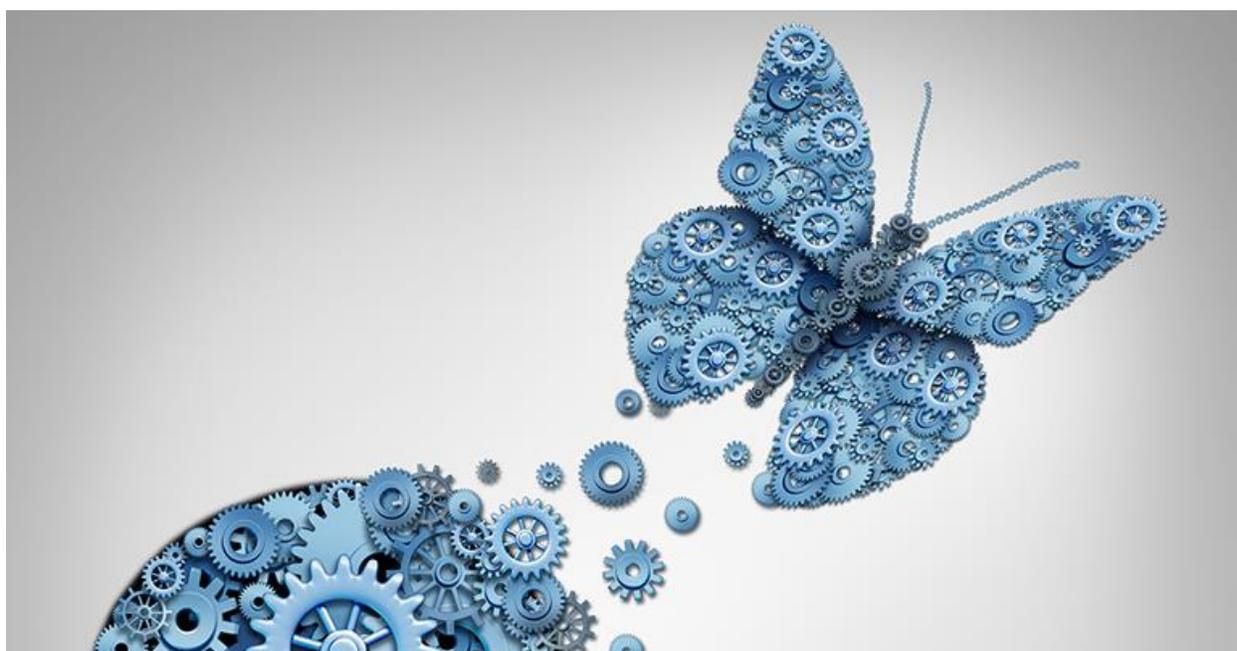


PDL SEMINARS

2019-2020



TRANSFORMATION



PDL SEMINARS 2019-2020

September 11, 2019

Kickoff Dinner
Dr. Mark Cannon
"Probiotics in Dentistry & Life"
Erie Café
536 W. Erie St. Chicago

January 29, 2020

Dr. Karen Baker
*"Drug Reactions, Interactions, Opioids and
Alternative Medicine on Clinical Dentistry"*
ADA Building
211 E. Chicago Avenue

October 16, 2019

Dr. Vince Kokich Jr.
*"Treatment Planning: an Orthodontic
Perspective"*
ADA Building
211 E. Chicago Avenue

February

Chicago Mid-Winter Meeting

March

Spring Break & Holidays

No Meetings

November 12 & 14, 2019

Treatment Planning Session
Periodontics LTD
Tuesday - Skokie
Thursday - Downtown
6:00 Periodontics LTD

April 22, 2020

Dr. Ed McClaren
*"Anterior Esthetic Restorations from the
Clinician & Laboratory Perspective"*
ADA Building
211 E. Chicago Avenue

