



VIRTUAL SERIES

ENCHANTMENT NORTH/EASTERN DENTAL MEETING

Northwest
DISTRICT DENTAL SOCIETY

Santa Fe
DISTRICT DENTAL SOCIETY

Southwest
DISTRICT DENTAL SOCIETY

Eastern
DISTRICT DENTAL SOCIETY

A message from Dr. Kendal Trujillo:

Welcome to the 2021 Eastern Dental Meeting! It's hard to believe how since the last Eastern Dental Meeting we have been affected by COVID. As a result, this year is going to be a different kind of meeting. We have worked hard to make sure this virtual experience will include all that's great about our meeting in Ruidoso and provide you with the courses you need and expect. We will miss the beauty of the mountains but make up for it with the convenience of being at home while helping you to enhance your dental team's exceptional patient care. We hope that by combining with the Enchantment North program we will welcome the entire state to our fantastic annual meeting. Your dental team will improve their skills, abilities, and knowledge through training. Our hope is that through this experience you will RECHARGE, EXCITE and EMPOWER your entire staff for a much brighter 2021!



A message from Dr. Chris Morgan:



As dentists in New Mexico, we have all felt the effects of the coronavirus, along with the disruption and isolation of our normal daily lives. Recognizing the difficulty of the situation, the Enchantment North meeting is combining with the Eastern Dental meeting to develop an amazing virtual dental conference. It will include a fantastic program during the months of January, February and March with rich content for the entire dental team. We are excited about our program of exceptional, internationally recognized speakers. I invite you to join us at our on-line conference for your opportunity to obtain useful continuing education credits that will have an immediate impact on your dental practice "Monday Morning". I promise you and your entire dental team will see an immediate return on your investment!

With a state as big and diverse as New Mexico it is always hard to create a truly statewide program for all to attend. While COVID has certainly challenged our norms, it also creates a unique opportunity to explore what is possible in the virtual world. The Eastern/Enchantment North Dental Virtual Series is one of those opportunities. Spread across three months and with the option of attending any time on-demand, dentists, hygienists, assistants and administrative staff can, for a single price, get an amazing CE experience including headlining speakers on essential topics, all from the convenience of their own computer. Experience these courses together or participate in your spare time. This is a fantastic value for both "live" and "self-study" courses with minimal time away from your practice. We are excited about the all-star program and great topics. You won't want to miss it!

Schedule

REGISTRATION COVERS ALL COURSES FOR ONE LOW PRICE!

Month	Day	Date	Start Time	End Time	Speaker	Event	CEU
January	Thursday	1/14/2021	6p	8p	Panel	"Cone Beam Imaging: A Panel Discussion"	2
January	Friday	1/15/2021	9a	12p	Rich Madow	"Reduce No-Shows, Banish Cancellations, Never Run Late, and MORE!"	3
January	Friday	1/15/2021	1p	4p	Rich Madow	"Ten Ways To Create an Incredibly Memorable Patient Experience In Your Practice!"	3
February	Thursday	2/4/2021	6p	8p	Travis Flandermeyer	'Investment Strategies for Retirement'	2
February	Friday	2/5/2021	9a	12p	Mark Hyman	'Dentistry's Top Game Changers: 20 Innovations for Successful Teams in 2021'	3
February	Friday	2/5/2021	9a	12p	Kelly Tanner	'Lead as a provider: Taking Ownership of Your Operatory'	3
February	Friday	2/5/2021	1p	4p	Mark Hyman	'The Ultimate New Patient Experience'	3
February	Friday	2/5/2021	1p	4p	Jocelyn Franco	'OSHA Update with an Emphasis on Infection Control and Prevention of Cross Contamination'	3
February	Saturday	2/6/2021	9a	12p	Bethany Valachi	'5 Steps to Practicing Dentistry Pain-Free: Evidence-Based Ergonomic Strategies for Career Longevity'	3
February	Saturday	2/6/2021	9a	12p	Kim Obiedo	'An Overview of the Essential Principles and Procedures of Dental Radiology'	3
March	Thursday	3/25/2021	6p	8p	Tom Schripsema	'Making Benefits Work for You'	2
March	Friday	3/26/2021	9a	12p	Jason Flores	'EMERGENCY PLANNING: Are You Prepared?'	3
March	Friday	3/26/2021	9a	12p	Hope Watson	'Optimize Your Practice: Understanding Dental Benefits, the CDT Code—and More'	3
March	Friday	3/26/2021	1p	4p	Andrew Eberhardt	'Managing Your Course Through the World of Dental Insurance'	3

