

# Middlesex County Dental Society

## PRESENTS

### **Arestin: Systematic Approach: Management of Periodontal Disease**

Thursday; October 16, 2003 6:30 –8:30PM **2 CEU** Dr. Steven Eisen  
 COST: MCDS / NJDA members \$15----Staff \$15 Non-Members \$50

### **Annual OSHA Certification Seminar**

Thursday; October 30, 2003 6:30-8:30PM **2 CEU** Matt Giachetti  
 COST: MCDS / NJDA members \$15----Staff \$15 Non-Members \$50

### **Analyzing Practice Numbers, Acquisition, Mergers, Transitions and Associates**

Thursday; November 6, 2003 6:30-8:30PM **2 CEU** Kim Iannotte, AFTCO  
 COST: MCDS / NJDA members \$15----Staff \$15 Non-Members \$50

### **Practice Management: “Secrets of the Empowered Dental Team”**

Thursday; November 13, 2003 6:30-8:30PM **2 CEU** Linda Lakin  
 COST: MCDS / NJDA members \$15----Staff \$15 Non-Members \$50

**Place:** St. Peter’s Medical Center New Brunswick, NJ

**2003 Licensure Renewal Year.....Plan Ahead..... Earn your CEUs NOW !!!**

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## REGISTRATION FORM

**Office Name** .....

**Office Address** .....

**Office Phone #** ..... **Office Fax #**.....

Return by mail to: (checks payable to Middlesex County Dental Society)

**MIDDLESEX COUNTY DENTAL SOCIETY PO Box 7026 East Brunswick, NJ 08816**

MCDS OFFICE: (732) 238-1255 MCDS FAX: (732) 390-2332

<u>Name</u>	<u>Title</u>	<b>Arestin</b> Oct 16	<b>OSHA</b> Oct 30	<b>Pract Numbers</b> Nov 6	<b>Team Managmt</b> Nov 13
_____		*	*	*	*
_____		*	*	*	*
_____		*	*	*	*
_____		*	*	*	*
<i>Use reverse side for additional names</i>					
	<b>Total</b>	\$	\$	\$	\$

**Grand Total for ALL Courses \$**

### 1. **Arestin: Systematic Approach: Management of Periodontal Disease**

Thursday; October 16, 2003 6:30 –8:30PM **2 CEU** Dr. Steven Eisen

COST: MCDS / NJDA members \$15----Staff \$15 Non-Members \$50

This program, presented by Dr. Steven Eisen, will discuss the evolution of Locally Administrated Antibiotics [LAAs] as effective adjuncts to SRP in the management of periodontal disease. In addition, the rationale and importance of establishing a Periodontal Treatment Protocol [PTP] to help optimize the treatment of periodontal disease from a patient care and practice management perspective will be introduced.

After attending the presentation, attendees should be able to:

- Explain the limitations of scaling and root planning [SRP] as a sole therapy for periodontal disease.
- Explain the clinical trial data demonstrating the improvement that adding an LAA to initial SRP offers over SRP alone and recognize bacterial patterns that contribute to periodontal disease.
- Discuss the latest entrant to the LAA market and the characteristics that make it fast and easy to use.
- Explain how a Periodontal Treatment Protocol [PTP] can benefit both the patient and provider.

Dr. Eisen is a practicing periodontist in Sea Girt and Morganville, NJ. He holds membership in numerous professional organizations including the ADA, NJDA, Monmouth – Ocean County Dental Society, the NJ Society of Periodontists.

### 2. **Annual OSHA Certification Seminar**

Thursday; October 30, 2003 6:30-8:30PM **2 CEU** Matt Giachetti

COST: MCDS / NJDA members \$15----Staff \$15 Non-Members \$50

This program will satisfy the OSHA standard on Occupational Exposure to Blood Borne Pathogens, which is **required annually for dentists and staff**. Each office person trained will receive certification that they have been properly instructed for this OSHA regulation on Infection Control.

Mr. Mathew Giachetti of LifeForce USA, Wall, NJ will present this annual OSHA Certification Seminar. Matt has presented this program to our MCDS members for the past two sessions and he engages us in an informative and professional manner while his entertaining style helps to make this” dry topic” bearable.

### 3. **Analyzing Practice Numbers, Adding an Associate, Practice Acquisition, Mergers & Transition**

Thursday; November 6, 2003 6:30-8:30P **2 CEU** Kim Iannotte, AFTCO

COST: MCDS / NJDA members \$15----Staff \$15 Non-Members \$50

This presentation will cover several areas of interest to all. This is a business owner’s guide to running a dental practice. Some of the topics that will be covered are: Controlling the “Overhead Monster”, Proper staff to patient ratio, Evaluating and increasing profit centers and Good vs. Bad debt, analyzing the need to add another doctor risks vs. rewards, choosing the best associate and the impact on the income of the practice owner.

Kim Iannotte is a Senior Transition Analyst and Management Consultant for AFTCO. Ms Iannotte holds a Business and Accounting BS and Masters degree from Rutgers University. She is a former Dental Hygienist, a former hospital Vice-President involved in acquisition and divestiture of medical practices and is a Fellow, American College of Medical Practice Executives [MGMA]

### 4. **Practice Management: “Secrets of the Empowered Dental Team”**

Thursday; November 13, 2003 6:30-8:30PM **2 CEU** Linda Lakin

COST: MCDS / NJDA members \$15----Staff \$15 Non-Members \$50

This presentation will take us on a journey to create the enlightened dental experience. Basic tenants of team building along with individual member’s responsibilities will be explored.

Topics introduced will include:

- \* Shared commitment to excellence
- \* Empowering team members
- \* Shaping the dentist as a motivational leader
- \* Creating the five star experience
- \* Building an environment for co-ownership

By the end of the evening, each of us will understand our individual and team roles for developing the dental experience our patients desire and seek!

Linda Lakin, RDH,MS, President of Linda Lakin Consultants, is a nationally recognized consultant and speaker. Ms. Lakin combines her practical, clinical and business experience with her training in customer service and marketing to create a dynamic service for the dental professional. Linda’s entertaining presentations continue to inspire thousands of doctors and team members to rise to the next level of customer service and dental care

**These seminars are available to our members as a member benefit of MCDS**

**Contact Marlene; Middlesex County Dental Society Exec. Secretary at #732-238-1255**