Utah Dental Association
CONVENTION
April 27 – 28, 2017

Its Been a Great Ride: 1977-2017

Salt Palace Convention Center | 100 S. West Temple | Salt Lake City, Utah
REGISTRATION  
UDA Convention, April 27-28, 2017

Sorry, no refunds will be made. Staff and guests do not need to register with a dentist.

Please indicate where to mail your name badges and tickets:

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
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<tbody>
<tr>
<td>Address</td>
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<tr>
<td>City</td>
<td>State</td>
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<tr>
<td>Contact</td>
<td>Phone</td>
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</tbody>
</table>

The deadline for all pre-registration is April 20, 2017

<table>
<thead>
<tr>
<th>UDA member dentist name</th>
<th>Registration fee until Mar 31</th>
<th>Registration fee after Mar 31</th>
<th>Total</th>
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<tbody>
<tr>
<td>ADA # __________ - ______ - ______ - ______</td>
<td>$ 70 ______</td>
<td>$ 85 ______</td>
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<tr>
<td>Out-of-state ADA member dentist name</td>
<td>$180 ______</td>
<td>$195 ______</td>
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<tr>
<td>Non-UDA/ADA dentist name</td>
<td>$400 ______</td>
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<tr>
<td>Spouse of dentist name</td>
<td>$ 20 ______</td>
<td>$ 35 ______</td>
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<tr>
<td>Fully retired dentist name</td>
<td>ADA # __________ - ______ - ______ - ______</td>
<td>$ 0 ______</td>
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<tr>
<td>Spouse of fully retired dentist name</td>
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<td>$ 0 ______</td>
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<tr>
<td>Student name(s)</td>
<td>x $ 10 ______</td>
<td>$ 10 ______</td>
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</table>

**Staff and guests do not need to register with a dentist.** Dentists cannot register here. Add another sheet for additional names and codes.

Use codes:  A-Assistant  G-Guest  H-Hygienist  L-Lab Technicians  O-Office staff

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<thead>
<tr>
<th>Code</th>
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<td>5.</td>
<td>6.</td>
<td>$40</td>
<td>$55</td>
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**Hands-on workshops.** To register for these workshops call UDA 801-261-5315.

- Friday am, Restorative Endodontics Workshop, Alex Fleury, DDS, MS, see page 19
- Friday am, Mouthguard Appliance Workshop, Ray Padilla, DDS, see page 20
- Friday am, CPR and BLS Certification Workshop, Tobin Cowley, see page 20
- Friday pm, Restorative Endodontics Workshop, Alex Fleury, DDS, MS, see page 24
- Friday pm, Mouthguard Appliance Workshop, Ray Padilla, DDS, see page 24
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**Radiology course.** Attendees must register for the entire convention and pay a $20 fee for this course, see page 23  x $ 20 ______

<table>
<thead>
<tr>
<th>Alliances luncheon (spouses of dentists), see page 21</th>
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</thead>
<tbody>
<tr>
<td>Alliance member $25 guest/non-alliance member $30; spouse of dental student $15</td>
</tr>
<tr>
<td>Names _____________________________________________ x $______</td>
</tr>
</tbody>
</table>

**Hygienists luncheon, see page 22**  x $42 ______

<table>
<thead>
<tr>
<th>Names</th>
</tr>
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**New Dentists lunch and learn, see page 22**  x $ 5 ______

The following courses are available:

- Hands-on workshops
- Radiology course
- Alliance luncheon
- Hygienists luncheon
- New Dentists lunch and learn

**TOTAL**  x $______

If you want a credit card receipt enter your email address above.

Register at uda.org or fax 801-261-1235 or Utah Dental Association, 1151 E 3900 S Ste 160, SLC UT 84124-1255

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<thead>
<tr>
<th>Visa</th>
<th>Mastercard</th>
<th>American Express</th>
<th>Discover</th>
<th>Check</th>
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<tr>
<th>Name on card ________________________________</th>
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<tr>
<th>Full Billing Address ____________________________</th>
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</table>

| Credit card number ____________________________ | Expires ______ / ______ |
|-------------------------------------------------|

| CVV 3 or 4 digit # ____________________________ | Signature ____________________________ |
WELCOME ALL!

The 2017 Utah Dental Association convention is for you and for everyone associated with this wonderful profession. Coming together each year accomplishes many things that fortify and enliven our profession. We see colleagues and friends from the different areas of our great State of Utah. The lineup of speakers and presenters helps us continue to improve as practitioners, as hygienists, assistants and practice management members of the dental team.

Great effort is given to provide you the opportunity to hear and learn of new techniques, new products from our wonderful exhibitors and increase your capacity to continue to make dentistry the best profession in this great country of ours. Dentistry does its fair share of providing care to those in need locally and around the world.

We hope and are confident that your experience this year will be worth the effort and time as you associate with one another, make new friends and are exposed to new speakers and exhibitors. As the convention committee members meet different people from around the country, those who have presented at our UDA convention all say it is one of the very best meetings they attend.

Have a great and enjoyable time!

Gregory Oman, DDS
Scientific Chair

Brent Larson, DDS
UDA President

Greg Oman, DDS
Scientific Chair

Dan Klemmedson, DDS, MD
ADA District Trustee

Approved PACE Program Provider
FAGD/MAGD Credit
Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement
5/1/2016 to 4/30/2018
Provider ID# 219275
To Register
Online...uda.org
Fax......801-261-1235
After April 20 registration must be done onsite.
There is no telephone registration.

Registration Hours
    Thursday...7:00 am–5:00 pm
    Friday........7:30 am–5:00 pm
Onsite registration is upstairs on level two near the Salt Palace east entrance.

Exhibit Hours
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Exhibits are downstairs on level one in Salt Palace exhibit hall C.

Children
Children under 6 years of age are not allowed at any seminars or functions.

Coats
There are unattended coat racks in the registration area on level two.

CE forms for dentists and hygienists
CE certificates are at a kiosk in the registration area or online at uda.org.

Individual registration available
Dental hygienists, dental assistants, front office, lab technicians, students, spouses and guests do not need to register with a dentist.

Information and questions
uda@uda.org

Name badges
Attendees must register for all seminars and exhibits. Replacement name badges will reluctantly be replaced at registration for those who grovel enough.

No standing in the rooms or sitting on the floors
Strict Salt Lake City fire codes prohibit all attendees from standing in rooms during the seminars, or sitting on the floors during the seminars.

Open seating
Each year one or two seminar rooms fill up, so arrive early to assure yourself a seat.

Parking
There are many parking areas near the Salt Palace. Parking validations from UDA are not available. Consider riding the Trax.

Refunds
Sorry, no refunds can be made for registration, meals or functions.

Speakers websites
For detailed information about the speakers and their topics, visit their websites. Most speakers have websites.

Team luncheon See page 12.

Quickguide

<table>
<thead>
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<th>Speakers, presentations</th>
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<tr>
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<td>7</td>
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<td>12</td>
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<td>UDA house of delegates</td>
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Lodging
When reserving rooms mention the UDA block of rooms for discounts at these hotels.

<table>
<thead>
<tr>
<th>Hotel</th>
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<tbody>
<tr>
<td>Marriott City Creek</td>
<td>75 S West Temple</td>
<td>800-228-9290</td>
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<td></td>
<td></td>
<td>801-531-0800</td>
</tr>
<tr>
<td>Radisson</td>
<td>215 W South Temple</td>
<td>800-333-3333</td>
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<td></td>
<td></td>
<td>801-531-7500</td>
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<td>Holiday Inn Express</td>
<td>260 S West Temple</td>
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<tr>
<td>Little America</td>
<td>500 S Main</td>
<td>800-437-5288</td>
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**Local Speakers Series**  
All attendees are invited to these seminars!

**Thursday, April 27**

<table>
<thead>
<tr>
<th>Time</th>
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<tr>
<td>8:00 – 9:00 am</td>
<td><em>Air Abrasion In Your Practice</em></td>
<td>Michel Haynie, DDS</td>
<td>252-253</td>
</tr>
<tr>
<td>10:30 – 11:30 am</td>
<td><em>The Art of Microphotography</em></td>
<td>Jorge Zapata, DDS</td>
<td>252-253</td>
</tr>
</tbody>
</table>

**Lab Technicians Series**  
All attendees are invited to these seminars!

Contact Jessica Birrell, CDT 801-836-4750 or jessica@capturedentalarts.com  
Technical Lunch and Demos are Sponsored by Zahn Dental, Komet and more. [www.facebook.com/groups/UtahDentalED/](http://www.facebook.com/groups/UtahDentalED/)

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<tr>
<td>Noon – 1:30 pm</td>
<td><em>Lab owners’ luncheon</em></td>
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<td>252-253</td>
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<tr>
<td>2:00 – 2:30 pm</td>
<td><em>Welcome and introductions</em></td>
<td></td>
<td>252-253</td>
</tr>
<tr>
<td>9:00 – 10:30 am</td>
<td><em>Key Elements for Successful Restorations</em></td>
<td>Jessica Birrell, CDT</td>
<td>252-253</td>
</tr>
<tr>
<td>9:00 – 10:30 am</td>
<td><em>Indications for Correct Material Selection</em></td>
<td>Jed Archibald, CDT</td>
<td>252-253</td>
</tr>
<tr>
<td>2:30 – 3:30 pm</td>
<td><em>Multi-Dimensional Diagnosis with New Approach for Advanced Complex Cases</em></td>
<td>Juan Olivier, CDT</td>
<td>252-253</td>
</tr>
<tr>
<td>2:30 – 3:30 pm</td>
<td><em>Advanced Surgical Guides for All-on 4 and Implant Retained Cases</em></td>
<td>Alesha Snell</td>
<td>252-253</td>
</tr>
<tr>
<td>3:30 – 4:30 pm</td>
<td><em>Vendors Showcase What’s New this Year: Top 2017 technical products!</em></td>
<td>Preston Hansen, DDS</td>
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<td><em>Your Associateship Can Be Your Secret to Success: Techniques That Will Help You and Your Boss Succeed</em></td>
<td>William van Dyk, DDS</td>
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**New Dentists and Dental Students Series**  
All attendees are invited to these seminars!  
Host: Hana Lim

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(Continues on next page)
New dentists and dental students lunch and learn All new dentists and dental students are invited to attend. New dentists need to pay $5 when registering for the UDA convention to receive a ticket for this sack lunch. There is no charge for dental students.

