



Central New York Dental Conference

2019

PROGRAM & REGISTRATION



Thursday & Friday
September 12 & 13



THE ONCENTER
SYRACUSE, NY

www.cnydc.org



CONFERENCE LOCATION

- THE ONCENTER
- 800 South State Street, Syracuse, NY

REGISTRATION AND ADMITTANCE

- All pre-registered attendees must check in at registration for each day of the conference they are attending.
- Admission to all sessions and exhibits is by proper registration and ID only.
- Badges must be visible at all times.
- Admission to the exhibits only is free, but check-in is required.

PRE-REGISTRATION

- Pre-Register. Registration form is located on the inside back cover.
- Pre-registered attendees will receive their course confirmation(s), name badge(s) and lunch ticket(s) by mail.
- Persons registering after September 1 must pick up their materials on-site.
- Lost tickets will be replaced *only* with proof of purchase.

ONLINE REGISTRATION

- Register Online at www.cnydc.org.
- Receive immediate confirmation and receipt by email.

ONSITE REGISTRATION

Registrations the day of the seminar are subject to a \$20 late registration fee.

ON-SITE REGISTRATION HOURS:

Thursday Evening: 4:00 - 5:00 pm
 Friday Morning: 7:30 - 9:00 am

PARKING

- ONCENTER Parking Garage (State Street) \$5.
- Tell attendant you are part of the dental conference.

ACCOMMODATIONS

- CNYDC hotel rates for September 12 & 13:
 MARRIOTT SYRACUSE DOWNTOWN - 315-474-2424
 Standard King: \$149
- Reservation Deadline: AUGUST 27, 2019

BREAKS AND LUNCH

- Break and Lunch times are staggered according to course and will be announced by your instructor.
- A buffet lunch is served to allow more time for visiting exhibits.
- Lunch Tickets are required for admission and are included with a full day course registration.
- Additional lunch tickets may be purchased in advance for \$30.00 per person.

REFUND/CANCELLATION POLICY

- Refund requests must be received no later than September 5, 2019 and will be granted only in cases of family or office emergency.
- All badges and tickets must be returned to the FDDS.
- Payment for meal functions will not be refunded.

CONTINUING EDUCATION CREDITS



- The Fifth District Dental Society is an ADA/CERP recognized provider approved by the New York State 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.
- Mandatory Continuing Education (MCE) credits are awarded for all lectures that meet the NYSED requirements.
- One hour of credit is awarded for each 50 minutes of presentation attended.
- MCE forms for NYS Continuing Education requirements will be given to each attendee when checking in at registration.
- To verify attendance, a four digit code, read at the end of each seminar must be entered on the Fifth District Continuing Education Form.
- After completing the form, please bring the white copy to the room proctor before leaving.
- It is recommended that you retain all copies of your CE forms in case of audit.

DENTAL MARKETPLACE

- Admission to the Marketplace is free!
- The Marketplace is open from 5:00 pm to 7:00 pm on Thursday, September 12, and 8:00 am to 3:00 pm on Friday, September 13.
- We appreciate the contribution the exhibitors make to the Central New York Dental Conference and we urge you to visit and patronize them.

IN THE MARKETPLACE EVENTS

- Exhibitor Reception and Preview will be held in the Dental Marketplace on Thursday Evening from 5:00 - 7:00 pm and all are welcome.



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Be sure to share this brochure with your entire office staff. The Central New York Dental Conference (CNYDC) offers seminars for both the dental practitioner and their dental office personnel.

Please visit www.cnydc.org for more detailed information, updates, or to register online.

A Message from the Program Chair, Dr. Kevin Sorge



Welcome to the 2019 Central New York Dental Conference.

The largest and only dental conference of its kind in central New York.

We invite all dental professionals and their staff to attend the 38th Annual Central New York Dental Conference (CNYDC). This conference has evolved into a truly outstanding event, as the CNYDC boasts nationally renowned speakers, along with a Dental Marketplace filled with dental representatives and vendors eager to show you their latest and newest products.

