Dentist as a CEO: The Business of Keeping Your Patients Healthy

2015 – 2016 Academic Program
St. Helens Shadow Study Club

An Affiliate Of The Seattle Study Club
Cultivating Excellence in Comprehensive Dentistry
Dear Friends and Colleagues,

Welcome back to the 18th year of our St. Helens Shadow Study Club! This past year has created many wonderful memories. While Greg Boice officially stepped back from a leadership role last year, he was and remains extremely active in all aspects of our study club. In fact, I think our past year could not have been a success without Greg’s continued advice and counsel. For that, I would like to express my gratitude for his tireless contributions.

When I first joined the St. Helens Shadow Study Club and Vancouver Oral Surgery Group back in 2008, the Great Recession was just starting to hit our economy. All of us had to adapt to our new economic environment. As we emerge from this recession, I feel it is appropriate for us to again address the business side of our practices. Many of our patients’ oral health has suffered during this time of financial hardship. While we will address the many core topics in the business of dentistry such as employment law, the art of keeping patients, team management, et cetera, we will also focus on how these business aspects can ultimately translate to better patient outcomes. Better patient outcomes, in my opinion, is why we became dentists in the first place.

As I look forward to an even more exciting year, I’d like to take this opportunity to thank you for your continued support by being a member of our study club. Your membership shows you care about continued learning and better patient care. As always, I am just a steward of this club, and as your steward, please let me know if there is anything you would like to learn or if there are things you think we can improve on.

Sincerely,

Edwin Leung
Seattle Study Club Is
“A University Without Walls”

“One way to keep momentum going is to constantly have greater goals.”
~Michael Korda

“The difference between ordinary and extraordinary is that little extra.”
~Unknown
Our Journey For 2015 -2016

• September 17th, 2015. Thursday evening from 6pm to 9pm. Our Infamous SSC Kick Off Dinner. Morton’s Steakhouse, 213 SW Clay Street, Portland, OR 97201.

• October 15th, 2015. Thursday evening from 6pm to 9pm. “All Ceramic vs PFM.” Heathman Lodge, 7801 NE Greenwood Dr., Vancouver, WA 98662.

Our Journey Continued

- December 17\textsuperscript{th}, 2015. Thursday evening from 6pm to 9pm. \textbf{“Radiation and Cancer Night.”} Vancouver Oral Surgery East Office, 300 SE 120\textsuperscript{th} Ave, Suite 800, Vancouver, WA 98683.

- January 14\textsuperscript{th}, 2016. Thursday evening from 5:30pm to 9pm. \textbf{“Employment Compliance For Dentists.”} Mr. Tim Twigg. Heathman Lodge, 7801 NE Greenwood Dr., Vancouver, WA 98662.

- February 11\textsuperscript{th}, 2016. Thursday evening from 6pm to 9pm. \textbf{“Interdisciplinary Treatment Planning with Dr. Michael Cohen.”} Heathman Lodge, 7801 NE Greenwood Dr., Vancouver, WA 98662.
Our 2015 - 2016 Journey Ends Here

• Double Feature:
  - March 24\textsuperscript{th}, 2016. Thursday evening from 6pm to 9pm.
  “\textbf{Advances in Dental Pharmacology.}” Karen Baker, B.Sc., M.S. Cinetopia at Vancouver Mall, 8700 NE Vancouver Mall Dr., Vancouver, WA 98662. For Doctors Only.
  - March 25\textsuperscript{th}, 2016. Friday from 7:30am to 2pm. “\textbf{Drugs and Dentistry: New Issues and Newer Solutions.}”
  Karen Baker, B.S., M.S. Heathman Lodge, 7801 NE Greenwood Dr., Vancouver, WA 98662. For Doctors and Hygienists.

• April 14\textsuperscript{th}, 2016. Thursday evening from 6pm to 9pm. “\textbf{St. Helens Shadow Study Club Interdisciplinary Treatment Planning Session.}” Moderator: Edwin Leung. Heathman Lodge, 7801 NE Greenwood Dr., Vancouver, WA 98662.

• May 13\textsuperscript{th}, 2016. Friday daytime meeting from 7:30am to 1pm. All staff members encouraged to come! “\textbf{Love ‘Em or Lose ‘Em: How to Find, Keep and Stop Losing Patients.}” Joy Millis, CSP. Heathman Lodge, 7801 NE Greenwood Dr., Vancouver, WA 98662.
Program Description
St. Helens Shadow Study Club
Kick Off Dinner

• Date and Time: September 17th, 2015. Thursday evening from 6pm to 9pm.

• Location: Morton’s Steakhouse, 213 SW Clay Street, Portland, OR 97201.

