

WINTER 2014

# VFDJ

VALLEY FORGE DENTAL JOURNAL

**2014 VFDC Program &  
Registration  
Sleep Apnea  
Age One Exams**

*The Official Publication of the Second District  
Valley Forge Dental Association of Pennsylvania*



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Dr. Ron Heier presenting a donation from Chester and Delaware County to CVIM President and CEO, Maureen Tomoschuk during the December 6 GKAS event.



Attendee receiving a facial during the Montgomery/Bucks Scent Event on November 20.

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The Journal is published three times a year: Winter, Spring & Fall. The opinions expressed in the Journal are those of the authors and do not necessarily reflect those of the Association, nor does the appearance of advertisements imply endorsement by the Association.

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# President's Message

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Dr. Nancy Rosenthal, DDS  
nrrdds@comcast.net

The beginning of a new year always starts with pledging to do lifestyle chores promptly, and correctly. One ritual I am sure we all share is to mark our calendars with important dates and times for the up and coming year. It used to be simple, one calendar was removed from its special place, and important events including birthdays and appointments were copied to the new year and the past year was now history. The relevant data was transferred. The slogan "Mark your Calendar or Save the Date" had a designation place. Now the calendar with blocks to record events is almost a thing of the past. It will soon join elevator operators, bookmarks and rotary telephones. We are quickly moving to a digital age where we record life events and appointments in our phones and iPads.

This brings me to ask all of you to record in whatever method, or methods work for you the local meetings and Continuing Education offerings by the three components of 2nd district. There are many excellent opportunities to participate and learn.

The next level of important recording of must dos is plan to attend Valley Forge Meeting March 5-7, 2014. The speakers and activities are worthwhile and a great place to meet your district colleagues.

The third event I remind you to record is the MOM n PA (Mission of Mercy) in Allentown on September 12-13, 2014. Please plan to volunteer at this rewarding event and include your staff and interested friends to participate. There are many places for non-dental volunteers to make a difference. There will be an information booth at the Valley Forge Dental Meeting.



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## EDITORIAL:

### Age One Exams are the Standard of Care

Dr. Bernie Dishler

**Y**ou now have an opportunity to bring yourself and your staff up to date on how to easily do an Age One Exam and Dental Visit for NO TUITION. *And, you will get 2 hours of CE.*

On Thursday, March 6th, during the VFDC course luncheon break, you can have lunch and learn how to do a simple Age One Dental Visit.

Children between age one and three have some of the fastest growing decay rates. A quick exam, a fluoride varnish application and a simple preventive dentistry talk with the parent can prevent all kinds of problems for the child.

The general dentists who will conduct this workshop will even tell you how scheduling these exams can help your bottom line.

It is your professional responsibility to offer these exams. It is now the Standard of Care. For more information about the importance of the Age One visit, please see the reprinted article Embracing the Age One Dental Visit in Clinical Practice on page 19 from the Children’s Dental Health Project.

The Pennsylvania Head Start Association is conducting this workshop under a grant from the Dental Trade Alliance Foundation (DTAF) and there is no tuition.

Please register for the “Age One Connect the Dots Workshop” by emailing your name and contact information to Amy Requa, Head Start State Oral Health Coordinator, at amy.cpn@gmail.com or call (484) 463-8910. Also, please indicate if you have already paid for lunch on March 6th under your VFDC course registration. If not, a boxed lunch will be provided. Space is limited so sign-up early.

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# Awaken the Sleeping Giant in Your Practice

John H. Tucker, DMD, DICOI, DABDSM

**D**id you hear another radio ad about snoring or sleep apnea on your way to work? Does the barrage of TV commercials, radio and newspaper ads leave you feeling confused about sleep? Should you become involved in dental sleep medicine and if so, what system should you incorporate into your practice and what appliances should you use?

It is estimated that 50 to 70 million Americans suffer from chronic sleep disorders costing \$16 billion/ year in health care expenses and \$50 billion/ year in lost productivity. Sleep apnea and snoring are largely under diagnosed causing individuals to suffer from pathophysiologic diseases that can be treated if we first look at the health of their sleep.

The Dental office is a prime portal for screening and identifying patients who may be at risk for not just snoring, a more serious condition called Obstructive Sleep Apnea (OSA).

“An average size dental practice has approximately 440 patients with a dental related sleep disorder that you could help treat”.<sup>1</sup>

It is a well- known fact that Obstructive Sleep Apnea Syndrome (OSAS) has been on the rise for both men and women and is continuing to grow. In an article published in Sleep magazine, research found that “93% of women and 82% of men with moderate OSAS have not been clinically diagnosed”.<sup>2</sup>

“Unrecognized sleep-disordered breathing in the general population is linked to motor vehicle accident occurrence...may account for a significant portion of motor vehicle accidents”.<sup>3</sup>

“Children are also affected by sleep disordered breathing, with 3%-12% of children being habitual snorers. This directly affects IQ scores, attention span and memory indexes in children. And, children with obstructive sleep apnea consume 226% more health care services than children without OSA”.<sup>4</sup>

“All children/ adolescents should be screened for snoring. Polysomnography should be performed in children/ adolescents with snoring and symptoms/ signs of OSAS; if polysomnography is not available, then alternative diagnostic tests or referral to a specialist for more extensive evaluation may be considered. Adenotonsillectomy is recommended as the first-line treatment of patients with adenotonsillar hypertrophy”.<sup>5</sup>

So, why bring dental sleep medicine into your practice now? In my opinion, Dental sleep medicine is where implant dentistry was 30 years ago. Think of all the patients you see day in and day out; who is the healthcare provider who looks in the mouth everyday at least twice a year if not more? The dental professional!

The main function of sleep is to allow for the individual to recover and reenergize, and sleep promotes synaptic efficiency, protein synthesis, neurogenesis, metabolic restoration and growth. Not only does our immune system reset itself during sleep, our brain allows for daytime learning to be encoded and the information to be associated.

Here is a list of some of the symptoms/factors of sleep apnea and snoring:

- Excessive daytime sleepiness
- Chronic snoring
- Gasping or choking episodes during sleep
- Morning headaches
- Fatigue related automobile or work accidents
- Depression and unexplained personality or cognitive changes
- Obesity
- Decreased sex drive/ impotence
- Oversized neck circumference
- Sleep related bruxism (in children as well)
- GERD
- Anatomic abnormalities
- Family history
- Male gender
- Alcohol or sedative use
- Smoking
- Hormone imbalance
- Genetic disorders.

Snoring and sleep apnea result in a poor quality of sleep, daytime sleepiness, cardiovascular disorders and neurocognitive problems to name a few. Snoring occurs when soft tissue falls against the back of the throat and vibrates as air moves through it creating a noise that our bed partners hear. An important aspect of snoring is that it is considered to be a sign or onset of a sleep disordered breathing problem. Snoring is an extremely challenging condition not only for the patient but for all those who sleep in the same environment.

In fact, ANY noise heard during respiration while an individual is sleeping is considered an indication of a problem. Snoring is not usually a complaint of the

patient but IS the complaint of the bed partner. While many of us focus on the noise of our partner's snoring there are significant pathophysiologic conditions that occur such as Metabolic X Syndrome, defined as having at least three of the following: too much abdominal fat, high triglycerides, low HDL (good cholesterol), and high blood pressure. Loud snorers have a more than two fold increased risk of developing hyperglycemia and were 92% more likely to have low levels of HDL. And, with 45 million Americans snoring every night, you can see how sleep disordered breathing is wildly under diagnosed let alone treated.

There are several terms you will hear when learning about sleep disordered breathing. The first is apnea, which is the cessation of oronasal airflow of at least 10 seconds. Another common term is hypopnea, a 50% (or more) reduction of oronasal airflow of at least 10 seconds. The apnea-hypopnea index (AHI) is the average number of apneas and hypopneas per hour of sleep.

