Clinical Considerations in Microsurgical Endodontics
Bertrand Khayat, DDS and Guillaume Jouanny, DDA
Learning Objectives:
• Fully understand the potential of the operating microscope in Endodontic Microsurgery
• Identify and address anatomical complexities with the use of the operating microscope
• Improve the microscope centered ergonomics during the surgical procedure

There is Nothing New Under the Sun. Lasers.
The Next Generation
Claudia Cotca, DDS, MPH
Course Description:
The lecture will review the application of optical physics lasers since inception and application in dentistry within medical science. Reflective of this, selected cases will be reviewed to parallel the extraordinary unique science and tissue interaction, and leading future applications. Additionally, it will showcase a select for innovative cutting-edge capabilities of leading global laser laboratories as strategically featured innovation or already launched prototypes to current high level business client procurement.
Learning Objectives:
• Understand the application of optical physics to dentistry, specifically the unique aspect of lasers and tissue interaction.
• Learning to appreciate and expect the future of laser technology including excimer, Er:YAG, developing unique cutting edge laser application development currently featured in select global laser laboratories and facilities.
• Learn and appreciate the adaptation and variation of laser technology to interdisciplinary dentistry case selection.

Patients HATE Traditional Dentistry! WTH! Give ’em what they WANT—and get paid for it!
Angela Ward
Course Description:
I wish I had found your practice sooner! Why doesn’t every dentist do dentistry this way? Why was my tooth ground and crowned when there was another option? Why wasn’t I given a choice to do things in a more patient-centered, patient focused way? Join us as we explore the fundamental principles of what is best for your patients. We will discuss the treatment options from the patient’s perspective. Additionally, we will explore the concept of innovation and how to keep our minds focused on patient outcomes.

Microscope in Endodontics 2020: Present and Future
Enrico Cassai, DDS
Course Description:
The purpose of the lecture is to deepen the use of magnification in the endodontic field and its advantages. Through an historical excursion will be emphasized the in-creedible progress that is done from magnifying glasses to the Operating Microscope. Thanks to this technology every clinician has the possibility today to perform op-tations with a better predictability such as removing posts, fractured instruments, treating perforations or in the endodontic surgical field. Finally we will try to look to the future by thinking about what we can still expect in the microscopic-endodontic field.
Learning Objectives:
• Learn the main advantages in Microscopic Endodontic
• Learn how to better use the Microscope in different fields of endodontics:
  - from diagnosis to instruments or posts removing
  - Understand the real potential of endodontics under microscope and discover new future applications

Microsurgical Endodontics: From Theory to Practice
Learning Objectives:
• Attendees will leave with a personalized game plan for their office.
• Attendee will learn the "WTF" of microscope-based dentistry
• Attendee will learn how to properly optimize a website to convert new patient leads
• Discuss recommended marketing services and budget for best results
• Understand basic and advanced 3D rendering reconstructions of CBCT data
• Develop realistic 3D rendering for imaging diagnosis.

Macros and Micro Aesthetics, Face to Finesse
Laurence R. Riffkin, DDS
Course Description:
It is said “The Whole is the sum of its parts”. Facial aesthetics is a science and an art. This lecture will review how to creatively enhance facial beauty and not just correct or smize smiles that ignore the soft tissue frame around our teeth, we must consider both the hard and soft tissues that are the elements that our faces are comprised of. Additionally, we must never forget that our treatments must be biologically sound in diagnosis and precision execution. Optimal visual data and technology are keys to these goals.

Micro AESTHETICS AND HEALTH - Dentistry is also a biologically and functionally based sub-specialty of medicine. As such dental professionals must address the presence of bacteria, viruses, pathogens and oral diseases in diagnosis and treatment. We work on a microscopic and cellular level in addition to the macroscopic level. Our diagnostic decisions are based upon clinical, radiographic, and photographic data when making optimal comprehensive treatment planning decisions. Our clinical and laboratory experience and laboratory execution of treatments is in part based upon our ability to see at an optimal level. Therefore, the utilization of all forms of technological support the precision of our diagnosis and quality of our restorations. The Dental Operating Microscope is the optimal visualization tool both clinically and in the laboratory. On a cellular level the better the fitting and smoother restorations aid in reducing pathogens and inflammation which in turn has biological and systemic health benefits. Aesthetic micro anatomy of our restorations is better visualized on the microscopic level as well. Internal ceramic elements of color, translucency and maverick colors in addition to the micro surface anatomy and texture are also enhanced when emulating the beauty of nature.