We have a stellar lineup of speakers this year, offering seminars that will provide you with the practical knowledge you seek! Knowledge that you can put to use on Monday morning!

On Thursday evening, September 12th, we will once again hold the courses our members have come to rely upon us to provide. These courses help our members stay current and comply with licensure and liability in our state, such as NYS Mandated Infection Control and Risk Management.

We are excited to welcome back Dr. David Hornbrook, on Friday, September 13th, as our headliner. Our membership requested his return and we hope to see many of you there.

Due to other popular demand...we also welcome back, Dr. William Van Dyk offering a seminar on Practice Management. And for the hygienists, renowned cariologist and speaker, Dr. Brian Novy, who's timely lecture will surely be a hit.

Your committee has worked many hours to develop and bring you this unparalleled program. We urge you to participate in this educational experience and to visit with our exhibitors who have supported our profession so many times. Don't miss this local 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.

FUTURE CNYDC DATES

- September 24 & 25, 2020
- October 7 & 8, 2021

#1: NYS Mandated Dental Office Infection Control

Speaker: Terrence Thines, DDS, MS

Thursday, September 12, 2019 • 5:00 pm - 8:00 pm

3 MCE credits

Infection Control in the 21st Century

Dental office infection control has evolved since the 1992 OSHA Bloodborne Pathogens Standard and the 1994 New York State mandatory training requirement were introduced. Practices have continued to evolve and incorporate periodic updates from federal, state and local advisory and regulatory agencies (ADA, CDC, FDA, EPA, DEC, OSAP etc.). In addition, new infection control products and materials have been introduced over the last two decades. The net result of this progress is, Infection Control in the 21st Century, a broad-based, comprehensive approach encompassing all aspects of dental office operations.

- Participants in this course will understand and be familiar with the most recent CDC recommendations for dental office infection control.
- Participation in this course complies with the annual OSHA training requirement.
- Course completion fulfills NYS Department of Health and State Education Department expectations for dental healthcare professionals.

Target Audience

Dentists, Dental Hygienists, Dental Assistants



Dr. Thines received his dental training at the University at Buffalo School of Dental Medicine. He completed residency training at the Buffalo General Hospital. He also earned an M.S. degree in Epidemiology from the University at Buffalo School of Medicine and Biomedical Sciences.

Dr. Thines holds a Fellowship from American Association of Hospital Dentists and he is recognized a Diplomate by the American Board of Special Care Dentistry.

Currently Dr. Thines is a Professor in the Department of Surgery, Division of Dentistry at Upstate Medical University and he serves as Chief of the Dental Service at the University Hospital. His previous faculty appointment was at Buffalo school of Dental Medicine in the Department of Oral Diagnostic Sciences. He has served as the dental school's Infection Control Officer and Committee Chairperson. Dr. Thines has been a consultant to the American Dental Association, NYS Department of Health, NYS Education Department and a technical advisor to the New York State Dental Association. He has lectured widely on oral medicine, patient management, communicable diseases as well as infection control.

Dr. Thines' professional contributions include recent membership on the New York State Dental Foundation Board of Directors and NYSDA Council on Dental Education and Licensure.

(Dr. Thines has no financial relationships relevant to this presentation to disclose.)



#2: FORTRESS Risk Management

Speaker: Michael Ragan, DMD, JD, LLM

Thursday, September 12, 2019 • 5:00 pm - 8:00 pm

3 MCE credits

Dental Risk Management: Root Cause Analysis through Claims Review

In this course, closed dental malpractice claims will be analyzed to identify how and when dentists and their staff can implement risk management and ethical principles to enhance patient safety and reduce untoward outcomes. Topics include extractions and implants, failure to diagnose, nerve injury, and patient selection and management considerations. There are no prerequisites.

Objectives

- Apply clinical risk management strategies to improve patient safety, mitigate associated risk factors, and reduce untoward outcomes and malpractice claims
- Implement strategies to help prevent failure to diagnose allegations
- Recognize the potential effect technology and applied risk management can have on mitigating and managing nerve injury

Dentists who complete this course will be entitled to a 10% discount on their liability premiums for a three year period from the Fortress Insurance Company.