The severity criteria for OSA are divided into four areas: snorers, mild OSA, moderate OSA, and severe OSA; each category progressively showing an increased AHI value.

Obstructive sleep apnea is characterized by repetitive episodes of complete (apnea) or partial (hypopnea) upper airway obstruction occurring during sleep, resulting in an increased respiratory effort, insufficient ventilation and intermittent arterial blood gas abnormalities such as hypoxemia, or a decrease in the partial pressure of oxygen in the blood and hypercapnia, an increase in the partial pressure of carbon dioxide. More simply put, at the onset of sleep the airway may collapse or snoring occurs leading to oxygen and carbon dioxide imbalances. The body senses suffocation and increases effort to breathe. The brain is aroused to resume normal breathing, and then, senses the need for sleep and a new cycle begins.

You can incorporate simple screening tools including adding the following questions to your Health History Update and have every Re-care and New Patient complete.

1. Have you ever been diagnosed with Sleep Apnea?
2. Have you ever had an overnight sleep study?
3. Do you or have you used a CPAP?
4. Do you wake up in the morning with a headache?
5. Have you ever been told that you gasp for air or suddenly stop breathing while sleeping?
6. Do you snore?

In addition the STOP-BANG questionnaire and the Epworth Sleepiness Scale (ESS) are short screening tools that offices can easily incorporate into their practice.

### STOP BANG

Screening For: Obstructive Sleep Apnea

Answer the following questions to find out if you are at risk for Obstructive Sleep Apnea

### STOP

- S** – Do you Snore? Yes / No
- T** – Do you feel Tired, fatigued or sleepy during daytime? Yes / No
- O** – Has anyone observed you stop breathing during your sleep? Yes / No
- P** – Do you have or are you being treated for high blood Pressure? Yes / No

If you answered **YES** to two or more questions on the **STOP** portion you are at risk for Obstructive Sleep Apnea. It is recommended that you contact your primary care provider to discuss a possible sleep disorder.

To find out if you are at moderate to severe risk of Obstructive Sleep Apnea, complete the BANG questions below.

### BANG

- B** - BMI > 35 kg/m<sup>2</sup> Yes / No
- A** - Age > 50 yr Yes / No
- N** - Neck circumference > 15.75" (40 cm) Yes / No
- G** - Gender: male Yes / No

The more questions you answer **YES** to on the **BANG** portion, the greater your risk of having moderate to severe Obstructive Sleep Apnea.

- OSA – High Risk: Score 5-8
- OSA – Intermediate Risk: Score 3 or 4
- OSA – Low Risk: Score is 0-2

*Questionnaire adapted from Chung F et al. Anesthesiology 2008; 108: 812-821, and Chung F et al Br J Anesthesia. 2012; 108: 768-775.*

### \*EPWORTH SLEEPINESS SCALE (ESS)

How likely are you to doze off or fall asleep in the following situations, in contrast to feeling just tired? This refers to your usual way of life in recent times. Even if you haven't done some of these things recently try to work out how they would have affected you.

Use the following scale to choose the most appropriate number for each situation:

- 0= would never doze
- 1= slight chance of dozing
- 2= moderate chance of dozing
- 3= high chance of dozing

It is important that you answer each question as best you can.

Situation	Chance of Dozing (0-3)
Sitting and reading . . . . .	_____
Watching TV . . . . .	_____
Sitting, inactive in a public place (e.g. a theatre or a meeting) . . . . .	_____
As a passenger in a car for an hour without a break . . . . .	_____

- Lying down to rest in the afternoon when circumstances permit. .... \_\_\_\_\_
- Sitting and talking to some. .... \_\_\_\_\_
- Sitting quietly after lunch without alcohol. .... \_\_\_\_\_
- In a car, while stopped for a few minutes in traffic. .... \_\_\_\_\_

\* © M.W. Johns 1990-1997

A score of **9 or 10** on the ESS indicates that the patient is at risk for sleep apnea and it is recommended that the patient see a sleep physician for further assessment.

Sleep medicine is the one field in which the physician needs the dentist and the dentist needs the physician to provide effective treatment. Consider OSA to be a medical condition with a dental solution.

It is important to understand that it is the physician that must make the diagnosis of OSA and NOT the dentist. Our role in sleep medicine is similar to the wide receiver on a football team and the physician is the quarterback. The physician may recommend that the patient have an overnight sleep study or polysomnogram (PSG), or an at home sleep study (HST). A diagnosis is made and if the patient is a candidate for an oral appliance, a prescription will be given to the patient for the dentist to initiate treatment. Per the American Academy of Dental Sleep Medicine (AADSM) the guidelines, Oral Appliances (OAs) are indicated for use in patients with mild to moderate OSA who prefer them to continuous positive airway pressure (CPAP) therapy, or who do not respond to, are not appropriate candidates for, or who fail treatment attempts with CPAP.

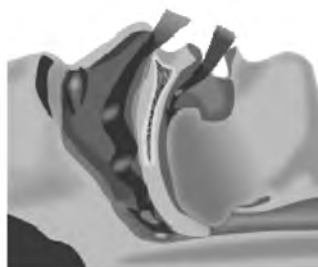
Information that is found in the sleep study includes:

- The frequency and intensity of snoring
- The presence, frequency, and length of pauses in breathing
- The type of sleep apnea

Obstructive (airway is blocked)

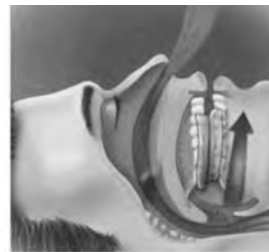
Central (central nervous system does not stimulate breathing)

Complex or Mixed (a combination of obstructive and central)



*Complete obstruction of the airway*

Nonsurgical management of OSA includes the use of oral appliance therapy (OAT); an FDA approved medical device, a good choice to resolve OSA and snoring and are good alternatives when CPAP or surgery fall short. Oral appliances advance the mandible thereby improving upper airway patency and preventing pharyngeal collapse during sleep. OAT increases the volume (size) of the upper airway and stretch the soft palate and increase genioglossal activity, keeping the tongue from falling back into the throat causing obstruction.



*Oral appliance advancing the mandible*

There are many therapy devices and treatments available on the market including:

- Oral appliances
- Surgery
- CPAP (continuous positive airway pressure)
- Nasal strips
- Over-the-counter nasal sprays
- Anti-snore pillows and t-shirts
- Weight loss
- Smoking cessation
- Sleeping on one's side
- Avoiding alcohol before bedtime
- Avoiding medications that relax the throat muscles

“The great irony about the emergence of dental sleep medicine is that generations of dentists have looked in the mouths of countless individuals with sleep-disordered breathing without knowing of the disorder”.<sup>6</sup>

As dentists we can take full advantage of our access to the head and neck and evaluate the following tissues for indicators of OSA.

Dentists can evaluate:

- Neck size, making note of men with 15.5 inch or greater size neck and women with greater than 15.75 inch neck circumference.
- The oropharyngeal tissues; do the tissues appear to be elongated and/ or is the area anatomically small or crowded?
- Scalloping of the tongue, this finding may also be an indication of tongue size and that the tongue does not rest comfortably within the mandibular space.
- Length of the palate: is the palate long and sloping?
- Size of the uvula; is the uvula enlarged, swollen, or elongated?