Air Abrasion In Your Practice
Part of Local Speakers Series, page 6
Michel Haynie, DDS
8:00 – 9:00 am
Rooms 252-253

Air abrasion of the hard tissues has been investigated since the 1950s. It has advantages and disadvantages which will be discussed, including armamentarium, training, bond strength increases, Sil-Jet, drill-less dentistry in some applications, durability of restorations, decreased sensitivity, and use in minimally invasive dentistry.

Dr. Haynie has practiced in Utah for thirty years. He graduated in dentistry from University of Texas San Antonio. He has always been interested in minimally invasive dentistry, and has been on many dental outreach adventures resulting in a keen interest in cost effective dentistry. Air abrasion is key for many conservative procedures. He is currently on the board of directors of the academy of biomimetic dentistry.

Innovations in Esthetic Dentistry: Materials, Techniques and Technology
Ross Nash, DDS
8:30 – 11:30 am (continues at 2:00)
Room 254
Host: Dr. Keith Warr

We will discuss various materials and techniques for esthetic and cosmetic dental treatment in a general dental practice, with a focus on conservative treatment. Alignment, bleaching and bonding techniques for a minimally invasive approach will be illustrated. Discuss direct composite procedures with esthetic treatment at an affordable cost. See where bonded ceramics can provide the ultimate in tooth colored restorations and where full reconstruction can be performed in conjunction with smile rejuvenation. Minimal or no prep veneers to full crowns and bridges will be discussed. The relationship of smile design, occlusion, dental health and esthetics will be illustrated using digital images and video of his clinical cases.

Dr. Nash maintains a general practice in Huntersville, North Carolina. A polymer engineer before entering dental school, he began focusing his practice on esthetic and cosmetic dentistry early in his career, and began writing and lecturing about these subjects in the early 1980s. He is a consultant for numerous dental materials manufacturers.

You Can Improve Clinical Quality and Provide Exceptional Service: A Practice Analysis That Helps the Whole Team Improve Everything
William van Dyk, DDS
8:30 – 11:30 am
Ballroom F
Host: Dr. Greg Gatrell

Learn ways to help doctors and the whole dental team understand the importance of quality care for patients and ways to help them appreciate that care. Dental practices always hope to provide quality care and plan to maintain high ethical standards, but the pressures of the marketplace make it difficult to achieve. The most successful practices combine real quality care with exceptional service to help patients see the care they are receiving and evaluate it compared to alternatives.

Course objectives:
• understand the ways the whole team can improve quality care
• learn simple ways to improve quality of care
Course objectives:

• gain insights into what exceptional service means to patients
• have tools that each team member can use to communicate more effectively
• clearly understand the value of exceptional service in practice

Dr. van Dyk maintains a full time private general practice in San Pablo, California. In addition he has served as associate professor in the department of dental practice at UOP since 1977. He was on the ADA council on dental practice where he helped develop and lecture on the Success Seminars Series for senior dental students, and the Advantage Program for new dentists.

Stay Out of Jail: Avoid Coding Errors and Excel in Insurance Administration
Charles Blair, DDS
8:30 – 11:30 am (continues at 2:00)
Ballroom G, I
Host: Dr. Ed Hurst

Coding errors are predictable in today’s dental practice. Learn the top coding errors and how not to make them! You will also receive new, valuable information on some of the hot sections of the CDT code, which you can use to identify and fix coding problems that lurk in your practice. Most practices can expect legitimate new increases in cash flow immediately by learning how to do it right. Based on several thousand dental practices studied, these common problems were identified: consistent coding errors, clinical protocol issues and potentially fraudulent activities.

Dealing with dental insurance is overwhelming but key strategies can save you time and prevent hassles. You will receive essential tools to properly file dental insurance claims, and calculate primary and secondary insurance receipts. In addition, co-pay forgiveness, discounting, multiple fee positioning, patient gifts, and even PPO strategies will be discussed. Stop leaving money on the table, as PPOs dominate the marketplace.

Course objectives:

• learn through predictive error correction, how to avoid typical coding errors
• gain knowledge into co-pay forgiveness, discounting, multiple fees, NPI numbers
• gain knowledge in how to handle patient gifts, evaluate and deal with PPOs

Dr. Blair is one of dentistry’s leading authorities on practice profitability, fee analysis, insurance coding strategies and strategic planning. He has individually consulted with thousands of practices, helping them identify and implement new strategies for greater productivity and profitability. His extensive background and expertise uniquely qualify him to share his wealth of knowledge with the dental profession. A respected author and publisher, he offers several current publications. He holds degrees in accounting, business administration, mathematics and dental surgery.

Oral Pathology Update: Do You See What I See?
Bryan Trump, DDS, MS
8:30 – 11:30 am
Room 150
Host: Dr. Jeremy Manwaring

This presentation will cover the most common oral lesions seen in dental offices. It is intended to be an interactive course involving problem-solving and critical thinking.

Course objectives:

• learn and review current terminology used in oral pathology
• recognize normal, variations from normal and abnormal soft and hard tissue entities commonly found in the oral and maxillofacial region
• discuss different treatments and their outcomes

Dr. Trump is a board certified oral and maxillofacial pathologist and full-time assistant professor at the University of Utah school of dentistry. His DDS is from Virginia Commonwealth school of dentistry, and he completed his oral and maxillofacial pathology residency and a masters in biomedical sciences at Texas A&M college of dentistry. He has established a clinical pathology referral center at the U of U dental school and has a biopsy service for the practicing community. http://healthcare.utah.edu/fad/mddetail.php?physicianID=u0166591#tabAcademic

Laser Supported Periodontal Treatment Concept by Gutknecht: Using the Waterlase iPlus with Two Wavelengths Diode 940nm and Er, Cr:YSGG 2780nm
Norbert Gutknecht, DDS, MS, PhD
8:30 – 11:30 am (continues at 2:00)
Room 251 A, B, C
Host: Dr. Cory Evans

This workshop shows the Gutknecht laser supported periodontal therapy concept, wherein the diode laser 940nm will be used for best bacterial reduction and the Er, Cr:YSGG laser 2780nm with a radial firing tip will be used for best removal of biofilm and remaining concerements, as well as removal of infected tissue such as epithelim layer and granulation tissue. It is important to see how these laser wavelengths are integrated in his overall periodontal therapy concept, beside the classical diagnosis and therapy instruments. All steps and sessions of the Gutknecht concept will be shown, illustrated and explained based on evidence based experience and research.

Course objectives:

• take home message
• understand the Gutknecht laser supported periodontal therapy concept and how to integrate it into your daily periodontal treatment
• less periodontal surgery and less need for antibiotics

Dr. Gutknecht studied medicine and dentistry at the Universities of Bochum, Florence and Aachen. Since 1990 he worked as a scientific researcher at the University Hospital of the RWTH Aachen University. He did scientific research studies in the field of dental laser therapy at the UCSF, where he received his master’s in application of Nd:YAG lasers in dentistry. He completed his PhD at RWTH Aachen University and became an associate professor at Aachen University medical and dental faculty. He is now a full professor in the department of operative dentistry at Aachen University.
A Concussion Discussion: What You Should Know as a Coach, Parent or Healthcare Professional

Colby Hansen, MD
8:30 – 11:30 am
Room 251 D, E, F
Host: Dr. Ryan Edmunds

This is a review of pathophysiology, epidemiology, and the scope of the problem. We’ll review feared sequelaes with a concussion, evaluation and management including a review of return to play protocol, and how to educate our athletes about the importance of concussions injury prevention strategies including rule changes and equipment technology. We’ll look at what the future holds including research activities at the University of Utah.

Course objectives:
- post-concussion syndrome
- chronic traumatic encephalopathy
- second impact syndrome

Dr. Hansen is associate professor of physical medicine and rehabilitation at the U of U school of medicine. He completed his medical degree at the University of Iowa and residency training at the U of U. He runs the concussion clinic at the University of Utah and assists with the inpatient brain injury program at Primary Children’s Hospital, has published articles related to balance assessments in children that are frequently used to evaluate the effects of concussion, and is currently working on a variety of projects including comparing outcomes of children who sustain concussion vs ‘complicated mild TBI’, validating balance assessments in concussed children, and evaluating the effectiveness of an online course.

Restorative Endodontics: A Modern Standard of Care for Long-term Success

Alex Fleury, DDS, MS
8:30 – 11:30 am (repeats at 2:00)
Room 151 A, B, C
Host: Dr. James Keddington

Restorative Endodontics is based on minimally invasive root canal preparations and bioceramic bonded obturation that enhance the long term biomechanical success of the endodontically treated tooth. It is based on a biologic approach that emphasizes debridement and disinfection rather than shaping for obturation.

A premolar and molar clinical case will be discussed in detail that will demonstrate both the basic and advanced instrumentation and obturation technique.