MACRO AESTHETICS - Smile designs are multiple human anatomy variations with the individual and thus an artistic approach will provide the "Natural Organic Beauty" to the patient. The smile is one of the most easily teachable mathematical one. The "Contouring" of each anatomical structure from deep to surface has its impact on adjacent structures. This must be considered in a three-dimensional layered evaluation to provide comprehensive and lasting aesthetics. Neoradum studios can be used for myofacial muscle reposition and tissue management through the action of its inhibition of neurotransmission to muscle contraction. Dental fillers may be used in the labial and peripheral areas to enhance the aesthetics of a patient’s smile through selective replacement of lost soft tissue volume once the underlying hard and soft tissues have been repositioned, implants, pharmacists, hard and soft tissue smoother restorations aid in reducing pathogens and inflammation which in turn has biological and systemic health benefits. Aesthetic micro anatomy of our restorations is better visualized on the microscopic level as well. Internal ceramic elements of color, translucency and maverick colors in addition to the micro surface anatomy and texture are also enhanced when emulating the beauty of nature.

Restorative and surgical treatments both biologically and aesthetically.

New Patient Growth thru Digital Marketing
Ian McNickle, MBA
Course Description:
In this seminar we will explore the critical aspects of online marketing for dentists including website optimization, social media, online reviews / reputation management, SEO for Google rankings, PPC for new patient leads, and videos. Case studies will be used throughout the program to illustrate best practices. We will review how to track and measure results as well as how to determine Return on Investment.
Learning Objectives:
• Discuss recommended marketing services and budget for best results
• How to properly optimize a website to convert new patient leads
• SEO best practices to rank high on Google
• Review typical ROI (Return on investment) for new patient generation

Prognosis for the Periodontally Compromised Tooth
Thomas S. Kepic, DDS, MSD
Course Description:
A Historical Perspective Along With Short and Long-Term Follow up of Cases. Establishing an accurate periodontal prognosis is paramount to case success. Prognosis is not only a medical decision, it is a legal decision. However, proper periodontal therapy can alter a tooth’s prognosis, if done in time. This course will show both short and long-term cases where prognosis has changed for the better.
Learning Objectives:
• Identifying the clinical factors used in assigning prognosis.
• Understanding the historical research that leads to the modern day concept of prognosis.
• Defining the treatment of periodontal diseases and host susceptibility as factors used in determining prognosis.

Successful Business Strategies: The Keys to Protecting Your Wealth
Nick Fortune
Course Description:
Learn how to protect your business and personal assets from litigation during this in-depth discussion on proper entity structuring, tax reduction and Medical Liability Protection. More and more lawsuits are exceeding the limits and caps of most insurance policies; it is more important than ever to use the proper legal structure to protect your Practice. Your Medical License is the most important asset you own, learn how to protect it. Invest in anything Tax-Free using The Investment Grade Insurance Contract and ultimately gain the freedom to run your Practice without worrying about protecting your hard-earned income from legal predators at this session.
Learning Objectives:
At the end of this course, the attendee will have learned:
• The proper legal structure for your business to maximize income tax education, The LLP
• The importance of Using The Investment Grade Insurance Contract to Invest in anything Tax-Free.
• How to avoid probate and leave a tax-free estate
• Multiple sources of lawsuits that could ruin your business and personal financial future and how to protect against them
• How to eliminate losses from lawsuits not covered by insurance.
• How to protect their Medical License from reports to the NPDB and State Boards.

PharmaDM+M Ep - Pharmaceuticals and Emergencies in the Dental Office
John Roberson, DMD, FACS
Course Description:
Medical Emergencies happen in dental offices. They are not rare. Dentists and their staff must be ready, there can be no exception. The first 10 minutes are critical in a life-threatening emergency. This is an energetic, interactive lecture devoted to having dentists and their team ready on Monday. Every dentist and their team need to experience The L.E.E. Program.

Learning Objectives:
• What to do in the first 10 minutes of a medical emergency
• Recognize adverse reactions to drugs and implement appropriate interventions for death, causing a medical emergency
• Understand and know the CORE 6 DRUGS (Critical Care Reversible Emergencies Drugs) your office needs for medical emergencies: Resuscitation, infection, pain management, the DOME (Dental Office Medical Emergencies):
• Legal Ramifications of adverse events in dental offices
• Case Presentations involving various medical emergencies that occurred in dental offices
• Describe all contents within the emergency drug kit and know their uses
• Medical emergency algorithms

Task-Specific-Rendering - A New Era of 3D Imaging in Dentistry
Bruno Azevedo, DDS
Course Description:
Computerized Tomography (CBCT) has become an indispensable diagnostic imaging tool in clinical dentistry. In particular, high-resolution limited field of view 3D imaging volumes of the jaws provide dentists with higher diagnostic accuracy for bone, tooth, and soft tissue and both bone and tooth-related pathology while also reducing patient radiation dose. Because CBCT data is a composite of differentdentistry settings, the CBCT image is emerging as the scaffold for upcoming technologies such as 3D printing, dynamic navigation, and surgical guides and is being applied to better understand the healing process associated with grafted sites and previously endodontically treated teeth. Using clinical cases, we will describe how the CBCT image may be used to guide clinical decisions and discuss how clinical scenarios they should be applied in clinical dentistry and the impact of newly developed realistic rendering for imaging diagnosis.
Learning Objectives:
• Be familiar with current technological advances in CBCT hardware and software
• Understand basic and advanced 3D rendering reconstructions of CBCT data
• Integrate information presented in this course into efforts to improve the diagnostic imaging skills of patients
Hands-On: How To Restore The Endodontically Treated Tooth
ONE DAY-LIVE DEMONSTRATION COURSE FOR ENDO Odontist and RESTORATIVE DENTISTS