- Other insurance companies may also accept this course for a discount.
- Please check with your carrier.

Target Audience

Dentists, Dental Hygienists, Dental Assistants



Dr. Ragan is an attorney who represents physicians, dentists, and nurses in civil and administrative litigation. Dr. Ragan practiced dentistry for many years and spent nine years managing healthcare professional liability claims in the insurance industry.

Dr. Ragan is a director of Fortress Insurance Company and chairs the Claims Committee. Dr. Ragan has nothing to disclose.



#3: Cementation and Ceramic Update 2019

Speaker: David Hornbrook, DDS, FAACD, FASDA

Friday, September 13, 2019 • 9:00 am - 4:30 pm

7 MCE Credits

Dentistry is changing faster today than anytime in modern history. The role of the monolithic restorations, Universal Adhesives, and digital, needs to be understood and implemented in every dental practice. As a practicing clinician and as the Director of Education and Technology at Utah Valley Dental Lab, Dr. David Hornbrook has a very unique perspective of these changes in what he has coined “living on both sides of the Bench”. With a practice focused on metal-free, all-ceramic Aesthetic based dentistry, Dr. Hornbrook understands the importance of predictability, ease of use, and long-term success when deciding which restorative material and cementation option will provide the best results. As the Director of Technology at a State-of-the-Art Dental Lab, his day to day interaction with ceramists and other clinicians provides him a thorough understanding of the problems both these groups face and how they are overcoming challenges and benefitting from CAD:CAM, Digital Wax-ups and Design, and high strength, aesthetic ceramic materials.

Join Dr. Hornbrook as he discusses:

- Esthetic, monolithic ceramics and when to use what.
- Deciphering the new dentinal adhesive agents and how can we combine ease-of-use with long-term predictability.
- When to adhesively “bond” and when we can use “Luting” agents and what’s available.
- PMMA long-term provisionals and how they are used to provisionalize implant sites and help sequence Full Mouth Rehabilitations.
- Bio-stimulating cements: how and when they can and should be used.
- Achieving highly Aesthetic anterior Implant results using the “H” Abutment.
- New changes in implant designs that allow for Screw-Retained Implant crowns where traditional designs made this impossible.
- The new milling machines for ZrO₂, Lithium Disilicate and resins, to yield more accurate and detailed restorations.
- Use of a computer-assisted-anesthetic delivery device to limit the amount of anesthesia used and allows for evaluation of Smile Designs with full lip mobility
- ...and much more!

Target Audience

Dentists, Dental Hygienists, Dental Assistants, Front Office, Office Managers



Dr. Hornbrook has been ranked by his peers as one of the world's top three cosmetic dentists. A member of the esteemed American Academy of Cosmetic Dentistry, he is one of ONLY 62 dentists in the world to achieve Fellowship status, the highest level of recognition in the industry. He is one of dentistry's most famous faces and one of the pioneers of live-patient, clinical education, as the founder and past director of LVI, PAC-live and the Hornbrook Group.

He lectures internationally on all facets of aesthetic and restorative dentistry and has published articles in all of the leading dental journals. His presentations include every State Dental Association as well as the American Academy of Cosmetic Dentistry, American Dental Association, Academy of General Dentistry, Thomas P. Hinman Meeting, Chicago Midwinter Meeting, Greater New York Meeting, Pacific Dental Conference, The UK Dentistry Show, Crown Council, Excellence in Dentistry, New Zealand Academy of Cosmetic Dentistry, Florida Academy of Cosmetic Dentistry, New England Academy of Cosmetic Dentistry and numerous US and International Annual Meetings and Events.

(Dr. Hornbrook is Director of Education for the Utah Valley Dental Lab.)

