

wmdds

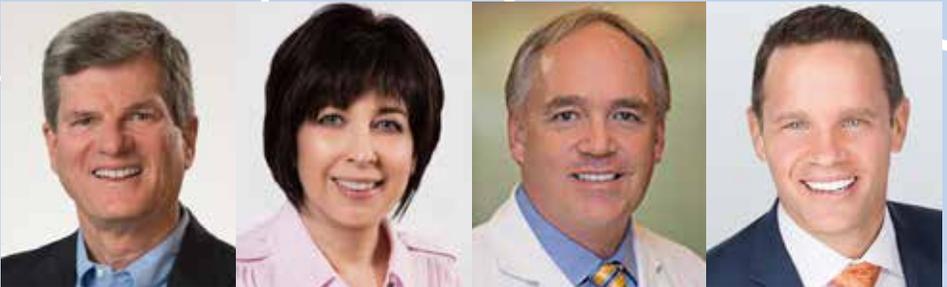
West Michigan District Dental Society

161 Ottawa Avenue NW, Suite 301
Grand Rapids, MI 49503



2018–2019

CONTINUING EDUCATION PROGRAMS



West Michigan District Dental Society is an
ADA CERP Recognized Provider.

INTEGRATIVE DENTAL MEDICINE: DENTISTRY'S NEXT FRONTIER

Presented by Dr. DeWitt C. Wilkerson, DMD

September 28, 2018 | Frederik Meijer Gardens & Sculpture Park | CE Credits: 7



DeWitt C. Wilkerson graduated from the University of Florida College of Dentistry in 1982, the same year he joined the private practice of Dr. Peter Dawson in St. Petersburg, Florida. He has lectured internationally for 25+ years on the topics of Restorative Dentistry, TMD, Breathing Disordered Sleep & Integrative Dental Medicine. He has taught over 600 hours of hands-on instruction, to over 4,000 students through Dawson Academy programs. Dr. Wilkerson is Immediate Past-President of the American Academy of Oral Systemic Health (AAOSH), Past President of the American Equilibration Society (AES), Director of Dental Medicine at the Dawson Academy, Adjunct Professor of Graduate Studies, the University of Florida College of Dentistry, and former Associate Faculty and Special Lecturer, the L.D. Pankey Institute.

Course Description

Integrative Dental Medicine emphasizes the golden opportunity for dental teams to learn the knowledge and skills to begin addressing the dental patient's complete health. For example, the most immediate essential of complete health is an open airway, proper breathing, and oxygen delivery to every cell. It has become apparent in recent years that this is a very important subject in dentistry. Not only is it possible to evaluate for breathing dysfunction that affects systemic health, but also understand the key relationship between breathing dysfunction and dental malocclusion, tongue thrusting habits, clenching & bruxism, abrasion & erosion dental wear, gastric reflux, and TMD symptoms – including sore muscles & joints, headaches, and cervical neck discomfort. This covers many of the common issues confronted by every dentist. It is imperative to be well versed in airway and breathing to excel as a problem solver in dentistry, and to produce predictably stable results in restorative dentistry.

Course Objectives

- This program is focused on helping dentists identify the major risk factors of complete health and utilize a practical clinical model for evaluation, diagnosis and treatment.
- A comprehensive "Integrative Dental Medicine Checklist" will be provided to simplify the learning of this subject and guide the clinical implementation on an individual patient basis.
- The checklist will allow the whole dental team to feel confident in incorporating this new information into the patient evaluation process.
- This promises to be the most interesting and personal lecture you will ever experience, presented by the recognized authority in the integrative dental medicine model.

PAEDIATRIC DENTISTRY FOR THE GENERAL PRACTITIONER: KEEP YOUR KIDS IN YOUR PRACTICE

Presented by Dr. Carla Cohn
November 9, 2018 | Watermark Country Club | CE Credits: 4



Dr. Carla Cohn is a general dentist, devoted solely to the practice of dentistry for children. She maintains a private practice at Kids Dental in Winnipeg, Canada. Dr. Cohn is an international speaker and author on practical paediatric dentistry for the general practitioner.

