



DPA's Continuing Education Program *presents:*

Wake Up Your Practice to Sleep Dentistry



**Presented by: Damian Blum, DMD
Paul Jacobs, DDS**

This session is designed for dentists who are considering the addition of dental sleep medicine to their service offerings. Learn the basics to a successful sleep dentistry program in your practice that benefits your patients, supports your local medical community, and creates a new profit center for your office.

This 1-day seminar for doctors and their key staff includes the following topics: **Overview of Obstructive Sleep Apnea (OSA); Effects on Your Practice Dynamics; Working with Sleep Appliances; and Administrative Management** (medical billing, forms, codes, insurance, etc.)

COURSE OBJECTIVES

- Realize the prevalence and cause of OSA, and the dentist's role in treatment modalities for OSA.
- Understand the clinical and practice management aspects of a successful dental sleep program, including medical billing, coding and forms.
- Familiarize the practitioner with the current standard in selection, use and maintenance of dental sleep appliances.
- How to develop professional and referral relationships with medical sleep providers.
- Learn about resources available to continue growth and development in the sleep dentistry field.

WHEN | Friday, January 22, 2016
9am-4pm (Registration at 8:30am)

WHERE | Green Bay, WI • Lord's Dental Conference Ctr

WHO | Doctors and Key Staff

COST | \$350/doctor
\$100/each staff member
Lunch included

Register by December 21, 2015
See attached Registration Form

This lecture based session will be eligible for 6.5 CE credits.
(AGD Code: 160 Sleep Apnea and Appliance Therapy)

This activity has been planned and implemented in accordance with the standards of the Academy of General Dentistry Program Approval for Continuing Education (PACE) through the joint program provider approval of Dental Practice Advisors, LLC, Damian Blum, DMD and Paul Jacobs, DDS. Dental Practice Advisors, LLC is approved for awarding FAGD/MAGD credit.

Approved PACE Program Provider - #354463 FAGD/MAGD Credit Approval does not imply acceptance by a state of provincial board of dentistry or AGD endorsement. 9/01/2013 to 08/31/2017. For a full refund, cancellations need to be made by 01/01/16. After 01/01/16, cancellations will only be refunded 50% of their total registration costs.

For PACE related questions contact Jennifer Valentine at 920-593-7250.



Dental Practice Advisors
920.593.7250 | dentalpracticeadvisors.com
Contact Jen at 920-593-7250 for more info.

REGISTRATION FORM



Wake Up Your Practice to Sleep Dentistry

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Attendees

Name: _____ Position _____

Name: _____ Position _____

Name: _____ Position _____

Name: _____ Position _____

Name: _____ Position _____

Name: _____ Position _____

Practice Information

Practice Name: _____

Address: _____

Daytime Phone: _____

Cell (Emergency): _____

Email: _____

Total Amount Due: \$ _____

COST

\$350/doctor

\$100/each staff member

Lunch included.

Fax completed form. Then send completed form with check payable to:

Dental Practice Advisors, LLC • 1543 Park Place, Suite 200B • Green Bay, WI 54304

ATTENDANCE IS LIMITED! Registration due by: December 21, 2015

ANY QUESTIONS, PLEASE CONTACT:

Jennifer Valentine

Ph 920-593-7250 • Fax 877-801-0924

Dental Practice Advisors, LLC

1543 Park Place, Suite 200B • Green Bay, WI 54304

jvalentine@dentalpracticeadvisors.com

For a full refund, cancellations need to be made by January 1, 2016. After January 1, cancellations will only be refunded 50% of their total registration costs.

This lecture based session will be eligible for 6.5 CE credits for attending the session in its entirety. (AGD Code #160 Sleep Apnea and Appliance Therapy)

For PACE related questions contact Jennifer Valentine at 920-593-7250.

SPEAKERS' BIO



Wake Up Your Practice to Sleep Dentistry

Presented by: Damian Blum, DMD and Paul Jacobs, DDS



Paul Jacobs, DDS

Dr. Jacobs is a third generation dentist, practicing general and cosmetic dentistry since graduating from the University of Detroit Mercy School of Dentistry in 1983. He has gained a reputation as an early adopter of new technologies, and shares his expertise with national audiences including dentists, hygienists, physicians, and other health-care providers. He is a global leader in bacterial DNA testing for periodontal pathogens and the developer of Perio360, a bacterial based protocol for diagnosis and treatment planning for non-surgical periodontal therapy. He is the developer of the Reversible Trial Lip Repositioning Technique for Gummy Smiles, which was recently published in the International Journal of Periodontics and Restorative Dentistry, and the creator of Murano Smiles – a digitally based smile design application for cosmetic dentists. Dr. Jacobs also consults with dental teams in the areas of leadership and team building. He is a member of the American Academy of Dental Sleep Medicine, the Michigan Academy of Sleep Medicine, the Michigan and American Dental Associations, Associate – American Academy of Periodontology, Fellow of the International Academy of Dental Facial Esthetics, and the American Academy of Cosmetic Dentistry. He is a Founder of the Care Free Dental Clinic in Escanaba, MI, and serves as its dental director.



Damian Blum, DMD

Dr. Blum has trained and studied under many of the top clinicians in the world for the past 28 years. He graduated from UMBC in 1979, with a BA in Biology and Psychology. He then studied at Boston University's School of Dental Medicine, receiving his DMD degree in 1983. Today, Dr. Blum runs one of the busiest Sleep Practices in Ellicott City, MD. Dr. Blum is an active Member of the American Academy of Cosmetic Dentistry, an active Member of the American Academy of Dental Sleep Medicine and lectures nationally on the topics of sleep and breathing, TMJ, and oral-facial pain.



Course Presentation Outline

Overview of OSA: Terminology, Symptoms of OSA, Risk and Mortality with OSA, Guidelines and Indications for Oral Appliance Therapy, Alternative Treatments, Combination Therapy, Airway Testing and Evaluation With Pharyngometer / Rhinometer, Lab vs. Home Sleep Testing

Practice Dynamics: Flow Charts, Dental Screening for OSA, Patient Communications, Physician Communications, Documentation and Required Records

Working With Sleep Appliances: Appliance Selection and Records, Predicting Success, Bite Registration Techniques, Laboratory Selection, Appliance Delivery, Titration and Home Sleep Testing, Follow-up and Maintenance, Case Review - Step by step

Practice Management: Medical Billing, Forms, Codes, Diagnostic Codes, Medicare and Insurance Participation, Resources, Organizations, Consultants, Publications, Referral Source Management, Marketing, Building a Successful Sleep Practice