December 13, 2019

Mr. David Avrin
*"It's Not Who You Know, It's Who
Knows You"*
Gleacher Center
450 Cityfront Plaza

May 12, 2020

End of the Year Dinner
Presentation & Year in Review
Maggiano's Restaurant
Old Orchard, Skokie

September 11, 2019
Kickoff Dinner
Dr. Mark Cannon
“Probiotics in Dentistry & Life”
Erie Café
536 W. Erie St. Chicago



Dr. Mark Cannon

Dr. Mark L. Cannon received his Doctorate of Dental Surgery from the University of Nebraska, and then attended Northwestern University for his Masters of Pediatric Dentistry. He completed his residency at Children’s Memorial Hospital and received his Diplomate status by the American Board of Pediatric Dentistry.

After completing his hospital residency, Dr. Cannon was asked to stay as a Faculty member of Northwestern University Dental School and is a Professor of the Feinberg School of Medicine, Department of Otolaryngology- Division of Dentistry and is the Research Coordinator for the Pediatric Dental Program at the Ann and Robert Lurie Children’s Hospital of Chicago. Dr. Cannon has been very involved in research for many years, developing many new products and techniques for dentistry and obtaining patents.

He is a past president of the Illinois Society of Dentistry for Children, and a member of the International Association of Pediatric Dentistry. In addition to maintaining a large private practice in the suburbs of Chicago, he has lectured at many national and international meetings, often as the keynote speaker. Dr. Cannon has been involved in microbiome and hologenome research, especially with the use of polyols to produce positive biofilm changes. The research has also concentrated on the epigenetic effect of microbiome shifts, the end products of bacterial metabolism, and the neurologic consequences of the microbiome shifts, such as, with Autism Spectrum Disorder.

October 16, 2019
Dr. Vince Kokich Jr.
*“Treatment Planning; an Orthodontic
Perspective”*
ADA Building
211 E. Chicago Avenue



Dr. Vince Kokich Jr.

Dr. Kokich Jr. received his dental degree from Tufts University School of Dental Medicine in 1996 and completed a general practice residency at the University of Washington Medical Center in 1997. He remained at the University of Washington for his orthodontic training where he obtained his Masters in Orthodontics in 1999. Since then he has remained on faculty in the Department of Orthodontics as an Affiliate Assistant Professor while maintaining a private practice in Tacoma, Washington.

He has received the Charles L. Pincus Research Award for Clinical Research from the American Academy of Esthetic Dentistry and his current research and publications are primarily involved with esthetic, interdisciplinary dentistry. He is a diplomate of the American Board of Orthodontists and a member of both the Angle Society and the American Academy of Esthetic Dentistry. He has written or co-written four book chapters as well as numerous scientific and review articles. Dr. Kokich Jr. lectures nationally and internationally on interdisciplinary dentistry and dental esthetics emphasizing comprehensive treatment planning and the importance of properly sequencing orthodontic, periodontal, and restorative treatment.

Treatment Planning to Optimize Outcomes for the Interdisciplinary Patient: An Orthodontic Perspective

Occasionally, the interdisciplinary team is challenged to treat patients with specific anterior esthetic concerns such as missing or periodontally compromised teeth, supra-eruption of opposing teeth, extreme occlusal wear, or a combination of these. As a result, treatment planning can be difficult and typically requires a collaborative approach by multiple clinicians to achieve an optimal outcome. This presentation will highlight the value of the orthodontist's role on the team in developing treatment plans that will optimize esthetics, while still satisfying specific functional requirements for these patients. In addition, this lecture will address updates in orthodontic therapy such as adult palatal expansion, temporary anchorage devices and sleep apnea concerns.

Learning Objectives:

1. Analyze vertical dimension problems in adults
2. Develop appropriate treatment plans for patients with overbite and overjet discrepancies
3. Recognize the importance of utilizing the interdisciplinary team when planning treatment for patients with missing or worn teeth
4. Evaluate new techniques and options in orthodontic therapy
5. Consider options for skeletal discrepancies in adults such as palatal expansion and surgically facilitated orthodontic therapy.