- Tonsils; are the tonsils present and if so how large are they? Is there a possible need for the tonsils to be removed, if so, you may want to refer the patient to an ENT.
- The tongue may be coated due to GERD; it may be enlarged and can obstruct the view of the oropharynx
- Teeth and the periodontal structures; is gingival inflammation present due to mouth breathing? Is gingival bleeding present? Dry mouth due to medications or mouth breathing?
- Gingival recession may indicate a risk of clenching, tooth wear, which could be present with sleep bruxism and abfractions due to parafunctional activity/ clenching.
- Chapped lips or cracking at corners could be due to an inability to nose breath.
- Poor lip seal; sign of a chronic mouth breather.
- Mandibular retrognathia is a sign that the patient is at risk for OSA/snoring.
- Long face (doliocephalic) may result in a chronic mouth breathing habit.
- Enlarged masseter muscles from clenching/ sleep bruxism.
- We can also pay attention to the nostrils; are the nostrils/ nares small making nose breathing difficult?
- A forward head posture may be present with any compromise, restriction, and chronic mouth breathing.

It only make sense that since we have access to these tissues everyday and with every patient that we begin to see the bigger picture of how the oral cavity can affect the airway and therefore the quality of life. In regard to documentation, you will need to create SOAP notes for

your patients' visits and follow up appointments; billing of oral appliances, examinations, and visits are done with the patients' medical insurance.

If a patient is in need of dental work prior to the fabrication of an oral appliance, there are a few options for interim therapy including; A tongue retaining device (TRD) or a "Temporary or Transitional Appliance" may prove beneficial until dental or periodontal work is completed



*Tongue retaining device*

In summary, it is easy to realize the importance that dentists play in the treatment of snoring and OSA. Sleep medicine can be a significant part of your practice and you will not find a lack of frustrated and irritated patients that will be grateful when your treatment is completed.

### References

1. Chest 2006; 130, 780-786.
2. Sleep 20(9) 705-706c. 1997.
3. Young Sleep 20 (\*) 608-13, 1997.
4. Kennedy et al., 2004, Sinha & Guilleminault, 2010.
5. Pediatrics 2012; 130: 576-584.
6. William C. Dement, MD, PhD; Professor of Psychiatry and Behavioral Sciences. Stanford University of Medicine.

**NOTE: Dr. Tucker will present Treatment of Obstructive Sleep Apnea with Oral Appliance Therapy on Friday, March 7, 2014 at the Valley Forge Dental Conference. Visit [www.vfdc.org](http://www.vfdc.org) for details.**

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**Friday, April 11, 2014**

**L. Stephen Buchanan, DDS, FICD, FACD – Santa Barbara, CA – “The Art of Endodontics: Everything Has Changed but the Anatomy”** This presentation relates the most fundamental and unchanging endodontic issues—pulp, dentin, root, and root canal anatomy—to principles of treatment, simplifying our choices among evolving procedural technologies. A diagnostic regimen is shown that can rule endo in or out, and if pain is of endo etiology, it can discover which tooth is referring the pain. Dr. Buchanan will also show his most current treatment methods. Procedures covered include guided-access cavities, rotary negotiation, shaping canals with one to three files, bug-jarring irrigation and 3D obturation accomplished in seconds. After watching this presentation attendees should understand: The influence of endodontic anatomy on pulp degeneration and how the complexities of root canal systems dictate treatment to their full apical and lateral extents. How 3D and 2D radiography with thermal pulp testing can deliver 100% diagnostic confidence. How to treatment plan emergency care, endo vs implant, and how you are going to successfully invade pt's root canal systems. How cutting with guided access burs reduces loss of tooth structure while improving file paths. How rotary negotiation brings the 10X improvement that rotary shaping did 15 years ago. Why 3D obturation can improve success rates and how simple it is to do with today's technology. Dr. Buchanan is a diplomate of the American Board of Endodontics and an assistant clinical professor at the post-graduate endodontic programs at USC and UCLA. This course is co-sponsored by an educational grant from Dodd Dental Lab and Dentsply.

**Thursday, May 8, 2014**

**Glenn Dupont DDS – St Petersburg, FL – “Solving the Most Difficult Cases: A Step-by-Step Process”** After graduating from Emory University School of Dentistry in 1979, Dr. Dupont joined the practice of Dr. Peter Dawson. He is currently the Director of Faculty at the Dawson Academy. Dr. DuPont will share a process that he has been using successfully to solve the most difficult problems that patients present with. He has accumulated some extremely challenging cases over the last 34 years. Anterior open bites, class three problems, anterior cross bites, posterior cross bites, deep over bites, bulimia and anterior wear are a few of the cases that he will address. A step-by-step process will be presented in a series of checklists that the attending dentist can immediately apply to help solve problems with their patients. Learning objectives: Review key principles and concepts of esthetics and function; Apply the four treatment options to solve functional issues; Utilize the Functional-esthetic 2-D checklist; Show the use of the 10 Step 3-D checklist; Discuss checklists for lab communication to ensure predictability; Utilize a specific process to sequence all types of cases for efficiency and productivity; Apply these checklist and principles to a number of different cases. This course is co-sponsored by an educational grant from Dodd Dental Lab, Dentsply and Hayes Handpiece Repair.

All meetings will be held at the Springfield Country Club on Route 320, Springfield, Delaware County, PA.  
 Registration for all courses 8:15 AM. Lecture 9:00 AM – 4:30 PM. Continental breakfast and lunch included for all DKU courses.

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# Mark Your Calendar for the... 28<sup>TH</sup> ANNUAL VALLEY FORGE DENTAL CONFERENCE

MARCH 5-6-7, 2014

VALLEY FORGE RADISSON HOTEL KING OF PRUSSIA, PA



DR. GORDON CHRISTENSEN



DR. UCHE ODIATU



DR. RELLA CHRISTENSEN



DR. SAMUEL B. LOW



DR. HAROLD L. CROSSLEY



DR. JOHN H. TUCKER



DR. LEONARD F. TAU

## PROGRAM AT A GLANCE

### WEDNESDAY ... MARCH 5, 2014

#### 7:30 AM – 5:00 PM

REGISTRATION DESK OPEN  
Grand Ballroom Foyer

#### 7:30 AM – 9:00 AM

CONTINENTAL BREAKFAST  
Grand Ballroom Foyer  
Sponsored by PDAIS/TDIC

#### 8:00 AM – 5:00 PM

HIOSSON AIC EDUCATION PRESENTS  
"Live Implant Surgery Hands-On Training"  
(#105)  
(Limited to 20 participants)  
Lunch not included – See registration form to purchase lunch ticket.

#### 8:15 AM – 4:15 PM

DR. GORDON CHRISTENSEN – Full Day Lecture  
"Implant Prosthodontics 2014" (#102)  
AM Break – 10:00 AM  
Lunch Included – 11:45 AM-1:30 PM

#### 8:30 AM – 5:00 PM

AMERICAN ACADEMY OF FACIAL ESTHETICS  
Full Day Hands-On Workshop  
"Botox Use in Dentistry" (#104)  
(Limited to 25 Doctors/25 Staff)  
Lunch not included – See registration form to purchase lunch ticket.

#### 8:30 AM – 4:30 PM

DR. UCHE ODIATU – Full Day Lecture  
"The Wellness Advantage & The Mouth Body Link: New Strategies for You & Your Patients"  
(#103)  
AM Break – 10:15 AM  
Lunch Included – 11:45 AM-1:30 PM

#### 10:00 AM – 4:00 PM

EXHIBIT HALL OPEN  
Radisson Hotel Lower Level  
Includes Door Prize Booth, Refreshments,  
Cosmetic Makeovers and more

#### 11:30 AM – 2:00 PM

VIP LUNCHEON for Speakers, Moderators,  
Ushers, Committee, Staff and VIP's  
Nosh Deli

#### 11:45 AM – 1:30 PM

COURSE LUNCHEON BREAKS  
Adjacent to the Exhibit Hall

#### 12:00 PM – 1:30 PM

PAST PRESIDENT'S LUNCHEON  
Nosh Deli

#### 12:00 PM – 1:30 PM

REFRESHMENTS IN EXHIBIT HALL

#### 4:00 PM – 6:00 PM

TEMPLE ALUMNI RECEPTION  
Nosh Deli

### THURSDAY ... MARCH 6, 2014

#### 7:30 AM – 5:00 PM

REGISTRATION DESK OPEN  
Grand Ballroom Foyer

#### 7:30 AM – 9:00 AM

CONTINENTAL BREAKFAST  
Grand Ballroom Foyer  
Sponsored by PDAIS/TDIC

#### 8:00 AM – 5:00 PM

AMERICAN ACADEMY OF FACIAL ESTHETICS  
Full Day Hands-On Workshop (#104)  
"Dermal Fillers in Dentistry"  
(Limited to 25 Doctors/25 Staff)  
Lunch not included – See registration form to purchase lunch ticket.