Course objectives:
- appreciate the scientific concepts for success by incorporating a few new simple steps during clinical care
- understand the importance of proper straight-line access and the factors necessary to accomplishing the task
- recognize the many applications for fiber-optic ultrasonics in endodontics
- understand how to properly use the ESX® NiTi rotary file and instrumentation system
- recognize the correct way to use an ultrasonic in the pursuit of hidden canals
- completely understand the term hydraulic condensation and its application during obturation
- gain insight into the use of the new bioceramic materials in both surgical and non-surgical endodontic care
- become familiar with a novel and very efficient drillless post preparation technique
- understand that endodontics and restorative dentistry are not separate entities, rather they are part of a larger continuum: the endo-restorative continuum

Dr. Fleury received his MS degree in oral biology and certificate in endo from the University of Pennsylvania school of dental medicine. He received his DDS in 1984 from the University of São Paulo. He served as director of pre-doctoral endo for six years at Nova Southeastern school of dental medicine and Baylor college of dentistry. He currently serves as assistant professor at Baylor college of dentistry, working with endodontic residents. He was named best new endodontic educator of the year by the American association of endodontists, and has served on the scientific advisory board of the Journal of Endodontics. He is in full-time private practice of endodontics in Dallas, Texas. realworldendo.com

Co-sponsored by: Real World Endo

So, What’s This Bonding Stuff All About, Anyway?

Neil Jessop
From the Research Lab to the Real World

Jaleena Jessop, DDS
8:30 – 11:30 am
Room 250 A, B, C
Host: Dr. Brian Tavoian

Discover the inherent strength of dentin and what has influenced our beliefs. Learn what bond strengths really mean, what our goals should be, and the techniques for successful bonding.

Neil worked in the bio materials research lab at Loma Linda from 1998-2002. In 2002 he became the head of Ultradent’s R&D department. He has furthered dental research by leading the effort to create the strongest and most durable adhesive in dentistry today.

Dr. Jessop will focus on dentin and enamel preservation as facilitated by today’s advanced adhesives. Learn to break down complex restorative procedures into smaller more simplified tasks. See how the direct bonded restoration allows the general dentist to find new solutions to old problems. These long lasting esthetic restorations can help clinicians reconstruct the oral environment in less total chair time. Understand how you can serve your patients as well as your practice with today’s adhesive technology.

Jaleena graduated from Loma Linda in 2002 with honors in oral surgery. She served on the Salt Lake district board of directors, has lectured on conservative dentistry for several years, is an adjunct professor at the University of Utah school of dentistry and has a full time practice in Sandy. www.benchmarkdentsandy.com
Finance Fundamentals: Twelve Numbers Dentists Use to Build Wealth Faster
Reese Harper
8:30 – 11:30 am
Room 250 D, E, F
Host: Dr. Jason King
Did you know the average dentist retires at 67 while the average American retires at 62? Learn why some dentists struggle to retire on time and how to calculate your own financial progress. The course is extremely interactive with live polling, work sessions and plenty of time for questions and answers.
Course objectives:
• provide a new definition of wealth
• discuss how to adjust your spending, savings, taxes, retirement, insurance and debt
• help you calculate your personal progress towards retirement
• give you a template for an annual financial checkup you should be doing
• understand how the value of your practice affects your investment strategy
Reese hosts the Dentist Money™ Show, a weekly podcast dedicated to helping dentists make smart financial decisions. He is also founder and CEO of DentistAdvisors.com, a registered investment advisory firm which focuses exclusively on dentists and specialists. His trademarked planning methodology called Elements® is used by dentists all over the country to plan, invest, and retire better. dentistadvisors.com

Why Are Women So Strange and Men So Weird: How to Effectively Communicate at Work and at Home
Bruce Christopher
8:30 – 11:30 am
Ballroom H, J
Host: Dr. David Chamberlain
At the heart of any practice are relationships between staff, patients, and doctors. There is no doubt that communication runs your office! This session takes a very hilarious look at how men and women think, speak, and make decisions differently. You will laugh ’til you cry and learn ’til you change as you find out what makes the opposite sex tick!
Course objectives:
• explore how men and women think, speak, and decide differently
• increase communication effectiveness and recapture lost time from the clutches of communication misfires
• dazzle your patients by learning how to speak their language
• learn ten tips on how to get better results when presenting to the opposite sex
• experience good hearty laughs, excellent content, and practical applications with a very high retention rate
A psychologist and humorist, Bruce is America’s foremost enter-trainer today. He has earned this distinction because of his high energy style and the humorous presentation of his material. He is a licensed psychologist with degrees in both professional psychology and interpersonal communications. Bruce has enter-trained audiences internationally with his fun approach to today’s hot topics that impact our personal, professional and practice lives. He combines excellent content with loads of laughter and contagious comedy. Bruce is a practicing, supervising clinical psychologist. His mission is Laugh ’til you cry...Learn ’til you change! bcseminars.com

Exploring the Oral Microbiome: How Microbes Actually Create Disease
Anne Guignon, RDH, MPH
8:30 – 11:30 am
Ballroom B, D
Host: Staci Stout, RDH
Recent discoveries about polymicrobial biofilms are both disturbing and thought provoking. Dental diseases are not classic infections. While homeostasis still remains the ultimate goal, new molecular techniques demonstrate caries and periodontal disease are manifestations of dramatic, sustained shifts in microbial ecology that overwhelm the host immune system. Microbes, once thought to be key in these disease processes, may play a minor role, while relatively unknown species or even the entire microbial community may be responsible for increased virulence, sustained acid production, enhanced inflammation and continued tissue destruction. New disease concepts like dysbiosis, microbial consortiums, inflammmophilic bacteria, commensal pathobionts and keystone pathogens are changing the conversation and challenging how dental disease is viewed today.
Course objectives:
• appreciate the difference between classic infections and dysbiosis
• recognize how enamel and dentin caries differ ecologically
• discover how commensal microbes become pathobionts
• understand the role of keystone pathogens and inflammmophilic microbes in periodontal disease
• identify how gateway pathogens affect the caries process
Anne is internationally recognized for numerous dental hygiene contributions in the last four decades. She is a practicing clinician, author of over two hundred publications and two textbook chapters, an experienced researcher, and presenter of 350 programs throughout North America. She holds an adjunct faculty position at the University of Texas Houston dental school.

Cookie Cutter Care
Brandi Evans, RDH
8:30 – 11:30 am
Room 151 D, E, F, G
Host: Traci Branham, RDH
Leave it all behind! We invite dentists, hygienists and the entire team for an innovative and exciting discussion on periodontal disease and effective infection management. Brandi will provide the problem solving necessary to turn the average hygiene routine into a thriving, patient specific program. Apply this care customization and watch production naturally increase and case acceptance go through the roof!
Brandi’s passion for great days and excellent patient care is contagious! Drawing upon her education and experience as faculty at Idaho State University, and a decade of clinical practice you will have a well-rounded guide to follow. Currently Brandi loves infusing practices with the tools to be successful via her consulting company.
Who’s the Most Important Person in Your Office?

Eileen Boren
8:30 – 11:30 am (continues at 2:00)
Ballroom A, C, E
Host: Dr. Reed Jarvis

Everything in the office revolves around the most important person in your practice. Who is that person? You just might be surprised! This course is packed full of new techniques, helpful hints, and creative ideas that will keep the most important person in your office smiling. Learn about the latest and greatest in dentistry for assistants and have a chance to win samples and prizes. Learn empathy, better digital X-rays, pre-diagnosing, long lasting sealants, patient education and more. Discover how dentistry is changing and how assistants are part of that change.

Eileen has twenty years of experience as a dental assistant, and has enthusiastically pursued much CE about implant dentistry, sinus lifts, gum grafts, advancements in new materials and many other aspects of advanced dentistry. She helped create a dental clinic for the homeless at the Food and Care coalition and served as the clinic manager for ten years. She has been a trainer for Dexis for six years and enjoys teaching offices to get the most out of their digital x-rays. Visiting hundreds of offices gives Eileen unique insights across the profession, observing different ways offices address the challenges in dentistry.

The Clinical Business of Dentistry

Robert Thorup, DDS
9:15 – 10:15 am
Rooms 252-253

Are insurance plans shrinking your profit? Are your diagnosed treatments being turned down? Then you will want to attend this course.

Course objectives:
• learn how to empower patients with dental knowledge and choice
• learn how to help patients make oral health a higher financial priority
• discover hidden revenue streams within every-day dentistry
• learn insurance protocols for upgrading products and services
• learn about under-utilized CDT codes, multi-codes, and how to create new codes for dental technology

Dr. Thorup is an entrepreneur who is a practicing dentist in Salt Lake City. He graduated from UOP school of dentistry in 1989. He has lectured for Dentrix, E4D, ADABEI, Henry Schein Dental, and has published several articles in the field of digital radiography, practice management software, and advanced case presentation with technology. He is co-developer of Guru Connect, My Dental Stats, and My Dental Docs. drrob@mypracticemybusiness.com

The Art of Microphotography

Jorge Zapata, DDS
10:30 – 11:30 am
Rooms 252-253

Microphotography is the art of capturing pictures through the dental operative microscope. One of the main differences between microphotography and macrophotography is that no lens is attached to the camera in microphotography. This course will outline the advantages of microphotographic documentation vs. the use of macrophotography and intraoral cameras. It will address the challenges the clinician faces in capturing quality images including controlling vibration, working in conjunction with live view monitors, and par-focal adjustment to assure clear focus of the camera.

Course objectives:
• learn how to improve flow of case documentation via microphotography with interruption of patient treatment and production
• learn how to increase communication and treatment plan acceptance through micro photographic documentation
• learn how to select the most useful cameras for their needs
• learn the basics of camera settings and how to capture quality videos and photographs with any mirrorless or DSLR camera, and lastly
• learn how to develop a 3-D PARFOCAL

Dr. Zapata is a general dentist in Ogden who has been practicing microscope dentistry in his private dental practice since 2005. He is a past officer of the Academy of microscope enhanced dentistry. He is the 2014 recipient of their outstanding service award, and recently published an article in Dentaltown Magazine titled In Focus: Microphotography using the Dental Operative Microscope. He has lectured locally and internationally on magnification in dentistry and micro photography. zapata_dental@yahoo.com
Prepare Your Practice for Transition: What the Buyer and Seller Need to Know
William van Dyk, DDS
2:00 – 4:00 pm
Ballroom F
Host: Dr. Greg Gatrell

The purpose of this course is to give the dentists considering a transition the information necessary to make important decisions about how to hire the right consultants, how to position their practices correctly, how to understand the needs of both the senior and junior dentist, how to adjust for various factors in the marketplace, how to evaluate the various options available for transition, and what to do if nothing else works. Special emphasis is placed on making sure that patients do not suffer because of the transition.