December 13, 2019

Mr. David Avrin

*"It's Not Who You Know, It's Who
Knows You"*

Gleacher Center
450 Cityfront Plaza



Mr. David Avrin

One of the most in-demand business marketing and customer experience speakers in the world today, David Avrin, CSP has shared his content-rich, entertaining, hard-hitting and memorable presentations to enthusiastic audiences across North America and around

the world. Recent presentation locations include: Singapore, Bangkok, Melbourne, Brisbane, Antwerp, Buenos Aires, Sri Lanka, Manila, Glasgow, Rotterdam, Barcelona, Monte Carlo, London, Johannesburg and Dubai. David Avrin shows business owners and leaders, sales professionals, HR audiences and entrepreneurs how to ferret-out, recognize, craft and promote compelling competitive advantages.

A former CEO group-leader and business marketing firm owner, David's business insights have been featured on hundreds of broadcast media outlets and thousands of online and print publications around the world. He is also the author of three books including the acclaimed: *It's Not Who You Know, It's Who Knows You!*" and his new book *"Visibility Marketing — The No-Holds-Barred Truth About What It Takes to Grab Attention, Build Your Brand and Win New Business.*

It's Not Who You Know, It's Who Knows YOU!

How to Attract the Best Customers and Create an Army of Raving Fans

It's a new world and the marketplace has changed. Choices are vast and quality abounds! Being great at what you do is no longer a differentiator — It is merely the entry fee. Today, winning in business is about discovering, creating and leveraging competitive advantages. In this highly entertaining, thought-provoking and actionable presentation, based on his new book: *Visibility Marketing*, business marketing and branding veteran David Avrin, CSP will show you and your team how to discover, create and promote meaningful differentiators to gain visibility and earn customers.

Key Actionable Takeaways

1. How to discover, reveal or craft meaningful competitive advantages.
2. How to move beyond mere competency and create a visible chasm between yourself and competitors.
3. Why nobody wants to be the "best kept secret" and how you can become known for what you want.
4. How to leverage a new generation of creative marketing strategies and tactics to dramatically boost your visibility.

January 29, 2020

Dr. Karen Baker

*“Drug Reactions, Interactions, Opioids and
Alternative Medicine on Clinical Dentistry”*

ADA Building

211 E. Chicago Avenue



Dr. Karen Baker

Professor Karen Baker has been on the Dental College faculty at the University of Iowa for 36 years and occupies a unique role in dental practice and education. She is a clinical pharmacist with a Master's degree in clinical pharmacology and therapeutics and is focused on patient-specific dental drug therapy.

Dr. Baker has given well over 1000 invited programs nationally and internationally and holds memberships in many dental and clinical pharmacology and therapeutics organizations. Her dental education-based pharmacy and drug therapy consultation center is the only one in the United States. She has authored more than 50 articles and abstracts and lectures extensively in pre-doctoral and graduate courses at the University of Iowa.

DRUG REACTIONS, INTERACTIONS, OPIOIDS AND ALTERNATIVE MEDICINES IN CLINICAL DENTISTRY

Dental patients are becoming more chemically challenged which means that clinicians must consider the dental treatment impact of chronic drug therapy or chemical exposure. Drug-induced effects such as bruxism, increased gag reflex, MRONJ, candidosis and xerostomia will be identified and managed. Chemical effects such as mucosal irritation, sensitivity and ulcerations will also be described. Extensive handouts will supplement this fast-paced lecture with emphasis on practical clinical management of medicated dental patients.

Over promotion and over prescribing of opioids has contributed to the current public health emergency we face in the U.S. Dentists write 6% of acute use opioid prescriptions but generally prescribe very few tablets per prescription. To what extent are we contributing to the development of opioid Substance Use Disorders and how can we modify our prescribing behaviors to minimize patient risk? We will outline specific strategies designed to identify the safety of prescribing opioids based on individual patient characteristics. Patient education on safe pain relief will also be reviewed.