#### 8:00 AM – 5:00 PM

HIOSSON AIC EDUCATION PRESENTS  
"Live Implant Surgery Hands-on Training"  
(#105)  
(Limited to 20 participants)  
Lunch not included – See registration form for purchase lunch ticket.

#### 8:30 AM – 4:30 PM

DR. SAM LOW  
"Successful Management of the Periodontal Patient: Make Periodontics A Practice Winner"  
(#107)  
AM Break – 10:15 AM  
Lunch Included – 11:45 AM-1:30 PM

#### 8:45 AM – 4:45 PM

DR. RELLA CHRISTENSEN  
"What's New in Caries, Restoratives, Laser Perio and Infection Control" (#108)  
AM Break – 10:30 AM  
Lunch Included – 11:45 AM-1:30 PM

#### 10:00 AM – 4:00 PM

EXHIBIT HALL OPEN  
Radisson Hotel Lower Level  
Includes Door Prize Booth, Refreshments,  
Cosmetic Makeovers and more

#### 11:30 AM – 2:00 PM

VIP LUNCHEON for Speakers, Moderators,  
Ushers, Committee, Staff and VIP's  
Nosh Deli

#### 11:45 AM – 1:30 PM

COURSE LUNCHEON BREAKS  
Adjacent to the Exhibit Hall

#### 12:00 PM – 1:30 PM

REFRESHMENTS IN EXHIBIT HALL

#### 4:30 PM – 6:00 PM

AMERICAN COLLEGE OF DENTISTS RECEPTION  
Nosh Deli

#### 6:30 PM – 10:00 PM

PRESIDENT'S ITALIAN NIGHT (#110) In Honor of  
Dr. Nancy Rosenthal, Second District President  
Reception – Cameo Lounge  
Dinner – VIVIANO Restaurant, VF Casino Resort

### FRIDAY ... MARCH 7, 2014

#### 7:30 AM – 5:00 PM

REGISTRATION DESK OPEN  
Grand Ballroom Foyer

#### 7:30 AM – 9:00 AM

CONTINENTAL BREAKFAST  
Grand Ballroom Foyer

#### 8:00 AM – 5:00 PM

HIOSSON AIC EDUCATION PRESENTS  
"Live Implant Surgery Hands-On Training"  
(#105)  
(Limited to 20 participants)  
Lunch not included – See registration form to purchase lunch ticket.

#### 8:00 AM – 4:00 PM

DR. LEONARD TAU  
"The Tao of 21st Century Marketing" (#111)  
AM Break – 10:00 AM  
Lunch Included – 11:45 AM-1:30 PM

#### 8:15 AM – 4:15 PM

DR. JOHN TUCKER  
"Treatment of Obstructive Sleep Apnea with Oral Appliance Therapy" (#112)  
AM Break – 10:15 AM  
Lunch Included – 11:45 AM-1:30 PM

#### 8:30 AM – 4:30 PM

DR. HAROLD CROSSLEY  
"The Real Deal About Street Drugs and Their Effects On You, Your Family and Your Dental Practice" (#113)  
AM Break – 10:30 AM  
Lunch Included – 11:45 AM-1:30 PM

#### 10:00 AM – 3:00 PM

EXHIBIT HALL OPEN  
Radisson Hotel Lower Level  
Includes Door Prize Booth, Refreshments,  
Cosmetic Makeovers and more

#### 11:30 AM – 2:00 PM

VIP LUNCHEON for Speakers, Moderators,  
Ushers, Committee, Staff and VIP's  
Nosh Deli

#### 11:45 AM – 1:30 PM

COURSE LUNCHEON BREAKS  
Adjacent to the Exhibit Hall

#### 12:00 PM – 1:30 PM

REFRESHMENTS IN EXHIBIT HALL

## “IMPLANT PROSTHODONTICS – 2014” Course #102



Wednesday, March 5, 2014  
Dr. Gordon Christensen  
AGD Code: 692  
Course Time: 8:15 AM–4:15 PM  
CE Credits: 6  
Course Code: D, H, A, E

This course includes a current state-of-the-art

discussion and demonstration of the many prosthodontic applications of root-form implants including:

- Single-tooth implant supported crowns
- Abutment comparisons for single crowns
- Cements
- Cementing vs. screw retained crowns
- Removable multiple tooth replacing implant supported prostheses
- Fixed multiple tooth replacing implant supported prostheses
- Abutment comparisons for multiple tooth replacements
- Overdentures supported by implants
- Mini implant applications
- Repair of implant supported restorations

Upon completion of this program on implant prosthodontics, participants will be able to:

- Discuss and compare the options for implant supported multiple tooth replacements
- Discuss and compare the restorative options for implant supported multiple tooth replacements
- Describe the procedures for mini implant supported overdentures compared with conventional complete dentures

**Gordon J. Christensen, DDS, MSD, PhD**  
bio and course handout available on the website...  
[www.vfdc.org](http://www.vfdc.org).

TUITION PRIOR TO FEBRUARY 21 • ADA: \$250 • Staff/Spouse: \$145 • Non ADA: \$350 • Lunch Included

## “THE WELLNESS ADVANTAGE & THE MOUTH BODY LINK: NEW STRATEGIES FOR YOU & YOUR PATIENTS” Course #103



Wednesday, March 5, 2014  
Dr. Uche Odiatu  
AGD Code: 737  
Course Time: 8:30 AM–4:30 PM  
CE Credits: 6  
Course Code: D, H, A, E, M

Want to add value to your patient experience? There is an avalanche

of evidence demonstrating the connection between your patient's oral health and modern lifestyle habits: lack of sleep, shift work, poorly managed stress, overeating, and sedentary living. A recent article in Dentistry Today reported that patients appreciate the dental health professional who sees the bigger picture and truly understands the relationship between the body, mind & mouth.

Emerging research catapults inflammation into the ring as a key player in many systemic and oral diseases. Periodontal disease is one of the major sources of chronic inflammation

that adversely influences the entire body. Stop the deadly cascade with specific dental & lifestyle solutions guaranteed to change your patient's health destiny. This fact filled & inspirational presentation is a 'call to arms' against inflammation – "let's douse the flames!" And in the process:

1. Learn in a fun environment and grow personally & professionally.
2. Expand your knowledge of the BODY-MOUTH connection.
3. Understand why certain patients do not respond well to your hygiene programs.
4. Recognize the destructive INFLAMMATORY CASCADE in your patients.
5. Make the connection between diabetes, insulin resistance, poor sleep habits & inflammation.
6. Discover how visceral fat behaves like an active organ causing havoc in the body & mouth.

7. Learn how your patient's bacterial flora changes as they gain weight.
  8. Identify 7 KEY foods & lifestyle habits that contribute to inflammation - EAT THIS NOT THAT!
  9. Learn which exercises best fight inflammation in your body ("What happens anywhere happens everywhere")
  10. Create a circle of influence with allied health professionals (RMT's, DC's, RD and CPT's) and create major referrals.
  11. Learn how tooth whitening can help boost patient self-esteem & other self-care habits.
  12. And learn insider secrets to dropping that last few pounds & become a role model of optimal health for your dental team and, of course, your patients.
- Plus much more...