Panel Discussion

"Cone Beam Imaging: A Panel Discussion" (2 CE credits)

Thursday, January 14, 6-8PM

Course description: This course will examine how 3D imaging evolved in dentistry and how it can be applied in different areas of diagnosis and treatment planning. A panel of dental specialists will discuss the use of CBCT in endodontics, implants, maxilla-facial surgery and orthodontics. The panel will discuss how 3D imagining has been essential in their practices and explain how it has helped them identify conditions that they were unable to see using 2D images. Presentations will include case studies of patients utilizing 3D imaging. Panelists include: **Dr. David Hadley** (endodontist), **Dr. Travis Rudd** (oral maxilla-facial surgeon) and **Dr. Ross Mohr** (Orthodontist).

Course objectives:

- Understand how cone beam imaging works
- Understand the applications of CBCT in different dental disciplines
- Decide when the use of CBCT imaging in diagnosis and treatment planning is appropriate

January Schedule

January Schedule



Richard H. Madow, DDS

“How to Eliminate No-Shows and Banish Cancellations in the COVID Era!” (3 CE credits)

Friday, January 15, 9AM-12 NOON

Course Description: Cancellations and no-shows in the COVID era are more costly than ever! But you don't have to let these issues wreak havoc in your practice and take money right out of your pocket. It's time to learn strategies for dealing with these dangerous issues!

Course Objectives:

- Attendees will learn techniques to eliminate most no-shows and last-minute cancellations in the dental practice.
- Participants will be shown the proper way to handle a cancellation on the telephone, resulting in a 90% appointment acceptance rate.
- We will learn the importance of fantastic customer service and how it relates to a lower rate of no-shows and cancellations.

“Ten Simple Ways to Create an Incredibly Memorable Patient Experience!” (3 CE credits)

Friday, January 15, 1-4PM

Course Description: What makes one dental practice stand out above the others? What makes a practice have incredible patient loyalty and get tons of referrals? What makes a dentist have higher treatment plan acceptance and more profits? Unfortunately it has nothing to do with your fees, the quality of the materials you use, your crown margins, or even owning the latest high-tech gadgetry. It's been shown time and time again that the top practices are the ones that know how to provide an incredible patient experience. Come learn at least ten fantastic, simple, and in most cases free ways to make your patients say...."Wow! I've never been to a practice like that before!"

Course Objectives:

- Attendees will learn techniques to memorable patient experiences in order to enhance the success of the practice.
- Participants will be shown the proper way to discuss treatment needs with patients in order to increase treatment plan acceptance rate.
- We will learn the importance of customer service and how it relates to increasing practice revenues.

Bio: In 1989, Dr. Richard Madow and Dr. David Madow founded The Madow Center for Dental Practice Success with the goal of helping their fellow dentists achieve success and happiness in their practices. Having been named “Leaders in Dental Consulting” by Dentistry Today for many years running, their seminars publications, and articles are some of the most popular in the dental profession. Dentists and teams all across the country have counted on Madow Success Coaching, a one-on-one opportunity to gain truly individualized advice leading to practice growth, higher revenues and income, and increased enjoyment of dentistry.

Known for his hilarious, spontaneous style and content packed programs, Richard loves teaching dentists and team members how to enjoy their careers, super charge their practices, define and create their own personal success, increase profitability, and have more fun than ever before. Visit www.madow.com for more information.



Travis Flandermeyer

“Investment Strategies for Retirement” (2 CE credits)

Thursday, February 4, 6-8PM

Course Description: When planning for retirement, your finances take on paramount importance. This presentation is intended to help you address your concerns while preparing for your retirement goals, whenever your desired retirement date.