• Featured Speaker: Erin Jackson, comedian.

Since first making a name for herself at colleges and east coast comedy clubs, Erin’s conversational style and relatable humor have helped to propel her onto the national stage. Erin was a semifinalist on the 2014 reboot of NBC’s “Last Comic Standing,” and co-hosts “Exhale,” a provocative and candid talk series, now in its third season on Earvin “Magic” Johnson’s ASPiRE television network.
All Ceramics Vs. PFM

- Date and Time: October 15th, 2015. Thursday evening from 6pm to 9pm.

- Location: Heathman Lodge, 7801 NE Greenwood Dr., Vancouver, WA 98662.

- Moderator: Greg Boice, DMD.

- Description: With gold cost prices going up and a trend towards “metal-free dental practices”, more and more ceramic (e.g. lithium disilicate, zirconia) restorations are replacing traditional high noble and porcelain-fused-to-metal restorations. Controversy still exists on ceramics vs metal / PFM. Tonight, we will be presenting on the pros and cons of these restorations in a panel discussion format. This will be a fun and informative evening that allows us to explore this aspect of restorative dentistry. CE Credit: 2.5 hours.
Take Your Best Shot – Reenergizing Your Practice

• Date and Time: November 12th, 2015. Thursday evening from 6pm to 9pm.

• Location: Heathman Lodge, 7801 NE Greenwood Dr., Vancouver, WA 98662. Joint meeting with hygienists. Spouses encouraged to come!

• Featured Speaker: Mr. Ken Futch.

A moment can change a life. A perspective can change a practice. Ken shares his astonishing true story of how he accidentally shot himself in the head—and how it opened his mind! Many dental practices shoot themselves in the foot, not the head, by failing to monitor their “thermometer of office energy.” An energetic staff attracts new patients and keeps long-term patients. When your team is working together with positive energy, work satisfaction increases and turnover decreases. This hilarious and inspiring message will introduce attendees to the many opportunities that directly impact the bottom line. CE credit: 2.5 hours.
Radiation and Cancer Night

- Date and Time: December 17th, 2015. Thursday evening from 6pm to 9pm.


- Presenters:
  1. Wallace “Wally” McKenzie, DMD.
  2. Daniel Petrisor, DMD, MD - OHSU
  3. Carrie Gotkowitz, MD - Compass Oncology

Dr. McKenzie is a graduate of the University of Oregon Dental School and licensed in the State of Oregon. He practiced general dentistry in Welches, Oregon until 2003 when he accepted a position with DCMC to build a hospital and teaching dental clinic in Dodoma, Tanzania. He has worked with Head and Neck cancer patients for many years reviewing dental products and writing dental protocols for patients, nurses, and dentists.

Dr. Petrisor is a Head and Neck Surgeon at OHSU, specializing in cancer and reconstructive surgery.

Dr. Gotkowitz specializes in radiation oncology. She treats all tumor types, with special interests in breast cancer, head and neck tumors, neurologic tumors, and gynecologic malignancies.

- CE Credit: 2.5 hours.
Employment Compliance For Dentists

• Date and Time: January 14th, 2016. Thursday evening from 5:30pm to 9pm.

• Location: Heathman Lodge, 7801 NE Greenwood Dr., Vancouver, WA 98662.

• Presenter: Mr. Tim Twigg, Eugene, OR. Bent Ericksen & Associates and CRC, Inc.

Since human resource management and compliance with the variety of state and federal labor regulations are not taught in the typical dental school curriculum, doctors often find themselves in court regarding employment issues. Such lawsuits can be emotionally draining and financially devastating. Dealing wisely and effectively with complex employment issues can be particularly challenging and personnel issues are a major source of stress for most practitioners. This can come in various forms such as: employee pay, benefits (vacation, sick, medical, retirement, etc.), leave of absence, pregnancy, hiring, and termination, just to name a few. CE credit: 2.5 hours.
Interdisciplinary Treatment Planning with Dr. Michael Cohen

• Date and Time: February 11th, 2016. Thursday evening from 6pm to 9pm.

• Location: Heathman Lodge, 7801 NE Greenwood Dr., Vancouver, WA 98662.

• Moderator: Dr. Michael Cohen. (Yes, it’s Michael himself coming to our study club.)