Course objectives:
• look at the present situation in the dental marketplace and realize how the coming years will affect transitions
• evaluate the outside influences like baby boomers, recent graduation numbers, ethnic and gender mix of new graduates, and the effects of location
• set goals of the transition
• understand the factors affecting the transition from one dentist to another
• consider the options available for transition

Dr. van Dyk maintains a full time private general practice in San Pablo, California. In addition he has served as associate professor in the department of dental practice at UOP since 1977. He was on the ADA council on dental practice where he helped develop and lecture on the Success Seminars Series for senior dental students, and the Advantage Program for new dentists.

Stay Out of Jail: Avoid Coding Errors and Excel in Insurance Administration
Charles Blair, DDS
2:00 – 4:00 pm (continued from morning)
Ballroom G, I
Host: Dr. Ed Hurst

Seating for the team luncheon is assigned when you register. Group tickets must be purchased together so you can be seated in the same area. There are 10 seats per table. Tickets with table numbers will be mailed to you with your name badges. There are no refunds or changing of tables after tickets are mailed from UDA.

Innovations in Esthetic Dentistry: Materials, Techniques and Technology
Ross Nash, DDS
2:00 – 4:00 pm (continued from morning)
Room 254
Host: Dr. Keith Warr

Oral Pathology Update: Not Everything is Black and White...but some things are!
Bryan Trump, DDS, MS
2:00 – 4:00 pm
Room 150
Host: Dr. Jeremy Manwaring

This presentation will cover some of the more common radiographic pathology seen in a dental practice. Proper radiographic terminology will be reviewed. Differential diagnoses will be discussed. It is intended to be an interactive course involving problem-solving and critical thinking.

Course objectives:
• understand the basics of radiographic pathology
• learn how to describe radiographic pathology
• discuss differential diagnoses according to radiographic presentation

Dr. Trump is a board certified oral and maxillofacial pathologist and full-time assistant professor at the University of Utah school of dentistry. His DDS is from Virginia Commonwealth school of
dentistry, and he completed his oral and maxillofacial pathology residency and a masters in biomedical sciences at Texas A&M college of dentistry. He has established a clinical pathology referral center at the U of U dental school and has a biopsy service for the practicing community. http://healthcare.utah.edu/fad/mddetail.php?physicianID=u0166591#tabAcademic

**Laser Supported Periodontal Treatment Concept by Gutknecht: Using the Waterlase iPlus with Two Wavelengths Diode 940nm and Er,Cr:YSGG 2780nm**

Norbert Gutknecht, DDS, MS, PhD  
2:00 – 4:00 pm (continued from morning)  
Room 251 A, B, C  
Host: Dr. Cory Evans

**Restorative Endodontics: A Modern Standard of Care for Long-Term Success**

Alex Fleury, DDS, MS  
2:00 – 4:00 pm (repeated from morning)  
Room 151 A, B, C  
Host: Dr. James Keddington

**Genius System: An Intuitive Streamlined Endodontic Technique**

Carlos Spironelli Ramos, DDS, MS, PhD  
Ultradent Products That May Redefine Revenue!  
Karen Phillips  
2:00 – 4:00 pm  
Room 250 A, B, C  
Host: Dr. Brian Tavoian

Learn simple and efficient endodontic instrumentation techniques that will take your practice to the next level. Dr. Ramos graduated in 1997 with a PhD in endodontics from the University of Londrina in Brazil. He has published three books and has written more than a dozen chapters for various endodontics books. He performs many lectures, hands-on workshops, and conferences worldwide each year.

Experience top products from Ultradent that can affect your bottom line. Karen is the director of U.S. sales and global training at Ultradent. She has been in the dental industry for nearly 40 years and has vast experience working on both the clinical side and the commercial side of dentistry.

**Finance Fundamentals: Taking the Guesswork Out of Investing**

Reese Harper  
2:00 – 4:00 pm  
Room 250 D, E, F  
Host: Dr. Jason King

Are you making the right investments? Blame the media, blame your friend’s advice, or blame Wall Street. The noisy world of investing makes it hard to know where your money should go and feel confident your portfolio is managed the right way. During the class there will be plenty of time to answer questions about your own investments, which you can ask directly or submit anonymously using your smartphone.

Course objectives:

- help dentists avoid common and critical investment mistakes  
- review investment advice used by universities, institutions, and successful investors everywhere  
- understand how to calculate fees and performance on your investments in a simple, straightforward way and see if your portfolio is designed properly

Reese hosts the Dentist Money™ Show, a weekly podcast dedicated to helping dentists make smart financial decisions. He is also founder and CEO of DentistAdvisors.com, a registered investment advisory firm which focuses exclusively on dentists and specialists. His trademarked planning methodology called Elements® is used by dentists all over the country to plan, invest, and retire better. dentistadvisors.com

**Bambi versus Godzilla: Dealing with Difficult People**

Bruce Christopher  
2:00 – 4:00 pm  
Ballroom H, J  
Host: Dr. David Chamberlain

Difficult people are everywhere! They can be patients, co-workers, doctors, neighbors, even spouses. This program humorously reveals the six basic difficult personality styles that are out to drain you and your practice of vital energy. You will learn what they do, why they do it, and what you can do about it! Your team will learn how to stay empowered in the face of negative, reactive, and draining people—and laugh while they do it.

Course objectives:

- understand why people behave the way they do and learn the origins of negative behavior  
- discover how to not react to reactive people  
- increase skill level in dealing with difficult personality types  
- increase confidence when dealing with patients and co-workers  
- re-energize office environment and morale while positively influencing the behavior of others

A psychologist and humorist, Bruce is America’s foremost enter-trainer today. He has earned this distinction because of his high energy style and the humorous presentation of his material. He is a licensed psychologist with degrees in both professional psychology and interpersonal communications. Bruce has enter-trained audiences internationally with his fun approach to today’s hot topics that impact our personal, professional and practice lives. He combines excellent content with loads of laughter and contagious comedy. Bruce is a practicing, supervising clinical psychologist. His mission is Laugh ‘til you cry...Learn ‘til you change! bcseminars.com

**The Erosion Explosion: Effects of a Modern Day Witch’s Brew**

Anne Guignon, RDH, MPH  
2:00 – 4:00 pm  
Room B, D  
Host: Staci Stout, RDH

Today’s sports drinks, energy drinks, flavored
waters, bottled teas, powdered drinks and beverage additives are creating a perfect storm. Modern day drinks made from a sophisticated concoction of ingredients accelerate tooth erosion, setting the stage for dentinal hypersensitivity and impact the development of dental caries, a pH-mediated disease.

**Course objectives:**
- understand beverage components and marketing trends
- recognize how pH and titratable acidity contribute to erosion
- learn why sugar-free drinks still damage teeth
- compare new drink ingredients to soft drinks that have been around for decades
- discover how to make safer beverage choices

Anne is internationally recognized for numerous dental hygiene contributions in the last four decades. She is a practicing clinician, author of over two hundred publications and two textbook chapters, an experienced researcher, and a presenter of 350 programs throughout North America. She holds an adjunct faculty position at the University of Texas Houston dental school.

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**Who’s the Most Important Person in Your Office?**

**Eileen Boren**

2:00 – 4:00 pm (continued from morning)

Ballroom A, C, E

Host: Dr. David Chamberlain

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**Sports Dentistry, Oral-Facial Injury Prevention, Treatment and Related Topics**

**Ray Padilla, DDS**

2:00 – 5:00 pm

Room 251 D, E, F

Host: Camille Pompeo

We’ll address recent innovations in trauma recognition, treatment of orofacial injuries and medical issues related to these injuries. An evidence based review of athletic mouthguards including utilization and fabrication of pressure laminated mouthguards, different types of mouthguard designs, and marketing-promotion of injury prevention programs for your practice or community will be discussed.

**Course objectives:**
- gain an understanding of the epidemiology of sports related orofacial trauma and how to incorporate a preventive program for patients in the dental office
- understand the modern dental literature in treatments of all forms of dental trauma including luxations, avulsions, contusions and lacerations
- see what is available in over-the-counter store-bought mouthguards and be able to educate your patients on their shortcomings as compared to the preferred custom-made, pressure laminated mouthguards
- be informed on the differences between vacuum made mouthguards and pressure laminated mouthguards with respect to their diagnosis, design and fabrication
- see what is available in pressure machines as compared to vacuum machines; their costs and their differences in performance
- describe indications, techniques, and designs of pressure laminated mouthguards and other appliances such as implant stents, model duplication, temporary stents, clear positioners, orthodontic retainers, bleaching trays, fluoride trays, custom trays, denture bases, hard and soft bruxism splints, and other uses of pressure thermoforming

Dr. Padilla graduated from USC school of dentistry in 1978. He was clinical assistant professor at the USC 1984–1994. He is presently on faculty at UCLA school of dentistry. He has held leadership positions with the California Dental Association and the Academy for Sports Dentistry, has been published in 18 different periodicals and journals, and has done educational videos for the ADA and CRA. His involvement in sports dentistry includes the Summer Olympics, World Cup Soccer, and dental consultant for the Sports Dentistry Commission of the IOC. He is team dentist for UCLA athletics, the LA Galaxy and the LA Lakers. He maintains a private practice in Manhattan Beach, California.