Course Objectives:

- Determining how much retirement will cost
- Sources of income for retirement
- Investment strategies that could help me
- Reduce business costs with proper retirement plan setup

Bio: Travis Flandermeyer, an MBA and AIF®, is an Investment Adviser Representative with Cetera Advisor Networks and a licensed life and disability insurance agent. Travis earned his bachelor's degree in Finance and Banking at the University of Missouri and his MBA at the Olin Business School at Washington University in St. Louis.

Travis has a unique background that serves him well in working with physicians nationwide due to his uncommon experience and training. Travis was raised in a medical family, and it was only natural for him to gain an insider's knowledge of the business side of medicine while working in the family practice.. Together with his real-world experience, Travis's education has helped him apply a sophisticated, analytical and educational approach to helping his clients manage their assets and – more importantly – appreciate the fundamentals of asset management.

February Schedule



Dr. Mark E. Hyman

'Dentistry's Top Game Changers: 20 innovations for successful teams in 2020!' (3 CE credits)

Friday, February 5, 9AM-12 NOON

Course Description: When living life in the fast lane of private practice, how do you improve your patient's experience as we deliver optimal care? Highly successful teams constantly reimagine, reinvent and implement change to assure success during turbulent times. Prepare to laugh and learn about the Top 20 Game Changers!

Course Objectives:

- Evaluate and implement advances in dentistry
- Capitalize on individual skills of your dental team members to improve productivity
- Apply new techniques for keeping your team focused and enthused

'The Ultimate New Patient Experience' (3 CE credits)

Friday, February 5, 1PM-4PM

Course Description: Maybe you need more new patients? Or maybe you just need to slow down, ask better questions, OUT-LISTEN the competition, use cutting edge diagnostic photography with advanced caries detection, and apply time-tested human relations principles to thrive during turbulent times. Enjoy a fast-paced, interactive workshop experience where we will master the art of an exceptional new patient experience, offer a comprehensive treatment plan, and deliver a bullet-proof case presentation resulting in an increased case acceptance, more optimal care dentistry, and FUN!!

Course Objectives:

- Master the ten key questions you must ask each patient
- Teach your team how to systematically, predictably take quality photographs
- Demonstrate a treatment planning sequence that leads to case acceptance

Bio: Dr. Mark E. Hyman is a renowned dentist from Greensboro, NC, and a public speaker whose work is characterized by his warmth, enthusiasm, sense of humor, and passion for dentistry. As an accomplished seminar speaker, he has lectured throughout North America and Europe at every major dental meeting. Dr. Hyman has earned national and international recognition for his seminars. Since 2001, Dentistry Today magazine has selected Dr. Hyman as one of the top speakers in dentistry. He loved his thirty-two years in private practice, and currently serves as an Adjunct Full Professor and Special Assistant to the Office of the Dean at the UNC Adams School of Dentistry in Chapel Hill, NC.



Kelly Tanner, Ph.D., RDH

"Lead as a Provider: Taking Ownership of Your Operatory" (3 CE credits)

Friday, February 5, 9AM-12 NOON

Course Objectives: Maximize your ability to practice as a provider and learn how to take ownership of your operatory. Developing business, communication, and leadership skills allows you to manage your dental hygiene business by connecting with patients and staff to support your patients with a same day care model and increased case acceptance.

Course Objectives:

- Discuss how working as a true provider maximizes your scope of practice.
- Examine business, leadership, and communication skills that are important when owning your operatory.
- Realize how developing leadership competency strengthens your abilities as a dental hygienist.

Bio: Kelly Tanner, Ph.D., RDH has served in areas of dental hygiene, including academia, corporate, clinical, entrepreneur, researcher. Kelly's combined doctoral education in leadership, and robust experience as a speaker, trainer, and certified coach, helps her guide individuals and teams in the practical application of proven leadership methods.