Interdisciplinary Treatment Planning is the heart and soul of the Seattle Study Club. For this coming year, I am happy to announce that Dr. Michael Cohen, founder of the Seattle Study Club Network, has accepted our invitation to come to Vancouver, WA and host our treatment planning session. I can’t think of a better person to moderate the evening than the person who came up with this idea back in the 1980’s. This is truly an experience to look forward to! CE Credit: 2.5 hours.
Double Feature
with
Karen Baker, B.Sc.(Pharmacy), M.S.(Pharmacy)

- When and Where:
  First Feature: Advances in Dental Pharmacology -
  Thursday, March 24th, 2016. 6pm to 9pm. Cinetopia
  at Vancouver Mall, 8700 NE Vancouver Mall Dr.,
  Vancouver, WA 98662. (SSC Dentists)
  Second Feature: Drug and Dentistry: New Issues &
  Newer Solutions - Friday, March 25th. 7:30am to
  2:30pm. Heathman Lodge, 7801 NE Greenwood Dr.,
  Vancouver, WA 98662. (SSC Dentists and Hygienists)

- Presenter: Karen Baker, B.Sc.(Pharmacy),
  M.S.(Pharmacy). University of Iowa College of
  Dentistry.

Professor Karen Baker has been on the Dental College
faculty at the University of Iowa for 34 years and
occupies a unique role in dental practice and education.
She is a clinical pharmacist with a master’s degree in
clinical pharmacology and therapeutics and is focused
on patient-specific dental drug therapy. Her dental
education-based pharmacy and drug therapy
consultation center is the only one in the U.S. She has
authored more than 50 articles and abstracts and
lectures extensively in pre-doctoral and graduate-level
courses at the University of Iowa.
TITLE: ADVANCES IN DENTAL PHARMACOTHERAPY

SYNOPSIS:

The range of drug therapy options available to dental practitioners has greatly expanded over the past ten years. This expansion has opened the door to unprecedented therapeutic successes as well as disastrous drug misadventures. This course will update the dentist on recent developments in dental pharmacotherapy while providing strategies for prescribing to ensure therapeutic success. Drug therapy and alternative medicine reference sources will be listed and critiqued as to usefulness in daily practice. Clinically relevant information about effectiveness, adverse effects, patient specific drug selection criteria, dosing, and cost will be presented for systemic antibiotics commonly used in dentistry. Special attention will be given to certain controversial areas including antibiotic premedication for conditions not specified in the current AHA or AAOS guidelines. Extensive and very current handouts will be provided to maximize the chairside value of this fast-paced and entertaining course.

OBJECTIVES

After attending this course and reviewing the handouts, the participant should be able to:

1. buy and easily use the best drug and alternative medicine references for dental practice,
2. choose the most cost effective antibiotic for a specific patient,
3. prescribe antibiotic premedication for certain patients with a variety of implants including cardiac and orthopedic devices, and
4. discuss the benefits and risks of specific pain control regimens for effective dental analgesia.

TOPIC SCHEDULE

6:30-7:15 PM

**Antibiotics of Choice for Odontogenic Infections**
-which drugs are effective for oral pathogens
-duration of therapy and monitoring parameters
-how to avoid common problems with antibiotic prescribing

7:15-7:45 PM

**Antibiotic Premedication: Which Patients, When, and Why??**
-new ADA-AAOS recommendation and practical implementation
-chemo ports, arterial stents, solid organ transplants, etc.
-medico-legal considerations in dental premedication

7:45-8:30 PM

**Patient-Specific Pain Control: How to Choose the Best Regimen**
-guidelines for prescribing NSAIDs for dental analgesia
-what’s the current status of acetaminophen dosing?
-when is tramadol a good dental alternative
-prescribing opiates to maximize tolerability
-pseudo-allergy vs IgE mediated hypersensitivity to opiates
-practical guidelines to minimize abuse liability in dental practice

CF Credit: 2.5 hours
TITLE: DRUGS AND DENTISTRY: NEW ISSUES & NEWER SOLUTIONS!

SYNOPSIS:

Increasing numbers of dental patients are uncontrolled hypertensives or diabetics with complex oral health problems. Many new cardiovascular, central nervous system, and endocrine drugs can interact with dental drugs or affect bleeding or wound healing. Patient self-medication with supplements and over-the-counter drugs has recently been recognized as potentially risky in dentistry. Consequently, more and more patients report chemical and drug allergies and intolerances. Dental professionals are frequently faced with medically complex and chemically challenged patients and need practical strategies for providing safe and appropriate care. The purpose of this course is to identify new drug-related problems encountered in dental practice and to outline practical management solutions. Drug and supplement references will be compared and recommendations about clinical usefulness will be discussed. Controversial issues related to the new dietary supplement dangers, and dental drug interactions will be presented. Throughout the program, primary emphasis will be placed on developing consistent strategies for treating medically complex dental patients. An extensive and very current handout will greatly enhance the chair-side value of this fast-paced, comprehensive and practical course.