Are you recording medication histories that include resveratrol, curcumin, probiotics, ginkgo biloba, fish oil, elderberry, or milk thistle? Is oil pulling the new flossing? Popular nutraceuticals will be evaluated for dental impact including effect on bleeding, wound healing, intra-oral effects, and interactions with dental drugs. Alternative products for gingivitis, periodontitis, caries, halitosis, etc. will be examined.

Learning Objectives:

1. Describe the most common causes of xerostomia, taste disorders, oral pigmentation, osteonecrosis of the jaw, chemical sensitivity and mucositis.
2. Discuss dental management strategies for xerostomia, halitosis and mucositis
3. List four chronic medications that may limit vasoconstrictor dosage.
4. Discuss pain management strategies.
5. Describe valid medical uses for the top twenty systemic alternative supplements.
6. Recognize the dental impact of common herbal medications and dietary supplements.
7. Discuss effectiveness of herbal therapies/dietary supplements on gingivitis/periodontitis.

April 22, 2020
Dr. Ed McClaren
*“Anterior Esthetic Restorations from the
Clinician & Laboratory Perspective”*
ADA Building
211 E. Chicago Avenue



Dr. Ed McClaren

Dr. McLaren attended the University of Redlands where he graduated Phi Beta Kappa and Magna Cum Laude. He received his D.D.S. from the University of the Pacific School of Dentistry, where he graduated Omicron Kappa Upsilon. After several years of general practice, he received his specialty certificate in Prosthodontics from UCLA School of Dentistry.

Dr. McLaren maintains a private practice limited to prosthodontics and esthetic dentistry in which he does all of his own ceramics. He is a professor at the University of Alabama Birmingham Dental School. Co-Director of Biomaterials Division. Co-Director Post Graduate Esthetic Restorative Material Science Masters (3-year) Residency Program. Founder and Director (3-year) Advanced Ceramics and Digital Technology for Technicians Program. Also, Founder and Director of (1-year) Esthetic and Restorative Fellowship. He is the former director of the UCLA Center for Esthetic Dentistry, a full time didactic and clinical program for graduate dentists. He is also the former founder and director of the UCLA school for Esthetic Dental design. The school is a full time program for dental technicians featuring extensive experience with the newest esthetic restorative systems. He is also an Adjunct Assistant Professor for the University of Oregon Dental School.

PDL SEMINARS 2019-2020

DATE	DOCTORS	FRONT OFFICE	HYGIENISTS	ASSISTANTS
WEDNESDAY SEPTEMBER 11 TH	KICKOFF DINNER "PROBIOTICS" DR. MARK CANNON			
WEDNESDAY OCTOBER 16 TH	DR. VINCE KOKICH JR. "TREATMENT PLANNING TO OPTIMIZE OUTCOMES IN INTERDISCIPLINARY CASES: AN ORTHODONTIC PERSPECTIVE"			
TUES & THURS NOVEMBER 12 (SK) & 14 (DT)	TREATMENT PLANNING SEMINAR			
FRIDAY DECEMBER 13 TH	STAFF APPRECIATION DAY (GLEACHER CENTER) MR. DAVID AVRIN "IT'S NOT WHO YOU KNOW, IT'S WHO KNOWS YOU"			
WEDNESDAY JANUARY 29 TH	DR. KAREN BAKER "DRUG REACTIONS, INTERACTIONS, OPIOIDS AND ALTERNATIVE MEDICINES ON CLINICAL DENTISTRY"			
WEDNESDAY APRIL 22 ND	DR. ED MCCLAREN "ANTERIOR ESTHETIC RESTORATIONS FROM THE CLINICIAN & LABORATORY PERSPECTIVE"			
TUESDAY MAY 12 TH	END OF YEAR DINNER & PRESENTATION			