#4: How to Eat Candy and..The Potty Mouth Predicament

Speaker: Brian Novy, DDS

Friday, September 13, 2019 • 8:30 am - 4:00 pm

7 MCE Credits

In the morning:

How to Eat Candy

Depriving cariogenic bacteria of sugar is the cornerstone of traditional caries management, yet the science of CAMBRA (Caries Management By Risk Assessment) takes cariology to a whole new level. If you're still telling patients to, "Brush, floss, and use fluoride toothpaste" you're going to be surprised by the myriad of treatment options available today. Streptococcus mutans has more to fear than stronger fluoride and more of it, as dentistry embraces oral healthcare.

At the end of this course, participants should be able to:

- Identify risk factors leading to caries.
- Explain the role of commensals.
- Implement disease management in practice.
- Safely consume a variety of candy and sugary beverages.
- Prolong the life of restorations in all patients.

In the afternoon:

The Potty Mouth Predicament

Sometimes it seems as though our patients don't grasp the basic concept of home care. Other times our patients with impeccable hygiene develop rampant decay and we feel helpless because we can't figure out what's going on. The mouth is a remarkable environment that cariologists are finally beginning to understand, and so can you. Come learn everything you didn't know about plaque and the amazing organisms that make the mouth a wonderful place to work.

Course Objectives:

- Explain the mixed ecological approach to caries causation.
- Understand when to recommend appropriate therapies.
- Integrate basic salivary analysis into clinical practice.
- Stop "watching" lesions and see them get smaller.

Target Audience

Dental Hygienists, Dentists



Since graduating from Loma Linda University School of Dentistry, Dr. Novy has lectured around the world on the subjects of dental caries and dental materials. He has faculty appointments at Loma Linda University, Western University, and Harvard School of Dental Medicine and has published numerous papers in journals including JADA and the Journal of Evidence Based Dental Practice.

In 2016 he was appointed the consumer advocate on the United States Food and Drug Administration Dental Products Panel. He practices in Massachusetts at the DentaQuest Institute, and his office was the first to receive the title, "American Dental Association Adult Preventive Care Practice of the Year."

(Dr. Novy has a financial affiliation with GC America and Xlear, who are providing partial financial support for this presentation. Dr. Novy is an employee of Denta Quest.)

#5: What Quality Practices Do To Attract Quality Patients: Create a Practice that Patients Love!

Speaker: William Van Dyk, DDS

Friday, September 13, 2019 • 8:30 am - 4:00 pm

7 CE Credits

In this service economy today's consumer has become an authority on good service. Because good service is such a rarity, patients notice it when it happens and advertise it to their friends and family. Knowing what a patient considers good service and knowing how to provide that takes more than luck.

Practices that offer the highest quality and service have studied their patients and identified ways in which each staff member can communicate with them effectively. Tools like surveys and walkabouts, when used effectively, can identify gaps in the practice that need more effective service.

And breaking the practice down to its various parts can help the office identify how patients are treated, what they are seeing and hearing, and what would impress them more. Finally, a structured consistent marketing plan to let existing and potential patients know of the practice's quality and care, will allow the whole team to attract and keep the best.

At the completion of this course you should:

- Have a clear understanding of the patient of today.
- Be able to look closely at your practice to improve service.
- Identify ways to find out what impresses your patients.
- Find ways to get your patients to advertise your great service to others.
- Empower your staff to communicate quality.

Target Audience

Front Office, Office Managers, Dental Assistants, Dental Hygienists, Dentists



Dr. William A. van Dyk has been speaking to dental audiences since 1985. Initially as part of the ADA Success Seminar team he brought practice management programs to junior and senior dental students in nearly half the dental schools in the country. As a follow up to Success he helped develop the Advantage Program, which has been offered to new dentists to help transition them into dental practice ownership.

Since 1985 Dr. van Dyk has been speaking to dental audiences at hundreds of meetings in the United States and Canada, including the ADA Annual Session, the Toronto Annual Meeting, the Chicago Midwinter, the Texas Meeting, the California Dental Association Annual meetings in San Francisco and Anaheim, numerous other state and regional meetings and dental societies. Using a combination of Powerpoint, video, and audience participation, he has impressed audiences with his understanding of what it takes to build and keep a successful practice. As a practicing dentist without the baggage of a consulting company to support and grow, he can concentrate on the real-life issues that confront every dental practice.