Course Description

This half-day course will give you practical points on how to treat your little patients well. Restorative treatment options and their clinical indications will be presented. A variety of dental materials and procedures in anterior and posterior teeth will be demonstrated. Learn how your youngest patients will become the best part of your day. You've heard it before - treat your kids well and your practice will soar.

Course Objectives

- Use a variety of restorative materials.
- Learn efficient restorative techniques.
- Treat anterior and posterior decay aesthetically in the primary dentition.
- Manage children ... and their parents.

WEST MICHIGAN DISTRICT DENTAL SOCIETY HOLIDAY DINNER AND AWARDS NIGHT

Thursday, December 6, 2018

NEW LOCATION:

JW Marriott | Downtown Grand Rapids, MI | Business Attire

2018 MDA & ADA Life Members | WMDDS Award Presentation
2019 Silent Bell Recipient, Dr. Steven Dater

WA AVENUE, NW | SUITE 301 | GRAND RAPIDS, MICHIGAN

TREATMENT PLANNING THE WORN DENTITION

Presented by Dr. John C. Cranham, D.D.S.

January 11, 2019 | Frederik Meijer Gardens & Sculpture Park | CE Credits: 7



Dr. John C. Cranham was an honors graduate of the Virginia Commonwealth University in 1988. He is an internationally recognized speaker on the esthetic principles of smile design, contemporary occlusal concepts, treatment planning, laboratory communication, and happiness and fulfillment in dentistry. His primary clinical focus is solving complex dental problems involving esthetics, TMJ/occlusal issues, implants, or cases with an interdisciplinary focus. He resides in Chesapeake Virginia with his wife, Kim. Together they have three children Cornell, Kaitlyn, and Kristen.

Dr. Cranham has been an active teacher since 1995. In 2001, he founded Cranham Dental Seminars, which provided lectures and intensive hands-on experiences. In 2008, Cranham Dental Seminars merged with The Dawson Academy, a world-famous continuing education facility based in St. Petersburg, Florida. As The Dawson Academy's acting clinical director, his primary responsibility is the design of the curriculum and the standardization of the educators within the Academy. He is involved with many of these classes. Currently, the Dawson Core curriculum (Seven 2.5 day classes) is being taught in four domestic and six international locations. He spends approximately two-thirds of his time in his practice, and the other third as an educator.

Dr. Cranham has published numerous articles on restorative dentistry, and is currently working on a book, *The Complete Dentist*, he is co-authoring with Dr. Pete Dawson. Additionally, with Dr. Andrew Cobb, he created "The Dawson Diagnostic Wizard," a treatment planning software program utilized by Dawson trained dentists. Dr. Cranham sits on the advisory boards to several dental manufacturers (no paid positions), and is on the editorial board for *Inside Dentistry*.

Course Description

The aging baby boomer population presents itself with many unique challenges. Unlike their parents, they expect to keep their teeth in health and function for their entire life. They will also be living longer in a world with increased stresses, making occlusal wear/occlusal disease one of the greatest threats to their dentition. These same groups of people are also spending billions of dollars to stay healthy and look their very best. Being able to design comprehensive treatment plans that will address occlusal, aesthetic, biologic, along with the correct material selection, will be essential to the successful restorative practice.

Course Objectives

- A step-by-step programmed approach to optimum treatment planning.
- What essential data you will need to gather to comprehensively diagnosis and plan a complex wear case.
- How and when to safely open the vertical dimension of occlusion.
- When and what kind of occlusal splint may be needed prior to and after treating the patient.
- How to design a stable, minimal stress occlusion.
- Why photography plays an important role in case analysis.
- How to evaluate the TM Joints to be sure they are healthy prior to restoration.
- How to work with specialists in extremely complex cases when interdisciplinary treatment is required.
- How to choose the correct restorative material to solve functional and aesthetic problems.