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**Dental Marketing Made Easy: Using Social Media to Get the Best Patients**

**Tom Clark**

2:00 – 5:00 pm (repeated on Friday pm)

Room 151 D, E, F

Host: Dr. Craig Proctor

Social media is the new word of mouth for dental marketing. Learn how to leverage social media without breaking HIPAA rules. See how the best practices translate patient trust into new patient referrals. Tap into your best patients’ trusted social networks of friends and family who appreciate quality care.

**Course objectives:**
- create HIPAA-compliant social media posts that get likes, comments and shares
- have patients review your practice -- before they leave your office
- automatically publish accurate practice info across 70 online listing services
- build trust with new patients with a personalized website

Tom is founder and CEO of Social Dental, a social media marketing SaaS company for dentists who want to attract the best patients.

Tom created a patient photo and review sharing app to help dentists connect with patients online. Previously Tom was president and CEO of WhiteCap Dental Solutions, where he disrupted the dental implant industry’s dependence on field sales by selling directly to dentists. Under Tom’s leadership WhiteCap achieved a three-year growth rate of 625%, hitting #734 on the Inc. 5000 list of the fastest-growing companies.

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**What We Know About Electronic Cigarettes**

**Steve Hanson, MS**

**Kim Michelson, DDS**

2:00 – 4:00 pm

Room 151 G

Host: Dr. John Blankenship

- what electronic cigarettes are and how they harm the body
- statistics on who is using them and why, alarming trends among youth use rates
- what policies and laws have been passed and what still needs to be done
• how oral health professionals can screen for e-cigarette use
• best practices for addressing nicotine dependence in a dental setting
• tips on how to talk to patients about tobacco use
• how to connect patients to free, evidence-based resources
• improve your practice with better outcomes for your patients that use tobacco

Steve manages the tobacco prevention and cessation program at the Salt Lake County health department. He earned a bachelor’s degree in business and a master of public health degree from the U of U. After years of working with patients one on one as respiratory equipment technician to treat conditions such as asthma, chronic bronchitis, and emphysema, and seeing firsthand the devastating effects of smoking, Steve decided to work with the public to prevent these conditions. He could not be happier with his current role in preventing tobacco use, in all its forms, and helping current users quit.

Dr. Michelson is the state dental director and oral health program manager for the Utah department of health. He also is the assistant clinical director for the Family Dental Plan clinic operated by the Utah department of health. He has hospital privileges at Alta View Hospital where he treats children in the OR. He holds a bachelor degree in chemistry, attended graduate school at the U of U in biomedical engineering, and received his dental degree from Creighton, after which he completed a residency at the U of U. He operated a private practice in Sandy for 21 years prior to working for the State. SaltLakeHealth.org/tobacco

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**Key Elements for Successful Restorations**

*Part of the Lab Technicians Series, everyone invited, page 6*

**Jessica Birrell, CDT**

**James Abraham, DDS**

Rooms 252-253

2:30 – 3:30 pm

Learn the key elements needed from both the clinical and technical sides to achieve success with single centrals, complex cases, smile design, and single posterior restorations. From natural facial analysis, to simplified photography, learn how easy it is to achieve aesthetics, predictability, minimize chair time, and increase patient satisfaction. A free chair-side checklist will be provided on a first come basis.

With a passion for artistry and an interest in the dental field, Jessica attended the American Medical Dental Institute in Utah, 1999. In 2009 Jessica opened Capture Dental Arts where she focuses on high-level of aesthetics and pursues her various passions and dental research. As a result of her research and advanced studies in dental anatomy she developed the e.Max Play course with the accompanying e.Max Play and Morphology, an advanced study of dental anatomy designed to benefit all dental professionals worldwide.

Dr. Abraham has practiced in Park City since 2010. He received his doctorate of dentistry from Marquette University in 1984, is a member of American Academy of Cosmetic Dentistry with 25 years of extensive cosmetic experience.

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**Indications for Correct Material Selection**

*Part of the Lab Technicians Series, everyone invited, see page 6*

**Jed Archibald, CDT**

Rooms 252-253

3:30 – 4:30 pm

Learn how to choose the correct material for the correct case. Shared information comes from years of personal experience while working with patients, dentists, companies and research centers. Find out what works, why it works, and what you need to be aware of.

Jed Archibald has 20 years of experience working with and under John F. Archibald. Together they run Archibald Associates, a private in house laboratory for Drs. Gordon Christensen and William Christensen. They are known for unique insight related to dentists and patients from 35 years chairside experience, close work with PCC, CR and running a private laboratory school. Jed is the current lead technician and instructor at Archibald Associates, focusing on classic craftsmanship and new technology.
How to Survive and Thrive in a PPO and Increasing Corporate Environment: The New Normal
Charles Blair, DDS
8:30 – 11:30 am
Room 254
Host: Hana Lim
Are you working in your practice rather than on it? Learn to see the big picture, analyze the business side of your practice and take solid steps toward increasing profitability in an increasingly PPO and corporate environment. Gain insights on how to 1) move from cost-based to revenue-savvy thinking 2) have a productive and profitable future for your practice 3) design the winning independent practice model and about 4) dentists’ incomes being down since 2008 and how to turn them around.  

Course objectives:
- gain insight into running a practice like a business
- be challenged to new thinking to survive in a changing world of PPOs
- understand why the corporation is the superior business model and how to copy the winning features to compete on an independent basis

Dr. Blair is one of dentistry’s leading authorities on practice profitability, fee analysis, insurance coding strategies and strategic planning. He has individually consulted with thousands of practices, helping them identify and implement new strategies for greater productivity and profitability. His extensive background and expertise uniquely qualify him to share his wealth of knowledge with the dental profession. A respected author and publisher, he offers several current publications. He holds degrees in accounting, business administration, mathematics and dental surgery.

Beyond Bloody Gums: Peel Them Back and Discover Why Periodontal and Implant Surgeries are so Satisfying!
LaRisse Skene, DMD
8:30 – 11:30 (continues at 2:00)
Room 250 A, B, C
Host: Dr. John Bishop
Periodontal and implant surgeries can be painful and sometimes intimidating, but often the outcome makes them worthwhile. Scaling and root planning is hugely impactful in improving overall periodontal health, but it doesn’t always lead to an ideal outcome. Implants are wonderful for replacing hopeless teeth, but come with their own limitations.

This case driven seminar will outline goals for treatment, and showcase before, during, and after photos of osseous surgery, bone grafting, cosmetic and implant surgical procedures. Discover the synergistic cohesiveness that can be achieved by involving your periodontist in patient care and embracing comprehensive treatment planning as standard protocol. 

Course objectives:
- review the biology of bone and tissue around implants versus teeth
- diagnose and treatment plan implants in periodontally compromised patients
- diagnose treatment for ailing and failing implants
- understand how implant position and implant design affect esthetic and restorative outcomes
- provide a long term maintenance perspective for the treatment of implants
- understand periodontal wound healing and potential for bone grafting around teeth and implants
- provide a forum to ask clinical questions about implant placement and care

Dr. Skene graduated with a degree in medical biology from the U of U, from dental school at the University of Pennsylvania, and postdoctoral perio specialty training at the University of Pennsylvania in 2008. She has been a full time periodontist in her Salt Lake City private practice for eight years and has lectured for various hygiene programs and the U of U hygiene CE program. She is board certified with the American academy of periodontology, is an active member of the academy of osseointegration, the ADA, and currently serves as a delegate on the board of the UDA. utahperio.com

TMD/Orofacial Pain: What Works and What Doesn’t
James Guinn, DMD
8:30 – 11:30 am
Room 250 D, E, F
Host: Dr Joe Mirce
Course objectives:
- assist the dentist in avoiding diagnostic pitfalls and failed treatment
- effective treatment protocols for the less-complex TMD/Orofacial pain patient
- illustrate the broad scope of potential etiologic factors in this patient population

Dr. Guinn has lectured throughout the U.S. and Canada on this subject for 35 years. He is a fellow of the American academy of orofacial pain. He maintains a full-time practice in Salt Lake City. He has been a board examiner for the American board of orofacial pain. He also serves on the board of the Salt Lake Donated Dental Services. utahjawpain.com

The Magic of a Self Directed Team: The Keys to Creating Inspiration, Motivation and Results!
Amy Morgan
8:30 – 11:30 am
Ballroom A, C
Host: Dr. Tab Bingham
In today’s competitive environment your patients are looking for an experience that goes beyond the clinical results and one that fully exceeds expectations. The secret to achieving a new level of customer service is a happy, motivated, self-directed team that strives to be the best, always! Synergy means the sum of the whole is greater than its parts. Every individual
on your team impacts the experience for your patients, and the success of your practice. In this lecture Amy Morgan, CEO of Pride Institute will reveal the keys to creating self-direction, continuous improvement and growth for all.

Course objectives:
- create an environment that promotes self-motivation and growth
- learn how to effectively lead and follow from your job description
- utilize the magic of situational self-leadership in order to make sure you get the direction and support you need from your team
- embrace diversity to create a synergistic team with club house chemistry

After working with Dr. James Pride for fourteen years Amy took the reins of the institute while continuing to revitalize dental practices with a results-driven commitment to win-win solutions. Her ability to bring fun into the process of working and learning has made her a popular speaker all across the country. Amy’s advanced techniques are used by dentists at every stage of their careers, helping to find the right strategy for every level of practice. She leads a team of consultants who work with dentists and their employees in their practices, one-on-one, to bring cutting-edge business solutions to them. Amy is a highly regarded speaker who has spoken at many major dental meetings in the US, Canada and Scandinavia. prideinstitute.com

Your Associateship Can Be Your Secret to Success: Techniques That Will Help You and Your Boss Succeed

William van Dyk, DDS
8:30 – 11:30 am
Room 251 A, B, C
Host: Dr. Greg Gatrell

Whether you are an established dentist trying to decide when an associate is appropriate, or you are a new dentist just graduating or finishing a residency and you are looking for a job, the decision about associating can have very positive or very negative effect on your practice. How to prepare the practice and how to evaluate opportunities can make a huge difference. This course helps the established dentist see what needs to be done to help an associate fit into the practice, and helps the new dentist evaluate their own need and desires to make the position fit comfortably.