**Uche Odiatu, BA, DMD** bio and course handout available on the website... [www.vfdc.org](http://www.vfdc.org).

TUITION PRIOR TO FEBRUARY 21 • ADA: \$250 • Staff/Spouse: \$145 • Non ADA: \$350 • Lunch Included

## “BOTOX LIVE PATIENT TRAINING FOR EVERY DENTAL PRACTICE” (WED.) & “DERMAL FILLERS LIVE PATIENT TRAINING FOR EVERY DENTAL PRACTICE” (THURS.) Course #104



Wed. & Thurs., March 5 & 6, 2014  
AMERICAN ACADEMY OF FACIAL ESTHETICS PRESENTS 2 FULL DAY LECTURES & LIVE PATIENT HANDS-ON WORKSHOPS:

PART I - “Botox Live Patient Training for Every Dental Practice” (Wed.) &

PART II - “Dermal Fillers Live Patient Training for Every Dental Practice” (Thurs.)

8:30 AM–5:00 PM (Wed) & 8:00 AM–5:00 PM (Thurs)

AGD Code: 310  
CE Credits: 8 each day and 16 total CE participation  
Course Code: D, H, A, E  
Limited Attendance: 25 Doctors/25 Staff  
Lunch not included.

This is a certification course in the use of Botox and Dermal Fillers for dentistry by the American Board of Facial Esthetics. If you are planning on injecting, please bring your own model patient. Course objectives and speaker bios available on the website... [www.vfdc.org](http://www.vfdc.org).

### Course Outline

- Patient assessment and consultation for botulinum toxin (Xeomin, Dysport, Botox) and dermal fillers
  - Indications and contraindications for these techniques
  - Anatomy of the head, neck, and in-depth instruction in the oral and maxillofacial structures including the neurophysiology, musculature and circulatory system
- Plus much more...

Wednesday & Thursday

TUITION — \$2,997 for VFDC attendees (\$500 off the regular tuition of \$3,497) per dentist. Team member tuition: AAFE members get their 1<sup>st</sup> team member free, otherwise it will be \$395 per day (\$790 for 2 day course). Dentists and any healthcare professional who can inject may not come as team members. All attendees must register directly through the American Academy of Facial Esthetics (AAFE) at [www.FacialEsthetics.org](http://www.FacialEsthetics.org) OR CALL 800-952-0521. Please see cancellation policy on the AAFE website. Additional materials include \$545 per vial of Botox and \$274–\$301.50 per syringe of dermal filler depending on brand requested.

Wednesday,  
Thursday  
& Friday

## HIOSSSEN AIC EDUCATION PRESENTS "IMPLANT SURGERY LECTURE AND HANDS-ON TRAINING WITH LIVE PATIENTS" Course #105

Wednesday, Thursday & Friday (3 Full Days of Lecture)  
March 5-6-7, 2014

Saturday, March 22<sup>nd</sup>—Hands On Training (location to be announced)

AGD Code: 690

Course Time: 8:00 AM–5:00 PM, Daily

CE Credits: 7 credits each day

Course Code: D, H, A, E

\*\*Course will be limited to 20 Participants

Known for its implantology products, Hiossen provides a comprehensive offering of training courses called AIC Education. The Immediate and Advanced courses provide a four day lecture-based presentation with model-based, hands-on participation intended to build on the skills taught

for basic dental implants. The four day course curriculum will consist of:

### MARCH 5 – DAY ONE

- Introduction to Implant Dentistry
- Radiographic Imaging & Tracing
- Diagnosis & Treatment Planning
- Surgical Set-Up & Surgical Drilling Sequence

### MARCH 6 – DAY TWO

- Anatomic Consideration in Implant Surgery
- Presurgical Preparation, Anesthesia & Medication
- Incision, Suturing
- Managing Implant Complications & Failures

### MARCH 7 – DAY THREE

- Abutment Selection/Restorative Options
- Live Surgery Case Preview
- Demo: Incision, implant placement, suturing

### MARCH 22 – DAY FOUR

Location to be announced.

- Participants perform simple implant placement on their own patient under direct supervision of the instructor(s)

Speaker bio available on the website...

[www.vfdc.org](http://www.vfdc.org)

**TUITION • VFDS Members Special Discount \$2,500 • Non-members Early Bird Special: \$3,000 (Register by Jan. 30, 2014) • Registration After Jan. 30 is \$3,500 • All attendees must register directly through HIOSSSEN at [taeh.kim@hiossen.com](mailto:taeh.kim@hiossen.com) or call 206-370-1736 • Lunch Included**

## "SUCCESSFUL MANAGEMENT OF THE PERIODONTAL PATIENT: MAKE PERIODONTICS A PRACTICE WINNER" Course #107



Thursday, March 6, 2014

Dr. Sam Low

AGD Code: 495

Course Time: 8:30 AM–4:30 PM

CE Credits: 6

Course Code: D, H, A, E

Take the frustration out of periodontal therapy and replace

traditional ineffective systems with protocols that create win-win for both patients and clinicians. Periodontitis is the major contributor of tooth loss in dentistry. We are continually challenged in periodontal care with customizing treatment for the restorative patient from esthetic expectations to economic considerations. Unravel complexities by standardizing data in an efficient manner to accurately predict prognosis of restorative abutments

utilizing risk assessment, empowering the hygienist with expanded job descriptions beyond the "prophy" and move into anti-inflammatory strategies. Explore emerging technologies from micro thin ultrasonics to nutrition to laser therapies incorporating practice management techniques to establish fees, insurance reimbursement, risk management, and referral processes to periodontists.

### The participant will be able to:

- Review successful parameters to determine tooth survival in short-and-long term prognosis
- Develop decision making protocols in choosing between various forms of power instrumentation and various micro-thin tips

- Determine the efficacy of utilizing various laser wavelengths in sulcular decontamination, degranulation, new attachment and bone regeneration
- Standardizing the collection of periodontal data in a time efficient manner to determine accurately the prognosis of restorative abutments and when to extract and place implants
- Empower the dental hygienist with expanded work descriptions beyond the prophylaxis. Creating positive interactions between dentists, periodontists and dental hygienists through communication skills and continuous quality improvement

**Samuel B. Low, DDS, MS, MED**

bio and course handout available on the website...

[www.vfdc.org](http://www.vfdc.org)

**TUITION PRIOR TO FEBRUARY 21 • ADA: \$250 • Staff/Spouse: \$145 • Non ADA: \$350 • Lunch Included**

## "WHAT'S NEW IN CARIES, RESTORATIVES, LASER PERIO AND INFECTION CONTROL?" Course #108



Thursday, March 6, 2014

Dr. Rella Christensen

AGD Codes: 151 AM & 148 PM

Course Time: 8:45 AM–4:45 PM

CE Credits: 6

Course Code: D, H, A, E

See clinical images showing what the many remineralization

products can and cannot do. See the answer to the questions – Do caries progress under sealants? See which performs best over time among 5 popular all-ceramics,

7 nanofil resins, and the new monolithic materials (BruxZir, e.maxCAD, Lava Ultimate, Enamic). See how scaling and root planning (SRP) alone compares to SRP plus laser in periodontitis treatments. Learn from a microbiologist what it takes to control cross infection in a busy dental practice. See results of tests used to validate product claims. Learn how to improve and simplify your daily infection control practices. This course helps clinicians find the top performing products identified in large clinical evaluations.

### Attendees will learn:

1. What to expect from monolithic CAD-CAM materials.
2. Ways to improve Class 2 resin restorations.
3. Whether it's worth buying a laser for perio treatments.
4. Why viral infections are of particular concern.
5. How to select an effective disinfectant.

**Rella P. Christensen, RDH, PhD** bio and

course handout available on the website...