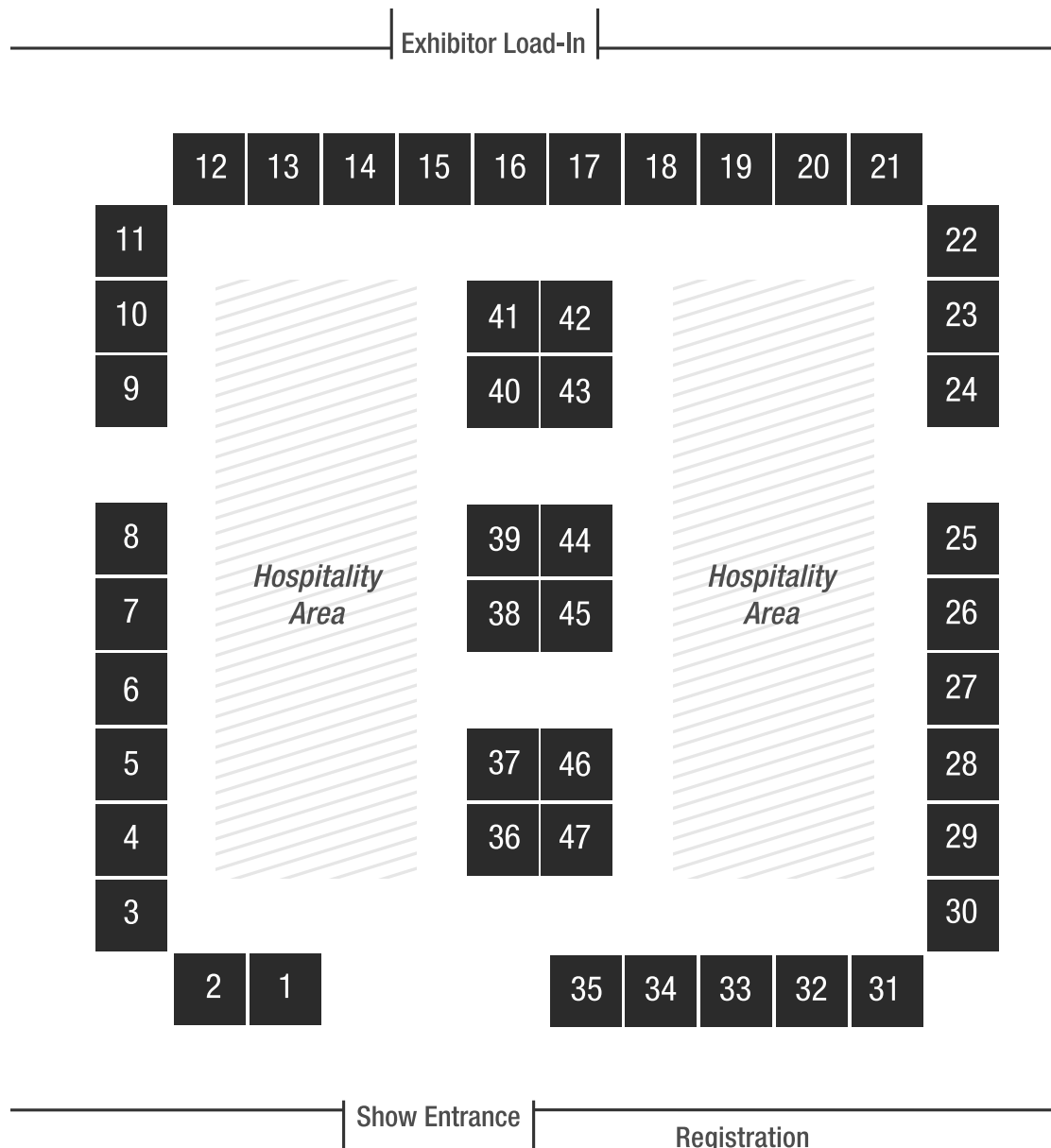
With years of experience in practice management as a faculty member at the Dugoni School of Dentistry and owner of a successful practice he can give the dentists and team members the tools they need to build success. Reaching beyond the dental office Dr. van Dyk brings information from a variety of businesses to the practice of dentistry. Overall, his unusual style entertains while providing useful knowledge that can be bought right back to the office.

