

# CDA Corporate Forums

## THURSDAY, SEPT. 11, FEE REQUIRED

The following corporate forum is sponsored by Align Technologies.



### Rene Sterental, DDS



Dr. Rene Sterental is the clinical director of New Product Development at Align Technology, where he has worked since February 2003. He is also a member of Align's Speakers Bureau.

### Invisalign: Clear Essentials I

(Formerly known as Invisalign® Certification I)

Room: Moscone South — 304  
Time: General session 8 a.m.–5 p.m.  
Registration 7–8 a.m.  
A.M. break 10–10:15 a.m.  
Lunch break noon–1 p.m.  
Breakout 9:30 a.m.–3:30 p.m.  
(staff members)  
P.M. break 3:30–3:45 p.m.  
Audience: DDS, RDH, RDA  
C.E. units: GP Certification I  
Fee: \$1,695, tuition covers the dentist and up to four allied dental professional staff for the full day on Day 1  
If available, tickets can be purchased at the door.

Dentists completing this Invisalign program will be provided with all the tools they need to submit Invisalign cases directly to Align Technology. Invisalign-certified dentists have successfully treated more than 590,000 patients nationwide with a series of invisible, removable aligners.

### Learning Outcomes:

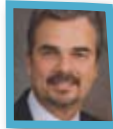
1. To provide the foundation of diagnosis, treatment planning, treatment initiation, monitoring and finishing with Invisalign.
2. Learn how to use ClinCheck, Align's proprietary visualization software program.
3. Learn the benefits and significant impact this technique has in regenerating your existing patient base while attracting new patients to your practice.

## THURSDAY, SEPT. 11

The following corporate forum is sponsored by Biolase.



### David S. Eshom, DDS



Dr. Eshom is an accredited member of the AACD and served six years on the Board of Directors of the American Academy of Cosmetic Dentistry. He is currently a cosmetic dentistry adviser to the World Clinical Laser Institute. He maintains a private practice in San Diego.

### The Possibilities in Hard and Soft Tissue Procedures With Laser Dentistry

Room: Moscone South — 309  
Time: 9:30 a.m.–noon  
and continues 1:30–4 p.m.  
Audience: DDS  
C.E. units: Cat. I — 2.5 (a.m.)/2.5 (p.m.)

Learn about everyday tasks lasers can perform with little to no anesthetic, including cavity preps and crown lengthening; gingivectomies, frenectomies and esthetic procedures; and specialty procedures related to periodontics, endodontics, orthodontics cosmetic dentistry and pediatric dentistry.

### Learning Outcomes:

1. Learn the difference between common procedures prepared by standard and laser methods.
2. Understand the benefits of minimally invasive dentistry.
3. Energize your passion for dentistry with a better solution for patient care.

# CDA Corporate Forums

## THURSDAY, SEPT. 11

The following corporate forum is sponsored by Discus Dental.



### John Schoeffel, DDS



Dr. Schoeffel has maintained a private practice limited to endodontics in Southern California, and has lectured globally and frequently on clinical endodontic techniques.

### Myths and Misunderstandings Concerning Endodontic Irrigation

Room: Moscone South — 301

Time: 10 a.m.–noon  
and repeats 2–4 p.m.

Audience: DDS, RDH, RDA, dental student, office staff  
C.E. units: Cat. I — 2.0 (a.m.)/2.0 (p.m.)

Join Dr. John Schoeffel, developer of the EndoVac apical negative pressure irrigation system, for a discussion of misconceptions in the world of endodontic irrigation. Concepts and techniques for effective and SAFE irrigation will be explored and explained via presentation and interaction. Simulations will show the participants what actually happens inside root canals during endodontic irrigation, and methods for applying knowledge of these irrigant behaviors will be expounded upon.

#### Learning Outcomes:

1. Discover methods for delivering copious amounts of irrigant all the way to working length of the root canal.
2. Comprehend the importance of using negative pressure to deliver irrigant safely and to effectively eliminate bacteria that might otherwise remain in the canal.
3. Recognize techniques to permanently avoid the possibility of painful, stressful and costly irrigation accidents through application of these techniques.

## THURSDAY, SEPT. 11

The following corporate forum is sponsored by GE Healthcare Financial Services.

GE  
Healthcare Financial Services



### David Judy



A graduate from University of Southern California, Mr. Judy has invested 37 years of his career in the business of dentistry, ranging from dental office design, equipment sales, business formation, and Practice Finance.

### What You Need to Know in Buying or Selling a Practice

Room: Moscone South — 300

Time: 12:30–1:30 p.m.

Audience: DDS, dental student  
C.E. units: none

The purpose of this course is to provide a forum for any dentist looking to enter, grow or exit private practice as well as provide the basic tools and templates to achieve their goals. It will provide both information and foster a dialogue among participants that is designed to make key business decisions for practitioners easier to navigate.

#### Learning Outcomes:

1. Ask the right questions when buying or selling a practice.
2. Identify and engage the right resources to facilitate the purchase or sale of a practice.
3. Have tools and tips to support a successful practice transition.

# CDA Corporate Forums

SUNDAY  
FORUM

SUNDAY, SEPT. 14

The following corporate forum is sponsored by Ultradent.

**ULTRADENT**  
PRODUCTS, INC.

**Jaimee Morgan, DDS**



Dr. Morgan practices orthodontics, cosmetic and restorative dentistry in Salt Lake City. Her focus is on "real dentistry for real people."

## It's About Time! Conservative Esthetic Treatment Options

Room: Moscone South — 220-226  
Time: 9 a.m.–noon  
Audience: DDS, RDH, RDA, dental student  
C.E. units: Cat. I — 3.0

This course shows the softer side of esthetic dentistry by providing conservative treatment options resulting in beautiful smiles. From patient-centered treatment planning to tooth whitening to direct bonding of anterior and posterior teeth, this course introduces attendees to state-of-the-art materials specifically designed to be strong, beautiful and easy to handle. Dr. Morgan's goal is to provide practical, valuable information as well as the tools for practicing "real dentistry for real people."

### Learning Outcomes:

1. Recognize how to appropriately diagnose, plan and treat esthetics options.
2. Learn to perform direct bonding with invisible and tight margins.
3. Apply principles of logical shade matching with no intraoral show through.

## THANK YOU SESSION SPONSORS

These companies are major sponsors of the 2008 Fall Scientific Session. Their sponsorship helps CDA produce one of the best dental conventions in the nation. We thank them for their support.

**invisalign**

Booth 408

Banc of America Practice Solutions  
A subsidiary of

**Bank of America**

Booth 919

**BIOLASE**

Booth 2216

**Colgate**

Booth 1301

**DISCUS DENTAL**

Booth 2126

GE  
Healthcare Financial Services



Booth 602

**Keating**  
Dental Arts  
*Creating smiles everyday.*

Booth 503

**Kerr**

Booth 1702

**Crest Oral-B**  
P&G Professional Oral Health

Booth 1602

**PROSITES**  
Website Design and Internet Marketing

Booth 1841

**tdic**

Member Benefits Center

**tdic**  
INSURANCE SOLUTIONS

Member Benefits Center

**ULTRADENT**  
PRODUCTS, INC.

Booth 1726