[www.vfdc.org](http://www.vfdc.org)

**Tuition Prior February 21 • ADA: \$250 • Staff/Spouse: \$145 • Non ADA: \$350 • Lunch Included**

**PARTICIPANT CODES: D—Dentist H—Hygienist A—Assistant E—EFDA M—Management**

## “THE TAO OF 21<sup>ST</sup> CENTURY MARKETING” Course #111



Friday, March 7, 2014  
Dr. Leonard Tau  
AGD Code: 561  
Course Time: 8:00 AM–4:00 PM  
CE Credits: 6  
Course Code: D, H, A, E, M

The internet has become the main way that potential patients search for a dentist. Building and maintaining an online reputation can make or break your practice success. Social media (Facebook, Twitter, etc.) has

changed the way businesses market themselves. Dr. Tau has seen his practice grow exponentially due to his marketing strategies which are focused on the internet and reputation-based marketing. Dr. Tau will also share his successes with you on ways to increase the number of new patients your office sees each month.

### Participants will Learn ...

- How to claim, manage, and maintain an online reputation
- Using your Google+ Local page

- Ways to get patients to leave reviews
- How to use Facebook, You Tube, Blog and Twitter for your practice as well as some other social media sites
- Learn about other marketing tools available on the internet
- Learn how to make your web site more interactive
- Learn about additional social media tools to help your marketing efforts

**Dr. Leonard F. Tau** bio and course handout available on the website... [www.vfdc.org](http://www.vfdc.org)

**TUITION PRIOR TO FEBRUARY 21 • ADA: \$250 • Staff/Spouse: \$145 • Non ADA: \$350 • Lunch Included**

## “TREATMENT OF OBSTRUCTIVE SLEEP APNEA WITH ORAL APPLIANCE THERAPY” Course #112



Friday, March 7, 2014  
Dr. John Tucker  
AGD Code: 185  
Course Time: 8:15 AM–4:15 PM  
CE Credits: 6  
Course Code: D, H, A, E

Dental Sleep Medicine is an exciting new field in the dental profession. Participants will learn a basic understanding of human sleep and how it is adversely affected by Obstructive Sleep Apnea (OSA). Dr. Tucker will discuss the health risk

associated with OSA and its prevalence in the general population. With this knowledge, participants will learn how to identify and manage these patients that already exist in their practices with oral appliance therapy (OAT). Oral appliance therapy and the management of OSA in the dental practice will be the primary focus of this program.

### Course Objectives:

- Understand the Basics of Sleep; Stages & Cycles of Sleep; Sleep Disorders & Disturbances

- Sleep Apnea (OSA)
- Anatomical Review of Airway and Related Muscles
- Learn to recognize DSM in your Dental Practice
- Patients in your Practice: History & Examination of Sleep Apnea; Conversion of a Dental Patient to a Sleep Patient; Diagnosis of Sleep Apnea
- Understand how to Treat the OSA Patient
- Treatment Options and Oral Appliances

**Dr. John H. Tucker, DMD** bio and course handout available on the website... [www.vfdc.org](http://www.vfdc.org)

**TUITION PRIOR TO FEBRUARY 21 • ADA: \$250 • Staff/Spouse: \$145 • Non ADA: \$350 • Lunch Included**

## “THE REAL DEAL ABOUT STREET DRUGS AND THEIR EFFECTS ON YOU, YOUR FAMILY, AND YOUR DENTAL PRACTICE” Course #113



Friday, March 7, 2014  
Dr. Harold Crossley  
AGD Code: 016  
Course Time: 8:30 AM–4:30 PM  
CE Credits: 6  
Course Code: D, H, A, E

What questions should you be asking your patients to avoid drug interactions with street drugs? What is the impact on your practice of the recent resolutions, approved by the American Dental Association, for providing dental care for patients who are and have been chemically dependent? How will I know if a person is under the influence of street drugs? What are the

warning signs of teenage drug abuse? What can I do if I suspect my child is using drugs? What are the characteristics of and how do I manage the “doctor shopper?”

These questions and more will be answered in this dynamic, brutally honest, and graphic presentation that will take you from the streets and into the office.

### You and your staff will learn...

- The signs and symptoms of commonly abused prescription and illicit drugs.
- The biochemical basis for the disease of addiction.

- What medications to avoid with the suspected drug abusing patient.
- How to recognize and manage the doctor shopper.
- What are the new “club drugs?”
- What are “meth mouth,” “lean,” “whippets,” “parachuting” and more?
- Why do some people become addicted?

**Dr. Hal Crossley** bio and course handout available on the website... [www.vfdc.org](http://www.vfdc.org)

**TUITION PRIOR TO FEBRUARY 21 • ADA: \$250 • Staff/Spouse: \$145 • Non ADA: \$350 • Lunch Included**

**PARTICIPANT CODES: D—Dentist H—Hygienist A—Assistant E—EFDA M—Management**



**TWO PATRIOT PASS OFFERS ARE AVAILABLE THIS YEAR FOR MULTI-DAY ATTENDEES.**

**See [WWW.VFDC.ORG](http://WWW.VFDC.ORG) for more information.**



# VALLEY FORGE DENTAL CONFERENCE – March 5, 6, 7, 2014

**3 WAYS TO REGISTER...** **1** ON THE WEB: [www.vfdc.org](http://www.vfdc.org) (Credit card users only) **2** FAX: 610-340-2585 (Credit card users only)  
 (Please no phone registrations)

**3** MAIL: **VFDC Registration Service**  
**M. L. Moreland**  
**13127 Reunion Street**  
**Charlotte, NC 28278**



COST BEFORE FEBRUARY 21				COST AFTER FEBRUARY 21			
ADA Member	NON ADA Member	STAFF Spouse	STUDENTS (lunch not included)	ADA Member	NON ADA Member	STAFF Spouse	STUDENTS (lunch not included)

WEDNESDAY-MARCH 5								
#102 – G. CHRISTENSEN – Full Day – Prosthodontics	\$250	\$350	\$145	-.00	\$300	\$400	\$175	-.00
#103 – U. ODIATU – Full Day – Health & Wellness	\$250	\$350	\$145	-.00	\$300	\$400	\$175	-.00
#104 – AAFE – 2-Days – Botox & Dermal Fillers Attendees must register directly through the Academy at <a href="http://www.FacialEsthetics.org">www.FacialEsthetics.org</a> or call 800-952-0521.	\$2,997	\$2,997	\$790	N/A	\$2,997	\$2,997	\$790	N/A
#105 – HIOSSEN – 4 Days – Implant Surgery Attendees must register directly through Hiossen at <a href="mailto:taeh.kim@hiossen.com">taeh.kim@hiossen.com</a> or call 206-370-1736.	\$2,500	\$3,000	N/A	N/A	\$3,500 after Jan. 30	\$3,500 after Jan. 30	N/A	N/A
#106 – WEDNESDAY LUNCHEON TICKET for courses not including lunch.	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35
THURSDAY, MARCH 6								
#107 – S. LOW – Periodontics	\$250	\$350	\$145	-.00	\$300	\$400	\$175	-.00
#108 – R. CHRISTENSEN – Caries/Laser Perio	\$250	\$350	\$145	N/A	\$300	\$400	\$175	N/A
#109 – THURSDAY LUNCHEON TICKET for courses not including lunch.	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35
#110 – PRESIDENT'S ITALIAN DINNER	\$90	\$90	\$90	\$90	\$90	\$90	\$90	\$90
AMERICAN ACADEMY OF FACIAL ESTHETICS (AAFE) — SEE REGISTRATION INFORMATION ABOVE (COURSE #104)								
HIOSSSEN IMPLANT SURGERY — SEE REGISTRATION INFORMATION ABOVE (COURSE #105)								
FRIDAY, MARCH 7								
#111 – L. TAU – Marketing	\$250	\$350	\$145	-.00	\$300	\$400	\$175	-.00
#112 – J. TUCKER – Sleep Apnea	\$250	\$350	\$145	-.00	\$300	\$400	\$175	-.00
#113 – H. CROSSLEY – Street Drugs	\$250	\$350	\$145	-.00	\$300	\$400	\$175	-.00
HIOSSSEN IMPLANT SURGERY — SEE REGISTRATION INFORMATION ABOVE (COURSE #105)								
PATRIOT PASSES								
The 3-DAY PATRIOT PASS—Includes Admission & Lunch to all courses except Botox/Dermal Filler & HIOSSSEN Implant.	\$599	\$699	N/A	N/A	\$599	\$699	N/A	N/A
The 2-DAY PATRIOT PASS—Includes Admission & Lunch to all courses for two designated days except Botox/Dermal Filler & HIOSSSEN Implant.	\$399	\$499	N/A	N/A	\$399	\$499	N/A	N/A

All dentists who are not ADA members are welcome to visit the exhibit hall without a registration fee.