Course objectives:
- learn what you must do to judge job opportunities properly
- learn how to use all the tools at your disposal to stimulate job opportunities
- learn what to ask and what to look for in a practice
- learn how to narrow the search and make contacts productive
- learn who, when, and how to fit an associate into the practice

Dr. van Dyk maintains a full time private general practice in San Pablo, California. In addition he has served as associate professor in the department of dental practice at UOP since 1977. He was on the ADA council on dental practice where he helped develop and lecture on the ADA success seminars series for senior dental students, and the ADA advantage program for new dentists.

Pain Anxiety in Dentistry: 21st Century Approaches for 21st Century Dentists

Kevin Croft, DDS
8:30 – 11:30 am (continues at 2:00)
Room 150 G
Host: Dr. Dustin Farris

Attendance at the morning course fulfills PIE’s refresher course requirement. Attendance at the entire course fulfills PIE’s initial course education requirement.

This course focuses on the vast array of pain-anxiety management modalities available to dentists of all training levels and specialties. Content includes a review of dosage recommendations for various oral sedatives, discussion on proper monitoring equipment, and the use of nitrous oxide to manage patient anxiety in the dental office. We’ll discuss the sedation spectrum, comparing and contrasting various routes of administration with particular emphasis on conscious sedation, sedation for the pediatric patient, and performing adequate preoperative workup and management of medical emergencies will also be included.

Dr. Croft is a board certified dentist anesthesiologist, American Dental Board of Anesthesiology. The training he received in his CODA accredited, multiple year, hospital-based residency in dental anesthesia has enabled him to pioneer a new care modality in Utah which includes the routine use of nasotrachael intubation and other techniques when appropriate. He has written articles for various dental journals, and owns Dentinomics, an AGD (PACE) recognized continuing education company. dentinomics.com

Co-sponsored by Professional Insurance Exchange Mutual

Pears for Your Practice: What’s New That Could Change Your World

Joshua Austin, DDS
8:30 – 11:30 am (continues at 2:00)
Ballroom 150 A, B, C
Host: Dr. Dustin Reese

Dentistry is flooded every day with new products that claim to be better, faster and more efficient. Technology is taking over dentistry, and staying on top of it all is a daunting task. What do you really need to invest your precious capital in?

Course objectives:
- review every day procedures like bonding posterior composites
- examine bonding versus cementation
- discuss digital dentistry workflows
- review various products and their potential impact on your practice

Dr. Austin maintains a full time restorative dentistry private practice in San Antonio, Texas, and is an editorial director and columnist for Dental Economics focusing on dental products and technology. He lectures around the country to study clubs and dental meetings about these topics along with online reputation management and social media. He is a graduate of the University of Texas San Antonio and spent five years as faculty in their department of restorative dentistry. AustinDentalSeminars.com
**Pharmacologic Management of the Geriatric Patient: Practice Considerations for Oral Health Care Professionals**

Ann Spolarich, RDH, PhD  
8:30 – 11:30 am (continues at 2:00)  
Ballroom B, D  
Host: Gayla Orton, RDH

We will review characteristics and disease trends among the aging population, and oral disease risks associated with medications and common systemic diseases. We’ll discuss medication therapies, oral drug and disease complications, drug interactions and dental practice management considerations.

Course objectives:

- describe common oral disorders observed in the elderly population, including xerostomia, taste and smell disorders, orofacial muscular disorders, and lichenoid drug reactions
- discuss how normal physiological changes of aging influence drug prescribing behaviors
- discuss medications used in dentistry that are included in the Beers criteria for safe prescribing to older adults
- discuss the pathophysiology of common diseases associated with aging and the major classes of medications associated with these conditions

Ann is an internationally recognized author and speaker on pharmacology and the care of medically complex patients. She has presented over 900 lectures and written more than 100 professional publications. She is a professor, course director of clinical medicine and pharmacology, and director of research at the AT Still Arizona school of dentistry and oral health, where she teaches parttime in the special care clinic. Ann is associate director of the national center for dental hygiene research and practice, and practices dental hygiene parttime specializing in geriatrics.
creating a more magical atmosphere.

Course objectives:
• you have the power of choice and can daily bring either magic or misery to your work team
• six ways your attitude determines your daily work performance
• learn your true value and influence by dissecting your job and seeing how you really impact others
• by giving magic (appreciation) to other people (employees and customers) you naturally receive it yourself as you learn to make their day!

David is an emeritus professor of management and communication at UVU in Orem. He graduated with a degree in sales from Weber State and later obtained a degree in marketing and a degree in educational leadership with an emphasis in organizational behavior from BYU, with post graduate work in training and development. David has received numerous awards and recognitions, most recently UVU’s outstanding faculty teaching award and the humanitarian award. He retired from fulltime teaching in 2014 after 34 years.

Making Life Easier in the Front Office
UHIN
8:30 – 11:30 am
Ballroom F
Host: Dr. Fred Luedtke
Dental front office staff, this one is for you! This session is designed to expand your knowledge and efficiency when billing insurances, and to provide tools for troubleshooting challenges. We will go in-depth into the when, where, why, and how of dental billing, and provide resources for meeting challenges. As per tradition the last part of the session will be reserved for a Q and A discussion. Representatives from dental plans carriers and other knowledgeable sources will be available to address your questions.

The UHIN Dental Workgroup is dedicated to increasing electronic transactions in dental offices, thereby reducing cost and increasing efficiency. We accomplish this through education, newsletter articles, and advocating for dental office needs when operating rules are up for consideration.

Dental Insurance Write-Offs, Reimbursement Rates and a Sense of Control: A Four Part Strategy
Chris Tayler
8:30 – 9:45 am (repeats at 10:00)
Room 150 D, E, F
Which dental payer plan is the best? How can you know for sure? If you’re wondering about how reimbursement rates and write-offs are affecting your practice’s income, and are looking for a strategy to address this issue then this course may be what you are looking for.

A four part strategy can help give you a realistic sense of control regarding the impact of dental plans within your practice:
1. Finding the best (most profitable) mix of insurances for your specific practice. We’ll discuss how many different practice parameters should be taken into account to accurately determine profitability, what those parameters are, and how to use them
2. Using this information to help update your office fees with a four-part methodology. This includes finding out which procedures plans would pay more for performing, and why it would most likely hurt your practice to raise fees to match that of the highest paying insurance
3. Setting up a profitable Office Membership Plan using your costs, rather than arbitrary pricing. We talk about how these can help increase income by attracting the 40 percent of people who avoid dental care due to cost concerns
A discussion about strategies for negotiating higher fees. We examine why negotiating can be very effective in increasing income, how it can be done, and it can be easier than you might think.
While math can be boring, numbers allow for precise measurement. Measurement removes ambiguity and gives you control. Using the specific numbers from your own practice in the right way effectively turns the current plan dynamic on its head and can have a huge impact on your income. Because every practice’s numbers are so varied, the profitability of dental plans with the exact same reimbursement rates will vary greatly from practice to practice. In analyses performed from Logan to St. George (as well as outside Utah) there have been no two practices with the same dental plan profitabilitys.

Chris Tayler has presented seminars at UDA conventions, published articles in UDA Action concerning third party dental plans, spoken at CQI seminars, district dental societies and study clubs.
He was previously employed by Morgan Stanley where he worked with financial advisors to solve client wealth management issues. He graduated from U of U and earned an MBA from Westminster College. Chris’s father has been a practicing dentist for over thirty years, and as such has been on the receiving end of at least ten root canals.

Restorative Endodontics Workshop
Limited to 30 participants

Restorative Endodontics, A Modern Standard of Care for Long-term Success
Alex Fleury, DDS, MS
In order to participate in this workshop it is necessary to complete the Thursday lecture program.
8:30 – 11:30 am (repeats at 2:00)
Room 151 G

Restorative Endodontics is based on minimally invasive root canal preparations and bioceramic bonded obturation that enhance the long term biomechanical success of the endodontically treated tooth. It is based on a biologic approach that emphasizes debridement and disinfection rather than shaping for obturation. This Real World Endo presentation is highly practical and will describe in detail numerous facets of clinical endodontics, utilizing a Case Based Learning Approach. A premolar and molar clinical case will be discussed in detail that will demonstrate both the basic and advanced instrumentation and obturation technique, as well some technique variations to handle more challenging cases. The principal scientific concepts for successful endodontics...
Multi-Dimensional Diagnosis with New Approach for Advanced Complex Cases  
Part of the Lab Technicians Series, everyone invited, page 6  
Juan Olivier, CDT  
Jason Lewis, DDS  
9:00 – 10:30 am  
Rooms 252-253  

During this lecture dentists and dental technicians will learn the step by step approach that is taken by Dr. Jason Lewis and Juan Olivier in managing advanced complex cases, they will walk you through the process of finding the optimal vertical position using a low frequency myomonitor TENS. The application of neuromuscular orthotics will be explored. They take you through a case, with preparation, temporization, final cementation and finishing to taking the final records maintaining optimal vertical position. The team of Dr. Jason Lewis and Juan Olivier has worked together for over fifteen years and will showcase their approach and procedures for advanced and complex cases.  

Course objectives:  
• learn how to take proper records required for maximum accuracy in complex cases  
• showcase the process of managing optimal vertical position  
• discuss the instrumentation required for the success of any complex case  

CPR and BLS Certification Workshop  
Limited to 30 participants  
Cost $30  
To register you must call UDA 801-261-5315  
Tobin Cowley  
9:00 – 10:30 am (repeats at 2:00)  
Room 151 D, E, F  

Complete your basic life-saving BLS certification, required every two years for licensure, for you and your staff. This course will provide current information and hands-on training using the most up-to-date guidelines, CPR training simulators and automated external defibrillators. Receive your BLS certification card upon completion.  