14 Courses! 39 CE Credits! All one low price!

NMDA members: \$150



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Northwest Santa Fe Southwest Eastern



Jocelyn Franco, RDH, B.S

“OSHA Update with an Emphasis on Infection Control and Prevention of Cross Contamination” (3 CE credits)

Friday, February 5, 1-4PM

Course Description: There is a heightened awareness today surrounding infection control. We are faced with multiple challenges during the Covid-19 pandemic, from a shortage of PPE, to new office protocols. Utilizing engineering and work practice controls, can help prevent the spread of infection, and will help ensure the safety of patients and staff members.

Course Objectives:

- Overview of OSHA and CDC guidelines for the Dental Professional.
- Gain a better understanding of the role of safe Dental unit waterlines.
- Discuss new methods of reducing aerosols in the Dental Operator.

Bio: Jocelyn Franco, RDH, B.S. has been in the Dental field for over 35 years. She is a graduate of the University of New Mexico with a Bachelor of Science in Dental Hygiene. Jocelyn has been a sales consultant for Novartis Pharmaceutical, Straumann USA, and is currently a Consultant for Henry Schein Dental. She is an OSHA certified instructor through HPTC



Dr. Bethany Valachi

“5 STEPS TO PRACTICING DENTISTRY PAIN-FREE: Evidence-Based Ergonomic Strategies for Career Longevity” (3 CE credits)

Saturday, February 6, 9AM-12 NOON

Course Description: Did you know that one-third of dentists who retire early are forced to, due to a musculoskeletal disorder? Untreated chronic pain can result in physical and financial disaster! Now, more than ever, during the COVID-19 pandemic, mental stress, economic concerns, PPE, social isolation can add to physical demands in the operator, resulting in fatigue, headaches and neck pain. Based on Dr. Valachi's new eBook, this webinar introduces ground-breaking education that can effectively resolve work-related pain, help rejuvenate your love of doing dentistry and transform your life!

Course Objectives:

- Discover the single most important dental ergonomic intervention to prevent neck pain.
- Implement a technique to control stress in the operator while preventing neck & back pain.
- Discover what research shows is the best type of exercise to prevent pain in dentistry.

Bio: Dr. Bethany Valachi, PT, DPT, MS, CEAS is a clinical instructor of ergonomics at OHSU School of Dentistry in Portland, OR and is recognized internationally as an expert in dental ergonomics. For over 20 years, Dr. Valachi has helped thousands of dental professionals prevent pain and extend their careers with her ergonomic CE video training and webinars on her website at www.posturedontics.com.



Kimberly Obiedo

“An Overview of the Essential Principles and Procedures of Dental Radiology” (3 CE credits)

Saturday, February 6, 9AM-12 NOON

Course Description

An overview of the essential principles and procedures of dental radiology, including reviewing techniques for exposing diagnostic radiographs to assist in a thorough dental examination. Also: Steps to take for optimal patient and clinician safety, characteristics and evaluation of radiographs, quality assurance and recognizing and correcting errors.

Course Objectives:

- Understanding of radiation safety
- Review ADA/FDA guidelines and recommendations for dental radiographic examinations
- Identify criteria for diagnostic PA's and BWX
- Examine current, in office, radiology procedures and assess the need to implement changes.

Bio: A native New Mexican, Kimberly grew up in Gallup, New Mexico. After graduating with a Bachelors in the Science of Dental Hygiene from the University of New Mexico in 2002, Kim relocated to Farmington where she works as a clinical dental hygienist. In 2016 Kim became an adjunct instructor at San Juan College Dental Hygiene Program where she is currently the head instructor for Dental Radiology.



Dr. Tom Schripsema “Making Benefits Work for You”

Thursday, March 25, 6PM-8PM

Course Description: Participants will learn how to discuss these issues with patients and lawmakers. The course will review strategies and methods of advocacy to equip dentists and staff to seek changes to regulations that allow insurance companies to have policies that frustrate patients and offices trying to take advantage of their dental benefits. Participants will benefit from communication tools that apply to any kind of public advocacy, not just dental benefits.