Doctors & Staff may register & purchase tickets on one form, however, courses selected must be noted next to each name or tickets will not be available for pick-up on site.

**DISCOUNT DEADLINE**  
 February 21, 2014

INFORMATION OR QUESTIONS CALL:  
 800-854-VFDC

Course ticket & name badges WILL NOT be mailed in advance. Registration materials must be picked up personally at the registration desk.

DR. NAME: \_\_\_\_\_ ADA #: \_\_\_\_\_ **Check one:**  ADA Dentist  Non-ADA Dentist  Dental Student

STREET ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ EMAIL (for confirmation purposes) \_\_\_\_\_

**DENTIST WILL ATTEND THE FOLLOWING. Check all that apply:** WED.  102 G.Christensen  103 Odiatu  106 Wednesday Lunch  
 THUR.  107 Low  108 R. Christensen  109 Thursday Lunch  110 Italian Dinner FRI.  111 Tau  112 Tucker  113 Crossley  Exhibit Hall Only  
 3 Day Patriot Pass  2 Day Patriot Pass: Please circle which 2 days: WEDNESDAY THURSDAY FRIDAY

**DOCTOR TOTAL:**  
 \$ \_\_\_\_\_

**STAFF NAME #1** \_\_\_\_\_  Hygienist  Assistant  Office Manager/Staff  Technician  Student  EFDA  
**Check all that apply:** WED.  102 G.Christensen  103 Odiatu  106 Wednesday Lunch THUR.  107 Low  108 R. Christensen  109 Thursday Lunch  
 110 Italian Dinner FRI.  111 Tau  112 Tucker  113 Crossley  Exhibit Hall Only

**NAME #1 TOTAL:**  
 \$ \_\_\_\_\_

**STAFF NAME #2** \_\_\_\_\_  Hygienist  Assistant  Office Manager/Staff  Technician  Student  EFDA  
**Check all that apply:** WED.  102 G.Christensen  103 Odiatu  106 Wednesday Lunch THUR.  107 Low  108 R. Christensen  109 Thursday Lunch  
 110 Italian Dinner FRI.  111 Tau  112 Tucker  113 Crossley  Exhibit Hall Only

**NAME #2 TOTAL:**  
 \$ \_\_\_\_\_

DUPLICATE THIS FORM TO REGISTER ADDITIONAL STAFF.

**PAYMENT METHOD**  Check (payable to VFDC)  VISA  MasterCard

NAME AS IT APPEARS ON CREDIT CARD \_\_\_\_\_ MAILING ADDRESS (if different from above) \_\_\_\_\_ PHONE # (if different from above) \_\_\_\_\_

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## GKAS Thanks...

We would like to thank the dentists, hygienists, assistants, and staff members who donated their expertise and dental supplies to provide dental care and education for indigent children on Friday, December 6th at Community Volunteers in Medicine in West Chester. The list of volunteer dentists includes Haddy Alrez, Thomas Bachstein, Tami Brady, Dick Clark, Bernie Dishler, Eric Goldberg, Jerry Hark, Ron Heier, Chris Hussin, Bernie Logan, Kurt Meyers, Adrianna Mora, and Allen Yang.



ADA American Dental Association®

Honorary Chair of this GKAS event was Pennsylvania Senator Andrew Dinniman. Dr. Heier was our ambassador to Senator Dinniman!

Thanks to your efforts our GKAS Program continues to provide dental care and education to children who would otherwise not receive this integral component of their health and well-being.

*With gratitude,*

*Lynda H. Himmelberger, DMD*

*Bernadette A. Logan, D.D.S.*

*Honorary Chair, PA Senator  
Andrew Dinniman with  
Drs. Bernie Dishler and Ron Heier.*



*Dr. Adriana Mora, assistant Matthew,  
and their patient.*



*Dr. Eric Goldberg and  
his patient.*

*Dr. Ron Heier and a  
happy patient*



*Dr. Chris Hussin, hygienist Michelle,  
assistant Donna and their patient.*

# Local Happenings

The Dental Society of Chester County and Delaware County hosted a Give Kids a Smile Event on Friday, December 6, 2013. On that day 36 Children aged 5 to 18 were seen and \$14,095 worth of dental treatment performed. 13 Dentists were on site and providing patient care. Honorary Chair, PA Senator Andrew Dinniman stopped by the event.



ADA American Dental Association®

The Montgomery-Bucks Dental Society hosted a Scent Event on November 20, 2013 at Bloomingdales, Willow Grove. Members were treated to facials and hand massages while representatives from Jo Malone shared information about their products.



*Attendees watching a demonstration by Jo Malon representative.*



*Drs. Bob Singer and Cary Limberakis learning about colognes.*



*Drs. Christina Gregory, Nancy Rosenthal and Pappy Chhina.*

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# Embracing the Age One Dental Visit in Clinical Practice

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*Reprinted with permission from the Children's Dental Health Project.*

The American Academy of Pediatric Dentistry, American Dental Association, American Public Health Association and the American Academy of Pediatrics currently recommend that all children have their first preventive dental visit by age one.<sup>1,2,3,4</sup> The rationale? That infant dental visits will reduce the child's future dental disease risk, lead to improved oral health throughout childhood, and reduce oral health costs.<sup>5,6</sup> Equally compelling to this case is recent data from the CDC indicating that dental caries in young children aged 2-4 is on the rise, increasing the call for our profession to care for infants and preschool-age children.<sup>7</sup>

While dentists may be aware of these new guidelines and want to implement them, there remain perceived challenges to adopting them into clinical practice. Many dentists recognize the need for marketing and the potential economic impact of providing early dental care on a practice. The potential economic impacts stems from the provider time taken in a chair to see the infant and communicate with the parent(s) about oral health, and the potential low profitability of treating infants.

From a marketing perspective, the early establishment of a dental home builds trust between the dentist and families and may lead to fewer broken appointments, more word-of-mouth referrals, greater treatment plan acceptance, and more loyalty from the patients towards the dentist. Recently, parenting magazines and other forms of lay media have encouraged parental adoption of the age one visit. USA Today's 2006 Annual Report<sup>8</sup> identified a dentist visit as third on the "Top 15 Things You Must Do for Your Infant." In 2005, Redbook included in "Mommy Strategies" instructions to take a child to a dentist by age 1.<sup>9</sup>

This coverage in the lay press promotes a demand for infant dental services among the general population, and creates an opportunity for dental offices to grow their practices with relatively little need for marketing. One must consider the word-of-mouth influence that new mothers/families have within their own peer groups. New parents are in constant contact with other new parents. Play dates, school or day care events, playgrounds, and many other activities provide an outlet to share information such as recommending a dental visit by age one and referring their dental home to other new parents (thereby promoting the AAPD infant guidelines.)

In addition to the increased demand from parents, we must also take into consideration that our medical colleagues are more dental savvy today than before. With the education of physicians to identify oral disease and refer infants for dental care, these referrals also can increase the need for pediatric dentists to see younger children.