Course objectives:  
• learn and practice adult cardiopulmonary resuscitation, CPR, using current guidelines  
• learn and practice infant CPR using current guidelines  
• learn to use an automated external defibrillator, (AED)  
• earn your basic life-saving, BLS, certification  

Tobin has been teaching CPR, AED and first aid for over 21 years through his business Save-A-Heart of Utah. He is a licensed paramedic and EMT. He currently provides BLS and ALS certification services to almost 200 dental offices throughout the state, as well as the U of U school of nursing, medical school, and businesses throughout the state of Utah. This course is approved by OHSA, MSHA and the Health Department. Tobin is known for his engaging and entertaining teaching style.

Mouthguard Appliance Workshop  
Limited to 30 participants  
Cost $20  
To register you must call UDA 801-261-5315  
Fabrication of Pressure Thermoforming Appliances  
Ray Padilla, DDS  
8:30 – 11:30 am (repeats at 2:00)  
Room 151 A, B, C  

Learn the various types of appliances that are available for in house fabrication and some of the problems with the over the counter variety. The difference between vacuum made and pressure made will be demonstrated. The technique for pressure thermoforming provides the best combination of comfort, protection and acceptance. Gain hands-on experience with pressure thermoforming. Appliances demonstrated will include implant splints, bruxism splints, model duplication, orthodontic retainers, crown and bridge stents for provisionals, bleaching trays and other appliances. See how a dentist can save thousands of dollars annually with in-house fabrication.

Co-sponsored by Dentsply  

Please bring a file sample from your current rotary system to compare to ESX (a size 35 is ideal). In addition, bring any accessed, extracted teeth you want to work on.
Juan is a certified dental technician and master ceramist and member of the American Academy of Cosmetic Dentistry. He has also completed the occlusion connections under the direction of Dr. Clayton Chan. After studying with some of the best doctors and master technicians in dentistry, Juan has become known for his extraordinary dental technology skills. He is the founder of Precision Dental Products. He has also developed and patented several dental products and created the OneBite system.

Dr. Lewis graduated from Creighton in 1999. Upon graduation he attended the complete curriculum of the Las Vegas Institute within three years. For the past five years Dr. Lewis has studied under Dr. Clayton Chan in the area of complex occlusal and reconstructive cases. He is one of 59 dentists to complete this training at Occlusion Connections. He has worked with Juan Olivier on hundreds of complex dental cases. Dr. Lewis is an active educator and public speaker. He has lectured on laser procedures, implants and cosmetics.

Dental Insurance Write-Offs, Reimbursement Rates and a Sense of Control: A Four Part Strategy
Chris Tayler
10:00 – 11:15 am (repeated from 8:30 am)
Room 150 D, E, F

Advanced Surgical Guides for All-on 4 and Implant Retained Cases
Part of the Lab Technicians Series, everyone invited, page 6
Alesha Snell
Preston Hansen, DDS
10:00 – 11:30 am
Rooms 252-253

We’ll reviews today’s surgical guilds and their implications for advancing the way we treat implant cases:

- learn how 3d printing, cad cam, and the virtual world is changing how we do advanced prosthetic cases
- explore what’s new in the world of implant retained hybrids

Alesha has been in the dental field for twenty seven years. She is the owner of Revolution Dental Specialty Lab in Draper specializing in removable and fixed prosthetics, and hybrid “All on Four”. She is actively involved in the research and development of new products and procedures to further the advancement of dental technology.

Dr. Hansen is an oral and maxillofacial surgeon specializing in the use of digital technology as it applies to dental implants. Born and raised in Salt Lake City, he attended the University of Utah, then went on to dental school at the University of the Pacific followed by an oral surgery residency at UCSF Fresno. He and his wife have 4 children and live in Holladay.

Alliance to Utah Dental Association Luncheon
Friday, April 28

For spouses of dentists and everyone interested. This year we host the national ADA Alliance conference during the UDA convention.

Joseph Smith Memorial Building, Empire Room, 150 E South Temple
Parking for this event is validated at JS Memorial Building

Life Elevated: Maintaining Wellness, Resilience, and Optimism, Even In a Challenging World
Carrie M. Wrigley, LCSW
11:45 am - 1:30 pm

In our hectic, demanding world it is a challenge to manage our stresses effectively, keep ourselves and our families strong, cheerful, and well. Join us for encouraging words, uplifting music, and practical tips on how to build and maintain a life elevated, a life of tranquility, satisfaction, and joy.

Carrie Wrigley has been a counselor for over twenty years specializing in the treatment of depression, anxiety, sexual abuse, marriage and family issues, and sexual addiction. She received her masters of social work from the U of U in 1988, and worked 17 years as a counselor for LDS family services. She opened a private practice in 2009.

Service project collecting items for dental hygiene kits (toothbrushes, floss, toothpaste)
Cost: Alliance member $25, non-alliance member $30, spouse of dental student $15
Contact Melissa Haws 435-279-4650, melissahaws@hotmail.com

The national Alliance to the American Dental Association (AADA) will hold its annual conference in conjunction with the UDA convention April 27-29. Many events are planned for dental spouses/partners including the ADPAC breakfast, the Spencer/Neff Gala, a dental education event, the annual luncheon for the Alliance to the Utah Dental Association, a Mormon Tabernacle Choir rehearsal, family history/genealogy opportunities, Park City Main Street, Thanksgiving Point Tulip Festival and the Foundation for Dental Health Education Chinese Auction. AADA members and guests can attend the UDA convention at the in-state rates of $70 for ADA members, and $20 for spouses/partners if the ADA member is registered. Registration forms for the conference are available at allianceada.net
Utah Academy of General Dentistry Luncheon
11:30 am – 1:30 pm
JS Memorial Building Harmony/Palmyra Room 9th floor (west side)
Members, students, non-members welcome (entry cost varied on membership)
RSVP required: contact Dr Ruedi Tillmann’s office manager Mclean Boddy, 801-281-8433 or mb.tillmannndental@gmail.com

New dentists and dental students lunch and learn
All new dentists and dental students are invited to attend. New dentists need to pay $5 when registering for the UDA convention to receive a ticket for this sack lunch. There is no charge for dental students.

What They Didn’t Teach You about Finance in Dental School
David Kirby, Zions Bank
11:45 am – 12:45 pm
Room 254
With the cost of dental school continuing to be one of the most expensive graduate programs, many graduating dental students and new dentists feel overwhelmed by the amount of never-ending debt. This, combined with the lack of personal and practice financial management education in dental school often leads to poor financial analysis, resulting in financial paralysis. Zions Bank’s Practice Pathways will help you get started down the path towards personal and practice financial wellbeing so you can focus on what truly matters, being a great dentist.

David Kirby is senior vice president and director of Practice Pathways, a professional finance division of Zions Bank offering a full suite of financial services to health professionals who want to acquire, start or expand their practice. David has more than 15 years of commercial and retail banking experience, and joined Zions Bank in 2015 to launch the Practice Pathways group. He graduated with a degree in business communications from the University of Utah and earned an MBA from Loyola Marymount Los Angeles. David and his family reside in Salt Lake City.

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Start Smart, Stay Smart
Part of the New Dentists and Dental Students Series, page 7
Charles Blair, DDS
2:00 – 4:00 pm
Room 254
What are the unique challenges that face new dentists today? Several similar questions and much information will be addressed in this enlightening and life-changing course. Make the decision to Start Smart, Stay Smart today.

Course objectives:
• are you deciding between a cold start and buy-in
• are you choosing the right CPA and advisors

CBCT Assisted Implant Dentistry
Part of the New Dentists and Dental Students Series, page 7
Nicholas Egbert, DDS, MDS
12:50 -1:50 pm
Room 254
Spend one hour learning about different aspects of this exciting and accurate implant placement modality:
• common errors
• diagnosis
• treatment planning
• immediate implants

Utah Dental Hygienists Association Luncheon, limit 200 seats
Opioid Use and Prevention in Utah
Noon – 1:45 pm
Marriott City Creek, 75 S West Temple, cost $42
Speaker from Utah Department of Health
Contact Kim Caldwell udhaonline@gmail.com
The use of opioids has increased nationwide with a particularly devastating impact in our state. The Utah Public Health Association indicates Utah is ranked 4th in the nation for deaths associated with opioids. Be informed about this crisis and intervention as we grapple with this ever growing problem.

Life Beyond Dental School: To Specialize or NOT to Specialize, That is the Question
Part of the New Dentists and Dental Students Series, page 7
Specialists Panel
12:50 – 1:50 pm
Room 251 A, B, C
Primarily for students that may be interested in post graduate training, our panel of specialists will provide students the chance to learn more about available opportunities and how to improve the likelihood of acceptance into a program. This panel of specialists will include representatives from endodontics, prosthodontics, oral surgery, periodontics, orthodontics, pediatric dentistry and AEGD/GPR programs. They will share information about what life is like in their respective residency programs and career fields. Students will have the opportunity to ask questions about the application process, the residency years, the future of each specialty and more.