Randy Shoup, DDS / Matthew Nejad, DDS

Course Description:
Everything from sealing the canals to the final restoration. Under the direction of Dr. Randy Shoup, a step by step approach along with supported scientifically based principals will be presented followed by a live demonstration with the techniques described performed on extracted untreated teeth. Learn the processes, products and equipment utilized to achieve success in treating the endodontically treated tooth. Learn techniques to utilize immediately and implement into your daily treatment. Attendees are invited to bring their own loupes or utilize the available microscope. During the course, demonstration equipment will be available for attendees use.

Learning Objectives:
- Understand the principles of bonding to deep dentin with the most current scientific understanding
- Effectively seal the gutta percha filled canals with a composite resin system prohibiting the contamination of the root canal system from coronal leakage
- Create a high molecular weight poly propylene fiber scaffolding matrix within the evacuated pulp chamber
- Utilize new composite systems to create a dense and high adhesive core within the tooth
- Analyze and assess the remaining tooth structure; design a final restoration that reinforces the remaining healthy and sound tooth structure.

Hands On:
- Microscope Ergonomic devices.
- Operator Stool analysis. Different models and brands if possible.
- Different stools available in the market, the properties of each and how to sit properly.

Seeing the LIGHT! - Soft and Hard Tissue Lasers in General Practice - Hands-On Workshop

TO BE ANNOUNCED

Course Description:
In this limited attendance hands on workshop attendees will see how dental lasers can be utilized to help with treatment outcomes in general practice. Soft tissue Diode lasers have become a go to piece of many dentists armamentarium for their role in tissue management, laser bleaching, soft tissue procedures such as frenectomies and lingual tongue tie release. Hard tissue lasers are able to be used for restorative preparations, as well as contouring of bone. Lasers do provide an alternative to many and lingual tongue tie release. Hard tissue lasers are able to be used for restorative preparations, as well as contouring of bone. Lasers do provide an alternative to many procedures but many clinicians are confused by which laser might be the best for their practice. In this “See, Show, Do” hands-on workshop attendees will first see some clinical cases documented through microphotography and videography captured by the dental operating microscope. A live demonstration under the scope will show how soft and hard tissue lasers can be used. The latter part of the session will then be used by attendees to try for themselves both soft tissue diode lasers and “all tissue” lasers while using a table top mounted microscope on pig jaws. See how lasers can become an important part of the armamentarium for your dental practice.

Learning Objectives:
- Discover the various wavelengths present in dentistry and see how they might be relevant for your practice.
- See how soft tissue diode lasers can be utilized for tissue management and in the delivery of minor soft tissue surgical procedures.
- Realize how “all tissue” erbium lasers can be used for restorative dentistry and in the ablation of bone.
- Understand how Low Level Laser therapy can be a vital treatment for your surgical cases.
- See how the synergy between Lasers and the Dental Operating Microscope exists.

Advanced Ergonomics in Microscope Dentistry
& The Art of Microphotography

Jorge Zapata, DDS and Juan Carlos Ortiz Hugues, DDS

Course Description:
Ergonomics, also known as human factors, is a multidisciplinary science concerned with finding ways to keep people productive, efficient, safe, and comfortable while working. Ergonomics can become an important part of the armamentarium for your dental practice. This course will outline the ergonomic benefits of the surgical microscope in dentistry, it will address appropriate posture while working with the microscope, how to position the microscope, how to position the patient and how to perform four-handed dentistry in order to work pain free, efficiently, and without stress. The course will also outline different stools available in the market, the properties of each and how to sit properly.

Learning Objectives:
- Learn and apply the principles of ergonomics in dentistry
- Learn about the most ergonomic stools in the market and test them.
- Learn how to sit properly with good available stools in the operatory in different positions.
- Learn the ergonomic benefits of the microscope in dentistry
- Learn how to sit the patient in the operatory chair in order to achieve better ergonomic position.
- Learn about four-handed dentistry
- Learn how to prevent musculoskeletal disorders & the benefits of microbreaks and stretching during the work day.

Making Reservations

A dedicated website is now available for your attendees to book their hotel rooms online. Reservations can be made no later than Monday, September 21st, 2020 by calling 1-855-563-9749 or going online at https://book.passkey.com/go/AMED2020. All Guestrooms will receive the special group rate of $249 per night, plus tax. Room, tax and incidentals are the responsibility of each individual.