Concerns about the economic impact of early preventive care can be addressed in two ways. Some dentists may not see infants and toddlers due to the perception that such visits may take more time. However, considering that the majority of appointments in dental offices are preventive and that a number of aspects in these visits can be delegated to auxiliary staff, seeing children from age one may provide a good investment for the dental practice. Additionally, infant oral health codes have now been included in the procedure code book, allowing for ease of billing and tracking.

Similarly, some parents avoid taking children to the dentist to save money, yet studies show that the dental costs for children who have

their first dental visit before age one are 40 percent lower in the first five years of life than for those who do not see a dentist prior to their first birthday. Dental staff can help parents understand that it is in their own economic interest to bring their children to the dentist at an early age. In summary, as the various professional organizations embrace the dental home concept starting at age one, the dental community should continue to examine various models of delivering early oral health preventive services that maximize oral health outcomes in an economically efficient manner for clinical practices.

## References:

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5. Savage MF, Lee JY, Kotch JB, Vann WF, Jr. Early preventive dental visits: effects on subsequent utilization and costs. *Pediatrics* 2004;114(4):e418-23.
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8. USA Weekend, Top 15 Things You Must Do for Your Infant, Jan. 6-8, 2006
9. Redbook Magazine, Mommy Strategies, February, 2005

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# Upcoming Events

## Montgomery-Bucks Dental Society

Thursday, January 30, 2014—Dr. Marcus Blatz,  
"Ceramic Update in Esthetic Dentistry"

### Full Day CE:

Friday, January 24, 2014—Dr. Ed Swift,  
"Untangling the Confusion of Today's Restorative Materials"

Friday, March 21, 2014—Dr. Christian R. J. Stappert,  
"Successful Soft Tissue Enhancement in Implant Aesthetics:  
The Biodynamic Tissue Concept"

## DKU-Chester County and Delaware County

### New Dentist Event

Wednesday, January 29, 2014,  
International Dinner Series: Celebrating the Year  
of the Horse at Margaret Kuo's Restaurant, Wayne.  
Contact Dr. Allen Yang, allenendo@gmail.com

### DKU

Friday, April 11, 2014—Dr. Steve Buchanan,  
"Endodontics 2014"

Thursday, May 8, 2014—Dr. Glenn DuPont,  
"Solving the Most Difficult Cases"

## Lehigh Valley Health Network

Wednesday, February 19, 2014—Dr. Arun Nayvar,  
"Ceramics, Esthetics and Implant Supported Restorations"

Wednesday, April 23, 2014—Dr. Marvin Berman,  
"Clinical Pediatric Dentistry...Easy as 1, 2, 3"

Wednesday, May 7, 2014—Dr. Glenn DuPont,  
"Treatment Planning and Sequencing Cases"

## Have you visited [www.vfdental.org](http://www.vfdental.org)?

The 2nd District, Valley Forge Dental Society has a website you can visit today. Things you will find there are current local CE opportunities listed, past issues of the Valley Forge Dental Journal and links to the local component websites, the PDA and the ADA. Take a minute today and check out [www.vfdental.org](http://www.vfdental.org)!

### 2014 Continuing Education Courses

Wednesday, February 26, 2014  
**Nitrous Oxide Sedation (HANDS-ON)**  
Dr. Stanton Braid and Dr. Allan Fielding

Wednesday, March 12, 2014  
**Dental Management of Emergencies and  
Medically Compromised Patients**  
Dr. Gary Jones and Dr. Allan Fielding

Friday, March 21, 2014  
**2<sup>nd</sup> Annual Engine Driven Instrumentation in  
Endodontics – Panel Discussion**  
Moderator: Dr. Cemil Yesilsoy  
Speakers: Dr. Chris Glass, Dr. Eric Herbranson  
and Dr. Martin Trope

Wednesday, April 2, 2014  
**Updates in Pediatric Dentistry:  
Treating Tiny Tots to Teens**  
Dr. Lance Kisby

Friday, April 18, 2014  
**Feel Good Dentistry –  
A Sane Approach to Esthetic Dentistry**  
Dr. Steven Weinberg

Friday, May 16, 2014  
**Limiting Exposure in the 21<sup>st</sup>  
Century Dental Practice**  
Dr. Michael Ragan

September 12-14, 2014  
**Bender Seltzer and Grossman  
Academic Review of Endodontology**  
Course Director: Dr. Cemil Yesilsoy;  
Speakers: Drs. Eleazer, Fouad, Hersh, Holland,  
Hutter, Keiser, Khan, Pringle and Trope

**Course Registration/Info:**  
<http://dentistry.temple.edu/continuing-ed>

**Questions?**  
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Email [ncarreno@temple.edu](mailto:ncarreno@temple.edu)

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### CLASSIFIED LISTING:

Dentist seeking employment, 1 to 3 days per week, to cover vacations, sick days, or to relieve patient load. **NO AGENCY FEE.** Excellent technical and social skills. Had practice for 40 years, then sold it. Complete resume, references on request. 215-882-1350 or [rfitt1@aol.com](mailto:rfitt1@aol.com).

The Second District Valley Forge Dental Association reserves the right to accept or decline classified advertisements at its discretion. In addition, the Association does not inquire into the offers being made nor does it assume any liability for them.

Classified advertising should be sent to: *Lynn Moreland*, 1-800-854-8332 or [conferenceservices@juno.com](mailto:conferenceservices@juno.com). Classified rates are \$35 for the first 50 words or less, 50 cents for each additional word.



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DR. LEONARD F. TAU

## WEDNESDAY, MARCH 5, 2014

- Dr. Gordon Christensen - "Implant Prosthodontics - 2014"
- Dr. Uche Odiatu - "The Wellness Advantage & The Mouth Body Link: New Strategies for You & Your Patients"
- AAFE - "Botox Use In Dentistry" - Lecture and Hands On, Part I
- Hiossen - "AIC Basic Implant Course" - Part I

## THURSDAY, MARCH 6, 2014

- Dr. Rella Christensen - "What's New in Caries, Restoratives, Laser Perio and Infection Control"
- Dr. Samuel B. Low - "Successful Management of Periodontal Patient"
- AAFE - "Dermal Fillers In Dentistry" - Hands On, Part II
- Hiossen - "AIC Basic Implant Course" - Part II

## FRIDAY, MARCH 7, 2014

- Dr. Harold L. Crossley - "The Real Deal About Street Drugs and Their Effects on You, Your Family, and Your Dental Practice"
- Dr. John H. Tucker - "Treatment of Obstructive Sleep Apnea with Oral Appliance Therapy"
- Dr. Leonard F. Tau - "The Tao of 21<sup>st</sup> Century Marketing"
- Hiossen - "AIC Basic Implant Course" - Part III

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**Thursday, March 6, 2014  
6:30 PM to 10:00 PM  
VIVIANO Restaurant (VF Casino Resort)**



**F**ragrant aromas, Italian music and a festive atmosphere welcome you to an evening of elegance and fine Italian dining in honor of Second District President, Dr. Nancy Rosenthal. Come celebrate this special event at VIVIANO Restaurant on the Mezzanine Level of the Valley Forge Casino Resort.

The evening will begin with cocktails and hors d'oeuvres in the Cameo Lounge followed by a five-course Italian feast featuring Antipasto, Bresaola, Locatello and Broccoli Bread Soup. The famous Chef, Tony Clark, will prepare your choice of one of six special Italian entrees. You may recognize Chef Clark's name from the Philadelphia Four Seasons Hotel, TV's Chef Kitchen, and as owner of The Old Grange Restaurant in Cape May.

Plan to join your friends and colleagues for an evening to remember. Dessert will be shared with the newly-elected Second District Officers and Directors.

Ticket Price is \$90.00 per person.

For additional information about VIVIANO, visit the VF Casino Resort website at [www.vfcasino.com](http://www.vfcasino.com).