Course objectives

- Gain a better understanding of frustrating dental benefits policies
- Learn how to engage patients and lawmakers on dental benefits issues
- Build a dental benefits “toolkit” to advocate for dental benefits policies

Bio: Dr. Schripsema has many years of dental benefits and advocacy experience having served as a member of the ADA’s Council on Dental Benefits and as chairperson of the NMDA’s Council on Government Affairs. He was a contributing author on the 1st edition of *The CDT Companion* and a member of the Code Revision Committee. He has practiced as a general dentist for 37 years and is the executive director of the New Mexico Dental Association.



Jason Flores

“Emergency Planning: Are You Prepared?” (3 CE credits)

Friday, March 26, 9AM- 12 NOON

Course description: To help the dental provider identify and treat expected and unexpected emergencies in the dental office. Discuss the most prevalent medical comorbidities that are inherent to the New Mexico patient population and discuss common mistakes that most often lead to emergencies.

Course Objectives:

- Discuss the common medical emergencies in the NM Dental Office
- Discuss treatment modifications, emergencies, and planning of a PTSD patient
- Discuss how cannabis presents new treatment challenges in the dental office.

Bio: Dr. Flores graduated from Lamar University in Beaumont, TX, with a B.S. in Biology and a B.S. in Nursing. HE attended UT Dental Branch-Houston, as well as the University of Pittsburgh School of Dental Medicine, where he completed his specialty training in Dental Anesthesiology. He is dual board certified in Dental Anesthesiology and was awarded Diplomate status with the American Dental Board of Anesthesiology and National Dental Board of Anesthesiology and Fellow status with the American Dental Society of Anesthesiology. Dr. Flores completed his Masters of Healthcare Administration and currently serves as Division Chief of Dental Medicine, Clinic Director and Director of Anesthesiology for UNMMG Ambulatory Surgical Center, Assoc. Prof. and Asst. Dir. for the AEGD residency, and Chairman of the NM Anesthesia Committee.



Dr. Hope Watson

“Optimize Your Practice: Understanding Dental Benefits, the CDT Code—and More” (3 CE credits)

Friday, March 26, 9AM-12 NOON

Course Description: This interactive program provides member dentists and their staffs a better understanding of the CDT Code’s role in treatment planning, patient record-keeping and claims, tools to identify and resolve unexpected dental benefit plan claim adjudication actions, and other issues that affect reimbursement or dentist-patient relationships. Additionally, it provides a forum for discussion and information exchange about real-life experiences with claims and dental benefit plans

Course Objectives:

- Understand dental benefit plan limitations and exclusions
- Understand what it means to be involved in participating provider contracts
- How to effectively appeal a denied claim
- Understanding of proper, accurate, and consistent Current Dental Terminology(CDT) coding on patient records and claims

Bio: Dr. Watson graduated from The University of Tennessee in Knoxville with a degree in English Literature before pursuing her Doctorate of Dental Medicine at the University of Alabama School of Dentistry in Birmingham. Though a native of Virginia, she loved her undergraduate years in eastern Tennessee and chose to return to the region to start her practice. Restoring dental implants is a passion for Dr. Watson and she has completed multiple graduate level implant courses. She is an ASIRD (American Society of Implant & Reconstructive Dentistry Fellow, the highest membership status of this elite group. Dr. Watson received the Tennessee Dental Association’s Fellowship Award in May 2013. The highest honor the TDA bestows, this award recognizes dedication and outstanding service to the dental community. She has also published several articles for Penn Well’s *Dental Economics* periodical.



Andrew Eberhardt

"Mapping Your Course Through the World of Dental Insurance" (3 CE credits)

Friday, March 26, 1-4PM

Course Description: Understanding the dos and don'ts of working with dental insurance companies is vital in today's dental world. Independent dental offices are limited in understanding how to obtain the very best fee schedules in any given market. Simply put, anti-trust laws prevent dentists from freely collaborating and working directly with insurance companies unless guided under certain safe harbors. When properly informed, dentists can work together to make sure they are receiving the highest reimbursement rates possible while maintaining a healthy partnership with insurance carriers.

This course will take a deeper look at the history of dental insurance and present optimal initiatives that can help your practice obtain fees that lead to increased practice profitability.