(Dr. Van Dyk has no financial relationships relevant to this presentation to disclose.)

Central New York Dental Conference

Exhibit Hall A • The Oncenter • Syracuse, New York

MARKETPLACE FLOOR



The floorplan been designed to allow more accessibility to every vendor from two well-furnished hospitality areas. Wifi, comfortable seating, food and refreshments will make your visit to the Dental Marketplace one to remember!

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

Registration Instructions

Complete the form on the next page using the example as a guide. 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. Please take note of the Early Bird Rates. Rates go up August 27th. See Key for Registrant Type.

COURSE #'S AND FEES			EARLY BIRD RATES 5/1/19 - 8/26/19				FINAL RATES 8/27/19 - 9/13/19			
Course #	Date	Speaker	M	NM	RL	SR	M	NM	RL	SR
1	9/12	Thines	\$115	\$230	\$115	\$95	\$130	\$260	\$130	\$110
2	9/12	Ragan	\$25	\$50	\$25	\$25	\$35	\$70	\$35	\$35
3	9/13	Hornbrook	\$250	\$500	\$125	\$175	\$275	\$550	\$140	\$195
4	9/13	Novy	\$250	\$500	\$125	\$175	\$275	\$550	\$140	\$195
5	9/13	Van Dyk	\$250	\$500	\$125	\$175	\$275	\$550	\$140	\$195

REGISTRANT KEY FOR PRICING TABLE (ABOVE):

Member (ADA)	M
NonMember	NM
Retired Life	RL
Staff/Resident	SR

PROFESSION CODES TO BE USED ON REGISTRATION FORM (NEXT PAGE):

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

Register Online

www.cnydc.org

OR

Fax Your Registration

315-437-6013

OR

Mail Your Registration

Fifth District Dental Society
6323 Fly Rd, Ste. 3
E. Syracuse, NY 13057

Registration Information

You may fax or mail the attached registration form. Forms must be received at the Fifth District Dental Society office no later than September 1, 2019. Persons pre-registered will receive a confirmation package within two weeks. The confirmation package will contain a confirmation letter, name badges, and lunch tickets. Please check to make sure that all information is correct and that all items are present.

The Fifth District office cannot be held 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 September 1, 2019 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.

Additional lunch tickets can be purchased for \$30.

Central New York Dental Conference 2019

Deadline for pre-registration is September 1, 2019. All registrations postmarked after this date will pick up course materials at registration. Or you can register online at www.cnydc.org.

Dental Practice and Dentist Name	Tel Number:	Fax Number:
	Email Address:	

Mailing Address (Confirmations of all registrants listed below will be sent to this address or faxed to above number)

Street	City	State	Zip
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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>02</u>	Profession Code: <u>A</u>			Total Ticketed Fees:
TICKETED PROGRAMS:	Course Fee: \$ <u>115</u>	# <u>03</u>	# <u>—</u>	# <u>—</u>	\$ <u>365</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: \$	#	#	#	\$

REGISTRANT 9	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 TICKETS:	#				Total Lunch Fees:
	\$ 30.00				\$

(Lunch is included in fee for full day seminar. However, lunch tickets may be purchased separately if attending exhibits only).

PAYMENT METHOD:

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

Refund requests must be received by September 5, 2019. Only granted in case of family emergency.



Fifth District Dental Society
6323 Fly Road, Ste. 3
East Syracuse, NY 13057

Central New York Dental Conference



Register by August 26th to take advantage of our Early Bird Rates



SEPTEMBER 12 & 13, 2019
THE ONCENTER
SYRACUSE, NY

**EARLY BIRD RATES
TIME SENSITIVE**



REGISTER ONLINE AT www.cnydc.org