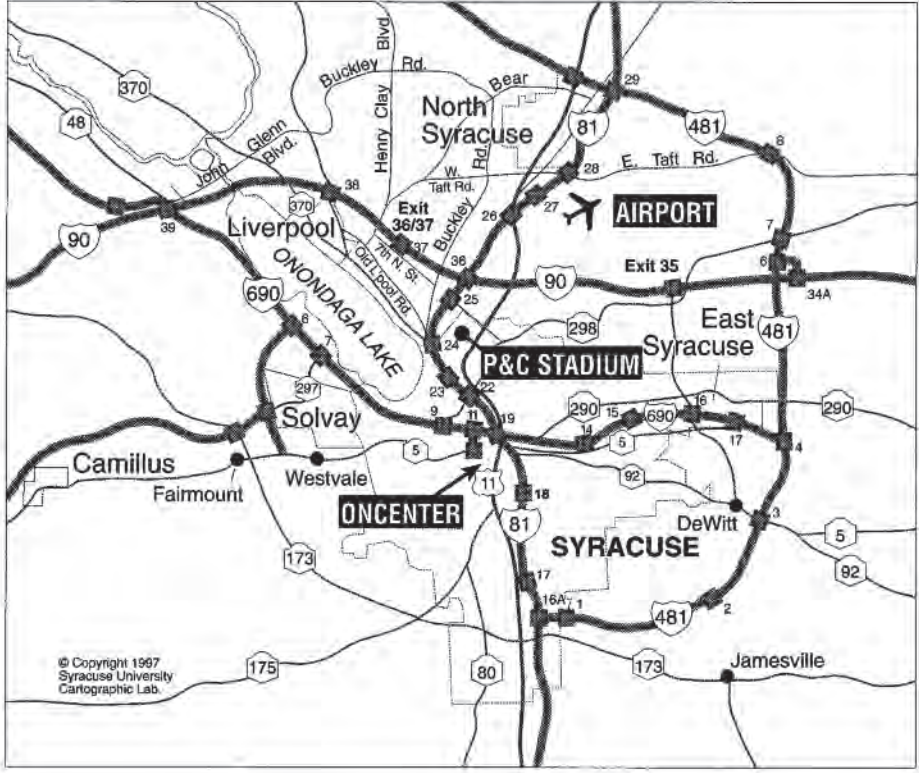
How to get to Oncenter:
From the NYS Thruway (I-90)
Exit 36, Rt. 81 South to Syracuse.
Harrison Street Exit 18, right on Harrison, two
blocks, left on State Street, left into Oncenter
Parking Garage.

From the north
Rt. 81 South to Harrison Street Exit 18, right on
Harrison, two blocks, left on State Street, left
into Oncenter Parking Garage.

From the south
Rt. 81 North to Adams/Harrison Street Exit 18.
Straight one block, left on Harrison, two blocks,
left on State Street, left into Oncenter
Parking Garage.

Flight times from major cities:

Boston	100 minutes
Cleveland	110 minutes
Montreal	75 minutes
New York	60 minutes
Ottawa	50 minutes
Philadelphia	60 minutes
Pittsburgh	100 minutes
Toronto	60 minutes
Washington DC	110 minutes



registration instructions

Complete the form on the next page using the example as a guide. Please use the Course #'s, Fees, and Profession Codes listed below when completing the registration form. Lunch is included in the fee for all full day seminars.

Course #'s and Fees

Course #	Date	Title	Speaker	DDS	Staff	Non/Mem
1	9/9	Ethics and Jurisprudence for the Practitioner	Gary	\$ 115	\$ 95	\$ 230
2	9/9	Infection Control & OSHA Training	Thines	\$ 115	\$ 95	\$ 230
3	9/9	Risk Management	Seidberg/Lantier	\$ 115	\$ 95	\$ 230
4	9/10	Christensen Bottom Line - 2009	Christensen	\$ 230	\$ 155	\$ 460
5	9/10	Oral Pathology for Dental Professionals	Ibsen	\$ 230	\$ 155	\$ 460
6	9/10	CDT Code 2009 - Your Gateway to Accuracy	Anderson	\$ 155	\$ 155	\$ 310

Retired life members please call for special pricing

Profession Codes

Profession	Code
ADA Member Dentist	A
Non-ADA Member Dentist	B
Student Dentist	C
Dental Hygienist	DH
Dental Assistant	DA
Administrative Staff	S
Guest	G
Others	O



Registration Information

You may fax or mail the registration form. Forms must be received at the Fifth District Dental Society office **no later than August 30, 2009**. Persons pre-registered will receive a confirmation package within two weeks. The confirmation package will contain a confirmation letter, name badges, seminar tickets, and lunch tickets. Please check to make sure that all information is correct, and that all items are present.

Fax Your Registration To:
315-437-6013

Email to:
info@5dds.org

or

Mail Your Registration To:

Fifth District Dental Society
6323 Fly Road, Suite 3
E. Syracuse, NY 13057

The Fifth District office cannot be responsible for non-receipt of faxed or mailed forms. If you have not received confirmation within two weeks time, please call the office at 315-434-9161.