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CBCT Assisted Implant Dentistry
Part of the New Dentists and Dental Students Series, page 7
Nicholas Egbert, DDS, MDS
12:50 -1:50 pm
Room 254
Spend one hour learning about different aspects of this exciting and accurate implant placement modality:
• common errors
• diagnosis
• treatment planning
• immediate implants

Dr. Egbert received his DDS degree at Creighton University and then did a three-year residency in advanced surgical prosthodontics at the University of Tennessee health science center where his research interests included CT generated dental implant surgical guide accuracy and efficiencies of modern bone grafting techniques. He is a board certified prosthodontist who has completed advanced surgical implant and bone graft training in his residency. He maintains a private practice limited to surgical prosthodontics emphasizing image-guided, digitally-assisted, dental implant treatment planning, surgery and restoration. He lectures regularly on implant prosthodontic topics.
• are you evaluating a for sale practice
• do you have hiring and labor cost issues
• are you establishing clinical protocols
• are you avoiding fraudulent coding

Dr. Blair is one of dentistry’s leading authorities on practice profitability, fee analysis, insurance coding strategies and strategic planning. He has individually consulted with thousands of practices, helping them identify and implement new strategies for greater productivity and profitability. His extensive background and expertise uniquely qualify him to share his wealth of knowledge with the dental profession. A respected author and publisher, he offers several current publications. He holds degrees in accounting, business administration, mathematics and dental surgery.

Get the New Dental Practice Up and Running: Advice for New Dentists on Building a Successful Practice
Part of the New Dentists and Dental Students Series, page 7
William van Dyk, DDS
2:00 – 4:00
Room 251 A, B, C
As a lecturer to dental students around the U.S. for the last twenty years I’ve seen many practice management courses offered by dental schools. Still the number one complaint of recent graduates is that they didn’t learn how to run a dental business. For most students learning the art and science of dentistry is hard enough without spending time learning how to run a business. This course fills the gap between the dental course work and the reality of practice by reviewing the important parts of a dental business and giving attendees the tools to make the parts work well. Working as an associate, becoming an owner, watching and using practice numbers, handling managed care contracts, finding money to borrow, and marketing effectively are all important parts of practice success.

Course objectives:
• identify the key parts of a dental business that need to be taken care of to insure success
• recognize the leadership skills that you need to direct your dental team effectively
• analyze the community to decide whether you are a good fit, and how to use associations to decide
• where and when to buy
• know the important aspects involved in the purchase of a practice
• use marketing techniques to build a quality dental practice

Dr. van Dyk maintains a full time private general practice in San Pablo, California. In addition he has served as associate professor in the department of dental practice at UOP since 1977. He was on the ADA council on dental practice where he helped develop and lecture on the ADA success seminars series for senior dental students, and the ADA advantage program for new dentists.
**Digital Workflow: Beyond Paperless**

*Larry Emmott, DDS*

2:00 – 4:00 pm (continued from morning)

Ballroom E

Host: Dr. David White

**Periodontal Disease: From Probing to Presenting to Planning**

*Jamie Marboe, RDH*

2:00 – 4:00 pm (continued from morning)

Ballroom G, I

Host: Emily Allen, RDH

Tired of the good cop-bad cop hygiene mentality? Feel like sometimes your schedule is grand central station and other times a ghost town? Calibrate the entire dental team for clearer, more effective communications, increased treatment acceptance and greater quality of patient care.

Course objectives:

- identify key inconsistencies with systems and communications from front to back office
- improved language skills that allow all team members the ability to think like a hygienist
- specific language for presenting perio treatment to existing patients with improved acceptance
- discover effective scheduling techniques to prevent last minute cancellations and no-shows
- how to resolve typical scheduling challenges that hurt hygiene productivity

Dental teams profit from these personalized coaching solutions to help become complete, high performing teams, using hygiene as the practice backbone while implementing sound and effective practice management systems. She believes that those systems are the tool for the team to truly work smarter, not harder.

Jamie is an experienced hygiene consultant, a licensed hygienist, has been a university clinical instructor, a certified Eaglesoft trainer and a dental assistant. She has worked in this great profession for over 35 years! She believes that audiences benefit from her passion to teach and her wide range of knowledge, having been in the trenches for most of those years. When she is not flying cross country to speak or work with her private clients she fills in with private practice. She loves CE courses that expand her education. inspiredhygiene.com

**Dental Marketing Made Easy: Using Social Media to Get the Best Patients**

*Tom Clark*

2:00 – 5:00 pm

Room 150 D, E, F

Host: Dr. Kelly O’Brien

Social media is the new word of mouth for dental marketing. See how the best practices translate patient trust into new patient referrals. Tap into your best patients’ trusted social networks of friends and family who appreciate quality care. Learn how to leverage social media without breaking HIPAA rules.

Course objectives:

- have patients review your practice—before they leave your office
- automatically publish accurate practice info across 70+ online listing services
- build trust with new patients with a personalized website
- create HIPAA-compliant social media posts that get likes, comments and shares

Tom is founder and CEO of Social Dental, a social media marketing SaaS company for dentists who want to attract the best patients. Tom created the industry’s only HIPAA-compliant patient photo and review sharing app to help dentists connect with patients online. Previously Tom was president and CEO of WhiteCap Dental Solutions where he disrupted the dental implant industry’s dependence on field sales by selling directly to dentists. Under his leadership WhiteCap saw a three-year growth rate of 625%, achieving #734 on the Inc 5000 list of fastest growing companies.

**Face of A Champion**

*Ben Kjar*

2:00 – 4:00 pm

Ballroom H, J

Host: Sharon Wiest

Ben Kjar shares his story of overcoming Crouzon’s Syndrome, a genetic disorder affecting the development of the maxilla and mandible. Ben’s philosophy helped him thrive in society, athletics and life. He will teach how his method of Victim vs Victor allows him and millions throughout the world to live on a higher level of life. The course will dissect and discuss how to use these same philosophies to achieve our goals and feel success in our treatment plans or going elsewhere for their dentistry. It’s time to make critical decisions for your dental practice to improve your relationship with your patients, boost your communication skills to receive the return on investment you and your team deserve; committed happy patients, increased productivity and peace of mind.

Smart, successful practices understand the importance of engaging both new patients and patients of record to foster a deeper sense of commitment and loyalty. This course will help you and your team develop and refine communication skills, motivational techniques and negotiating practices that will successfully convert all your patients to the ideal next step.

Course objectives:

- rise above economic, financial and insurance concerns and get the yes to treatment
- increase your team’s role in patient’s commitment to treatment
- with new communication skills, inspire new levels of patient loyalty, commitment and referrals

**Plugging the Holes in Your Bucket: The Secret to Engaging, Converting and Retaining a Healthy Patient Base**

*Amy Morgan*

2:00 – 4:00 pm

Ballroom A, C

Host: Dr. Tab Bingham

The economy is changing for the better, studies show people are actually saving more, yet patients may still be saying no to your
work, family and personal lives. This is a fascinating presentation on never giving up and putting all you can into all you do.

Ben was born with crouzons syndrome and was told by doctors that he would not live a normal life. The doctors were right. He has lived a very abnormal life. He is a five times wrestling national high school champion, and a first wrestling all-American at UVU. Ben has told his story to thousands of people around the world about how he overcame the odds and set new standards in life. He has spoken to numerous multi-billion dollar companies, is a thought leader in the area of teaching and inspiring people to live an abundant lifestyle by staying clear of the victim mentality that often suffocates people. benkjar.com or faceofachampion.net

Radiology Certification
Wendi Wilde Darley, CDA, BS
1:00 – 4:00 pm
Ballroom F

Learn the basics about dental radiology and related techniques. Attending this session and passing a written quiz qualify participants to receive a required Utah safety certificate. Attendees must register for the entire convention and pay an additional $20 fee for this course.

Wendi is a certified dental assistant with the dental assisting national board. She has worked in the dental field for twenty-five years and is currently the dental department head at Bridgerland ATC in Logan.

UDA House of Delegates
4:30 – 6:30 pm
Room 250 D, E, F

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Richard Engar, DDS
Dr. Engar graduated from the University of Washington school of dentistry in 1980. He then completed a general practice dental residency at Sinai Hospital in Detroit and entered private general practice in the Sugar House area of Salt Lake City from 1981 to 1991. In 1991 he became attorney-in-fact at Professional Insurance Exchange which title changed to CEO in 2014. Since 1988 he has maintained a faculty position with the U of U general practice residency program, now part of the school of dentistry.

From the beginning Dr. Engar wanted to be involved in organized dentistry, serving on the Salt Lake District board, as editor of UDA Action, as speaker of the UDA house of delegates for several years, several UDA committees, wrote a popular column for UDA Action “Tales Along the Trail” during his hiking days, and for many years spoke at CQI seminars. He also has been very involved with AGD on a state and national basis. He holds fellowships in the AGD, Pierre Fauchard Academy, Academy of Dentistry International, International College of Dentists and American College of Dentists.

His wife Ann is a full professor at the University of Utah and he has three grown children. His hobbies include photography, watercolor painting, writing, and golf. He enjoys competing with scale models, mainly aircraft, and is a national champion model builder.

Morris N. Poole, DDS
Dr. Poole grew up in Preston, Idaho. He graduated from USC with his dental degree and then earned a certificate in orthodontics from UCLA. He has practiced orthodontics in Logan for almost forty years, with satellite practices in Preston, Idaho and Providence, Utah.

His professional involvements include membership and leadership in national, regional, state and local orthodontic associations, Utah Dental Association, Pierre Fauchard Academy, LDS Academy of Dentists, AGD, and ICD. In recent years, he has been a leader in the American Association of Orthodontists, where he just completed a year as president of the AAO after many years of service on their national board.

Several community involvements have also kept Dr. Poole busy, including dental health presentations in classrooms every year since 1979, Bridgerland ATC, American West Heritage Foundation, Kiwanis, Utah State University groups, Boy Scouts of America and religious service.

Morris and Dixie have been married 45 years, have seven children and eighteen grandchildren. He appreciates his wife’s devotion in promoting dentistry by her service on the Cache Alliance, the Utah Dental Alliance Board and as a former president of the AUDA. Morris enjoys gardening, coaching sports, skiing and participating in local theater productions.

Prior Distinguished Service Awards

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<tr>
<th>Year</th>
<th>Names</th>
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<tr>
<td>1981</td>
<td>Howard Swanson, Elbert Thompson</td>
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<td>Reed Holdaway</td>
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<td>Fred Hardy</td>
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