Course Objectives:

- How do I know I'm getting the best fee schedule without breaking my contract?
- Where can I go to determine if my UCR fees are in line with other dentists?
- Can I negotiate with insurance carriers for enhanced fees?
- What is the difference between umbrella groups and insurance carriers?
- How can a messenger model or IPA assist to help improve my contracted fee schedules?

Bio - In 1999 Andrew Eberhardt was asked to join a strategy team to assist a local group of Utah dentists to create a "Dental Cooperative" modeled after farm cooperatives. The Cooperative was designed to strengthen the independent practitioner and empower member dentists with tools to compete in this increasingly competitive market. In the spring of 2012, Andrew was promoted to Chief Operating Officer and directs all operational aspects of the Dental Cooperative.

Today, the Dental Cooperative has over 600-member dentists across the nation and is the largest and oldest group of independent dentists of its kind. At the beginning of 2013, the Dental Cooperative entered the New Mexico market at the request of leading dentists and office managers in Albuquerque. Since then, the Co-Op has flourished throughout New Mexico and serves over 100 offices throughout the State.

You can register online NOW at www.nmdental.org...or, if you need to send a physical form by mail, please fill out the registration below.

Send registration materials to: (Please type or print clearly!) *Registration Form*

Attendee name _____

Address _____



This is where all badges will be mailed.

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Please indicate the Ticketed Event Code and Fee as given in the regular registration form.

Attendee(s) (Please type or print clearly!)	Reg Type	Reg Fee	Event	Fee	Event	Fee	Total
1							
2							
3							
4							
5							

ALL INCLUSIVE PRICING:

NMDA MEMBERS: \$150	Hygienists	\$95
NON-MEMBERS: \$250	Dental Assistants:	\$95
	Administrative Staff:	\$95

Return registration and make checks payable to:
New Mexico Dental Association Attn: Nancy Arenas
9201 Montgomery Blvd. NE Suite 601
Albuquerque, New Mexico 87111
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Make payable to NMDA: U.S. CURRENCY, CHECK, MONEY ORDER, MASTERCARD, VISA, or AMERICAN EXPRESS. In the event that a credit card is officially denied use, please supply alternative credit card information within 24 hours to avoid having tickets returned to inventory.

CE Class Credits

NMDA is an ADA CERP recognized provider. CE courses, provided by NMDA, are recognized by the New Mexico Board of Dental Health, other state licensing bodies, and the Academy of General Dentistry (AGD). In New Mexico, CE courses must be "technical or scientific, as relates to clinical care" to qualify for relicensure. Courses are designated "technical and/or scientific" or "nontechnical." CE requirements differ from state to state, so please check with your state for specific requirements. AGD course codes and CE credit hours, are shown on each course synopsis. 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. Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at www.ada.org/ceerp.

Course Disclaimer

NMDA makes every effort to present high-caliber clinicians in their respective areas of expertise. The presentations of the speakers, in no way, implies NMDA's endorsement of any product, technique, or service presented in the course. NMDA specifically disclaims responsibility for any material presented. Unless otherwise noted the speakers in this program have not disclosed any relationships that would create a "conflict of interest."

CE Documentation/Proof of Attendance

You will be directed to answer two questions for each presentation as proof of attendance. When you have submitted your answers, a certificate of attendance will be emailed to you.

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Contact Info: NMDA, Nancy Arenas, narenas@nmdental.org or 505.294.1368. THERE ARE NO REFUNDS FOR THIS EVENT.



**14 COURSES! 39 CE CREDITS!
ALL ONE LOW PRICE!**

WATCH LIVE OR ON-DEMAND
A series for the entire dental team, featuring:

- January**
 - Cone Beam Imaging
 - Rich Madow
- February**
 - Travis Flandermeier
 - Mark Hyman
 - Kelly Tanner
 - Mark Hyman
 - Jocelyn Franco
 - Bethany Valachi
 - Kim Obiedo
- March**
 - Tom Schripsema
 - Jason Flores
 - Hope Watson
 - Andrew Eberhardt

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