WHY TREATMENT PLANS FAIL

SECRETS OF CREATING A TEAM CULTURE OF SUCCESS FOR BETTER PATIENT RESULTS

Presented by **Steven J. Anderson**

March 8, 2019 | Frederik Meijer Gardens & Sculpture Park | CE Credits: 7



As an author, entrepreneur, presenter, philanthropist, and success coach, **Steven J. Anderson** (www.StevenJAnderson.com) is often referred to as dentistry's "Yes Man". He has worked with thousands of top dental teams around the world to transform their team case acceptance success.

Get ready for a practice transforming day that will take your team results to a whole new level.

Course Description

Take your diagnosis and treatment planning to new levels of success as you involve your entire team in creating a culture of team case acceptance success.

During this idea-packed and entertaining day of education, you and your entire team will discover:

- The myth of the traditional treatment planning model, and why it may be killing your case acceptance.
- How to move past "I can't afford it."
- Three secrets to hearing yes more often to your restorative recommendations.
- One sentence that will transform your perio treatment acceptance.
- Four questions that every team needs to answer for team success.
- The missing document that will change your practice culture.
- How to double your new patient flow for FREE.
- How to produce more than you have scheduled every day.
- "Will my insurance cover all of this?" Plus other insurance related obstacles and how to overcome them.
- The one question that will transform your morning meeting.

And much, much more!

Don't miss this exceptional day of education for the entire team, packed with proven ideas, techniques, and systems you can implement immediately for immediate results.

ING AT 616.234.5605 OR EMAIL EFWMDDS@AOL.COM



Welcome to the 2018-2019 West Michigan District Dental Society Continuing Dental Education season! In the decades that I have been in West Michigan, it has been my experience that the WMDDS routinely offers outstanding CE opportunities with presentations from many high-quality speakers. This season's programming by the WMDDS committee will, in my opinion, continue that tradition.

The season opens with a presentation for your entire team from the well-known and popular speaker, Dr. DeWitt Wilkerson. This presentation titled, "Integrative Dental Medicine: Dentistry's Next Frontier," emphasizes the golden opportunity for the dental team to learn knowledge and skills to begin addressing the patient's complete health (and to be mindful of our own well-being).

The second program comes from Dr. John Cranham, who will present his unique approach to "Treatment Planning the Worn Dentition." This presentation will allow the dental team to learn the how and why to develop a treatment plan that will exceed the expectations of the patient and the dental team in a predictable approach to complex treatment planning.

The third program comes from dentistry's "Yes Man", Steven J. Anderson. His presentation looks toward the "Why Treatment Plans Fail: Secrets of Creating a Team Culture of Success for Better Patient Results" (the subtitle of the presentation, by the way!) Again, you may notice an intentional consideration of team-inclusiveness.

These three programs will be hosted at the beautiful Frederick Meijer Gardens & Sculpture Park very conveniently located to the north of Grand Rapids. While the impetus would of course be to attend the presentations, please realize that admission into the garden and grounds is included in your program participation. You should take advantage of exploring these beautiful areas with your team while you are here!

Often, a fourth half-day program is part of the WMDDS CE season. So as not to disappoint, this season we invite you and your team to join us to hear Dr. Carla Cohn, who will inform and update us on "Paediatric Dentistry For the General Practitioner: Keep Your Kids In Your Practice." Learn how your youngest patients will become the best part of your day. This event will be held at Watermark Country Club.

A handwritten signature in blue ink, appearing to read "Kevin Rebhan". The signature is fluid and cursive, with a long horizontal stroke at the end.

Kevin Rebhan, DDS
WMDDS Program Chairman 2018-2019

THANK YOU TO OUR SPONSORS WHO HAVE HELPED TO
MAKE THESE PROGRAMS AVAILABLE TO US.

PLATINUM SPONSORS:



GOLD SPONSORS:



SILVER SPONSORS:



SUPPORTING SPONSOR:



REGISTRATION FLYERS WILL BE SENT
TWO MONTHS PRIOR TO EACH PROGRAM



161 Ottawa Avenue NW, Suite 301
Grand Rapids, MI 49503

FIRST CLASS
PRESORT
U.S. POSTAGE
PAID
GRAND RAPIDS, MI
PERMIT NO. 657