OBJECTIVES:

After attending this course and reviewing the handouts, the participant should be able to:

1. Recognize the specific dental treatment modifications necessary to prevent complications in patients with major cardiovascular or central nervous system disorders,

2. Modify dental treatment for patients on new chronic medications for diabetes, osteoporosis and rheumatoid arthritis, and

3. Identify the chronic medications or dietary supplements likely to precipitate major interactions dental antibiotics, analgesics, local anesthetics, and oral or parenteral anesthesia agents.

TOPIC SCHEDULE:

8:00-8:30 AM          New Drug and Disease Resources for Clinical Dental Practice
8:30-9:30 AM          Cardiovascular Medications [Hypertension, Angina, HF, Arrhythmias]
9:30-9:45 AM          Refreshment Break
9:45-10:15 AM         Cardiovascular Medications [High Cholesterol/Lipids, New Anticoagulants / Anti-platelet drugs]
10:15-11:30 AM        Central Nervous System Medications [Depression, Anxiety, Psychosis, Seizures, Parkinson’s, ADD/ADHD]
11:30-12:00 PM        New Diabetes Drugs and Dental Implications
12:00-1:00 PM          Luncheon
1:00-1:45 PM          Endocrine Medications [Corticosteroids, New Osteoporosis Drugs] & Immunosuppressants
1:45-2:00 PM          Drug Interactions Important in Clinical Dental Practice

CE Credit: 5 hours
St. Helens Shadow Study Club
Interdisciplinary Treatment Planning

• Date and Time: April 14th, 2016. Thursday evening from 6pm to 9pm.

• Location: Heathman Lodge, 7801 NE Greenwood Dr., Vancouver, WA 98662.

• Moderator: Edwin M. Leung, DDS, MD.

Welcome back to our annual study club interdisciplinary treatment planning session. This is an opportunity for us to put our heads together and explore the many treatment options available to treatment plan this entirely new case. Sometimes, a seemingly straightforward case can turn out to be fairly complex and educational! CE Credit: 2.5 hours.
Love ‘Em or Lose ‘Em: How to Find, Keep and Stop Losing Patients.

- Date and Time: May 13th, 2016. Friday daytime meeting from 7:30am to 1pm.

- Location: Heathman Lodge, 7801 NE Greenwood Dr., Vancouver, WA 98662. All staff is encouraged to come!

- Featured Speaker: Joy Millis, CSP. Charlotte, North Carolina.

Dentists lose patients and money every day! In this important program, Joy will show you how to stop the loss! While some dental professionals struggle to get new patients, Joy inspires and equips you to maximize your effectiveness with the patients you have. Dr. Lauralee Nygaard (SSC Director) said, “Joy brings real solutions to the table. Implementing Joy’s Lost Patient System has produced significant results for recession-proofing my practice!” CE Credit: 5 hours.
Approved PACE Program Provider
FAGD / MAGD Credit
Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement.
9/1/2014 to 8/31/2018
Provider ID: 215131
Join Us At The 2016 Seattle Study Club Symposium: A Symphony of Science

The Fairmont Orchid
Big Island of Hawaii

The Symphony of Sciences is comprised of 4 movements:
1. The Science of Dentistry
2. The Science of Health & Well-Being
3. The Science of Business Management
4. The Science of Competitions
AGD PACE-Approved Status

The Academy of General Dentistry (AGD) conducts a rigorous approval process to qualify continuing education (CE) providers to receive Program Approval for Continuing Education (PACE). The process requires providers to be knowledgeable about current best practices that are employed by educational organizations throughout the world.

We display the PACE-approved logo because we're proud to offer you world-class training.

Like the AGD, we believe that quality education leads to success in dentistry. We are committed to staying abreast of advances in diagnosis and treatment, as well as helping you to ensure that quality care is available to all patients. That's why we chose to be AGD PACE-approved.

Our approved status ensures that the hours you gain from our CE will be accepted for relicensure credit by most licensing boards throughout North America.

The AGD is the second-largest dental association in the United States. It was founded more than 50 years ago by a small group of dentists who wanted to hold the profession accountable to a high level of quality care and agreed that their principles were rooted in continuing education. Today, the organization has grown to include more than 35,000 members. It remains rooted in quality education. For more information about the AGD, visit www.agd.org.
We’re Here to Help!

Vancouver Oral Surgery Group
1300 Esther Street, Suite 100, Vancouver, WA 98660
(360) 695-9248

Edwin Leung – eleung@vancouverosg.com or (360) 904-3510 cell
Heather Finn - heather@vancouverosg.com
Lisa Boice - lisa@vancouverosg.com

Tuition - $1500. Includes up to 27.5 CE credits, meals and beverages.
Looking Forward To Another Wonderful Year!