Persons registering after August 30th, must pick up their materials on-site. You may register the day of the seminar, however, **all on-site registrations are subject to an additional \$20 late registration fee.**

www.cnydc.org

Next Years Conference Date

September 15 & 16, 2010

Central New York Dental Conference 2009

(Deadline for pre-registration is August 30, 2009. All registrations postmarked after this date will be subject to an additional charge of \$20.00)

Dental Practice and Dentist Name	Tel Number:	Fax Number:
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Mailing Address (Confirmations of all registrants listed below will be sent to this address or faxed to above number)			
Street	City	State	Zip

Please refer to information on previous page for course #'s, fees and registration codes. If registering more than eight persons, please copy form.

EXAMPLE	Full Name: <u>Jane Doe</u>	<input checked="" type="checkbox"/> Dr. <input type="checkbox"/> Ms. <input type="checkbox"/> Mr.	ADA #(Dentists/Students) / SS# (Others) <u>123-45-6789</u>
	Course Code #: # <u>01</u>	Profession Code: <u>A</u>	Total Ticketed Fees:
TICKETED PROGRAMS:	Course Fee: \$ <u>115</u>	# <u>04</u> \$ <u>230</u>	# <u> </u> \$ <u> </u> \$ <u>345</u>

REGISTRANT 1	Full Name:	<input type="checkbox"/> Dr. <input type="checkbox"/> Ms. <input type="checkbox"/> Mr.	ADA #(Dentists/Students) / SS# (Others)
	Course Code #: #	Profession Code: #	Total Ticketed Fees:
TICKETED PROGRAMS:	Course Fee: \$	# \$	# \$ \$

REGISTRANT 2	Full Name:	<input type="checkbox"/> Dr. <input type="checkbox"/> Ms. <input type="checkbox"/> Mr.	ADA #(Dentists/Students) / SS# (Others)
	Course Code #: #	Profession Code: #	Total Ticketed Fees:
TICKETED PROGRAMS:	Course Fee: \$	# \$	# \$ \$

REGISTRANT 3	Full Name:	<input type="checkbox"/> Dr. <input type="checkbox"/> Ms. <input type="checkbox"/> Mr.	ADA #(Dentists/Students) / SS# (Others)
	Course Code #: #	Profession Code: #	Total Ticketed Fees:
TICKETED PROGRAMS:	Course Fee: \$	# \$	# \$ \$

REGISTRANT 4	Full Name:	<input type="checkbox"/> Dr. <input type="checkbox"/> Ms. <input type="checkbox"/> Mr.	ADA #(Dentists/Students) / SS# (Others)
	Course Code #: #	Profession Code: #	Total Ticketed Fees:
TICKETED PROGRAMS:	Course Fee: \$	# \$	# \$ \$

REGISTRANT 5	Full Name:	<input type="checkbox"/> Dr. <input type="checkbox"/> Ms. <input type="checkbox"/> Mr.	ADA #(Dentists/Students) / SS# (Others)
	Course Code #: #	Profession Code: #	Total Ticketed Fees:
TICKETED PROGRAMS:	Course Fee: \$	# \$	# \$ \$

REGISTRANT 6	Full Name:	<input type="checkbox"/> Dr. <input type="checkbox"/> Ms. <input type="checkbox"/> Mr.	ADA #(Dentists/Students) / SS# (Others)
	Course Code #: #	Profession Code: #	Total Ticketed Fees:
TICKETED PROGRAMS:	Course Fee: \$	# \$	# \$ \$

REGISTRANT 7	Full Name:	<input type="checkbox"/> Dr. <input type="checkbox"/> Ms. <input type="checkbox"/> Mr.	ADA #(Dentists/Students) / SS# (Others)
	Course Code #: #	Profession Code: #	Total Ticketed Fees:
TICKETED PROGRAMS:	Course Fee: \$	# \$	# \$ \$

REGISTRANT 8	Full Name:	<input type="checkbox"/> Dr. <input type="checkbox"/> Ms. <input type="checkbox"/> Mr.	ADA #(Dentists/Students) / SS# (Others)
	Course Code #: #	Profession Code: #	Total Ticketed Fees:
TICKETED PROGRAMS:	Course Fee: \$	# \$	# \$ \$

ADDITIONAL LUNCH	#	Total Lunch Fees:
TICKETS:	\$ 25.00	\$
<i>(Lunch is included in fee for full day seminar. However, lunch tickets may be purchased separately if attending exhibits only).</i>		

PAYMENT METHOD:			
<i>Please bill my credit card:</i> <input type="checkbox"/> MC <input type="checkbox"/> Visa <input type="checkbox"/> Discover <input type="checkbox"/> Amex			
<input type="checkbox"/> Check enclosed	Credit Card Number: _____		
<i>Payable to:</i>	Expiration Date: _____	Total Fee For All Registrants:	
<i>Fifth District Dental Society</i>	Signature: _____	\$ _____	

Fifth District Dental Society
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